Greetings BOMA NJ Colleagues

Although summer is over we have a lot of good work ahead of us in the remaining two quarters of the year. Yes its budget season and yes it’s challenging but that said we all have the opportunity to put our mark on this important financial control. That leads me to an important component of why we are in BOMA, access to relevant data thru relationships. Let’s circle back on this topic.

That said thanks for joining me at the annual Golf Outing and special thanks to our loyal and new sponsors. As much as I enjoy golf at Fiddlers the best part is seeing all of you and the opportunity to share our thoughts about our work. The Golf Committee and their supporters made for another great day at the course and the clubhouse. It was like a “stay-cation” with all of you.

All of you continue to bring so much to your companies and our association by enhancing traditional gatherings such as the annual allied event. Let’s meet again on October 28, 2016 at the upcoming BOMA Fest led by our Allied Partners. With your support we are changing this gathering and it promises to be enriching and enjoyable time of fellowship. Thank you in advance for committing this to your calendar.

All of you are some of the best planners I know and I encourage you to thoughtfully consider BOMA NJ in your budget. All of us contribute to the success of our Association and the Network of Real Estate Owners, Managers and Vendors which is a great resource for all of us to have when necessary. Circling back to the topic of business relationship development this is often stated as the #1 reason members are active in BOMA NJ.

You make BOMA NJ one of the best places to be all day and our access to each other helps all of us get our job done. Please note we are increasingly going business casual at most of our functions to stay in step with your thoughts about where we are and where we should go.

Thanks for your partnership.

Sail On!

[Signature]

BOMA NJ CODE OF CONDUCT
BOMA New Jersey expects a high level of professionalism from all members. Building Members are encouraged to utilize the services of our Allied and Professional Members, and are expected to treat them with courtesy and respect. Allied Members are not permitted to engage in aggressive marketing during BOMA events. Conduct in violation of this code should be brought to the attention of the Board.
The Economic Power of Commercial Real Estate
The benefits from operating expenditures extend over the lifespan of the assets.

The best place to hide something is in plain sight. One U.S. industry that proves the saying is commercial real estate.

We are surrounded by clues to the true economic power generated by the massive inventory of U.S. office buildings. Hundreds of millions of people populate offices every day of the week. Yet the built environment goes mostly unnoticed - until an elevator breaks down or a pipe leaks. This lack of awareness, caused by the routine nature of going to work each day, can make it easy for office workers to lose sight of those who make their work possible - the property professionals who support tenants and keep the elevators and pipes functioning.

The Building Owners and Managers Association (BOMA) International recently released its biennial economic impact study, which reveals the power of the commercial real estate industry in the U.S. economy.

According to Where America Goes to Work: The Contributions of Office Building Operations to the Economy, 2016, authored by Stephen S. Fuller, Ph.D., there are 1.75 million operational jobs supported by the commercial and government-owned buildings located in the markets represented by BOMA's 91 U.S. local associations. Working mostly behind the scenes, these jobs span the entire life cycle of the 10.5 billion square feet of office space in BOMA's U.S. markets, from pre-construction to daily operations and maintenance. Last year this economic engine generated ongoing operating costs of $89.1 billion.

In turn, that sum accrues additional benefits as it cycles through the local, state and national economies. The ripple effect extends from the office building out to the corner deli-man, the local building supplies distributor and beyond, supporting significant direct and indirect job growth. As BOMA's study highlights, for each dollar spent in building operations and maintenance expenditures, the U.S. economy gained $2.64. Ultimately, operational expenditures last year contributed approximately $235 billion to the national gross domestic product (GDP).

The $89.1 billion spent on operating office buildings also generated a total of $67.4 billion in new personal earnings as a result of both the jobs supported directly by this spending and those supported indirectly by re-spending these dollars for consumer goods and services. At the national level - where these annual building operating expenditures have their greatest cumulative impact - for each dollar spent on direct operating outlays, 76 cents of new personal earnings were generated.

