

# Stump Speech!

BOMA International



**BOMA**  
International

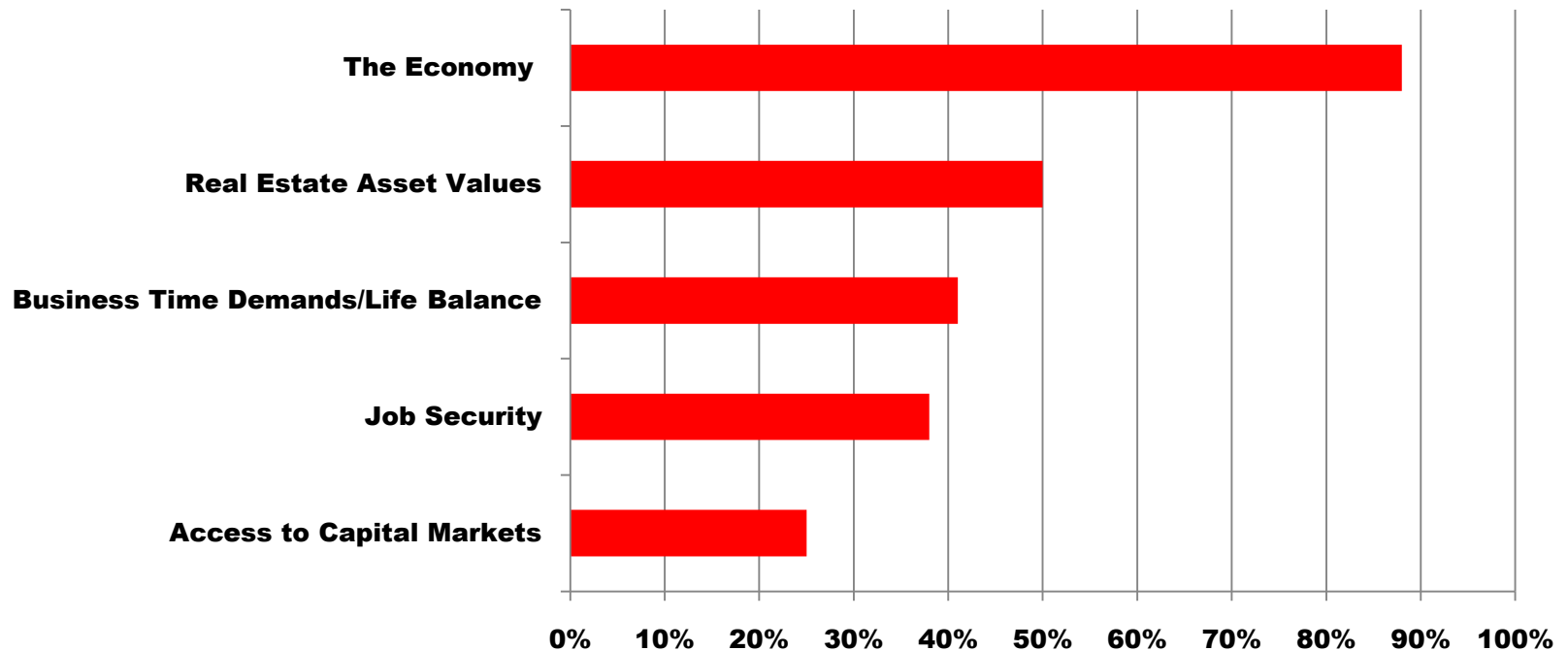
BOMA: Leading the Future

# BOMA International

- 100+ local associations and affiliated organizations
- 16,500 individual members
- 9 billion square feet of office space
- \$100 billion marketplace
- 32 staff members in D.C. and a combined 200+ staff across the organization
- \$50 million operation

# Pulse - Survey Results

## Most Pressing Issues Facing BOMA Members



# Economy 2010



- GDP: Averaging 2.8% Growth in 2010 – 3.4% in 2011
- Interest Rates: Prime 3.25% to Mid-2010 – 10 Year T-Notes 3.5% Mid-2011
- Inflation: Below 1% in 2010 – rising to 1.5% in 2011
- Unemployment: Headed to 9.4% by year-end, lower in 2011
- Consumer confidence still gloomy for near term, expectations up!

*Source: September 3, 2010 The Kiplinger Letter (kiplingerbiz.com)*

# Leading the Industry ...

*and standing out from the competition*

- BOMA is *the* solutions provider, *the* leading group, *the* place to network ...
- Helping you navigate the challenges of a distressed market with advocacy, codes & standards, world-class education, resources and *the* best business network.



BOMA 360 Performance Building  
Rosewood Court, Dallas, Texas  
Managed by Stream Realty Partners, L.P.

