
LEADING THE FUTURE

BOMA 2011 Draws Attendees from across the U.S. and Abroad for CRE's Most Important Education and Networking Event

Traveling from as far away as South Africa and China to as close as Baltimore and New York, attendees took part in the industry's best education, gained insight from world-class experts and speakers, learned about cutting-edge solutions from the industry's premier service providers, and exchanged ideas and knowledge within the industry's most important business network at the *2011 BOMA International Conference* and *The Every Building Show*® June 26-28 in Washington, DC.

SPEAKER INSIGHTS

During the Sunday General Session sponsored by the AOBA Alliance and Constellation Energy, keynote speaker and political analyst **David Gergen** gave attendees an insider's look at the 2012 political landscape and discussed core issues elected officials and voters are grappling with, including the sluggish recovery, the growing national debt and the unwillingness of politicians on both sides of the aisle to make the tough choices. "The politicians don't want to do what's hard, they're just kicking the can down the road," said Gergen.

BOMA President **Henry Chamberlain** delivered the annual State of the Industry address during the Monday General Session sponsored by Yardi. Chamberlain discussed the key resets that need to take place to make commercial real estate in the U.S. more competitive in the global marketplace, including a greater focus on emerging technologies, green solutions, alternative workplace environments, and bringing young professionals into the industry. [View the State of the Industry Presentation.](#)

Also during the Monday General Session, keynote speakers **Michael Fascitelli**, president and CEO of Vornado Realty Trust and renowned economist **Peter Linneman, Ph.D.**, took part in a lively dialogue on key issues affecting both commercial real estate and the overall economy, such as inflation, investment concerns and the success of gateway markets like New York, D.C. and Texas compared to the greater U.S. marketplace. Speaking on global issues, the duo also discussed the debt problems in other countries, not just the U.S., noting that the United Kingdom is one of the few countries taking on the "hard answers."

BOMA 360 DESIGNEES TAKE THE STAGE

BOMA 360 Council Chair Dan Chancey honored the latest and the largest class of **BOMA 360 designees** during the Monday General Session. Since the BOMA 360 Performance Program® began two years ago more than 300 buildings have received the BOMA 360 designation. "More designees are telling us that BOMA 360 is helping differentiate their buildings in a competitive marketplace," said Chancey.

PREMIER EDUCATION

Attendees participated in more than 40 education sessions across five subject tracks. Led by sought-after industry practitioners and subject-matter experts, attendees came away with the best practices and solutions to help them achieve operational excellence, retain tenants and hone leadership skills. Packed education sessions focused on a variety of topics, from meeting the demands of regulations and mandates to sustaining high performance buildings to leveraging smart technology for better operational performance.

THE EVERY BUILDING SHOW

At *The Every Building Show*, more than 460 exhibits of innovative solutions benefiting all types of buildings were showcased in an impressive learning laboratory. Attendees met with leading suppliers to learn how to increase operational efficiencies, enhance property values and reduce costs, and experienced state-of-the-art products, services and technologies targeted to their needs. Richard King, senior property manager with Colliers Arnold noted, "I'm meeting lots of vendors and getting lots of deals done. This is definitely BOMA International at its best."

EXCELLENCE HONORED DURING TOBY AWARDS

The stars of the commercial real estate industry came out during the TOBY® Awards Reception and Banquet. The Outstanding Building of the Year® (TOBY) Awards are the most prestigious and comprehensive program of their kind in the commercial real estate industry, recognizing quality in office buildings and rewarding excellence in office building management. Winners were chosen in 14 categories. [See who won the 2011 TOBY Awards.](#)

During the TOBY Awards Banquet BOMA International Chair Ray Mackey presented the annual [Chair's Award](#) to retiring Executive Vice President of BOMA/Dallas Joe Marchant and honored [Outstanding Members of the Year](#) from three BOMA regions:

- Mid-Atlantic Region: James R. Kleeman, RPA, general manager of Time Warner Center, Related Management Company, LP, BOMA/New York
 - Southern Region: Angel Miller, RPA, property manager, Highwoods Properties, BOMA/Raleigh-Durham
 - Southwestern Region: Dan Yates, RPA, regional manager, Gaedeke Group, LLC, BOMA/Dallas.
- Boyd R. Zoccola, executive vice president, Hokanson Companies Inc., was formally sworn in as the [2011-2012 Chair and Chief Elected Officer](#) of BOMA International during the ceremony. In his acceptance speech, Zoccola told BOMA members: "I look forward to the year ahead. Together we will "Achieve High Performance through Innovation!"

The TOBY Awards Reception was sponsored by Scientific Conservation and the TOBY Awards Banquet was sponsored by Kimberly-Clark Professional*, program sponsor through 2014.

TAKING CARE OF BUSINESS

Town Hall

Membership retention and recruitment and strategies for growing non-dues revenue were key topics during the Town Hall Meeting led by BOMA Chair Ray H. Mackey, Jr. and BOMA President Henry H. Chamberlain. Results of a recent Local Leadership survey were discussed, which showed that top concerns facing local associations include the economy/budgets, finding time to participate, and recruiting young professionals into the industry. In fact, 82 percent of survey respondents indicated that although member retention was going well, they were having difficulty attracting new members, particularly young professionals. Survey results also found that 72 percent of respondents indicated that BOMA membership has a better return on investment versus competing associations.

Town Hall attendees participated in small group brainstorming workshops that focused on strategies to build membership, ideas for generating more non-dues revenue, and how BOMA International can help provide resources and services. Participants came up with several ideas, including:

- Work closer with colleges/universities with real estate programs to market the industry
 - Include more young professionals on local boards and committees
 - Host vendor-sponsored "ask the expert" seminars to generate revenue
- Provide further web support to BOMA locals by BOMA International and create more templates of policies, procedures, RFPs and best practices.

Board of Governors Highlights

BOMA Chair and Chief Elected Officer Ray Mackey presented BOMA/Dallas Executive Vice President Joe Marchant with the **Distinguished Service Award**.

BOMA Secretary/Treasurer Kent C. Gibson, CPM, gave the **2011 Financial Update**, reporting that membership is projecting slightly better than budgeted, and that several BOMA programs, including the Partnership Program, the Medical Office Building (MOB) and Healthcare Facilities Conference, the BOMA 360 Performance Program, and the Preventive Maintenance Guidebook and Retail Standard publications are all performing well and many are exceeding budget predictions.

A bylaw amendment was unanimously approved to add a voting seat on the Executive Committee for a BOMA Associate member.

BOMA 360 Council Chair Dan Chancey reported that 303 buildings have been designated **BOMA 360** buildings since the program began two years ago and that the second quarter 2011 saw a record-breaking 66 buildings designated. BOMA 360 Local Association Awards were presented to:

- BOMA/Houston in the 300 Members or More category with 38 building
 - BOMA/Dallas received an honorable mention in this category with 31 buildings
- BOMA/Orange County in the 150 to 300 Members category with 10 buildings
- BOMA/Wisconsin in the Less than 150 Members category with seven buildings
- BOMA/Metropolitan Washington in the Most Corporate Submissions category with 18 submissions from Brookfield Properties.

Chancey also announced the kickoff of the **BOMA 360 Ambassadors Program**, which helps vendors and suppliers to commercial real estate connect with customers by serving as a valuable resource to BOMA and to BOMA 360 applicants and designees.

BOMA Chair-Elect Boyd Zoccola reported that **the 2011 MOB Conference** saw a 20 percent increase in attendance with 650 attendees and exceeded sponsorship goals by more than 20 percent. MOB sessions focused on healthcare reform, mergers and acquisitions, real estate strategies for physician acquisition, and delivering property management excellence in the MOB environment.