And that doesn't begin to scratch the surface. We can't ignore the most critical mission of building operations - to support tenants, representing everything from the two-person tech startup to the international corporation. The 10.5 billion square feet of office space located within BOMA's U.S. markets provides the "factory floor" for today's economy; these productive workplaces are where much of the nation's gross regional product (GRP) is generated each day.

In fact, assuming an occupancy rate of 85% and an average of 190 square feet per office worker, buildings in these markets provided workspace last year for an estimated 46.9 million office jobs. Roughly one-third of all U.S. workers work in BOMA office space. Additionally, each office worker produces an average of $109,332 in annual GDP value for a total GRP contribution of $5.13 trillion, which, in turn, accounted for 28.9% of the U.S. economy last year.

The economic benefits from construction end when a building is ready for occupancy. However, the benefits from annual building operating expenditures are just beginning. These benefits extend over the lifespan of the asset, supporting local vitality through the creation of new jobs, generation of personal income, and contribution to the local tax base year after year.

While commercial real estate is a national industry that hides in plain sight, its role as a major source of economic activity, jobs and personal earnings cannot be denied.

From BOMA International's 2016 Economic Impact Study.

To download BOMA International’s full economic impact study and explore the role of commercial real estate in your state and local market, visit www.BOMA.org/EconomicImpact.

John Salustri is Editor-in-Chief of Salustri Content Solutions, a national editorial advisory firm based in East Northport, NY.
Now the largest segment of the U.S. labor force, Millennials’ wants and needs are making a huge impact on how, where, and even why we work. But today’s employees also include a large number of Baby Boomers and those individuals classified as Generation X. Companies that recognize the value of diversity strive to understand the generational differences of these groups and, in turn, benefit from a broader range of ideas and experiences.

Transwestern surveyed its team members from across the United States to explore the workplace preferences of Baby Boomers (born 1946-1964), Gen Xers (born 1965-1980) and Millennials (born 1980-1998). A total of 273 individuals participated, with approximately one-third of respondents from each group. On some topics, views varied significantly and echoed what we have heard before; for example, Millennials are urban, collaborative and innovative. On others, the similarities were striking, such as every generation’s appreciation for good, old-fashioned sunlight.

In nearly all cases, the responses of Generation X, a group that has been increasingly assuming senior positions throughout corporate America, fall somewhere between Baby Boomers and Millennials. This is not surprising, as beliefs and preferences typically evolve over time. However, it does highlight the unique blend of views this generation possesses — a mix of seasoned experience and savvy thinking that was the fortuitous byproduct of being sandwiched between two generations that, for a variety of reasons, received more attention.

While on cursory glance the responses of Gen Xers may be written off because they’re “middle of the road,” perhaps this position bestows upon them the best of both worlds: Generation X is equipped to bring proven skills and thoughtful creativity that enables all generations to make valuable contributions, helping the organization to excel.

### RESULTS

To first address the elephant in the room, it’s nearly impossible to have a conversation about generational preferences without discussing open versus private workspace. When asked what type of office environment is preferred, open offices, or “hoteling,” was viewed most favorably by the millennial generation, while private offices received the most votes from Baby Boomers. However, in total and by generation, respondents overwhelmingly prefer a mix of private and open office space.

<table>
<thead>
<tr>
<th>PREFERRED OFFICE ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BABY BOOMERS</strong></td>
</tr>
<tr>
<td>67% Open Space/Hoteling</td>
</tr>
<tr>
<td>10% Mix of Private Offices/Cubicles</td>
</tr>
<tr>
<td>25% As Many Private Offices As Possible</td>
</tr>
<tr>
<td><strong>GENERATION X</strong></td>
</tr>
<tr>
<td>72% Open Space/Hoteling</td>
</tr>
<tr>
<td>18% Mix of Private Offices/Cubicles</td>
</tr>
<tr>
<td>10% As Many Private Offices As Possible</td>
</tr>
<tr>
<td><strong>MILLENIALS</strong></td>
</tr>
<tr>
<td>56% Open Space/Hoteling</td>
</tr>
<tr>
<td>19% Mix of Private Offices/Cubicles</td>
</tr>
<tr>
<td>25% As Many Private Offices As Possible</td>
</tr>
</tbody>
</table>

