



CELEBRATING
55 YEARS

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Survive today and tomorrow: BOMA shows you how!

April 30, 2009 - Owners Developers & Managers

During these challenging times, the edge that you get from timely professional education is more critical than ever. That's why BOMA International designed the education program at the 2009 BOMA International Conference & The Office Building Show in Philadelphia, June 28th - 30th, to specifically arm you with the proven strategies and solutions to help you survive today's tough times and thrive in tomorrow's upturn.

Check out more than 40 sessions built around five essential tracks designed to meet these challenges head on.

Maximizing Asset Value

Looking for ways to "supersize" your asset's value? From trimming expenses to operating more efficiently to making strategic capital investments to delivering high value tenant services, you'll learn how to add value to your portfolio through ingenuity.

Going Lean: Managing With Less

Doing more with less has become a mantra for today's management teams. You'll learn how to conserve your resources efficiently - cutting fat, not muscle. Your management team can be more effective, even when they're working with less. Maintain healthy assets without depriving your tenants of your employees.

Building a Sustainable Bottom Line

Building a sustainable bottom line tackles the promise of sustainability's "triple bottom line" - environmental conservation, community benefits, and financial savings. Does it deliver? Examine the long-term, bottom line benefits of sustainability and learn how practitioners keep their bottom lines out of the red by going "green."

Leading Effectively in Challenging Times

It takes more than buzzwords and management-speak to handle a market this tough. Even the most seasoned industry leaders acknowledge having their mettle tested. Yesterday's solutions just don't fit today's challenges. You'll learn how to succeed in this environment with new leadership skills.

Optimizing Building Operations: Tools for Building Engineers

It's time to gear up your engineers. Their operational prowess is critical to the long-term health and value of your assets. So give them the latest tools - operational, managerial and even financial. Properly equipped, your engineer can help the entire team. These sessions will help engineers optimize performance and your assets, and keep your buildings running smoothly.

All education sessions at the 2009 BOMA International Conference qualify for continuing professional development credits for renewal of industry designations such as ARM, CPM, FMA, RPA, SMA, SMT and SIOR. Some programs qualify for continuing education credits required by many U.S. states and Canada for the renewal of real estate licenses.

Visit www.bomaconvention.org to learn more about each session.