The Board of Governors passed two new **policy positions**:

Roof Tax Incentives: BOMA International fully supports tax incentives to promote the installation of new roof systems in existing buildings. BOMA also supports a reduced depreciation schedule for the installation of new roof systems in existing commercial buildings.

Fire Sprinkler Tax Incentives: BOMA International fully supports tax incentives to promote the installation of fire sprinklers in existing buildings. BOMA also supports a reduced depreciation schedule for the installation of these systems.

Chair of the BOMAPAC Council Steve Hrbek announced that **BOMAPAC** has raised more than \$32,000. It was later announced that the BOMA/Metropolitan Washington BOMAPAC fundraiser brought in an additional \$10,000 in PAC funds.

Chair of the IDF Oversight Committee Cary Fronstin announced the approval of **IDF requests** for Lead Paint Regulatory Effort, Stormwater Regulatory Effort and Broadband Plan Implementation.

Guest speaker **Bob Peck**, commissioner, Public Buildings Service (PBS), U.S. General Services Administration (GSA), addressed Board of Governor delegates on the latest news and trends from the public building sector, including recovery act spending, smart security, transit-oriented development and sustainability. Peck noted that GSA views its real estate portfolio as a "proving ground" to test and evaluate innovative technologies and practices.

Other guest speakers included Chair of BOMA Canada Wendy Cardell and Kevin Roman, president of the South African Property Owners Association.

Chair of the **Building Codes & Voluntary Standards** Committee Bill Moebius reported that BOMA's appeal of the 2010 Final Action Hearings for the International Energy Conservation Code helped secure the recent approval of changes to the ICC process recommended by ICC's Code Development Process Committee to address the potential of undue influence by product suppliers and other special interest groups. Moebius also reported that BOMA is actively involved in the development of the next edition of ASHRAE's Green Commercial Building Standard 189.1 scheduled for release later this year.

Zoccola reported that BOMA International **membership** is up 0.75 percent after declines in 2009 and 2010, BOMA/Central Pennsylvania was added as the 93rd BOMA local association in January, and National Associate Member (NAM) membership is up almost ten percent.

Zoccola also announced the 2011 **Best Practice Award Winners**:

- Marketing Communications category: BOMA/Atlanta for their GREEN Real Estate Summit
- Communications Management category: BOMA/Atlanta for their partnership with HomeAid and the Genesis Shelter Project.

- Electronic & Interactive Communications category: BOMA/San Francisco for their videos documenting best sustainable operating practices.
 - Media Relations/Issues Crisis Management category: BOMA/Austin for their “2010 in Review” public relations effort.

BAE Council Chair Pat Schwarze reported that the **BAE meetings** addressed the important topic of managing shrinking or stagnant resources, improving education programs, and providing new networking opportunities.

Marc Fischer, chair of the **Careers in Real Estate Task Force**, reported that BOMA is developing programs and support to local associations in their outreach to students at secondary institutions and that BOMA International was holding its second annual Student Day at the *2011 BOMA International Conference* with more than 50 students and faculty from nine different real estate programs.

BOMA International's new Vice Chair and 2011-2013 executive committee members were approved during the meeting.

New Vice Chair:

Richard W. Greninger, CPM, managing partner, operations, Carr Properties, BOMA/Metropolitan Washington, as Vice Chair.

2011-2013 Executive Committee members:

- Steven J. Hrbek, RPA, senior real estate manager, CB Richard Ellis, BOMA/Suburban Chicago
- Scott O. Jones, PE, manager of projects, principal, Jacobs Engineering Group-Global Buildings, BOMA/Fort Worth
 - Katya Naman, senior vice president, Lowe Enterprises, BOMA/Metropolitan Washington
 - Laura T. Ragans, RPA, property manager, Manulife Financial, BOMA/Orlando
- John K. Scott, RPA, director, corporate occupier & investor services, Cushman & Wakefield of Florida, Inc., BOMA/Miami Dade