Responses suggest that no matter which generation they belong to, employees recognize the value of collaboration and teamwork but still appreciate space for quiet thinking and private conversation — especially in a business where cold calling and negotiations are a major part of the day-to-day for many professionals. Comments clarified that other industries may be more conducive to fully open environments.
THE GEN X FACTOR

LIVING PREFERENCE

The preference for downtown living more than tripled between Baby Boomers and Millennials, at 19% and 64%, respectively.

When asked where they prefer to live, 60% of total respondents chose suburbs over downtown. However, the preference for downtown living more than tripled between Baby Boomers and Millennials, at 19% and 64%, respectively. Of course, it’s important to note that these findings indicate living preference at the current time. As some research suggests, Millennials do have aspirations of purchasing a home and raising a family in the suburbs at some point in the future.

Not surprisingly, Millennials are the generation that is most likely to walk, bike or use mass transit for commuting.

INFLUENCE OF WORK ENVIRONMENT ON PRODUCTIVITY

All generations agree that there is a high correlation between work environment and productivity, with 68% of total respondents indicating that work environment has a significant influence on productivity, and only 3% indicating it has very little influence.

When it comes to the amenities that contribute to a comfortable environment, privacy and abundant light ranked No. 1 and No. 2, respectively, for every group of respondents. This once again supports the need for an environment that offers a mix of collaborative and private work space. The value placed on light underscores the growing importance of wellness in the workplace, an initiative that currently is receiving nearly as much attention as sustainability and is an important consideration in workplace strategy.

MOST VALUED AMENITIES
THE GEN X FACTOR

Flexibility is another work factor highly valued by all generations, with only 11% of total respondents favoring mandatory “9 to 5” hours in the workplace. Across all groups, flex hours, characterized by an alternative, yet defined schedule (e.g., 10 a.m. to 6 p.m. or four 10-hour days) is preferred over no set hours, with Generation X voicing the strongest preference for this type of flexibility.

There are several potential drivers behind these results. First, Generation X is the group that most likely still has children at home or parents to care for, and a flexible yet structured schedule allows the family unit to operate more effectively. More importantly, Gen Xers – as well as Baby Boomers and Millennials – recognize that while flexibility is desirable, working within an organization requires teamwork and collaboration, and in many cases knowing when and where you can connect with coworkers is essential to optimal performance.

The importance of social media to professional life is inversely related to age: only 4% of Baby Boomers feel that social media is very important, compared to 7% of Gen Xers and 20% of Millennials. Some Baby Boomers and Gen Xers emphasized that the benefits of human interaction cannot be replaced by social media. Interestingly, 24% of Millennials – nearly the same number as Gen Xers – said social media was not important in their professional life; however, this could be a function of the job the respondent performs.

WORKPLACE PERCEPTIONS

Approximately two-thirds of respondents from each demographic group feel that, in general, their generation receives the attention and respect it deserves, while one-third from each group feel the opposite.

Of the Generation X respondents, 56% reported that they identify more strongly with Baby Boomers, and 44% reported that they identify more strongly with Millennials. This means that as a group, Gen Xers have a broad perspective of the wants and needs of today’s workforce, and because of their age and experience are often a natural fit for leadership positions.

As the results of this study reveal, there are differences as well as commonalities between these three influential generations. Recognizing and addressing these factors will foster an organizational culture in which everyone can contribute and grow professionally.

