

# PROGRESS

## BOMA NEW JERSEY

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HELP  
**SHAPE THE  
FUTURE OF  
BOMA...**

Together, Let's Build a Team  
*see pages 6 & 7*



Robin Ann Juron  
2014-2015 President

## PRESIDENT'S MESSAGE

The summer passed by so quickly and our committees worked hard to prepare for another year of programming, education and information. The Board and Committee Chairs met in an Executive Strategic Planning Session which resulted in an informative and productive meeting.

The Allied Golf Committee planned and hosted another terrific golf event at Fiddlers Elbow in August and the weather cooperated fully! We thank our guests and members for their generosity with a special thank you to our sponsors, their names and photos are on pages 12-15. And, a special thank you to Rich Pieros for acting as our MC.

The Allied Committee was busy and energized this summer, as they reported to the Board that, "event changes – they are a-coming" next year!!

The new branch of the Membership Committee, our YP (Young Professionals) met all summer and under the leadership of Amanda Zega, Jamie Kazazian and Bobby Stirone, the group has developed an amazing following with enthusiastic members with career enlightening and fun events.

I want to thank all our Committee Chairs and members for their hard work in bringing to the membership new and creative programming. Kudos to their teamwork and dedication.

Our local TOBY submissions were toured and judged by our volunteer guides and judges in August. The winners of the 2015 BOMA NJ TOBY Awards will be celebrated at our TOBY dinner reception at Brooklake Country Club on October 28th. Congratulations to our winners and thank you again to our guides, judges, and committee members.

September's General Meeting presented information on using Social Media in business. Copies of the websites mentioned will be listed on our BOMA NJ Website.

### **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.

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We've held our first successful committee meeting via SKYPE (Emergency Preparedness Committee) as we prepared for the Active Shooter Seminar on October 13th. In addition, the committee participated in the State Police and Department of Homeland Security conference calls and correspondence regarding the Papal visits to NYC and Philadelphia. BOMA NJ has been keeping open communication with these two other locals within our BOMA-MAC region as the auspicious visit approached.

Please mark your calendars for our General Membership meeting on November 18th and our Annual Holiday Party on December 2nd. We look forward to seeing you all there.

BOMA NJ is reviewing new potential regulations on snow removal responsibilities – so get your snow removal contracts in order!

Our committees are always looking for volunteers and it's a great way to get involved in our organization. Please contact Dolores or any of the Board Members for information and committee meeting schedules.

We look forward to January, BOMA International's Winter Business Meeting which will be held in Washington DC, January 31 to February 3rd. Please consider joining us this year. The meeting is open to all BOMA members and is an ideal opportunity to learn and network with your peers from all over the country and abroad. It is a convenient train ride away and you can make accommodations to stay at the Hyatt Regency – just steps away from the White House. The Board of Governors meeting will provide the local associations with reports from national committees, The International Council, and discuss numerous national issues that affect us all. You can attend committee meetings and provide input as to what is important to you, your firm and BOMA NJ. Please consider Washington in January.

Thank you for your continued support,



Robin

**BOMA NJ Welcomes  
our Newest Members at the  
September Monthly Membership Meeting:**

- Mike Mullen, Western Pest Services;
- Brian Bergen, Bergen Botanicals;
- Garry Legreim, VDA;
- Matthew Alban, Delta Interior Construction;
- Santo Maertz, Allan Briteway Electric;
- Mike Smart, Zansitis Painting;
- Mark Moore, Winter Services Inc.;
- Drew Holder, The Holder Group;
- Andy Shaw, Fullerton Landscaping.

Edgar Maco joined the Bravo! Facility Services team on May 14, 2010 and since then, was promoted to Area Supervisor supporting a retail portfolio throughout Virginia and Washington DC. He was previously employed by Mister Kleen Maintenance Company where he worked as a manager. Before joining Bravo! he worked at Mister Kleen for 8 years. Edgar's previous training and experience in the cleaning industry will be an asset to our organization!



## Branding. How Can Federated Partners and Allied Partners Benefit From Branding Through BOMA?

### Why BOMA?

#### This is what our members had to say...

*"I was a member with my old company but my new company wasn't. It was important for me to join again. BOMA offers me a great advantage to meet property managers, as well as other vendors and help each other out."*

Andy Shaw  
Fullerton Landscaping

*In the past, we sponsored a lot of events and found it was the time to socialize with building managers. BOMA is 'the association for building owners and managers!' We knew BOMA was the right fit for us. It's great to meet new people and see old friends too."*

Matthew Alban  
Delta Interior  
Construction, Inc.

*I enjoy BOMA. It is an excellent organization not only for networking but for education purposes. BOMA helps you in the industry from an education viewpoint."*

Vincent Sorrentino  
Cit Group

What is branding? Branding is a marketing strategy that involves creating a differentiated name and image – often using a logo and/or tag line – in order to establish a presence in the consumer's mind and attract and keep customers. Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets.

**Do you know the difference between marketing and branding? Marketing is what you do. Branding is what you are.**

As a valued member of BOMA NJ, we are looking for new innovative ways to assist you in promoting your company's services. You are a member of BOMA NJ because of your expertise, knowledge and means. We know Federated and Allied members are great bastions of knowledge in realms of technical and management expertise.

