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### SOUTHERN CT BOMA

One Regency Dr., Bloomfield, CT 06002  
860-243-3977 phone  
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[www.soctboma.org](http://www.soctboma.org)

## 2008 PROGRAMS

### JANUARY

Annual Market Trends

### FEBRUARY

Tenants: Your Guide to Inside

### MARCH

Battling for Tenants and Jobs:  
Competition in Regional Economic  
Development

### APRIL

BOMA International's 7-Point Challenge  
and Market Transformation

### MAY

Green Expo

### JUNE

Golf Outing

## UPCOMING EVENTS

### SEPTEMBER 4: FISHING TOURNAMENT

All boats will leave Stamford Harbor Park, 333 Ludlow Street, Stamford at 12pm, and return at 4pm. The cost to sponsor a boat is \$800.00. This fee will cover: Fishing for 4 people (equipment included); Clam bake following fishing tournament at 5pm – open to all members and their guests; Snacks/beverages on the boat. Trophies will be presented to the largest individual catch and the highest combined weight per boat. Each boat is responsible for providing their own shirts or hats to show their team 'colors'. Rain date: Wed., September 10.

### SEPTEMBER 25: PETER MUOIO, PH.D. 11:30AM-1:30PM

Peter Muoio, Ph.D. is Senior Principal of Maximus Advisors. Maximus Advisors is a real estate consulting firm comprised

of Peter and his partners who have over thirty years of combined experience in real estate research. The firm specializes in tailored real estate and housing market research performed in conjunction with its clients' real estate capital markets, investment and portfolio management activities. Immediately prior to forming Maximus Advisors, Dr. Muoio was a Managing Director and Global Head of Deutsche Bank Real Estate Research with teams in New York, London, Frankfurt and Sydney. He came to Deutsche Bank upon Deutsche Bank's acquisition of Bankers Trust Company, which he joined in 1987. At Bankers Trust, Peter started and headed the Real Estate Research group.

### OCTOBER 30: TOBY AWARDS GALA

The Inn at Longshore, Westport, CT  
5:30pm-9:30pm

**PLEASE VISIT US AT [WWW.SOCTBOMA.ORG](http://WWW.SOCTBOMA.ORG)**

Thank you to The Ashforth Company for providing graphic design services in-kind.

## A MESSAGE FROM THE PRESIDENT

Dear Friends,

I have heard a lot of great feedback about the BOMA International Conference in Denver in June. It is the first I have missed in many years, but Sarah Kate only graduates from high school once. The focus of the programming was – you guessed it, sustainability. This is a topic our association was out front on early. Our association was recognized at the conference as an early adopter of BOMA's Market Transformation Strategy and 7-Point Challenge. The mass awakening to sustainability, and its byproduct, conservation, may be the most significant change in the commercial real estate industry during our lifetimes. That is a big statement. And I think it is important to note, that in terms of the span of this movement, the alarm clock just went off. We haven't even gotten to work yet. And if I may, if you and your company keep hitting the snooze button, you are in for a long, rainy, dark Monday.

Speaking of rainy days and Mondays, what is going on with the economy? Find out when Peter Muoio, Ph.D., senior principal of Maximus Advisors speaks at our lunch program on September 25th. We have asked Peter to talk to us about the opportunities and vulnerabilities of the U.S. economy in relationship to the New Global Economy. This is a topic at the front of most people's minds

*continued on pg. 2*

## GOING GREEN

Going Green is the hot topic lately in our market. While it is very easy to say that you are going green what can you actually do to benchmark those efforts? Start by joining the United States Green Building Council (USGBC) and the Connecticut Green Building Council (CTGBC) and become more knowledgeable in how to expand your sustainable building practices. To further advance your green efforts you can agree to accept the BOMA 7 Point Challenge and then try to achieve LEED Certification for your property.

### BOMA 7 POINT CHALLENGE (SEE CALLOUT BELOW)

In July 2007, BOMA International launched the Market Transformation Energy Plan and 7-Point Challenge to reduce energy consumption in commercial buildings by 30 percent by 2012.

Since that time the response has been extremely positive, with scores of BOMA member companies and BOMA local associations endorsing the 7-Point Challenge and making improved energy performance a priority across company portfolios throughout the country.