TRANSWESTERN RESEARCH

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MATTHEW DOLLY, RESEARCH DIRECTOR
matthew.dolly@transwestern.com

For more information, visit transwestern.com.
BOMA WEIGHS IN ON GSA'S DRAFT LEASE CRITERIA

In September, BOMA International submitted comments to the U.S. General Services Administration (GSA) Green Building Advisory Committee’s Green Leasing Task Group on their Draft Green Lease Criteria and Sample Lease Language. The task group’s goal is to create recommendations for model green leasing provisions for GSA’s public commercial office needs. These leasing provisions may ultimately impact the leasing requirements for any U.S. property professionals who manage properties for federal tenants.

The task force currently does not include any building owners, property managers or leasing experts. In its comments, BOMA strongly recommended that qualified property professionals be added to the process, and that the provisions developed should be cost-effective and feasible in all the markets where GSA leases space. BOMA International will continue to work with GSA on all of its draft model leasing guidelines to ensure that they are in line with the current realities of the commercial office marketplace.

Send us your “selfies”

BOMA NJ wants to see its members at BOMA NJ events. Feel free to send us a picture of yourself or your group enjoying an event, a meeting or gathering. Please send them to pr.bomanj@optimum.net. We will post them on our website and use them in future publications.

untie (v.):
to unfasten or free from constraint or restriction

Welcome to your Safe Harbor. Unwind while making connections, building bonds, and overcoming obstacles through BOMA NJ. We invite you to “Untie the Tie.”

Follow us on Twitter and tweet your comments using

#untiethetie
INDUSTRIAL REVOLUTION

INDUSTRIAL: A SECTOR IN MOTION

Earlier this summer, BOMA International released the second annual Industrial Experience Exchange Report (Industrial EER), which contains data voluntarily shared by nearly 3,900 industrial properties across more than 100 markets in the United States. A second year of industrial sector data from the only benchmarking resource of its kind provides the commercial real estate industry the opportunity to explore year-over-year trends in income and expenses in industrial buildings for the first time.

According to the Industrial EER database, across the entire United States, rental income at industrial buildings increased from $4.98 per square foot (psf) in 2014 to $5.35 psf in 2015 (see “Figure 1”). This rise of 7.4 percent, coupled with essentially flat operating expenses (from $1.40 psf to $1.39 psf), implies strong operating income growth for the sector as a whole.

But the apparent stability of expenses nationally obscures trends that have been much more volatile at the market level. With the exception of Phoenix, which shows practically no year-over-year change, no other top-tier market reported a change in operating expenses smaller than two percent. In fact, many markets experienced swings of at least five percent in one direction or the other (see “Figure 2”). The range from the highest operating expenses (Houston at $2.22 psf) to the lowest (Atlanta at $0.83 psf) is quite broad.

Some of these market differences are due to varying concentrations of different industrial subtypes. For example, bulk warehouses and distribution centers tend to be less expensive to operate than manufacturing or research and development facilities. Given that certain subtypes predominate in certain geographies, this can make some markets appear relatively expensive or inexpensive. Additionally, increased participation in the Industrial EER survey this year has led to a greater depth and breadth of buildings represented. As participation continues to grow, the dataset will become more and more reflective of each market represented, helping professionals interpret trends with greater confidence.

Meaningful year-over-year changes at the market level remind industrial property professionals that local context is paramount when using expense data for benchmarking purposes—there is no such thing as a “generic” building. With the Industrial EER, BOMA International provides powerful insights into both national industrial sector trends and unique developments at the local level.

Find out how your industrial property compares to its market peers with a subscription to the 2016 Industrial EER at eer.boma.org.

ABOUT THE AUTHOR: Phil Mobley is a frequent contributor to BOMA Magazine and head of research at Building Engines. He also is a longtime consultant to the commercial real estate industry.
The Professional Benefits of LinkedIn

The social media site, LinkedIn has become a focal point for business activity. It is the Facebook for professionals. Employers, vendors and property managers are continuously using the site to research future employment opportunities, potential prospects and future business opportunities. If you have not used this resource or are thinking about using it, here are some tips:

1. **Manage your profile.**
   It starts with the right photograph. Make sure you choose a professional photo of yourself. If necessary, have one taken by a professional. Avoid selfies from a party. Remember your colleagues, employers and clients will see you on this site. Regular updates are important. Make sure you check in daily to share articles relevant in your industry and comment in conversations. This is important since your activity appears in other people’s feeds. It increases your visibility and makes you appear like an expert. Make sure you personalize your messages when you are inviting people to connect. Always be polite.

