

Post-Conference Report from BOMA International

INDUSTRY GATHERS TO MAP A ROAD TO RECOVERY AT BOMA CONFERENCE

BOMA members throughout the commercial real estate industry gathered in Philadelphia, June 28–30, for the BOMA International Conference and The Office Building Show, the industry's premier gathering and perhaps BOMA's most important conference in years. For three packed days, attendees networked, shared information and ideas, and were connected to the experts and strategies to help them survive one of the most difficult market cycles in recent memory.

SUNDAY GENERAL SESSION HIGHLIGHTS



Mayor Michael Nutter Welcomes BOMA to Philadelphia

Philadelphia Mayor Michael Nutter helped kick off the *BOMA International Conference* by welcoming BOMA members to the city of brotherly "and sisterly" love and thanking BOMA for its leadership in Philadelphia and across the country. Mayor Nutter also recognized BOMA's leadership on energy and sustainability, referring to the success of both the 7-point Challenge and BEEP.

Panelists Discuss Marketplace Realities and Opportunities

Panelists participating in the "Searching for Value in all the Right Places" Sunday General Session, sponsored by Yardi/SiteStuff, pulled no punches about the stress the credit crisis has had on commercial real estate. Perry Schonfeld, principal with LBA Realty LLC, noted that a "lack of clarity and confidence" in the economy is holding back potential deals. Panelists agreed that asset management will be key as the industry works toward recovery and is more important than ever to stakeholders. Chip Akridge, chairman of Akridge, stressed the importance of keeping clients happy, telling attendees "We have to stay close to clients and find out what they need. This is where it will be won or lost."



Other panelists included William P. Hankowsky, chairman, president & CEO of Liberty Property Trust and T. Patrick Duncan, chairman & CEO, USAA Real Estate Company. The session was moderated by Andrew C. Florance, president and CEO of CoStar Group.

MONDAY GENERAL SESSION HIGHLIGHTS

Dr. Fareed Zakaria Offers Insight on New Global Marketplace



During the Monday General Session sponsored by ThyssenKrupp Elevator, renowned economist Dr. Fareed Zakaria discussed the political, economic and technology transformations that have redefined the global marketplace. Dr. Zakaria also told attendees that the recovery will not be shaped by the predictions of academics, but by the 300 million unpredictable responses from individuals across the country.

Chamberlain Delivers State of the Industry

During his annual State of the Industry address at the Monday General Session, BOMA President Henry Chamberlain discussed the good, the bad and the ugly playing out across the marketplace in response to the capital credit crisis. While vacancy rates are now close to 16 percent and look to be headed to 20 percent, the billions in capital waiting on the sidelines could spur recovery once we push beyond this difficult cycle. Chamberlain emphasized the role of property management as the best practices value creator in the industry.



Inaugural Class of BOMA 360 Performance Buildings Recognized



BOMA 360 Designees

Also during the Monday General Session, BOMA Vice Chair Ray Mackey announced the first class of BOMA 360 Performance Buildings. "With this recognition these designees are sending a message to their owners, tenants and prospective tenants that they are optimizing building performance at every level," said Mackey.

OTHER HIGHLIGHTS

A Night to Remember at the TOBY Awards

During the annual Office Building of the Year (TOBY) Awards, sponsored by Securitas Security Services USA, **14 commercial properties were recognized for excellence** in office building management and operations in specific categories of building size or type. Other highlights of the evening included BOMA International Chair Dick Purtell honoring BOMA Secretary/Treasurer Dave Stucky with the annual Chair's Award, and the announcement of three Outstanding Members of the Year from three local BOMA Regions:



- Middle Atlantic Region – Louis J. Mantia, BOMA/New York.
- Southern Region – Sally Elliott, BOMA/Atlanta
- Southwest Region – Karrie S. McCampbell, Dallas/BOMA and Texas BOMA.