More information on this is available at [www.boma.org/AboutBOMA/7pointchallenge](http://www.boma.org/AboutBOMA/7pointchallenge).

*continued on pg. 3*

## THE 7-POINT CHALLENGE

1. Continue to work towards a goal to decrease energy consumption by 30 percent across your portfolios by 2012 – as measured against an "average building" measuring a 50 on the ENERGY STAR® benchmarking tool in 2007.
2. At least once a year, benchmark your energy performance and water usage through EPA's ENERGY STAR benchmarking tool (and share your results with BOMA).
3. Provide education to your managers, engineers, and others involved in building operations, to ensure that equipment is properly maintained and utilized.
4. Perform an energy audit and/or retro-commissioning of your building, and implement low-risk, low-cost and cost effective strategies to improve energy efficiency with high returns.
5. Extend equipment life by improving the operations and maintenance of building systems and ensure equipment is operating as designed.
6. Through leadership, positively impact your community and your planet by helping to reduce your industry's role in global warming.
7. Position yourself and the industry as leaders and solution providers to owners and tenants seeking environmental and operational excellence.

## BOMA CONVENTION BREAKS RECORDS IN DENVER

The **2008 BOMA International Conference and The Office Building Show**, June 22-24 in Denver, attracted 4,000 participants from around the country and overseas with its world-class speakers, premier education, information sharing and showcase of the best products and services available in the industry. Both full conference and Medical Office Buildings and Healthcare Facilities Conference registrations broke previous attendance records.

The **Medical Office Buildings and Healthcare Facilities Conference** kicked off this year's program, and once again drew record attendance with more than 500 attendees, reflecting continued interest in these types of assets. Among the issues addressed in its expanded education program were discussions of whether or not Medical Office Buildings (MOBs) are now considered a core asset by institutional investors. Representatives from such firms as Morgan Stanley indicated that MOBs certainly seem to be moving in the direction of becoming core assets, as increasingly institutional investors look at their high occupancy rates, very stable tenant bases and strong hospital anchors.

Other sessions highlighted emerging trends in healthcare, including the continued move to ambulatory facilities, as hospitals attempt to trim costs of providing care, while at the same time enhancing the patient experience and assuring patient safety. Such a trend portends well for ongoing growth of MOBs, though all expert presenters agreed that MOBs would increasingly be equipped to treat higher levels of acuity in terms of patient procedures. Several sessions included case studies of various ambulatory models, such as medical malls and healthcare villages, for MOBs.



Historian Doris Kearns Goodwin

Renowned historian **Doris Kearns Goodwin** gave a captivating and heartfelt presentation based on her best-selling book *Team of Rivals: The Political Genius of Abraham Lincoln* during the opening General Session on Sunday sponsored by Yardi/SiteStuff. Goodwin described how part of Lincoln's great success was his ability to put the welfare of the country before his personal feelings

by surrounding himself with an inner circle made almost entirely of his former political enemies. Lincoln worked with his "team of rivals" to end slavery and the Civil War, and in the process provided future

generations with lessons in leadership that apply to both politics and business. Goodwin explained that a big part of Lincoln's success was that he "worked harder than most of his political rivals and he didn't disparage them." She listed several attributes that helped Lincoln succeed in politics and life, which include his acceptance of differing opinions, his willingness to share credit and shoulder blame, and an awareness of his own weaknesses. Goodwin also shared her memories of working with President Lyndon Johnson and inheriting a love of baseball from her father.



BOMA President Henry Chamberlain delivers the State of the Industry address

During the annual **State of the Industry** address, BOMA President and Chief Operating Officer Henry H. Chamberlain, CAE, APR, gave a fairly optimistic forecast for commercial real estate despite a weakening national economy that has seen more than 400,000 job losses since the begin of the year.

Read more about the Convention at [www.boma.org](http://www.boma.org). **B**

*"A Message from the President" continued from pg 1.*

and this is a valuable opportunity for us to gain some insight and perspective.

Before that, on September 4th we will hold our First Annual BOMA Southern Connecticut Fishing Tournament. As expected, we have sold out on the boats, but there will be a great clam bake following the tournament at 5:00 pm.

Enjoy, and I look forward to seeing you in September.



