

Your BOMA Iowa Membership – NOW MORE THAN EVER?!?!?

The following are a few reminders as to what BOMA Iowa and BOMA International can do for you in these trying times:

Networking and Solutions Provider

- As a BOMA member, you have immediate access to a valuable **network of over 17,000 professionals** in the commercial real estate field nationally and nearly 200 professionals locally. These relationships can add to your business knowledge and expand your social circles.
- An expanded, nationally-networked online **Career Center** and job bank links you with employers, job seekers, and resources for career planning and development.
- BOMA's **online Bookstore and Buyers Guide** provide access to timely publications and a network of suppliers that can help you manage your properties more efficiently.

Advocacy and Codes

- BOMA's 2008 legislative victories alone will **save the industry nearly \$2 billion**. The extension of three key tax provisions—15-year depreciation timeline for tenant improvements, and tax deductions for brownfields remediation costs and energy efficiency retrofits—means direct savings, improved asset values and economic growth incentives.
- BOMA's industry-leading energy efficiency and sustainability strategies put money in your pocket. Our **7-Point Challenge** provides incentives for energy efficiency gains that also green the bottom line, and our partnership with the **Clinton Climate Initiative** identifies and eliminates barriers to implementing and financing energy efficiency retrofits
- BOMA's aggressive building codes program in 2008 **saved the industry \$3.8 billion in annual construction costs** by defeating changes to the ICC International Building Code (IBC) for unnecessary fire separation and structural design requirements, and **\$990 million in annual construction costs** by defeating changes to the ICC International Energy Conservation Code that would have added unrealistically stringent requirements for all energy efficiency systems and elements for all buildings.
- BOMA **saved its members \$630 million** in annual lease income losses with approval of alternatives to unnecessary and costly evacuation stairways and fire separation requirements in the ICC International Model Codes.

Research and Standards

- BOMA's **Experience Exchange Report (EER)**[®] is the industry's best benchmarking tool. It helps you to evaluate operating expenses, develop strategies, complete budgets and underwrite and analyze acquisition opportunities. In 2009 in cooperation with Kingsley

Associates, the EER will move to a Web platform, making tracking your building's performance easier than ever.

- In 2009, BOMA will publish **new floor measurement standards** for gross area of buildings, retail facilities, and multi-unit residential buildings, joining the current BOMA standards for measuring office and industrial buildings.
- In 2009, BOMA will launch an "**Accredited Building Program**" to recognize commercial buildings that achieve best practices in building management and operations. This new program will provide you with a valuable marketing tool in a competitive marketplace.

Education and Training

- BOMA's new **Foundations of Real Estate Management**[®] course offers a comprehensive overview of building management and operations for those new to the industry. Offered locally, this program offers a convenient, affordable means to bring new hires quickly up-to-speed.
- The **BOMA Energy Efficiency Program (BEEP)**[®] has become the industry standard in energy efficiency education, offering easy-to-implement no- and low-cost energy savings strategies and best practices to 10,000 industry practitioners and counting!
- BOMA's new **Sustainable Operations Series (SOS)** Webinars offer strategies for "greening" building operations without major capital expenditures. These and other **Webinars** offered throughout the year provide cost-effective training for your entire team.
- **BOMA's Annual Conference and The Office Building Show (June 28-30, 2009 in Philadelphia)** keeps you current on the latest operations, management best practices, products, high performance trends and building technology while you network with industry colleagues.
- BOMA's annual **Medical Office Buildings and Healthcare Facilities Conference** brings together nearly 500 movers and shakers within this growing industry sector, and delivers sophisticated education sessions focused on development, leasing and managing MOBs.
- BOMA's acclaimed **Emerging Leaders in Real Estate**, developed in conjunction with **Harvard University Graduate School of Design**, equips up-and-coming leaders with the vision and discipline to guide their organizations to the next level.

Information, Publications and Recognition

- BOMA produced the industry's first **Green Lease Guide** in 2008, showing you how to modify lease terms to maintain an energy efficient and sustainable building operation.
- The award-winning **BOMA Magazine**, **e-News** and the **BOMA/Kingsley Report** deliver the latest industry news, trends and best practices that drive value to your properties.
- Debuting in 2009, the **BOMA Corporate Social Responsibility (CSR) Award** will recognize members' initiatives in this arena. Along with **The Office Building of the Year (TOBY) awards**, this is another opportunity to distinguish your company from the competition!