Consequently, we want to help you edu-

cate the membership and brand your expertise. Over the next few months, we are asking all Allied Partners and Federated Members to submit articles and white papers about technical service information, management, accounting, legal resources, etc. to BOMA NJ. We are creating a special resource center for members to learn from other members. It will provide members with a "go to" source when they have a problem they need to solve. For example, "I have an HVAC question, can I find a resource or an answer on BOMANJ.org? I have a great article on management. Where can I share that with my peers?"

This is not a forum for advertisements and commercials. If you provide the technical information, rest assured, the reader will know who wrote the article and will be obliged to ask the author for any follow up information. This is part of our "Members Helping Members Initiative."

We know what you do. We want you to tell us who you are - an expert in your field and a proud member of BOMA NJ.

**Bringing Our Members Attention...to New Initiatives.**  
Please submit information to [pr.bomanj@optimum.net](mailto:pr.bomanj@optimum.net).

# How Does BOMA Increase Your

# ROI?



## **Billions of Reasons to Take Notice**

*BOMA members contribute more to U.S. GDP than pharma or auto industry R&D annually.*

Through 91 local associations in the United States and 17 affiliates around the world, BOMA International represents the owners and managers of all commercial properties. In the U.S., the 10.4 billion square feet of office buildings alone represented by BOMA members generated 1.8 million jobs: \$227.6 billion in GDP; and supported 46.6 million office workers.

With a mission to advance a vibrant commercial real estate industry through advocacy, influence and knowledge, BOMA is the business partner helping its members enhance NOI and asset values.

## **Industry Best Practices Net Higher Revenue**

*At Least \$1 per square foot*

BOMA is the recognized leader in developing high-performance programs that turn market-based best practice solutions into increased profitability. Take BOMA 360 Performance building as an example; they outperform the market in attracting and retaining tenants and generate higher net operating income. The numbers speak volumes:

- BOMA 360 Buildings achieve \$1.77 more per square foot in revenue according to the BOMA Experience Exchange Report (EER) than the average building in the Kingsley Index.
- BOMA 360 buildings active \$1.04 more in revenue than the average LEED-certified building.
- BOMA 360 buildings receive higher tenant satisfaction scores in all 54 Kingsley quantitative rating areas including property management, leasing, maintenance, security and property features.

## **BOMA Sets the Standard for Property Measurement**

*Rentable square footage increase 2-3%*

For 100 years, BOMA has set the standard for measuring commercial buildings. In 1925, it published its first ANSI-certified standard for measuring office buildings. Today, the standards have evolved to include Industrial, Multi-Unit, Residential, Retail and Mixed-Use, as well as Gross Area. By measuring a property to the BOMA standard, rentable square footage typically increases by 3%.

## **BOMA Fights Against Costly Code Changes**

*Saving the industry more than \$6 per square foot*

BOMA International is the only CRE association with a voting seat at the table promoting and enforcing effective building codes. Through the three year development cycle of the 2015 I-Codes, BOMA's representation was instrumental in saving the industry more than \$6.00 per square foot for an existing building, mostly in avoided costs.

## **Vital Industry Intelligence Increases Asset Performance**

*Operating cost efficiencies of 3%*

BOMA's EER has three times more usable data than any other comparable source, providing benchmarking data on energy costs, operating expenses, taxes and more to drive a more profitable bottom line – underscoring an industry focus on maximizing building efficiency and smart asset management. Property professionals have experienced up to a 3% savings in operating costs as a result of increased operating efficiencies by benchmarking through the EER.

## **BOMA INVOLVEMENT INCREASES YOUR ROI...THE NUMBERS TELL THE STORY**

Consider the impact BOMA involvement makes on a typical 100,000 square foot office building charging \$20.00 per rentable square foot with \$7.50 per square foot in operating expenses and a cap rate of 8:

- \$1/sq. ft. in revenue gained from implementing best practices from BOMA 360 = \$100,000
- 2-3% gain in rentable square footage by correctly measuring to the BOMA standard = \$50,850
- 10% of total captured savings of \$6/sq. ft. through last building code cycle = \$60,000
- 3% efficiency in operating costs through EER benchmarking = \$22,500

**Total potential property value increase of \$2.9 million.**



BOMA NJ  
*is now* Accepting  
Applications *for*  
Volunteer Members *to*  
Serve *on its*  
BOARD OF DIRECTORS  
*and as* COMMITTEE CHAIRS

The Board of Directors is the governing body of the Association responsible for the successful conduct of the Association and as our programs expand so does the need for volunteer involvement.

Prospective Board Members should be familiar with the workings of BOMA NJ and BOMA International as it will be their responsibility as a Board Member to help establish policies, initiate activities, enter into contracts and make recommendations to the membership.

Please submit a letter of interest and professional biography (including any and all committee involvement – at any level) by November 5th to:

BOMA-NJ@optimum.net  
Attn: Nominating Committee

Candidates will be asked to attend an interview with the Nominating Committee during the month of November. Candidates selected to be placed on the proposed slate for the annual January election will be notified by mail on or before December 15th. Those selected will take office in February.

