



Letter from the Southern Region President ...

Dear BOMA Southern Region members,

From the assets and businesses we manage to our 401(k) plans, good Return on Investment is by far our utmost priority at all times. As such, a membership in BOMA is a smart move not only because of the leadership and networking possibilities, which by themselves furnish countless rewards; but most importantly because of the educational and informational resources. As you'll read in this newsletter issue, these benefits are evidenced through the BOMA 360 Performance Program, the enhanced version of the Experience Exchange Report, and our member testimonial section.

Making use of the opportunities we are afforded is a key component of our membership experience, and an important forum for discussing and promoting best practices within our industry. It is for this reason that I was very pleased to see so many of you at the Winter Business Meeting recently held in Indian Wells, and why I look forward to seeing you at the upcoming Southern Region Conference in Norfolk, hosted thanks to the dedication and hard work of BOMA Virginia.

Good luck to all of our Southern Region TOBY entrants and I look forward to seeing you in Norfolk!

Best regards,

Linda Beauchamp, RPA

2008-2009 Southern Region President



Linda Beauchamp
2008/09 SR President

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Save the date: "THE" National Conference Show

Do you have your calendars marked? Watch out Rocky Balboa - here comes the 2009 Conference & "Every" Office Building Show is coming up, June 28-30 in Philadelphia, PA. Time is more precious than ever, and the national conference is always a trip worthwhile for busy property management professionals.

This year's agenda contains many exciting building tours, networking on the tradeshow floor with hundreds of Allied members and various high-quality educational sessions, that may prove to be useful in these tough economic times. The schedule is featuring such topics as "Marketing a High Performance Building," "Recognizing and Managing Tenant Financial Distress," and "Supporting Sustainability in an Ever-changing Environment."

Visit www.bomaconvention.org for further details!



"Coming together is a beginning. Keeping together is progress. Working together is a success." ~ Henry Ford

BOMA 360 Performance Program

BOMA International's 360 Performance Program, a groundbreaking new program to recognize the industry's best practices in building management and operations, will provide a tool that property professionals can use to demonstrate to owners, tenants and the commercial real estate community that their buildings are managed to the highest standards of excellence. The program, announced at the BOMA International *Winter Business Meeting* in January, is set to launch in April, with the first round of BOMA 360 buildings to be recognized at the *BOMA International Conference and The Office Building Show* in Philadelphia.

While other industry recognition programs focus on a certain aspect of building operations, such as sustainability or energy efficiency, the BOMA 360 Performance Program takes a holistic approach by evaluating all major areas of property performance. The assessment rates a building and its management on everything from water management to evacuation drills to professional development plans.

"BOMA's market research shows that building owners and managers are looking for ways to make their buildings stand out from the crowd," commented BOMA International Chair and Chief Elected Officer Dick Purtell and past chair of the BOMA 360 Performance Program Work Group. "This is a way for them to say to their stakeholders, tenants, prospective tenants and the industry that they are optimizing building performance at every level." The BOMA 360 Performance Program will launch in April 2009.

Southern Region's Dan Chancey (Memphis) and John Scott (Miami) served on the Work Group that developed the program.



Experience Exchange Report - NEW for 2009!



Now in its 88th year of production, the Experience Exchange Report (EER) includes more than 5,000 office buildings and covers over one billion square feet of office space making it the industry standard for financial and operations information and serving as the industry's best benchmarking tool. In 2009, the best has gotten even better! This year, working in collaboration with *Kingsley Associates*, BOMA has moved the Experience Exchange Report online to a dynamic, interactive Web platform. BOMA's new EER starts in February 2009, with an all-new online survey.

That's right - You'll be able to access the detailed income and expense information that you currently find in the book or CD-ROM online! The new EER will allow for custom searches, download to PDF and other user-friendly formats and provide graphic representations of data and multi-year trend data to make all your budgeting and operation analysis easier and faster!

The EER survey is also getting a face lift and some new features. Look for more user-friendly enhancements that can allow for faster, easier submission of income and expense data. The survey will feature definitions of what is included in each line item, plus tools to help remind you if you miss a line or provide incorrect data. The all-new EER will give the industry not only the high-quality building performance data you've come to expect in the last 88 years, but the flexibility to manage your operational analysis with new efficiencies.

- **Results will be available online via the Web**
- **More user friendly**
- **Bigger and better than ever**

Share Data Improve Performance Achieve Excellence

"Site to Sea" -

Join us in Norfolk for the Southern Region Conference!



Hello Southern Region!

It is with great honor that BOMA Virginia assumes the task of hosting the 2009 Southern Region Conference. The conference, scheduled to take place April 23rd through April 26th at the Downtown Waterside Marriott in Norfolk Virginia, will be full of learning opportunities, networking, sharing of ideas and information -- with a little fun on the side including an evening social at the Nauticus! It is our goal to provide you with a solid ROI for you and your employer.