2. **Don’t leave anything out.**
   Remember, it is okay to promote yourself. Walk the fine line between shameless and necessary. Anything relating to an award you or your firm receives and any volunteer experience is noteworthy. Write about what makes you different from the crowd and sets you apart. It will help you make important connections.

3. **Proof your work.**
   A profile filled with errors reads like a chaotic resume. People will dismiss it. Spend some time reviewing your work. If necessary, ask a friend or colleague to review it before you post it.

4. **Join groups and participate.**
   The first thing you should do is look for your alumni group. This one is important since alums are usually willing to assist each other. There is a common bond and experience. Join groups in your industry. As stated earlier, participation in them will help elevate your profile and your marketability. For example, BOMA NJ has a page on LinkedIn. BOMA NJ posts information on this page about upcoming events and important discussion topics. Keep in mind, LinkedIn is also about having fun. Look for groups with your recreational interests – biking, hiking, networking, etc.

5. **Wording is important – focus on key words.**
   Stay away from overused language like “passionate, motivated or driven”. Use words relevant to your field. Recruiters use key words to search for candidates. Any industry specific language is important.

6. **Gather recommendations.**
   Collect them from all levels – managers, peers, colleagues and clients. Post one recommendation per job. If you have been in the same role for many years, solicit one or two. The recommendations help your profile and more credible than the check box endorsements.

For more information on how LinkedIn can help you, contact our Public Relations Committee at pr.bomanj@optimum.net.
Tips on Giving Business Gifts This Holiday Season

Giving gifts to clients or business associates can be a difficult experience if you don’t know the protocol behind it. If you purchase a gift that is too expensive or not aligned with the recipient’s interests, your good intentions may be overshadowed by the mistake. Before you start shopping for your next round of gifts for clients, colleagues or employees, consider the following business gift giving etiquette tips.

Make Gifts Personal When Possible
It’s always nice, whenever possible, to personalize each gift to each recipient. Your clients and colleagues want to know that you appreciate them. So giving an item that is specifically aligned with their interests can mean more than a generic token or promotional item from your company.

Of course, there are exceptions. For instance, if you can afford it, most employees would be happy with cash bonuses in lieu of a physical gift. If you have so many clients that you can’t possibly buy for each one individually, pick out a small but useful item or even a gift card. Don’t just send cheap promotional items or ones that are too specific to benefit each client, though.

Know How Much to Spend
Decide on a budget for your holiday gifts, or other gift-giving occasions throughout the year. Even if you can’t afford much, a small token or even handwritten cards will let people know you’re thinking of them.

The big mistake to avoid is spending too much on gifts. Certain types of service providers have limits for the types of gifts they can receive. And some are not allowed to accept gifts at all. Postal workers, for instance, aren’t allowed to accept gifts worth more than $20. Do some research, or even ask your service providers, before giving gifts to avoid an awkward situation.

Be Sensitive to Religious Beliefs
Don’t just assume that all of your clients or colleagues celebrate Christmas. Giving a holiday gift to someone who can’t accept it because of their beliefs can make both you and them uncomfortable. To avoid this, you can simply ask if they celebrate Christmas, without getting into specifics about their religious preferences.

Be sensitive to each person’s religion or beliefs. If someone doesn’t celebrate Christmas and would be uncomfortable receiving a gift, you can show your appreciation in other ways. Send a small token after they complete a big project or offer an end-of-the-year bonus or token for them.

Include Everyone, When Possible
The most important thing you can do when giving gifts is to make sure you remember everyone. Don’t offer gifts to only certain team members. Your employees are likely to talk to one another.