# Purposes & Responsibilities *of the* BOMA NJ BOARD OF DIRECTORS

#1

Establish AND Uphold  
Policies and Directions for  
BOMA New Jersey

- Mission and Purposes
- Vision
- Organization

#2

Provide Fiduciary Oversight

- Integrity of Accounting
- Integrity of Use of Funds
- Ensure Adequate Resources

#5

Attend various meetings to  
facilitate all of the above,  
including:

- Monthly Board Meetings
- Annual Planning Meetings
- Monthly Membership Meetings
- Committee Meetings as may be appropriate for the assigned committee as the Board Liaison to offer guidance and to insure the Committee is working towards the goals and objectives set forth by the Board

#3

Set Goals and Objectives for  
BOMA New Jersey

- Establish strategic goals
- Allocate resources (staff, volunteer activities, and funds) to goals
- Provide BAE moral and professional support to further the goals and to achieve the vision of BOMA New Jersey

#4

Serve as appeal authority of  
members

- Encourage members to report any practices the person believes to be in conflict with BOMA New Jersey's By-laws, Policies, Procedures and/or illegal
- Ensure there is no retribution to persons reporting suspicious activity mentioned above

# Marketing Your Best Product ...YOU!



**By Nicole Malise-Skaro**

**Director of Business Development, The Falcon Group – Engineering, Architecture and Energy Consultants**

**W**hy are billions of dollars spent each year on advertising and marketing? Simply put...it's effective. Effective marketing can make one wonder how they have survived so long without a retractable garden hose, completely forgetting that they live in an apartment. What about marketing ourselves? Are we portraying ourselves in a way that makes employers wonder how they lived without us? A good salesperson can make clear in just a few seconds what they bring to the table and why they do it better than anyone else. We want to hone these skills to become a "one of a kind" opportunity to employers.

What makes a TV or magazine advertisement so effective? They are well thought out. Countless man hours can

be spent on a single 30-second advertisement. Teams of people pay special attention to their target audience and find out their likes, dislikes, needs, and attention span. The goal of the advertisement is to be quick and to the point, making clear what the product can do for them. Marketers see a need and they attempt to fill that need. There are many useful tips we can take away and apply when marketing ourselves.

Marketing yourself properly is a major factor in one's success. Many feel that to market yourself, you need to brag or be boastful. However, this typically has an opposite effect and it turns people away instead, as nobody likes a pushy infomercial. The key is to educate people on how you can help and what you can bring to the table. By allowing your actions and intentions to speak for themselves, along with the using the right words at the right time, marketing can be accomplished with little to no effort.

### **See a Need, Fill a Need**

Look at your current position and view it as an 'intrepreneur' would (an employee who views the company as their own business). You will begin to see voids that need to be filled. Viewing the company as if it was your own while doing what you can to help it succeed, is invaluable to an employer. Think about the company goals and listen to what the employers are asking for. Is there an opportunity to take on a new task, perhaps furthering your education and gaining a certification or license that could help the company explore new avenues? This could make you a true value to the company.

### **Stretch the Truth**

A strong person is a strong professional. Stretching is defined as "being made longer or wider without tearing or breaking." We always want to be widening our knowledge, abilities, and interests, but we need to do this with balance. As the definition points out, this needs to be done without tearing or breaking. When we lose control of our circumstances we lose trust. Showing we have balance builds confidence. Endeavor to learn new skills and expose yourself

to new experiences that you feel will benefit you both personally and professionally.

### **Keeping an Eye on the Competition**

Many work environments encourage teamwork. It is important though, to keep track of our personal accomplishments. Ask yourself, "am I doing everything I can to keep up with and exceed, the rest of my peers?" Consistently meeting deadlines and keeping promises are vital to instill confidence among your employer. You cannot expect your boss to know what every minute of your day consists of. Keeping a list of milestones, accomplishments, accolades and awards that have helped the company, will set you apart from others as a positive contributor. Knowing what you have accomplished this far will only motivate you to push harder and higher with future goals.

### **Credits**

There is a fine balancing act when it comes to receiving credit. It is important to take credit when it is truly due, share credit when applicable and also take the blame when you are at fault. A humble person will have trouble taking credit, even when it is due. It is imperative though, that when credit is deserved, it is accepted. It not only builds personal confidence it, more importantly, builds confidence with your employer, clients, and peers. On the flip side, it is even more respected when someone can accept fault. Knowing we are all imperfect, deflecting to others, or denying involvement can cause hard feelings and loss of trust.

Remember the old adage, "*Actions speak louder than words.*" A commercial run is only as good as the reputation of the product. You can sell yourself verbally. More importantly, is delivering with actions and being proactive. Continuously filling the needs of the company and being a reliable, hardworking individual equals success. You will find that all the time you devoted to marketing yourself, will result in a successful campaign. Hard work, imagination and sacrifice will make your investment in marketing yourself pay dividends!

# LEGISLATIVE UPDATE

## ELECTION

**With  
Democrats  
maintaining  
a 48-32  
advantage in  
the General  
Assembly,**

**political pundits  
suggest that  
Republicans  
are waiting for  
the 2017  
gubernatorial  
election to  
make their  
move.**

## DAY

*approaches*

## NOVEMBER 3

**By Scott Wasserman, The Marcus Group**

### **Election Season**

On Tuesday, November 3, voters will be going to the polls for Election Day. With the ballots in New Jersey headlined by the General Assembly and its 80 seats in the state legislature up for grabs, many are expecting a low-turnout election without a presidential or gubernatorial race atop the ballot.

After a low-turnout primary, political observers are expecting competitive races in only a few districts. Races to watch include District 1 (Assemblyman Andrzejczak (D) and Assemblyman Fiocci (R)) and District 2 (Assemblyman Mazzeo (D) and Assemblyman Chris Brown (R)) in South Jersey because of split representation amongst the incumbents. District 38 (Assemblyman Eustace (D) and Assemblyman Lagana (R)), which straddles Bergen and Passaic in the northern part of the state is also expected to be competitive and has been contested by Republicans. With Democrats maintaining a 48-32 advantage in the General Assembly, political pundits suggest that Republicans are waiting for the 2017 gubernatorial election to make their move.

