



**Becky Hanner**  
2009-2010 Southern  
Region President

## Letter from the Southern Region President ...

Wasn't the Annual Conference in Philly phenomenal? What a great venue, and the conferences continue to get better and better! I am so proud to be representing the Southern Region. We are extremely fortunate to live/work/play in such a strong and vital area of the country.

Many of you are in the middle of budget season. Please do not forget to include BOMA meetings and conferences in next year's budget. I know times are difficult financially, but sit for 10 minutes and think about what BOMA means to you. Your investment in BOMA will pay for itself many times over. Some of the things to consider are:

**NETWORKING** – Meet your peers/Meet your next boss/Meet your next employee/Find out what is happening in the industry.

*Don't work in a vacuum. Unless you get out of your office and meet others in the industry, you minimize your potential. Knowing what is happening in the market and who is who in the industry is essential for professional growth.*

**VALIDATION** – Did you handle a situation correctly/How would someone else have handled it/share your horror stories

*Regardless of how long you have been in the business, sharing information is vital to be a top performer. One of the great things about this industry is that regardless of how long you have been in the business, you can't possibly know everything there is to know about Property Management. There are so many facets to managing property and no one person can be an expert on everything. New trends and continual advancement in technology make every facet of the industry more challenging. Get validation from another manager on how you handled a situation – or share information with another to hopefully prevent them from making the same mistake.*

**EDUCATION** – Earn an industry recognized designation thru BOMI/BOMA Webinars/The Every Building Show/Continuing Education & Credits/Linkedin Discussions/Foundations of Real Estate Management

*Don't be stagnant. Learn something new from one of the many education venues available through BOMA and BOMI. And it couldn't be any easier than now with webinars and discussions through Linkedin. We all seek the most up-to-date methods in running our buildings*

**ADVOCACY** – Building Energy Efficiency tax credits/Leasehold Depreciation/Terrorism Insurance/Capital Gains

*The legislative aspect is one of the most important things that BOMA does for us. BOMA International has full time employees working with Washington on legislative issues such as tax incentives for energy efficiency, timeframe for depreciating leasehold improvement, and catastrophe and terrorism insurance. It is estimated the advocacy efforts for energy efficiency alone has saved our owners \$887,000 in tax deductions. Now, more than ever it is important for us to stay in front of issues that affect the commercial real estate industry.*

**RECOGNITION** – Earn industry recognition by earning a TOBY or MOY or The BOMA 360 Performance certification.

*You work hard every day. Be recognized for your achievements as the Member of the Year. Submit one of your buildings for a TOBY award. Have your building certified as 360. You will gain a great deal of information about your property as you compile your submission for TOBY or 360. And this is information you need to know about your building, anyway. A submission will gain you great brownie points with your employer and client. Winning a local TOBY is exciting; going on to Regional is an achievement; proceeding to International is quite an honor. Certification as 360 is sustainable.*

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## Letter from the President, Continued...

**MARKETING** – Involvement in various levels of BOMA helps you grow professionally/adds personal and company clout/is helpful in marketing your company.

*The more involved in the industry you get, the more doors seem to open up to you. You and your company are taken more seriously and given more opportunities because people know you are serious about the industry. Change the face of the industry with your involvement in a BOMA international committee.*

**GIVING BACK TO THE INDUSTRY** – Be a mentor to new folks within the industry.

*Just as you have gained from being involved in industry organizations, it is important to give back to the industry. There are various means to get involved, whether through committee involvement or as a mentor in a particular area in which others may not have as much experience.*

**STANDARDS & RESEARCH** – “BOMA Standard Method of Measurement”/Experience Exchange Report/Compensation Survey.

*When was the last time you picked up an office building lease that did not refer to the “Standard BOMA Method of Measurement for Office Buildings”? What reports do you use for benchmarking? How do you measure your salary level? BOMA has an incredible program to gather information to continue to “raise the bar” within the industry. Participate in the research and utilize the results as tools to assist you in processes such as budgeting and hiring, among others.*

**PUBLICATIONS** – The Green Lease Guide/Energy Performance Contracting Model, Pandemic Influenza: Are you Prepared?/ BOMA’s various measurement standards – Go online to see what is available.

