

Geoff Kasselmann Named Conference Ambassador for Realcomm

RealcommNews

Carlsbad, Calif. – March 16, 2009 – Realcomm Conference Group, LLC, a global leader in providing education, information and networking opportunities for the commercial real estate industry, announced today that Geoffrey Kasselmann, SIOR, a respected commercial real estate industry leader, has been named Conference Ambassador for this year's annual conference to be held in Chicago in June.

"Geoff's wide reaching influence, local roots and deep industry knowledge make him an excellent choice as Ambassador for our Chicago event," said Jim Young, co-founder and president of Realcomm. "In previous years, he has been a Realcomm speaker and Advisory Board Member, and twice has toured Asia with us, which gives him truly relevant insight. We are excited that Geoff has come on board to help us create a dynamic educational event that will attract the industry's global technology leaders."

Over his 21-year career, Geoff has completed nearly \$1 billion in transactions and received numerous industry awards. In February, 2009, he received the "Largest Dollar Volume Transaction – Industrial" award from the Chicago Chapter of SIOR, and, with an editorial board comprised of his peers, the Illinois Real Estate Journal awarded him the "2008 Excellence Award" as a testament to his high level of professional accomplishment, longevity in the industry and community involvement. In November 2008, he was awarded the prestigious Commercial Forum Leasing-Industrial "Gold Award" (Broker of the Year) from the Chicago Association of Realtors, and he was a finalist at NAIOP Chicago's 21st Annual Awards for Excellence for Industrial Transaction of the Year, his fourth such NAIOP honor. Geoff has also been named to Realcomm Advisory's "Top 35 People to Watch" list for four straight years. This list represents both individuals and teams who are committed to furthering the use of innovative technologies in commercial real estate. Previously he was a finalist for the Chicago Sun-Times' "Industrial Broker of the Year" and he has also received the "Most Creative Transaction of the Year" award from Chicago Chapter of SIOR.

Geoff is founder and president of Op2mize, a cutting edge real estate firm that provides comprehensive transaction and advisory services to property owners and space users by combining traditional real estate fundamentals with ROI-driven intelligent building and sustainability concepts. He previously founded Studley's Chicago-based Industrial Services Group and was managing director/vice president with Insignia/FC&S. He is a past president of the Association of Industrial Real Estate Brokers (AIRE) and the Chicago Chapter of SIOR, and recently completed service as an elected member of SIOR's Executive Committee and Board of Directors.

Geoff is a member of the Northbrook (IL) School District 28 Technology Committee and is a volunteer in the University of Michigan Mentor and Host Relocation programs for Chicago. He is a frequent author of industry articles and a nationally-recognized speaker. He earned a BGS from the University of Michigan.

"I am excited to be a part of Realcomm 2009. I've said this for many years, but this conference is not to be missed – it's the ultimate incubator of ideas, people and relationships," said Kasselmann. "With today's economy, Realcomm and I believe our attendees will attend a conference that respects their time and ultimately makes them money. Because Realcomm 2009 will showcase the very latest in the convergence of technology and real estate, this event alone provides interactive learning opportunities, thought leadership and peer to peer networking. At bare minimum, the take-home value includes compelling new ideas that will give attendees a much-needed edge."

This year's conference theme is "REboot" 2009: Turning Challenges into Opportunities, which will be held on June 23 to 24, with pre-conference activities on June 22, at the Chicago Hyatt Regency Hotel. For more information visit, www.realcomm.com.