In addition to the general election, the future leadership of the General Assembly will bear watching, with current Assembly Speaker Vincent Prieto running for re-election as speaker. While many consider Prieto in a strong position to retain his position in leadership, disagreement with Majority Leader Lou Greenwald (D-6) regarding proposed casino expansion could make for a contested election. With Prieto also expected to support Jersey City Mayor Steve Fulop for Governor in 2017, that could pit him against Senate President

Stephen Sweeney (D-3), who is expected to run for the state's top executive as well

### **Wait Until Next Year For Casino Referendum**

One item that will not be on the ballot this year is a referendum on a constitutional amendment to expand casino gambling outside of Atlantic City. Legislators including Assemblywoman Valerie Vainieri Huttle, D-Englewood and Assemblymen Ralph Caputo, D-Essex, and Raj Mukherji, D-Hudson had introduced a resolution calling for a constitutional amendment to allow the state Legislature to approve no more than three new casinos in Hudson, Essex and Bergen counties. At the same time, multiple North Jersey casino proposals were introduced, including the Meadowlands Racetrack and its casino partner Hard Rock for a casino in the Meadowlands. Other North Jersey casino proposals included Jersey City and Newark, with the latter receiving heavy advocacy from city officials who held a press conference touting the benefits of siting a casino in Newark and have since approved amendments to the Newark Downtown Core District Redevelopment Plan, including a clause that allows for "licensed casino or gaming."

While an expansion of casino gaming outside of Atlantic City has attracted enthusiasm from developers and public officials, a recent Fairleigh Dickinson University PublicMind poll of more than 900 New Jersey residents found that more than half of those polled (56 percent) oppose an expansion of casino gambling in New Jersey. With a ballot question not in the cards for 2015, all eyes will be on 2016 when a presidential election will headline the ballot and ensure a larger turnout.

### **Lame Duck Legislative Session**

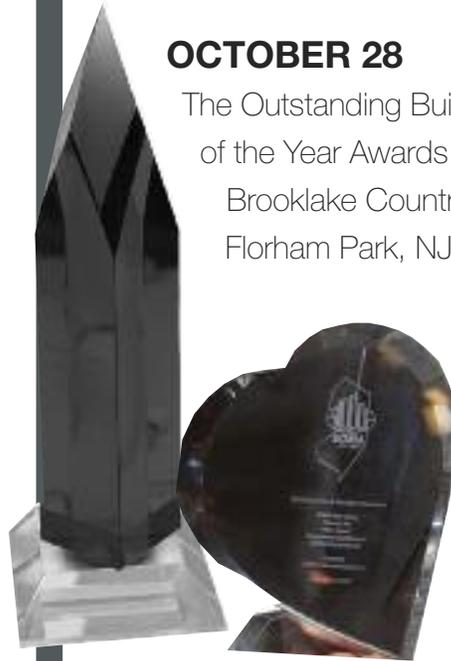
With just a few short months left in this 2014-2015 legislative session, we may see a lot of action from November through mid January. All legislation that does not advance and become law before the start of the new session would need to be reintroduced in the 2016-2017 legislative session. As always, we will be monitoring the legislative activity regarding matters that affect commercial property owners.

The BOMA NJ legislative committee continues to monitor these issues and other legislative matters that would affect the interests of commercial property owners in New Jersey. If you have a specific concern that you would like to make sure is being monitored, please let us know. You can send an email with the information to Scott Wasserman at [scott.wasserman@marcusgroup.com](mailto:scott.wasserman@marcusgroup.com).

## **SAVE THE DATE**

### **OCTOBER 28**

The Outstanding Building  
of the Year Awards Dinner  
Brooklake Country Club  
Florham Park, NJ



### **NOVEMBER 18**

Monthly Dinner Meeting  
Westin  
Morristown, NJ

### **DECEMBER 2**

Annual Holiday Party  
Madison Hotel  
Morristown, NJ

### **JANUARY 31 - FEBRUARY 3**

BOMA International's  
Winter Business Meeting  
Washington, DC





# 2015 BOMA NJ GOLF OUTING

August 3 was a picture perfect day as members and guests enjoyed the BOMA NJ Golf Outing. The hard work of our Committee Co-Chairs Dean Bustamante of Tustin Mechanical Services of North Jersey and John Miller of Liberty Elevator was once again, a hole-in-one! This event could not have been possible without our generous sponsors:

**DINNER**

Pieros Roofing Specialists

**LUNCH**

Newmark Grubb Knight Frank

**COCKTAIL HOUR**

Planned Companies  
Allan Industries, Inc.  
The Alban Group

**Putting Competition**

Bergman Realty

**LONGEST DRIVE**

Industrial Cooling Corp.





**LONGEST DRIVE**

Liberty Elevator Corporation

**CLOSEST TO PIN & Double or Nothing**

Brickman Group  
CSI International



**HOLE IN ONE**

Raritan Building Services

**BEVERAGES ON COURSE & ROLLING CART**

ProTec  
Mack Cali Realty Corp.