## 2008 MID ATLANTIC TOBY WINNER

April 25, 2008

Foxwoods Resort

## HIGH RIDGE PARK CORPORATE CENTER

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BOMA/Southern Connecticut is pleased to announce that High Ridge Park Corporate Center, a 2007 Southern CT BOMA TOBY winner, won a Regional TOBY Award at the April 2008 Mid Atlantic Conference at Foxwoods. This property, managed by Jodi Gutierrez of George Comfort and Sons, was then entered into the International judging that took place at the BOMA International Summer Convention in Denver in June.

Congratulations to Jodi and her team on winning a TOBY on both the local and regional level.



(l-r)

Henry Chamberlain, BOMA International President, Angelo Grima, MAC President, Jodi Gutierrez, George Comfort & Sons, Bob Hartt, BOMA/Southern CT President, Dick Purtell, Incoming Chair, BOMA International, Sharon Moran BOMA/Southern CT Executive Director

## What's the likelihood of a disruptive leak in your infrastructure?

Eliminate the potential of a small leak becoming a mammoth geyser by knowing the source of stress on your aging system. Don't get caught awash in mud and debris from an unanticipated pipe burst. Mercator can help you identify and alleviate spots of high risk and prioritize repairs. Contact us today to learn more.



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"Going Green" continued from page 1

## LEED CERTIFICATION

LEED (Leadership in Energy and Environmental Design) is a voluntary consensus based national standard for developing high performance, sustainable buildings. There are several LEED Certification categories for real estate properties with "EB" (Existing Buildings) being the one most applicable to our membership, categories for New Construction, Commercial Interiors, Core & Shell, Homes and Neighborhood Developments are also available. As of February 1, 2008 there are 926 Existing Building projects were registered and only 68 achieved certification. Certification levels vary from Certified to Silver, Gold and the highest level being Platinum; these levels are based upon a Points system determined by the USGBC and outlined in the reference manual available for each project category. LEED for Existing Buildings maximizes operational efficiency while minimizing environmental impacts.

The first step in becoming a LEED Certified Property is to register your building, this is a relatively easy and inexpensive process that can be completed in a matter of minutes. Registering your project gives you access to tools and resources that would otherwise not be available to you.

Certifying your project is a much more difficult task. This process will take a minimum of 6 months to achieve. A LEED Accredited Professional is definitely needed to guide you through the process. In order to obtain certification a property has to prove that it meets certain prerequisites and achieve a minimum amount credits & points across a variety of categories. These Categories are:

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality
- Innovations in Upgrades, Operation and Maintenance

For more information or assistance contact Keith Crosby [kcrosby@adpsc.com](mailto:kcrosby@adpsc.com).

## 7-POINT ENDORSEMENTS

BOMA International wishes to thank the companies and local associations that have endorsed the 7-Point Challenge to reduce energy consumption and help the environment. The endorsers of the 7-Point Challenge include:

## BOMA MEMBER COMPANIES:

Advance Realty Group  
The Ashforth Company  
California Plaza  
Carr Services  
CB Richard Ellis  
Colonial Properties Trust  
Cousins Properties  
Coventry Health Care  
Crescent Real Estate  
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Ryan Companies US, Inc.  
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Stream Realty Partners, L.P.  
Thomas Properties Group  
Transwestern  
USAA Real Estate Co.

## BOMA LOCAL ASSOCIATIONS

Austin  
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Dallas  
Denver Metro  
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Fort Lauderdale/Palm Beaches  
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San Francisco  
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Southern Connecticut  
Suburban Chicago  
Southwest Florida  
Tallahassee  
Utah  
Virginia  
Metropolitan Washington

## BOMA STATE COALITIONS

California  
Florida

## PUBLIC SECTOR

EPA Energy Star

## BOMA INTERNATIONAL NOTES

Sustainability Visionaries took the stage during the Monday General Session sponsored by Kimberly-Clark Professional. Green business leaders discussed the realities and opportunities before commercial real estate. Setting the stage for the sustainability discussion was FORTUNE senior writer Marc Gunther, revealing how corporate America is making the business case for going green. The panel was moderated by award-winning broadcast journalist Forrest Sawyer and panelists included BOMA Chairman Brenna Walraven; Sally Wilson, CB Richard Ellis; Arah Schuur, Clinton Climate Initiative; Catherine Greener, Saatchi & Saatchi S.; and Rick Fedrizzi, USGBC.