*The number of resources available through BOMA are limitless. Go on-line to see what publications are available. Discounts are available to members. Information is available from A to Z, including telecommunication or legalese. Check it out and make your job easier.*

[WWW.BOMA.ORG](http://WWW.BOMA.ORG) - Be a part of something big/Look on-line at benefits/very inexpensive/we all benefit

*This organization is much, much more than bi-monthly meetings on a local level. You will discover that the longer you are involved in BOMA, the more amazing an organization it is. Tools and resources are abundant. Members are the best of the best. It exciting to be a part of this group on every level. Surf the website. Call international or your local federation should you have a question. The fee for membership is minimal, considering all the benefits. Get involved on the local level, then go to a Regional or International Conference. Be a part of something big.*

Once you consider what you receive from being a member of BOMA, it is easy to justify it’s value. As a testimonial, I have won significant new business that I otherwise would not have had the opportunity to quote, had I not networked through BOMA. I have grown both professionally and personally from my BOMA experience. And, the friends I have made will last me a lifetime.

See you at the Winter Business Meeting!

Beck Hanner

2009-2010 Southern Region President

## Southern Region’s Track Record for International Leadership Roles

What a positive track record the Southern Region has for providing BOMA International with exceptional leadership. The BOMA Southern Region applauds those members that are currently serving BOMA International:

### Executive Committee Members:

Laura Ragans (Orlando)

Dan Chancey (Memphis)

Murray Greene (Miami)

### International Committee & Task Force Chairs:

Dan Chancey (Memphis): BOMA 360 Performance Program Council

Richard King (Southwest Florida): Mixed Use/Retail Networking Group

John Scott (Miami): Sustainability & Marketplace Initiative

Becky Hanner (Raleigh Durham): Multi Level Residential Floor Measurement

Mick Wrigley (Nashville): Nominating

***Congratulations and thank you for your continued leadership!***



## Managing & Understanding the Expectations of an Insurance Claim

Written By: Ryan Engel, EPIC Response &  
Susan K. McKeever, Engle Martin & Associates, Inc.

As we head into the depths of another hurricane season, the buzzword around the commercial real estate industry is "Preparedness". The simple fact of the matter is that it is not a question of "if a disaster will strike" but rather "when a disaster will strike" a commercial property. When a disaster strikes, large or small, a property management team needs to be prepared and know the basics of how to handle the situation.

In every major disaster situation, there are typically four basic components to proper mitigation that must be considered: practicing an established disaster plan for the property, communication with tenants, owners, staff and vendors, and effectively partnering with community entities, such as the Red Cross, fire department or local police force. So what is the fourth piece of the puzzle? It is essential to partner with a disaster recovery firm that is familiar with the ins and outs of the property. Dispatched in a moment's notice, a reputable disaster recovery firm can help reduce future costs by mitigating the damages to your building and preventing further secondary damages.



In cases warranting large claims, an effective disaster recovery firm will work alongside the insurer making the claims process easier to finalize. Insurance is a critical part of any disaster situation, for all parties involved. Unfortunately, it is a common folly that a property management team does not regularly study the insurance process on a day to day basis. Let's face it, insurance is a dry topic, but it is a crucial component of operating commercial buildings. Do you know who your insurance company is, who your Broker is, who the insurance adjuster is that is written into your insurance policy? Even more importantly, do you know how to interpret the elements of your insurance policy? Surprisingly, in many cases the answer is no! In the evolving commercial real estate industry, property management companies can have a list of unique coverages depending on the location of the buildings, surrounding environment, types of tenants and type of structure.

In a claim situation, your insurance carrier has the checkbook. It is important to understand that if your insurance policy is written in the non-standard market, large insurance companies normally do not have a field adjuster on staff to inspect large losses. The carrier will thus hire an independent adjusting firm, hopefully that specializes in commercial property, to scope and evaluate the damages on their behalf.