**GRAND PRIZES**

All Jersey Painting  
Belfor Property Restroation  
Federal Business Centers  
JLL



**TEE OR GREEN SIGNS**

Pieros Roofing Specialists  
CenterPoint  
Industrial Cooling Corp.  
Cooper Pest Solutions  
Thermal Services  
South Shore  
Construction LLC  
Fania Roofing Company



**SIGNAGE**

Banner DeSign

**PHOTOS**

Bravo! Building Services

**GOLF BALLS**

Bravo! Building Services

continued on page 14

# 2015 BOMA NJ GOLF OUTING

continued from page 13

## AND THE WINNERS...

### 1st Place Scramble Team

Dean Bustamante  
Stan Marshall Dave Wyllie  
Charlie DeAngelis



### 2nd Place Scramble Team

Burke Hammonds  
Matt Heuele  
Rick McNeil  
Len Pannucci



### 3rd Place Scramble Team

Andy Diamond  
Carrie Brown  
Jonathon Kessler  
Paul Faris



### 4th Place Scramble Team

Stan Wellinsky  
Bob Wardle  
Debbie Sparks  
Richard Cialella



### Skill Contests

#### Meadow Course

#### Longest Drive Men

Jeff Elefant

#### Longest Drive Women

Christine Rothermel

#### Closest to the Hole

Jeff Elefant

#### River Course

#### Longest Drive Men

Al Todd

#### Longest Drive Women

Carrie Brown

#### Closest to the Pin

John Braun

#### Putting Contest

Rick McNeil





# CORPORATE GIFT GIVING

You Know

You are

Going to Do It...

so **Do it Right!**

Corporate gift giving for special occasions and major holidays can be a very important aspect of an overall marketing strategy - one that can help expand a brand. BUT, in every case when gifting, you need to walk a fine line, making absolutely sure the gifts are not perceived as an "inappropriate means to influence business," or even work as a bribe.

Business gifting has gotten a somewhat negative connotation in some circles and, indeed, there are instances where it is badly misused. The bottom line however, the core of "business gifting" is still important in creating relationships.

What's trending? The popularity of items used as gifts is dictated by the current economy. When consumer confidence is high, luxury items from renowned brands are high in demand. When consumer confidence is low however, item requests become more practical and lifestyle oriented. The four most popular categories are (a) useful items; (b) consumables; (c) special events; and (d) theme memorabilia. Useful items such as nice pens, small electronics, and portfolios are used frequently and provide a reminder of the giver and relationship. Consumables like foods, flowers and dinners are short-lived but appreciated and often shared with the recipient's coworkers and family. Theme memorabilia such as baseball hats, CDs and other reminders of an event are thoughtful reminders of an event and personal as well as having a long lasting appeal. Experiential and philanthropic gifts are still trending as very popular. For example, charitable donations made in a recipients name are very popular, especially if the recipient has an affinity for the charity.

## **Budgets:**

Budgets will always be a top priority for the creation of any corporate gift giving or loyalty program. With many corporate branding efforts focused internally and externally on developing a more authentic and person relationship with employees and clients and prospects, gift giving is increasingly seen as one element of a broader communication strategy rather than an isolated event. Given the fact that business is increasingly conducted virtually and across wider geographies, fewer in-person meeting resulted in a more focused strategy to get it right. An ideal gift is one that consistent with the giver's corporate brand promise, judged appropriate, personalized and thoughtful for the recipient.

## **Do's and Don'ts:**

It is important to ensure you are presenting a gift that is trending and useful and it is equally essential to visualize your gift as a whole package and not just a single product. Every facet should be personalized to the receiver's likes in order to make an impression.

Make your gift personal and memorable; give it in an authentic way, in person and keep the value relatively low so there is not a tax issue or worry of inappropriateness. Never make it too lavish or give it as a direct reward for being given business. Gifts should never be given during the bidding process or in the waiting period for a renewal of a contract. Such timing results in the perception of a bribe. Gifts should not be given to one person, but to the entire team. The company should be confident about the reasons for of-

