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## **BOMA International Conference is critical for surviving and thriving**

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The Building Owners and Managers Association (BOMA) International has released its top seven reasons why the 2009 BOMA International Conference & The Office Building Show, June 28th - 30th in Philadelphia, Pa., is the premier conference for commercial real estate professionals looking to not just survive the current market downturn, but prepare for opportunities ahead. With increasing pressure on property managers, building owners, asset managers and building engineers to generate value for clients and cut operating costs, it is more important than ever that they expand their professional networks, get the latest education and bring home innovative solutions that will prepare their businesses to thrive tomorrow.

"Current economic conditions are putting tremendous strain on resources, time and budgets," said BOMA International chair and chief elected officer Richard Purtell, portfolio manager, Grubb & Ellis Management Services, Inc. "While the natural inclination is to revert to survival mode during these times, it is just as important to position your business to gain the competitive edge when the upswing comes. We have designed the 2009 BOMA International Conference and The Office Building Show to help property professionals operate leaner and meaner today as they craft a strategy for success."

Here are seven reasons why the BOMA International Conference & The Office Building show is commercial real estate's premier venue for success in difficult times:

- 1) The Industry's Best Business Network. BOMA's network of commercial real estate professionals is even more helpful during the tough times. Delegates representing the broadest range of portfolios and market sectors will be in attendance, each attuned to the specific challenges the industry is facing.
- 2) The Voice of the Industry in Washington. As the go-to association for access to industry innovators and influential lawmakers, the BOMA International Conference will provide unrivaled insight on how activity on Capitol Hill is affecting the industry.
- 3) Unrivaled Education. The industry's most prominent thought leaders present five strategic tracks: Maximizing Asset Value, Building a Sustainable Bottom Line, Leading Effectively in Challenging Times, Going Lean: Managing with Less, and Optimizing Building Operations: Tools for Building Engineers.
- 4) The "Who's Who" of Commercial Real Estate. During Sunday's general session industry heavyweights explain how they are turning the credit crisis into marketplace opportunities. Moderated by Andrew Florance, president and CEO of CoStar, the panel includes: John "Chip" Akridge III, chairman, Akridge; William Hankowsky, chairman, president & CEO, Liberty Property Trust; Perry Schonfeld, principal, LBA Realty LLC; and T. Patrick Duncan, chairman & CEO, USAA Real Estate Company.

5) The Global Perspective. During Monday's General Session, Fareed Zakaria, CNN host, editor of Newsweek International and one of the most influential foreign policy advisers of our time, will share his insights on the politics and culture of the global economy and solutions to the energy problem.

6) Engineers Attend Free. Providing building engineers with state of the art training and information just makes good business sense. This year, property professionals who register for the conference can bring their building engineer for free.

7) Today's Solutions for Tomorrow's Success. The Office Building Show features cutting-edge products and services to solve the toughest operational challenges.

For more information, visit [www.bomaconvention.org](http://www.bomaconvention.org).

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