Even clients within a certain industry or group may talk with one another. A kind gesture meant with the best of intentions, may turn negative if someone feels slighted. You don’t want anyone to feel less important or forgotten.

To avoid overlooking anyone, keep a running list of clients and employees and check it carefully before sending out gifts or cards. And think about any other people who you should send gifts to. This might include certain service providers or consultants. Even a small item or a card can make people feel important to your business.
WINTER IS COMING!
ARE YOU READY?

Take measures today to prepare your property and to minimize the damages and injuries often experienced in these cold winter months. Injuries increase in winter due to slips, trips and falls. Prevent property damage caused by space heaters, candles, damage due to ice and snow loading on gutters and roofs and damage from frozen pipes. Take action now to protect your property from winter-related damages and injuries. Here are some suggestions:

BUILDING EXTERIOR

- Roof: inspect and repair. Seal around vents and other protrusions to prevent roof leaks.
- Gutters and downspouts: remove all obstructions and make sure they are properly secured.
- Exterior water lines: drain and winterize to prevent pipes from freezing.
- Drains: clear debris so that water drains away from your property.
- Basements: are you prepared for water backups?
- Trees: inspect trees near structures and walk areas and remove unsafe branches.

BUILDING INTERIOR

- Furnaces: inspect, tune-up, check filters, check venting and assure property clearances to combustibles.
- Space heaters: prohibit or minimize use and assure safe location and operation.
- Interior pipes: protect from freezing. Be very careful if attempting to thaw a frozen pipe. Do NOT thaw frozen pipes with open flames or torches.
- Faucets: leave dripping during intense cold.
- Alarms: test all fire, smoke and carbon monoxide detectors.
- Smoking: it may be cold outside but do not allow smoking inside of your building.

FIRE PROTECTION SYSTEMS

- Sprinkler pipes: protect any sprinkler pipes that are exposed to temperatures below 40 degrees to protect from freezing.
- Antifreeze systems: have antifreeze systems been tested for adequate concentration in the past year?
- Dry pipe systems: make sure the heat in the riser room is maintained at least 40° F minimum.
- Sprinkler system: make sure the system is currently serviced, operational and ready for winter.
- Fire pump rooms: must be heated to 40° F minimum (warmer for diesel pumps).
- Connections: keep hydrants, valves and standpipe connections accessible and marked.

SLIP, TRIP AND FALL PREVENTION

- Review contracts with snow removal contractors and assure you have adequate protection.
- Keep sidewalks and parking lots free of ice and snow accumulations.
- Be prepared for ice with salt, ice melt and shovels. If you have a snow blower, is it ready for use?
- Check exterior lighting, especially those illuminating walking surfaces.
- Eliminate water drainage across key walking areas from downspouts and roofs.
- Control wet walking surfaces inside and out with appropriate mats and warning signs.

EMERGENCY PREPARATIONS

- Create a weather emergency plan.
- Assemble flashlights, batteries, emergency weather radio and an emergency contact list.
- Create a plan for loss of power, including considerations for maintaining heat and preventing frozen pipes.
- Establish safe equipment shut down procedures.
- Is your generator ready for use? Remember to operate generators only outdoors and to store fuel in safe manner.
- Use caution when burning candles. Many fires are caused by use of candles.
2016 BOMA NJ GOLF OUTING
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3rd Place
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MEADOW COURSE

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Dean Bustamante

Longest Drive Women #7
Carrie Brown

Longest Drive Men #13
Dennis Giblin

Longest Drive Women #13
Sabina Vuolo

Closest to the Pin #6
Kristen Worrell

RIVER COURSE

Longest Drive Men #1
John Kulesza

Longest Drive Women #1
Allison Berg

Longest Drive Men #18
Al Mayas

Longest Drive Women #18
Debbie Sparks

Closest to the Pin #8
Victor Kavy
Save the Date

We hope to see you at our upcoming events!