From left: Moderator Forrest Sawyer, BOMA Chairman Brenna Walraven; Sally Wilson, CB Richard Ellis; Arah Schuur, Clinton Climate Initiative; Catherine Greener, Saatchi & Saatchi S.; Rick Fedrizzi, USGBC.

Insights from the panelists...

"You're seeing brilliant CEO's putting their energy into sustainability. We need to understand that this is where we're headed."

– Rick Fedrizzi

"We've trained more than 1,000 in BEEP courses alone, but the other part is educating tenants – communication is huge."

– Sally Wilson

"Walmart is training their 1.8 million associates on sustainability, and they are also working with their 60,000 suppliers."

– Catherine Greener

"We work in 40 cities and are seeing all kinds of mechanisms being used. There is some very creative thinking as owners get in front of regulatory rules with energy efficient best practices."

– Arah Schuur

"We can move faster and accomplish more with incentives in a voluntary marketplace, and real estate companies should get the credit for efficient operations."

– Brenna Walraven

203.637.6800  
[Paul@us-a.com](mailto:Paul@us-a.com)  
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Paul Senecal

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America, Inc.**

### BOMA/SOUTHERN CT JUNE 12TH GOLF OUTING WINNERS

Low Gross: 61

Jim Suermann, Frank Kozak, Rich Craven, Tom Sullivan

2nd Gross: 62

Steve Korf, Bill Miller, Chuck Hill, Frank Delmanaco

Low Net: 54

Jim Kalmajka, Brad Shaw, Rich Walsh, Hohn Scilari

2nd Net: 54.2

Art D'Estarda, Jim Decarlo, Robert Lanni, Marco Bisceglia

3rd Net: 54.5

Craig Lyons, Bruce Peterson, Paul Bartka, Peter Kehoe

Closest to the Pin:

Mary Keary 5'8"

Long Drive:

Eric Scharjack and Colleen McDonald

Closest to the Line:

Suzanne Kempf



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## 2008 TOBY Awards Dinner

When: Thursday, October 30, 2008

Where: The Inn at Longshore  
260 Compo Road South  
Westport, CT 06880

Time: 5:30-6:30 P.M.  
Cocktails  
6:30-9:30 P.M.  
Dinner and Awards

Honoring the 2008 TOBY Winners and  
The Member of the Year;  
The Corporate of the Year;  
The Allied of the Year;  
The Engineer of the Year.

Save the Date and  
Watch Your Mail for more information.

## BEEP COURSE 6: BUILDING AN ENERGY PERFORMANCE AWARENESS PROGRAM

**AUGUST 7, 2008 – 2:00-4:00 PM**

This essential course presents the key components of an energy awareness program for tenants, owners, brokers and asset managers. The training focuses on how to create an effective awareness program, communicate accomplishments and benefits to key stakeholders, and provide samples and templates for attendees to easily customize.

### WHAT YOU WILL LEARN

- Create an energy awareness program and maximize communication efforts
- Create compelling case studies and success stories
- Educate owners, tenants, brokers, leasing and sales staff about the benefits of improved energy performance
- Register now at [www.boma.org](http://www.boma.org)

### WHO SHOULD PARTICIPATE

- Property Owners
- Building and Property Managers
- Engineers
- Energy Professionals
- Architects
- Others responsible for energy efficiency

### REGISTRATION FEES

- Members: \$125
- Non-Members: \$175

### REGISTRATION IS BY SITE

- A "site" is defined as one Internet connection. A single registration fee allows unlimited participants from one computer.

Visit [www.buildings.com/webinars/beep](http://www.buildings.com/webinars/beep)



## OPERATING & MANAGING MIXED-USE PROPERTIES

**WEDNESDAY, AUGUST 20, 2008 – 2:00-3:30 PM**

### WHAT YOU WILL LEARN

Mixed-use developments, incorporating a combination of office, retail, residential and entertainment, are cropping up everywhere. While this fast-growing trend in commercial real estate is presenting many opportunities for developers and owners, it's also creating some new challenges for property managers. This webinar will cover what's driving mixed-use development and will unravel the complexities of operating and managing these live-work-play environments.