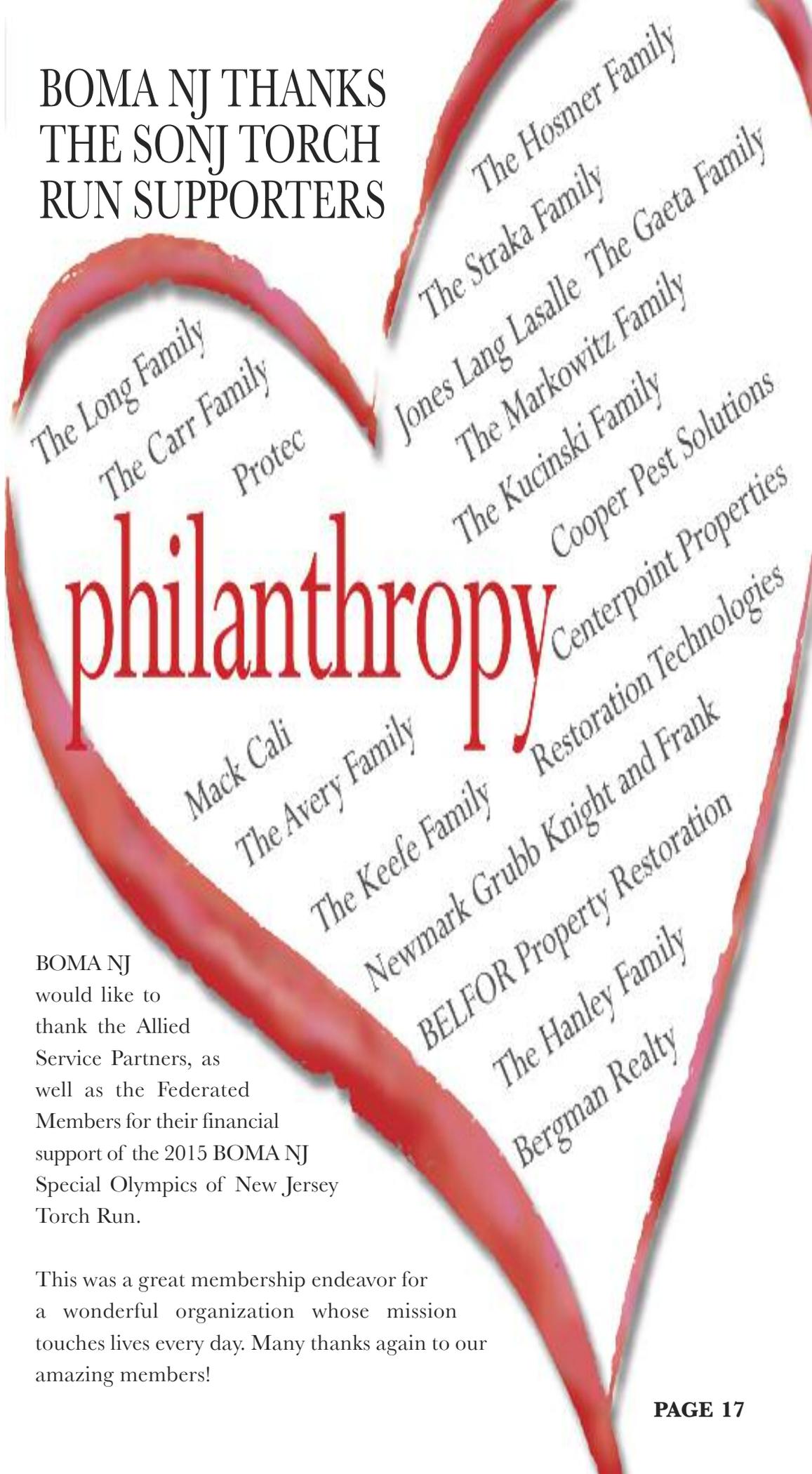


*Always remember, it is better to give than to receive.  
A gift is a gift, not a down payment for future business!*

fering gifts, such as thanking long term customers, recognizing a dedicated employee and so on. The basis intent should be to affirm relationships in the most professional manner. Do not embarrass yourself or the proposed gift recipient – many companies have strict policies about not accepting gifts of any sort! Know them, and act accordingly: Is the gift in the correct dollar range? Is it appropriate for the individual and your relationship with them? Be mindful of cultural preferences, customs, superstitions and religious beliefs.

Last, but not least, start your gift giving initiative early. Give yourself enough time to plan for contingencies or surprises. You may even want to order a few additional gifts, just in case you accidentally overlook someone. Additionally, make sure you create a list of your recipients and gifts to avoid duplicating them to those who may have moved on to another company or into another position.

## BOMA NJ THANKS THE SONJ TORCH RUN SUPPORTERS



philanthropy

The Long Family

The Carr Family

Protec

The Hosmer Family

The Straka Family

Jones Lang Lasalle

The Gaeta Family

The Markowitz Family

The Kucinski Family

Cooper Pest Solutions

Centerpoint Properties

Mack Cali

The Avery Family

The Keefe Family

Restoration Technologies

Newmark Grubb Knight and Frank

BELFOR Property Restoration

The Hanley Family

Bergman Realty

BOMA NJ would like to thank the Allied Service Partners, as well as the Federated Members for their financial support of the 2015 BOMA NJ Special Olympics of New Jersey Torch Run.

This was a great membership endeavor for a wonderful organization whose mission touches lives every day. Many thanks again to our amazing members!

