



BOMA Florida Presents: Special Edition on the 2015 Winter Business Meeting

Submitted by Lacey H. C. Willard, Esq., RPA, CBRE, Inc.; BOMA Florida President, 2015

"CREate Your Own Success." BOMA is the best business network, saving CRE assets \$6/SF defeating unnecessary code proposals, that drives the performance and success of every member. With expansive offerings, CREating Your Own Success through BOMA meant business for each of the 361 Winter Business Meeting participants this year. Representatives of BOMA Florida's 1,000+ members and friends traveled to "The West's Most Western Town," Scottsdale, AZ, to pick up trends our BOMA members need to maximize asset performance, increase profitability, and take their career paths decisively into the future.

Keynote Addresses & Events



Show Up. Name It. Blackmail Yourself. ...And break the law sometimes, says Jason Roberts, co-creator of the Better Block Project, founder of the Oak Cliff Transit Authority, and stage 3 cancer survivor. BOMA audience heads were nodding hearing Jason's Passion, bringing tangible CRE property value to world-wide cities. How hard it is really to translate complex engineering and planning terms and methods into easily understood messages for general public consumption? His advice in non-profit settings is to first show up—next, give your task force, project, or committee a [cool] name—and finally blackmail yourself by publishing a date for an event. Expect some fast paced action from BOMA Florida this year following this motivating advice!

Partner Speed Dating. These sessions are incredibly instructive for me personally as a source for industry trends. Common themes for this session was that Big Data is a concern of fire systems and paper dispenser manufacturers alike. Also, redundancy is a growing demand of our tenants. Many thanks to the BOMA International Partners for hosting us: [Cornerstone] Allegion PLC; Allied Barton Security Services DIRECTV; Kimberly-Clark Professional; MARS Drinks; Naylor Association Solutions; Orkin; Rubbermaid; Thyssen-Krupp; Trane; Waste Management; Yardi; [Leadership Circle] Cintas; Georgia-Pacific; Kone; SCA Tissues; Home Depot; Siemens; [Supporting] Comcast; DTZ; GOJO; and ValleyCrest.



Business Meetings

BOMA Florida. At the BOMA Florida Meeting, key takeaways included: Embarking on a multi-year strategic plan development; The successful BOMA Florida Internship Program; Planning for the 2015 Advocacy Day and Legislator of the Year programs; A confirmation of representation from our Lobbyist Former Speaker of the House Lee Moffitt.

Government Affairs Committee. Hosted and Chaired by BOMA Florida past president Lynn Vilmar [pictured at the podium!] Lynn oversaw reaffirmation of Insurance, Tax, Energy, and other policy positions as we move into the 2015 sessions.



Codes & Standards. 64 attendees to the committee meeting saw the true and solidary leadership BOMA offers in code realms—giving more than 50 opinions on codes proposals at ICC, with an 80% adoption rate.

BOMA Florida In Force. BOMA Florida members in attendance at this year's WBM included: Mel Schrul, Cary Fronstin, Chris Rotolo, Mary Lantz, Lacey Willard, Allyson Peters, Sara Wayson, Lynn Vilmar, Sarah Kelly, Debbie Chamberlain, Devin Grandis, John K. Scott, Murray Greene, Marta Fernandez, Joanna Carbone, Bunnie Willis, Jackie Fermin, Belinda Sedberry, Laura Ragans and Laura Rhoades and Terri Walther.

BOMA International Board of Governors. Always informative, key takeaways included:



Increasing International Dialogues: Russia, Canada, and Columbian members participated in the business meetings; we now total at 17 International Affiliates!

Executive, Officer, and Committee Updates: Exploring value-packed complimentary benefits to locals' offerings, your International Leadership has taken on issues, including: the Yardi Grant for energy efficiency innovations, industrial committee strength, BOMI coordination, the National Advisory Council, and Membership Development Committee tasks.

Video Chronicling 2014 Accomplishments: View the [video](#) with your team, featuring BOMA 360 successes with higher rental rates, tenant retention, and tenant satisfaction; Explosive growth of the industrial markets; EER offering expansions; and BOMA as a 7th Year Recipient of the EnergyStar Sustained Excellence Partner of the Year.



BOMA Pulse Results: Finds optimism in every respect for event participation, membership growth (with some 6%+ growth sentiments), sponsorship revenue, committee participation, and educational offerings; Challenges include recruiting qualified leaders, new principal members, members' participation time, next gen workforce, operating revenue, and ROI/Business model; Longer terms challenges mentioned are future leadership, non-dues revenue (BOMA International is at 55% NDR), lack of company support, and overall services; Advocacy issues we are facing include local/state taxes and fees, a qualified workforce, emerging technologies, and life balance.

BOMA Fellows: Giving back as mentors, educators, business travel, authors, advocacy and career days!

Office Densification. Leadership has met with more than 20 industry leaders, researching space, rental rates, use, and unintended building pressures due to densification; Kingsley, Gensler, and ASHRAE have partnered on research aspects.

Govies. San Diego, Utah, Tulsa, and Georgia all received awards recognizing their legislative efforts on behalf of members.

In Closing

All participants in this year's Winter Business Meeting conference walked away with a valuable list of action items for our buildings, our businesses, our careers, and our BOMA locals. We offer the below summary of action items to our members who were unable to participate in this year's event, and look forward to including you in debriefs with other 2015 conferences!

- Plan to join us for value-packed conferences in 2015:
 - February 2015 BOMA Florida Advocacy Day
 - April 2015 Southern Region Conference in Charlotte
 - June 2015 BOMA International Conference in LA
 - August 2015 Local Edition Federal Official Visits
 - October 2015 BOMA Florida annual meeting in Clearwater
- Contribute voluntarily to BOMAPAC
 - Congrats to BOMA Florida, BOMA Greater Tampa Bay, BOMA Orlando, and BOMA Ft. Lauderdale & The Palm Beaches, for being 2014 Pillars of Support!
- Contribute to BOMA programs such as the BOMA 360 and EER