Upon successfully completing this seminar, attendees will be able to...

- Identify and respond to differing tenant needs and requirements
- Create management plans that accommodate the different tenancies and lease requirements
- Manage contract services and understand special licensing requirements
- Allocate common area expenses among the different tenancies

### WHO SHOULD PARTICIPATE

Property Managers/Owners, Architects, Developers and other industry professionals who want to expand their knowledge on mixed-use developments.

Speaker **Shannon Alter** provides commercial real estate training for clients in the U.S. and worldwide. She is a Faculty Member of the Institute of Real Estate Management (IREM®) and was formerly Executive Vice President Public Real Estate for Triple Net Properties, LLC in Santa Ana, CA, where she oversaw Asset and Property Management of a 10 million square foot portfolio for the company's publicly held properties. Ms. Alter has contributed to numerous industry publications, including Shopping Center Management (ICSC), and has a column in the Journal of Property Management (IREM).

Visit [www.boma.org](http://www.boma.org) for more information. Registration fees are \$125/members and \$175 for nonmembers.

## NEW MEMBER DIRECTORY

Gerard Bernacchia	Mercator Capitol LLC	203-894-9180	gbernacchia@mercatorcompanies.com
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David Wilcox	Building and Land Technology Corp	203-846-1900	dwilcox@bltoffice.com
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Anthony Buonicore	Buonicore Group	800-238-1841	ajb@edrnet.com
Craig Lyons	The Brickman Group	914-773-7650	craig.lyons@brickmangroup.com
Paul E. Malcolm	Schindler Elevator	860-502-2001	paul.malcolm@us.schindler.com
Greg Helms	Allen Management Inc	203-698-0005	nataliA@theallencompnaies.com
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**MEMBER NOTES**

**Mercator Industries** infrastructure services group goes global. Members of the team met with officials in China in June to discuss how Mercator could help augment the infrastructure maintenance strategy for the city of Qingdao, its seven districts and five cities. Mercator conducted a two week evaluation and inspection to digitally map the city's system to identify spots of high risk, prioritize repairs, and recommend an overall strategy for the long term management of the city's infrastructure. The company is currently in talks with officials on how best to address high risk zones, manage annual requirements as well as handle ad hoc situations as they arise. The infrastructure group provides collection system diagnostic, maintenance and rehabilitation services to municipalities, developers and contractors.

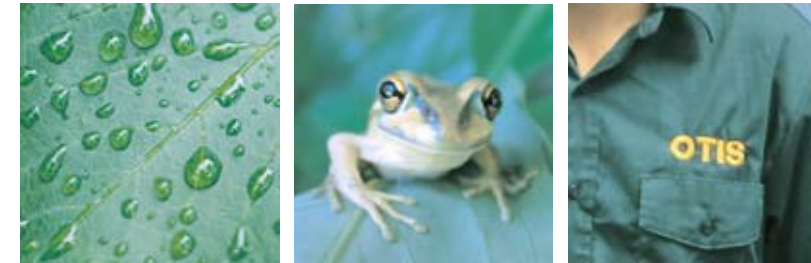
**Hoffmann Architects**, an architectural and engineering firm specializing in the rehabilitation of building exteriors, has been awarded a contract by the Parking Authority of Baltimore City (PABC), Maryland to evaluate the structural integrity of eight municipal off-street parking structures throughout the metropolitan area.

Garages to be assessed are the Marriott, Market Center, Arena, Redwood Street, Caroline Street, Little Italy, St. Paul Street, and Fayette Street parking facilities, constructed between 1985 and 2003.

The evaluations will begin with an investigation into each garage's composition, concrete quality, exposure, and level of deterioration. Recommendations for repairs, surface protection, and other rehabilitative work will include anticipated costs and scheduling, as well as a timetable for ongoing maintenance customized for each facility. The project is scheduled to start in August 2008, to be completed before the end of the year.

With this contract, PABC recognizes Hoffmann Architects as an authority on parking structure rehabilitation and protection, with over thirty years' experience developing solutions for below-grade, elevated, and free-standing garages. **B**

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