# Advocacy

## Top Priorities:

- Job creation
- Credit/liquidity
- Tax (leasehold depreciation, carried interest, capital gains)
- Energy



# Advocacy

## New Policy Positions:

- Lead Paint
- Storm water
- The Building Star Program

BOMAPAC



# CRE's Calling Card

The Contribution of Office Building Operating Outlays on the U.S. and States' Economies

Total Office Space (SF)	5 billion
Average Annual Operating Cost (SF)	\$8.11
Total Building Operating Outlays	\$40.8 billion
Impacts on U.S. Economy	
Contribution to GDP	\$118.4 billion
New Personal Earnings	\$37.6 billion
Jobs Supported*	994,728

*\*excludes jobs that directly support, manage or maintain office buildings*

# The Green Movement

- 7 Point Challenge (120+ Endorsers)
- DOE Commercial Real Estate Energy Alliance
- 2007, 2008, 2009 and 2010 ENERGY STAR® Partner of the Year
- 2009 EPA Climate Award
- BOMA Energy Efficiency Program (BEEP)/Sustainable Operations Series (SOS)
- Working with EPA ENERGY STAR, USGBC, GBI, CCI, BOMA Canada, ASHRAE, ICC

# Building Codes

Only national commercial real estate association with aggressive codes and standards advocacy program

Results in 2010:

- ICC efforts = \$7 billion saved
- ASHRAE 189.1 – first model green building standard



# ADA/Accessibility

- Leading the industry since 1991
- Comprehensive revisions to Title III
- Major concessions secured thanks to BOMA & our coalition partners



# Research

## 2010 Experience Exchange Report

- 4,200 Buildings
- 250 Markets
- Total operating expenses declined by one percent

Performance Matters



# Education

- Offerings focused on today's pressing issues
- BOMA Knowledge Portal
  - *Webinars*
  - *Annual Conference and MOB Recordings*
  - *[www.bomaeducation.com](http://www.bomaeducation.com)*
- Office Buildings Measurement Standard Seminar
- Foundations of Real Estate Management Course
- Medical Office Buildings and Healthcare Facilities Conference, May 4-6, 2011, Hyatt Regency Dallas



# 2011 BOMA Conference

- David Gergen
- Sam Zell & Peter Linneman
- Student day program
- 40+ education sessions
- Networking
- Trade show
- [www.bomaconvention.org](http://www.bomaconvention.org)

**BOMA** 2011  
INTERNATIONAL CONFERENCE &  
**THE EVERY BUILDING SHOW®**  
Gaylord National® Resort & Convention Center  
**June 26-28, 2011 • Washington, DC**

# 360 Performance Program

**Validation and Industry Recognition of Buildings** that demonstrate **Best Practices** encompassing all major areas of **Building Management and Operations**

- Building operations and management
- Life safety/security/risk management
- Training and education
- Energy
- Environmental/sustainability
- Tenant relations/community involvement

# BOMA Sets the Standard

5 New Area Measurement Standards – ANSI Approved

- Office
- Industrial
- Gross Area
- Multi-Unit Residential
- Retail
- *Coming mid-2011: Mixed-Use*

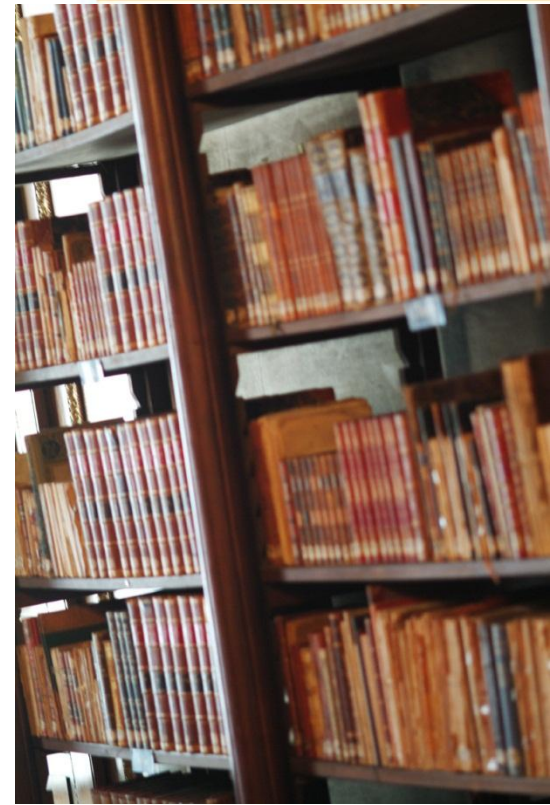


Experience the Power of the BOMA Network

**BOMA**  
International

# New Publications

- Preventive Maintenance
- Green Lease Guide
- Allocation of CAM Charges in Mixed-Use Properties



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# BOMA Sustaining Partners

*BOMA: The partner of choice ...*

- **Cornerstone**  
*AlliedBarton Security Services*  
*IB Roof Systems*  
*Ingersoll Rand*  
*Kimberly-Clark Professional\**  
*Naylor*  
*ThyssenKrupp Elevator*  
*Trane*
- **Supporting**  
*Acuity Brands Lighting*  
*ChemSearch*  
*ISS Facility Services*  
*Orkin*  
*UGL Unicco*
- **Leadership Circle**  
*SIEMENS*  
*ValleyCrest*

# The Power of BOMA's Network

*“BOMA is my virtual consultant, my research and development department, my training department, my advocate, my networking source ... the list goes on. I could hire 10 or 15 people to do what BOMA does for me. To me, BOMA is an extension of LBA.”*

**~Perry Schonfeld, Principal, LBA Realty, Irvine, CA**

- Meet the Decision Makers – do they know you?
- Participate in Education
- Join a Committee
- Enter TOBY
- Volunteer to Chair a Committee
- Help Lobby the Industry's Issues

# BOMA: Leading the Future

- Premier business solution provider
- Recognized industry leadership
- Unbeatable member network
- [www.boma.org](http://www.boma.org)