November 16, 2016
Monthly Dinner Meeting
The Somerset Palace
Somerset, NJ
Working as a Team
Presented by:
Baseball Legend
Sparky Kyle

November 29, 2016
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Location: TBD
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Ethics
3 hours of electives:
Leasing
Presented by: John Kuhn

December 7, 2016
Annual Holiday Party
The Madison Hotel

January 18, 2017
State of NJ Real Estate License
Continuing Education
Location: TBD
3 hours of required:
Cores
3 hours of electives:
Investment Analysis
Presented by: John Kuhn

For additional information visit our website at www.bomanj.org
or contact Dolores at boma-nj@optimum.net
September Speaker

BRANDING: YOUR IMAGE, YOUR COMPANY, YOUR BUILDING

On September 28, 2016 EGMA NJ presented a program entitled “Branding: Your Image, Your Company, Your Building” at the Wyndham, Hamilton Park. The meeting was highlighted by Lisa Borromeo Checchio, Vice President Brand Marketing, Wyndham Hotel Group.

As stated “a brand is the set of expectations, memories, stories and relationships that, taken together, account for a person’s decision to choose one person or product over another”. Branding is the representation of you/your organization (in person, print, social media). Branding is who you are that differentiates you from everyone or everything else. During the presentation, Ms. Borromeo Checchio addressed the following items:

What is the first thing to thing about when establishing a brand identity?
She cited an example of how Wyndham has used successfully in establishing a brand identity in their organization. The first is Travel Lodge. They have identified the locations of this chain near state parks and have used its identity and proximity to state parks to market to a particular audience. Their focus is on making the experience for people visiting the parks memorable. They have identified the type of segment who visits them and have refined their marketing strategies to target them. They offer affordable convenience and comfort. One of the items they offer is a “breakfast to go” which consists of a water bottle, granola bar and fruit. They realize this audience lives an active lifestyle and their dining experience has to be quick. The rooms are filled with photographs of the local scenery. The hotel works with local vendors to set up tours and excursions for the guests highlighting the park experience.

What is Emotional Branding?
People have a connection with some brands. Why buy an iPhone over a droid phone? Mac or PC? Ford or GM? Brand loyalty transcends logic at times. Some people connect with certain brands. There is fierce loyalty in the market place for certain products and services. How do you build that demand for your product/service?

How does a brand stay relevant without losing its audience?
We are in a digital age. Millennials are constantly tied to their devices. One of the key items found in polls taken with this segment was the need for Wi-Fi. The first thing checked in the morning was their digital device. Consequently, Wi-Fi is an important feature in Wyndham properties. Millennials value peer to peer referrals over everything else. The type of stay and convenience are more important. They value the experience, cost is not a factor.

How are your properties staked to attract new tenants? What improvements are you making to your properties to retain your current ones? Some of these items do not have to be expensive. You have to ask for feedback and examine your competition.

How can you change your personal brand?
Business is constantly evolving. For example, with Starbucks it is not about the taste and flavor of the coffee anymore. They have made going to Starbucks more of an experience. They realize people are looking for a connection. You have to ask yourself, does my brand connect with my audience? How has the market changed? You have to be able to react, change and plan for this new fluid environment.
## 2016-2017 Officers & Directors

### Officers

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Title/Company</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Harold Campbell</td>
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</tr>
<tr>
<td>BOMA NJ's General Counsel</td>
<td>Raymond</td>
<td>Koski, Esq. Raymond A. Koski Associates</td>
<td>(201) 224-7227</td>
</tr>
</tbody>
</table>

### Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Company</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>Dana Getz</td>
<td>JLL</td>
<td>(973) 939-7930</td>
</tr>
<tr>
<td>Patricia Giannacio</td>
<td>Hilton Realty Co.</td>
<td>(609) 378-3875</td>
</tr>
<tr>
<td>Dominic Pico</td>
<td>Normandy Real Estate Partners, LLC</td>
<td>(973) 917-3131</td>
</tr>
<tr>
<td>Erika Morasco Toscani</td>
<td>RPA Transwestern</td>
<td>(973) 947-9200</td>
</tr>
<tr>
<td>Amanda Zega</td>
<td>Mack-Cali Realty Corp.</td>
<td>(973) 242-5422</td>
</tr>
<tr>
<td>Amir Gilani</td>
<td>BELFOR Property Restoration</td>
<td>(732) 317-4500</td>
</tr>
<tr>
<td>Marty Schwan</td>
<td>RPA Max Management</td>
<td>1984-1986</td>
</tr>
<tr>
<td>John Washburne</td>
<td>J. Washburne Associates</td>
<td>1987</td>
</tr>
<tr>
<td>Lorraine B. Kucinski</td>
<td>RPA, FMA</td>
<td>1990-1991</td>
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### EX-OFFICERS Past Presidents Council

<table>
<thead>
<tr>
<th>Name</th>
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<tr>
<td>Kurt VanAnglen</td>
<td>RPA, FMA</td>
<td>1992-1993</td>
</tr>
<tr>
<td>Vincent Olsen</td>
<td>RPA The Olsen Group</td>
<td>1994-1995</td>
</tr>
<tr>
<td>Dolores Bocian</td>
<td>RPA FMA Organizational Services</td>
<td>1996-1997</td>
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<tr>
<td>Kurt Padavano</td>
<td>RPA CPM Advance Realty Group</td>
<td>2002-2003</td>
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<tr>
<td>Robert Denney</td>
<td>RPA CBRE</td>
<td>2004-2005</td>
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<tr>
<td>Patrick Connelly</td>
<td>RPA Federal Business Centers</td>
<td>2008-2009</td>
</tr>
<tr>
<td>Lisa Kochan</td>
<td>Brickman Group</td>
<td>2010-2011</td>
</tr>
<tr>
<td>Ron DeBiasse</td>
<td>Lone Eagle Management</td>
<td>(973) 377-7377</td>
</tr>
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2016 COMMITTEES

EDUCATION DIVISION
Executive Board Liaison: Robin-Jurion Bergman Real Estate Group (732) 855-8600

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BOMI CHAIR: Al Todd, RPA Columbia Property Trust (973) 643-7088

PROGRAMS/SEMINARS
Board Liaison: Dana Getz JLL (973) 939-7930

ALLIED SERVICE PARTNER COMMITTEE
Board Liaison & Chair: Amir Gilani BELFOR Property Restoration (732) 317-4500

Golf:
Dean Bustamante Tustin Mechanical Services of North Jersey (908) 241-9400

ROMAfest:
Co-Chairs: Teresa DeZao ACA Dining Services (973) 394-3043 Mike Amoroso Bravo! Building Services (732) 465-0707

Holiday Party:
Teresa DeZao ACA Dining Services (973) 394-3043

MARKETING & PUBLIC RELATIONS
Chair: Amir Gilani BELFOR Property Restoration (732) 317-4500

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Executive Board Liaison: Erika Toscani, RPA Transwestern (973) 947-9200

Co-Chairs: Lisa Kochan Bright View (732) 447-8535

Paul McGrath City Fire (973) 560-1600

EMERGENCY PREPAREDNESS
Executive Board Liaison Patti Giannacio Hilton Realty Co. (609) 378-3875

Chair: Andy Diamond Maxon Restoration (212) 447-6767

PAST PRESIDENT'S COUNCIL
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NOMINATING COMMITTEE
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LONG RANGE PLANNING
Chair: Patrick Connelly, RPA Federal Business Centers (732) 225-2200

PHILANTHROPIC TASK FORCE:
Chair: Marie A. Cunningham, RPA (973) 696-2914

INTERNATIONAL/REGIONAL LIAISON:
Chair: Harold Campbell, RPA, SMA CenterPoint (609) 216-9058

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BOMA NJ CHAPTER MISSION STATEMENT
The Building Owners & Managers Association of New Jersey shall promote the interests of those engaged in ownership and/or operation of real property through leadership, advocacy, research, education, information and professional development.
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