# HURRICANE

Security Awareness Tips Submitted  
By Allied Barton Security Services

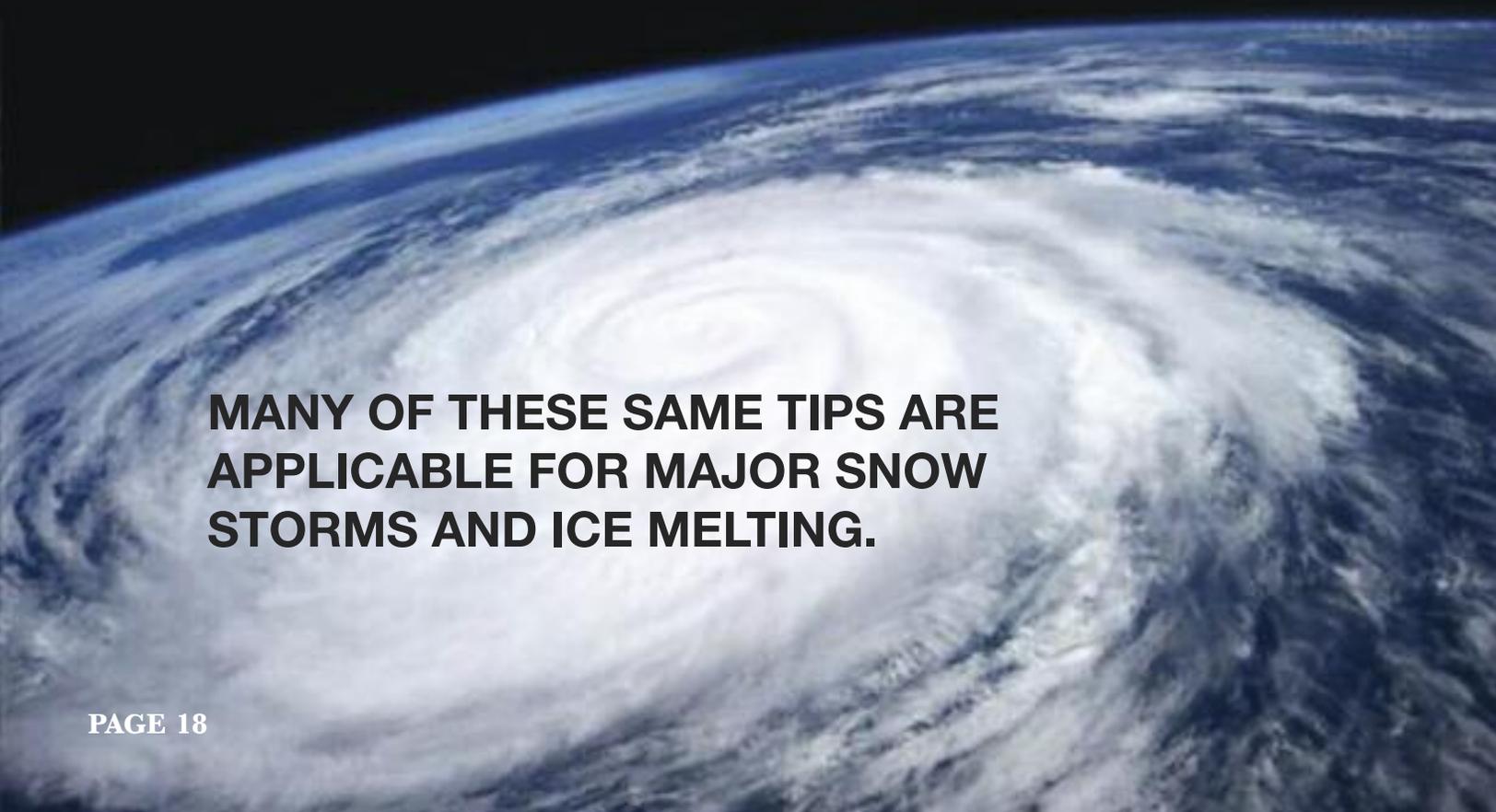
# *safety*

Hurricane season in the Atlantic begins June 1 and ends November 30. The Eastern Pacific hurricane season begins May 15 and also ends November 30. When a hurricane reaches land, it brings with it the potential for lost lives and severe property damage through flash floods, tidal surges and high winds.

Those who are living, working or vacationing in hurricane zones should take advantage of the advanced warning these storms provide and prepare or evacuate accordingly.

## Before a Hurricane

- Create an emergency kit with enough supplies for three to seven days. Include at least one gallon of water daily per person, non-perishable packaged or canned food and juices, handheld can opener, cooking tools/fuel, paper plates and plastic utensils, blankets and pillows, seasonal clothing and rain gear, a first-aid kit, medications and prescriptions, toiletries, battery operated flashlights and radio with spare batteries, and cash because banks and ATMs may not be available. Make sure your cell phone is fully charged, propane tanks are full as well as your vehicle's gas tank.
- Monitor hurricane and tropical storm advisories.
- Decide whether you will go to a designated shelter, a safer place inland or ride out the storm in your home unless authorities evacuate your area.
- Utilize hurricane shutters, secure boats and cars, plan an escape route and move unsecured items including flower pots, water hoses and patio furniture inside the house or garage.
- Take an inventory of all household goods making sure to document model number and brand name.



**MANY OF THESE SAME TIPS ARE  
APPLICABLE FOR MAJOR SNOW  
STORMS AND ICE MELTING.**

## During a Hurricane

- > Evacuate immediately if ordered to do so.
- > If you're in your home, stay near the down-wind side of the house.
- > Stay away from windows and glass doors.
- > Keep children in safe areas such as the basement or interior first floor rooms.
- > If the eye of the hurricane passes over your area, be aware that the improved weather conditions are temporary and the storm conditions will return with winds coming from the opposite direction, sometimes in a matter of minutes.

## After a Hurricane

- > If you or others are injured and unable to travel, call for help if possible. If phones are not operational, seek help from a neighbor or signal patrol police or emergency crews.
- > If not hurt, stay in a protected area of your home until announcements are made on the radio or television that dangerous winds have passed.
- > Stay away from downed power lines.
- > Do not drink or prepare food with tap water until you are certain it is not contaminated.
- > Notify your insurance company and make insurance claims as soon as possible. Take photos of all damages.

### For more info on Hurricane Safety... Occupational Safety & Health Administration:

[www.osha.gov/SLTC/emergencypreparedness/guides/hurricane](http://www.osha.gov/SLTC/emergencypreparedness/guides/hurricane)

### Safety Hurricane Tips:

[www.hurricanesutters.net/tips](http://www.hurricanesutters.net/tips)



## BOMA NJ's Annual Drives are Coming Up!

**November 18  
Canned  
& Non-Perishable Food**

**December 2  
Toys for Tots**



# PROTECT YOURSELF DURING FLU SEASON

Seasonal flu can increase the occurrence of illness in the workplace and result in lost work time. Flu season typically begins when cold weather strikes and can last into spring. For many people, the seasonal flu is a mild illness, but for others it can result in serious infections or hospitalization.

Preventive health measures are even more necessary during this season and workplaces of every type should be proactive to keep employees safe and business operating as usual.

## Preventative Measures

Encourage employees to take precautions to reduce the spread of the flu.