There is good news here - you have a say in this choice too! As you should pre-plan with a reputable recovery company, you also have the right to suggest and partner with an independent adjusting firm that understands you, your business model and your asset portfolio. This is a discussion that normally occurs with your Insurance Broker, when it is time for your annual policy to be written.

Knowing that "preparedness" is the key and that there is only the question of "when" a disaster will strike your property, it is time to make decisions before an incident occurs. The solution is simple: preemptively invest time into working relationships with your providers and you will benefit from your loyal partners at the time of loss. They will sincerely look out for your best interests by reducing your loss costs, minimizing the risk of business interruption and promptly reporting the necessary information to your insurance carrier.

Commercial real estate has many facets, and your business partners should collectively understand those complexities. At the end of the day, your independent adjuster and disaster recovery partner will work together with you to ultimately restore your property to pre-loss condition.

### Are you "LinkedIn". . . ?

. . . BOMA Southern Region is! Search for "BOMA Southern Region" in the Groups Directory and get LinkedIn.

Not a member? Join LinkedIn at <http://linkedin.com>—It's free and easy!



# BOMA Southern Region

**Do you have a comment,  
suggestion or good news from  
your local BOMA chapter?**

**We would love to  
share it with the  
Southern Region community!**

*Please send  
your comments to:*

[bomasouthernregion@yahoo.com](mailto:bomasouthernregion@yahoo.com)



## The Southern Region BAE's Lead the Way!

It is with great pride that we recognize the following BOMA Association Executives (BAEs) for their leadership positions with BOMA International:

- ▶Allyson Peters, Orlando's BAE, is the Chair of the BAE International Council
- ▶Melanie Schrul, BAE for Ft. Lauderdale/Palm Beaches, is the Secretary/Treasurer of the BAE International Council.
- ▶Gabriel Eckert, Atlanta's BAE, is the Chair of the BOMA International Local Education Services Forum and is a BOMA International Education Advisory Council member.

Being selected to serve in these leadership positions is a testament to their outstanding talent and professionalism as association executives. Thank you Allyson, Melanie and Gabriel for your commitment and contributions to BOMA.

## Congrats to BOMA JAX for winning an International TOBY!!!



**The 2009 GEMS Staff—BOMA Jacksonville**

## Behind the Scenes...

Your BOMA Southern Region Marketing Committee and creators of the BOMA Southern Region newsletter are:

- Grace Bickham, RPA - Co-Chair  
*Carter Property Management*
- Ronnie Blakney, RPA  
*South Hall Realty*
- Ryan Engel  
*EPIC Response*
- Susan McKeever  
*Engle Martin & Associates, Inc.*
- Angel Miller, RPA—Co-Chair  
*Highwoods Properties*
- Chris Sawyer  
*Citadel Security Services, LLC*
- Karen Warseck  
*Building Diagnostics Associates*
- Mick Wrigley, RPA  
*Southeast Venture, LLC*

What an exciting time for BOMA Jacksonville as they won their first ever International TOBY in Philadelphia in June! In the Corporate Facility category, **Citi Campus-Jacksonville** was awarded the International TOBY. Citi Campus is managed by Kim Newhouse with Grubb & Ellis Management Services, Inc. and is owned by Citicorp Credit Services, Inc.

Citi Campus is located in Flagler Office Park and is nestled on 115 acres which includes 16 acres of conservation wetlands. The campus consists of over 600,000 rentable square feet with 4,800 employees. In addition to the main building, the campus includes two free standing buildings, the Citi Family Center, a state of the art Child Care Center, and the Transaction Services Building, one of the two Citi locations in the U.S. where credit cards are manufactured.

Congratulations to Kim Newhouse, the Grubb & Ellis facility management team, Citicorp Credit Services, and BOMA Jacksonville on achieving the prestigious International TOBY Award!



Citi - Main Lobby

