

SPRING 2017



I am pleased to introduce the inaugural AIREPORT. One of our strategic objectives is to strengthen communication with our members. We hope this newsletter will provide you with insights into the many initiatives we are currently developing as well as offer an opportunity to solicit your feedback, comments and participation in these efforts.

I would also like to thank our 2017 Program, Event and Emerging Leaders Sponsors for their ongoing commitment to our organization.

Sincerely,

Adam Marshall, SIOR, CCIM
2017 AIRE President

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STRATEGIC PLAN



The AIRE Board of Directors embarked on a comprehensive strategic planning process last Fall to develop the Association's first-ever five-year strategic plan. AIRE engaged Executive Services Corp. (ESC), a not-for-profit consultancy, to guide it in the process. After substantial time and thoughtful consideration, the Board adopted a formal strategic plan on November 8 that focuses on three strategic opportunities:

1. Position AIRE to excel through stronger organizational dynamics
2. Refresh programs, services and value propositions for its current and future members
3. Strengthen communication to keep both internal and external audiences engaged with AIRE

These three strategic opportunities guide the Board when developing its goals and objectives during the current and subsequent year.

For more information on the Strategic Plan, please contact our Strategic Planning Chairperson, Adam Tarantur.

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EMERGING LEADERS



The vitality of industrial real estate brokerage, as well as AIRE itself, is driven by recruiting, training and engaging the next generation of leaders. As such, the AIRE Board of Directors established a new membership category - Emerging Leaders.

- *Who is an AIRE Emerging Leader?* Anyone who has five years or less experience as an industrial real estate broker.
- *What is the point?* AIRE Emerging Leaders platform creates a group of like-minded young professionals sharing similar experiences as they navigate through this rewarding but often challenging business. Having mentors at firms is great, but sharing experiences with true peer brokers provides another outlet to learn, cooperate and grow.
- *What are the benefits?* In addition to creating an avenue for Emerging Leaders to intentionally interact, being an Emerging Leader gives young brokers discounts to select AIRE events and access to special "Emerging Leaders only" programs.
- *Do you have to be a member of AIRE to be an Emerging Leader?* No. While to be an AIRE Active Member you must be in the business for 2+ years, to qualify as an Emerging Leader the only requirement is that you have been an industrial broker for less than five years.
- *Does age matter to be an Emerging Leader?* Absolutely not! The Emerging Leaders platform is as much for those who make a career change as it is for those entering the business fresh out of college.

For more information on the Emerging Leaders platform, please contact our Emerging Leaders Chairperson, Cal Payne.

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SURVEY RESULTS



A big THANK YOU to those who responded to the survey that was distributed earlier this year. We received a great response which helped inform the Board of Directors in its refining of the strategic plan and provided terrific ideas for upcoming programming. Here are a few highlights of our findings:

- 96.6% of responding members like receiving communications about upcoming events. A similar percentage enjoy receiving event recaps.
- When asked about the volume and frequency of emails received from AIRE, 72% responded that that we send the right amount, with 1/3 requesting we not increase the frequency discernibly. We realize there is a balance between just enough and too much.
- On the topic of video content, 46.6% felt that this is a fun way of receiving information from AIRE. Since we began sending digital content to our members, we have increased email readership and event attendance. It must be working!
- A whopping 70.5% of respondents strongly support launching the Emerging Leaders platform. It seems clear our membership agrees that it is important to engage and develop industrial real estate brokers new to the business.
- We asked which recent AIRE programs members enjoyed the most. The top vote-getters were Bruce Rauner, "State of the Market," real estate technology and Leslie Munger. The feedback is being considered by our Programs Committee.

For more information on the survey, please contact our President, Adam Marshall.

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MARKETING



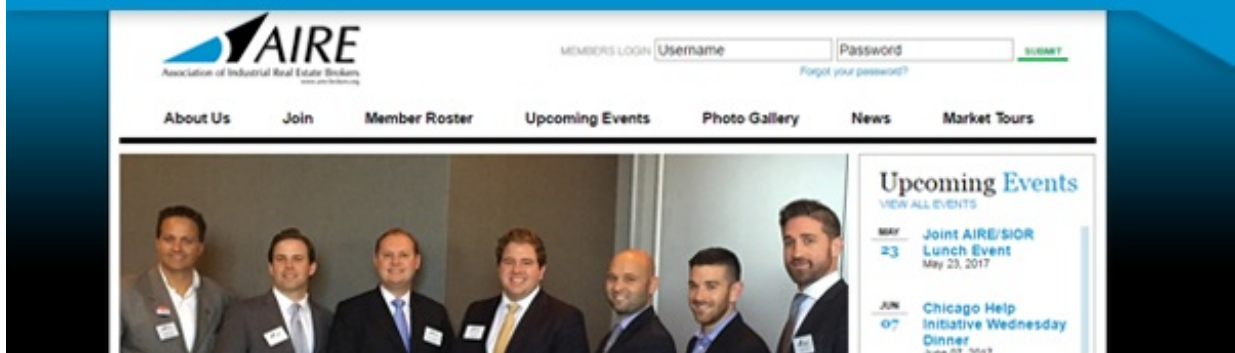
We hope that you've noticed that AIRE has stepped up its game in the marketing department. In an effort to refresh AIRE's image and more effectively communicate with its members, the Board of Directors hired **Coach Marketing** as its new third-party digital content marketing adviser. Since coming on board at the beginning of the year, Coach Marketing has produced nearly a dozen videos, including announcements, event recaps and promotional content. The Board is working with Coach Marketing on a number of new initiatives right now. If you see the guys carrying big cameras at our events, please say "hi." They may ask you to share your brilliant insight!

For more information on the AIRE marketing efforts, please contact our Communications Chairperson, Adam Tarantur.

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WEBSITE



We've heard you! We continue to work with our web development vendor to fine tune the AIRE website. The most recent round of upgrades and improvements include:

- Adding indexes to improve "Search Listings" performance
- Adding a search fields to "Search Listings" screen
- Adding validation to Size field
- Open House comments now appear on Open House emails

Keep the suggestions coming - we want the AIRE website to work the way its members expect it to.

For more information on the AIRE website, please contact our Technology Chairperson, Sergio Chapa.

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UPCOMING EVENTS



MAY 23rd



May 23rd

[Joint AIRE/SIOR Lunch Event](#)

JUNE 7th



CHICAGO HELP INITIATIVE DINNER

June 7th

[Chicago Help Initiative Dinner](#)

JUNE 13th



UNBOXING E-COMMERCE

[LUNCH, LEARN & LEAD SERIES](#)

June 13th

[Lunch Learn & Lead Event](#)

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