- Provide hand washing stations or hand sanitizer.
- Tissues should be discarded immediately after use – provide waste receptacles.
- Thoroughly clean work stations, door knobs and telephones.
- Educate your employees – share prevention tips and information.
- Initiate discussions with companies that provide temporary or contract employees.

- Contact your local health department and other organizations for up-to-date information.

## Vaccinations

Health professionals recommend a yearly seasonal flu vaccine. Everyone over the age of six months is encouraged to get vaccinated.

- Work with your health insurance company to provide information to employees.
- If possible, create opportunities for on-site vaccinations or coordinate with a local health clinic that can accommodate your employees.

## If Your Employees Contract the Flu:

Flu symptoms include fever, headache, extreme fatigue, cough, sore throat, runny or stuffy nose, muscle aches and stomach symptoms. Those with the flu should avoid contact with others and doctors may prescribe antiviral medication or suggest over-the-counter remedies.

- Employees in the work place exhibiting flu symptoms should be sent home.
- Ill employees should be encouraged to stay at home.
- The CDC recommends that employees with flu-like symptoms should remain at home until at least 24 hours after they are free of a fever.
- Employers should be flexible about sick leave.
- Be aware of school closures that may impact employees with children.

## Pandemic Plans:

If a pandemic occurs in your community or if a large percentage of your employees become ill, you need to have plans in place to ensure the health of your employees and your business' future.

- Consider flexible schedules or telecommuting.
- Cancel non-essential travel.
- Utilize teleconferencing or online meetings in place of large in-person gatherings.
- Know who to contact in your local health community if a flu outbreak occurs.
- Identify critical functions required to maintain business operations and develop plans to staff those if assigned employees are ill.
- Communicate pandemic plans with employees.



Security Awareness Tips Submitted  
By Allied Barton Security Services

# SEPTEMBER speaker



## Social Media

Bill Blum, President of Alpine Business Systems, Inc. was the speaker at September's monthly meeting. His presentation on "Social Media" covered everything from the latest social media trends; the social media leaders; how businesses and professionals can use social media to their advantage; and how you can use social media for a competitive edge.

Many of us remember the 1980s when we had bulletin boards, CompuServe, AOL (the original), Classmates.com and the introduction of My Space, LinkedIn and FaceBook. Since then, social media has surged in its growth and usage. It's hard to believe that one out of eight couples married today met through social media. 80% of companies use social media for recruitment. Generation Y & Z consider FaceBook passé because people ages 55-64 are now the fastest growing group on FB. But if FaceBook was a country, it would be the third largest! YouTube is the second largest engine in the world. Let's face it, social media is not a fad. It is a new world of socialnomics!

With 75,000 social networks for every industry imaginable, there are four major categories of social media: social networks (FaceBook, Google+, LinkedIn). There are also texting sites (Twitter), photo sites (Instagram, SnapChat, Pinterest, Flickr) and video sites (YouTube, Vine). Twitter which has content, news and info for special interest groups, has 304 million active users! Google+ has 363 million users. Even scientists are collaborating and are working together using these sites to create blockbuster drugs. "You too, can use these sites to sell your buildings," stated Blum.

Blum suggested to the audience that you should reach out to your clients on their social networks, but very importantly is to make sure you continuously track and monitor their feedback, turning client dislikes into "likes." Monitor what people are saying about you. Corporate websites should also include links to these social media networks. "It's quality over quantity."

Blum, passionate when stating this said, "social media is key for emergency management. With one click, you can reach out to thousands of people and generate messages." FEMA is incredibly focused on this. They have a link on their website, "how to use social media to communicate during a disaster." There were 20 million tweets during Hurricane Sandy. One of the biggest issues government is dealing with, is how to protect the public against the inevitability of false information getting out there during a disaster/emergency. "The bad guys are way ahead of us," warned Blum. Social media is changing the response to a disaster. Blum emphasized the importance of learning emergency management and how we can work together to use these social media tools. The "stakes are higher now," he said. "We don't want to be a sleeping giant. When it happens we want to be able to get the right message to the right people. We have the tools to be prepared. Learn to use them!"

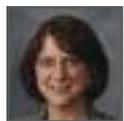
Presentation link is <http://www.alpinebiz.com/presentation>



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#### **DOLORES**

Dolores Bocian, RPA, FMA  
BOMA New Jersey  
199 Prospect Avenue  
P.O. Box 7250  
N. Arlington NJ 07031  
Tel: (973) 696-2914  
Fax: (973) 696-5634

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(732) 919-0067

## **INTERNATIONAL/ REGIONAL LIAISON:**

Chair:  
Vincent Olsen, RPA  
The Olsen Group  
(201) 265-4244

## **BOMA ASSOCIATION EXECUTIVE**

Dolores Bocian, RPA, FMA  
BOMA New Jersey  
199 Prospect Avenue  
P.O. Box 7250  
N. Arlington NJ 07031  
(973) 696-2914  
E-Mail: BOMA-NJ@optimum.net

## **NEWSLETTER STAFF**

## **DESIGN & PRODUCTION:**

Cindy Kacperowski  
CEK Design, LLC  
Tel: (732) 581-9191  
Fax: (732) 818-1566  
E-Mail: twobsktrs@aol.com

## **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.

Dolores Bocian, RPA, FMA  
BOMA New Jersey  
PO Box 7250  
North Arlington NJ 07031  
Tel: 973-696-2914  
Fax: 973-696-5634  
BOMA-NJ@optimum.net



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