2009–2010 BOMA Chair James A. Peck

James A. Peck, RPA, FMA, was formally sworn in as 2009–2010 BOMA International Chair during the ceremony. In his acceptance speech, Peck told BOMA members "We have had many challenges in recent months and more may be on the horizon, but I'm confident that BOMA is uniquely positioned to strengthen all of our careers through our programs, education and advocacy."

Financing Structures, Operating Trends and Healthcare Reform top MOB Topics

Prior to the *BOMA International Conference*, nearly 450 healthcare real estate professionals (hospital executives, healthcare owners and managers, lenders, investors, developers) attended BOMA's annual *Medical Office Buildings and Healthcare Facilities (MOB) Conference* in Philadelphia. Thought leaders from healthcare real estate companies and hospital systems addressed key issues before the industry, such as the financial wherewithal of health systems, whether the "recession-proof" label many have given healthcare real estate is valid, "clinic" models for ambulatory care, emerging hospital-employed physician models, CMS reimbursements and the effects of potential healthcare reform under a new Administration and Congress.



MOB Keynote Speaker Dr. Peter Linneman

Renowned Wharton School of Business Economist and Keynote speaker Dr. Peter Linneman told attendees that healthcare was the only sector of the economy, besides the government, not shrinking, and that the "stimulus" effect of spending the trillions of dollars waiting on the sideline could be stunning.

Look for a full recap of the MOB Conference in upcoming BOMA publications, including *The BOMA Magazine*.

The Value BOMA Members Come for—Education and The Office Building Show

BOMA members packed into the 40-plus **Education Sessions** offered across five value-driven tracks focusing on the strategies property professional need to survive in today's turbulent marketplace. Tracks included: Maximizing Asset Value, Building a Sustainable Bottom Line, Leading Effectively in Challenging Times, Going Lean: Managing With Less, Optimizing Building Operations: Tools for Building Engineers



The Office Building Show was bustling with commercial real estate professionals looking for the cutting-edge, cost effective products and services to ensure that their buildings stand out. The best minds, best products and best services were on all on display on the tradeshow floor, including the latest in energy efficient solutions at the popular BOMA Green Pavilion and ENERGY STAR® Showcase.

BOMA/Philadelphia helped attendees connect with history and so much more during the **Welcome Party** at the National Constitution Center. Sensational entertainment, fabulous food and interactive exhibits and displays made it a night to remember. BOMA/Philadelphia also sponsored a popular "diamond heist" BOMAPAC fundraiser that raised more than \$11,000 dollars for the PAC.

Board of Governors Meeting Highlights



New BOMA Officers and Executive Committee Members are sworn in

BOMA Vice President of Education and Research Lorie Damon, and Vice President with Kingsley Associates Phil Mobley, announced that the *Experience Exchange Report* (EER) has migrated online with greater functionality, cost efficiency and ease of use. BOMA members participated in live demos of the **online 2009 EER** throughout the tradeshow in the BOMA booth.

The Board of Governors also voted to adopt the following five new policy positions on:

- Voluntary Greenhouse Gas Emission Reduction
- Voluntary Model Building Energy Performance Program
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- Commercial Real Estate Credit Crisis
- Real Estate Mortgage Investment Conduits, or REMIC rules

BOMA International's newest officers and executive committee members were approved during the Board of Governors.

New Officers include:

- Vice Chair – Boyd R. Zoccola, Hokanson Companies, Inc., BOMA/Indianapolis
- Secretary/Treasurer - Kent Gibson, CPM, Zions Securities Corporation, BOMA/Utah

New Executive Committee members include:

- Angelo J. Grima, Grubb & Ellis Management Services, Inc., BOMA/New York
- Karrie S. McCampbell, CPM, Transwestern, BOMA/Dallas
- Laura T. Ragans, RPA, Manulife Financial, BOMA/Orlando
- Perry Schonfeld, MBA, CPA, LBA Realty, BOMA/Orange County
- David M. Stucky, City of San Diego, BOMA/San Diego