Karla L. Cline, RPA
BOMA Virginia

A golf outing to Heron Ridge on Thursday, April 23rd will kick off the conference. Educational sessions will include instruction on Benchmarking with Alyssa Quarforth from the EPA, LEED EB from John Dunn with Hampton Roads Green Buildings Council, and Competing in a Fluid Market with Edward O'Brian, a seasoned veteran with New York Life Insurance. We also have a special keynote speaker from BOMA International, Dick Purtell!

We look forward to seeing you in Norfolk, Virginia. It will truly be a *Site to Sea*. For Registration, a full schedule and sponsorship opportunities please visit our website!

<http://bomavirginia.org/news/southern-region-conference>

Sincerely,

Karla L. Cline, RPA®

2009 President - BOMA Virginia



A "Site to Sea" - The beautiful Norfolk, skyline!

New Feature!

Member Testimonial: How does BOMA benefit me?



Angel Miller, RPA
Highwoods Properties

Relationships, relationships, relationships... !

...This is how I benefit from BOMA! When I started attending BOMA Conferences, I didn't know what to expect or how I could benefit from developing my career around BOMA. That answer came 2 years ago while I was living in Charlotte, NC where my career had grown over 12 years. My husband came home one day from work to announce he'd received a job offer in Raleigh, NC that he couldn't refuse.

Through the years I had made relationships through committees, serving on the local association board, and attending the conferences. I always found new and improved ideas at the trade shows, continued my educational growth, and made new friends at the networking events. When the day came I needed assistance in a city I was not familiar with I knew exactly where to turn.

I knew what I had to do; I reached out through the many contacts I had made over the years at both Southern Regional Conferences and International Conferences through BOMA. My colleagues through BOMA helped me research the area for jobs, homes, the best restaurants, etc . . . My bags were packed and I moved a month before my husband was to start his new job. I am grateful for the connections I have made through the years and know without a doubt that any city I would move to with my connections through BOMA I would be welcomed with open arms into a great association of individuals.

Thank you to Angel Miller, RPA, from Highwoods Properties in Raleigh, NC—we appreciate your time and insight!

If you have a Testimonial you would like to submit, or would like to nominate someone - please email bomasouthernregion.com. We would love to share your thoughts with the Southern Region community!

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**

Congrats to Richard King, BOMA SW Florida - Chairman of the BOMA International Retail Standards of Floor Measurement Committee!

BOMI RPA & FMA Classes – The Real Property Administrator (RPA) designation program serves the educational needs of both third-party property managers and corporate property managers. The Facilities Management Administrator (FMA) designation program benefits new and experienced facilities professionals alike with in-depth topics.

Accelerated Format

Location – TBD

May 4th – 7th

The Design, Operations and Maintenance of Building. Part II (RPA, FMA)
Instructor: Greg Pesce

Aug 10th-13th

Fundamentals of Facilities Management (FMA)
Instructor: Greg Pesce

Oct 5th – 8th

Law and Risk Management (RPA)
Instructor: Mike McConnell

For more information regarding BOMI classes, contact the BOMA Orlando office:

P.O. Box 568156
Orlando, FL 32856

Phone: 407-380-3320
Fax: 407-380-1265

E-Mail: boma.orlando@attglobal.net

BOMA Ft. Lauderdale supports "7 Point Challenge"

BOMA Ft. Lauderdale and the Palm Beaches has continued their successful "Engineer's Breakfast" events into 2009, holding the first gathering in January. The Engineer's Breakfast concept arose as a means to engage our building engineers by demonstrating ways that they can implement the BOMA 7-Point Challenge in their daily property operations. The January event's topic was "LEED EB" from an engineer's perspective, and was attended by 20 building engineers. These events are free of charge to our member building engineers and have been extremely well-attended. The attendees have reported taking information back to their properties and used it as part of their 7-Point Challenge implementation plans.

This venue has been a fantastic way to engage our membership in ways to reduce energy consumption and embrace the BOMA 7-Point Challenge.

Behind the Scenes...

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

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

BOMA Atlanta stays GREEN



BOMA-Atlanta is committed to helping members stay on the cutting edge of green industry trends. To address the vital issue of water conservation, they compiled a top-10 list of water conservation measures for property managers and building engineers —the only such list endorsed by BOMA International — and offer a number of different resources on our Web site, www.boma-atlanta.org.

BOMA Atlanta is proud to be the only commercial real estate association in Atlanta to partner with the Green Businessworks EXPO, which connects professionals from around the state to sustainable goods and services. BOMA-Atlanta is proud to be represented on the Green Chamber of the South through BOMA-Atlanta Executive Director Gabriel Eckert.