

Rona Siegel, President, Southern CT BOMA

The importance of the internet and affect it has on company's profit is evident as online advertising, daily reviews and business services are viewed by both clients and employees (and very often).

With online traffic and searches granting immediate gratification, clients and employees can receive background on products and services and put heavy emphasis on historical online reviews.

In real estate, technology is also proving useful in various ways including:

- Posting available office spaces to larger audience
- Targeting specific clients in specific areas (by region, zip codes, etc.)
- Providing understanding and detailed information on who is viewing your company websites thru Search Engine Optimization and Social Media Management
- Better Building Access Systems with
  - applications for keyless entry to buildings, office and parking areas
- Improved Copier costs with fewer machines required for network printing while activity is tracked by specific user codes
- Up to date location information where employees are and tracking of response time for services
- Improvement in quality of presentation materials with
  - Better graphics
  - Detailed maps
  - Interactive plans allow for personnel and furniture placement

With Stamford attempting to attract more businesses in the technology industry, on May 19<sup>th</sup>, Southern CT BOMA will tour the Silicon Harbor site (formerly Pitney Bowes) in South Stamford to see firsthand the renovations completed. A presentation will take place, with time for Q&A by the audience. A networking social will follow at Fortina Restaurant.

Other upcoming events include:

- Golf Outing on June 7<sup>th</sup>
- Summer Social on July 21<sup>st</sup>
- Fishing Tournament on September 1<sup>st</sup>

BOMA SoCT has put forth a call for entries for 2015 TOBY, Earth Awards and Best of the Best awards. The Outstanding Building of the Year (TOBY) Award is the most prestigious and comprehensive program of its kind in the commercial real estate industry recognizing excellence in building management, operational efficiency, tenant retention, emergency planning and community impact. Nominations are due no later than June 1<sup>st</sup> and the TOBY Awards dinner will be held in October.

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