

BOMA 2020

INTERNATIONAL CONFERENCE & EXPO
Presented by BOMA International and *BUILDINGS*

JULY 7-9 | LIVE AND ONLINE.
ON DEMAND LATER.

Updated July 6, 2020

Tuesday, July 7

1:00–1:45 pm ET

OPENING KEYNOTE: 2020 State of the Industry Address

Sponsored by Yardi

BOMA International President and COO, Henry H. Chamberlain, APR, CAE, FASAE, presents his analysis of the state of the commercial real estate industry amid the COVID-19 crisis. He'll examine how CRE has been affected, highlight current short-term solutions and explore the lasting impact of the pandemic on the future of commercial real estate.

Presenter:

- Henry Chamberlain, APR, CAE, FASAE, President and COO, BOMA International

1:00–5:00 pm ET

Exhibit Hall Open

Visit the Exhibit Hall to find resources and solutions for your properties. Our exhibitors are showcasing new products, special offers and are available to chat if you have any questions. Be sure to participate in the Exhibit Hall prize contests for a chance to win valuable prizes! Click on the Exhibit Hall to enter.

2:00–3:00 pm ET — Concurrent Education Sessions

Collaborative Climate Action Planning: Public Sector and Real Estate Working Together to Develop Successful Climate Policy

Sponsored by CenterPoint Properties

To meet aggressive climate goals, local municipalities across the country are passing stringent climate policies with actions targeting buildings—directly impacting real estate's bottom-line on operations, development and decision-making. How can we in commercial real estate engage with the public sector during the creation and implementation of these policies? Learn best practices to collaborate and take action toward the public's sustainability goals while remaining cost-effective for the private sector—and how you can follow their lead.

Presenters:

- Katie Bergfeld, Chief, Building Performance and Enforcement Branch, DC Department of Energy & Environment
- Ben Myers, Director of Sustainability, Boston Properties
- Marta Schantz, Senior Vice President, Greenprint Center for Building Performance, Urban Land Institute

Communicate with Success: Improve Your Presentation Skills in 60 Minutes

Whether you're communicating with your team, making a business case to your boss or presenting a pitch, excellent presentation and communication skills are integral to your business success. If public speaking isn't your

day job, fear can get the best of you. In this session, you'll discover how to get your message across confidently and clearly, how to prepare effectively and conquer the jitters. You'll learn key skills to become comfortable delivering any type of talk or presentation to clients, employees and colleagues.

Presenter:

- Shannon Alter, Owner, Leaders Exceed

Hybrid Virtual/Physical Workspaces for Enterprise Collaboration

Sponsored by SoftBank Robotics America

Learn about a new type of workspace—a model-centric virtual and physical environment that enables collaboration between on-premise and remote workers. You'll have an opportunity to experience this environment and apply the concept to an example domain. Applications include the creation of design studios for smart buildings, BIM command centers for construction management and facility offices for operations and maintenance. The architecture of this workspace creates a framework for IoT-based smart building systems and offers an approach to solving interoperability issues.

Presenters:

- Mark Kadonoff, Owner/CEO, RPG Squarefoot Solutions
- Dean Southee, Vice President, RPG Squarefoot Solutions

3:00–4:00 pm ET

Exhibit Hall and Chat Forums

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4:00–5:00 pm ET — Concurrent Education Sessions

Cybersecurity: Strengthening the Security of Building Technologies and Services

Base building systems are often virtually unmanaged, making them highly vulnerable to cyberattacks. This vulnerability is the result of each system using separate, non-secure internet connections and allowing vendors and engineers to connect to building systems with little-to-no security. In this session we'll explore numerous opportunities to make buildings less vulnerable including base building systems; providing secure access; network management roles and responsibilities and more.

Presenter:

- Matt Beach, Vice President of Network Engineering, Montgomery Technologies

Engage! Creating Stronger Connections Between your Building and its Occupants

Sponsored by ServPro Industries, LLC

How strong is the connection between your building and its occupants? High performing portfolios ensure that bond is stable and consistent. In a tenant-driven world, how well we engage tenants matters more than ever. But effective connection with tenants looks different for every CRE organization. Tenant engagement can be your competitive advantage, if you take advantage of its benefits and implement best practices. Hear from a panel of industry experts from diverse points of view, each bringing a different experience dealing with this critical issue.

Presenters:

- Jennie Brennan, Product Manager, Building Engines
- Brian Harnetiaux, Executive Director, Asset Management, USAA Real Estate
- Phil Mobley, Principal, Koine Communications

Facility Management: Filling the Experience Gap

Sponsored by JJ White Incorporated

Facility management positions are becoming harder to fill. How do organizations supplement the average facility manager's 28 years of experience when these building caretakers retire or leave the industry? Existing buildings with older systems and technologies become especially challenging as the institutional knowledge of employees is lost. Both building owners and service providers find it difficult to recruit and retain qualified employees to fill the experience gap. This session will provide new and innovative ideas to train current talent and provide technological resources to reduce the liability of losing years of tacit knowledge and in tandem, facilitate the entrance of a new generation of facility managers.

Presenters:

- Christine Batchelor, Account Manager, Limbach Company
- Michael Brown, CEO, SMS360
- Jamal Johnson, Assistant General Manager, Prologis
- Ty Chilcote, Regional Engineering Manager, Mid Atlantic and South East, Able Services
- Keli Wallace, Senior Property Manager, Accesso

Wednesday, July 8

1:00–2:00 pm ET

KEYNOTE PANEL: Post-Pandemic Outlook for Commercial Real Estate

Sponsored by USAA Real Estate

The COVID-19 crisis has disrupted commercial real estate industry in many significant ways. Tenants may be seeking to redesign their space or restructure leases, while property owners and operators look for ways to modify amenities or restructure their portfolios. How are building owners and managers making the best decisions to move forward in the post-pandemic world? This panel of industry leaders will address that question from different perspectives. You'll hear about lessons learned and the major shifts taking place in asset management, property management, workplace design and technology in the wake of COVID-19.

Moderator:

Shelby Christensen, LEED Green Associate, Chair and Chief Elected Officer, BOMA International

Presenters:

- Marla Maloney, CPM, President, Asset Services, Cushman & Wakefield
- Sheryl Schulze, RID, Principal, Global Repositioning + Landlord Services Leader, Gensler
- Brian Sutherland, Industry Principal, Commercial, Yardi

1:00–5:30 pm ET

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Happiness by Design and the Evolving Workplace

Sponsored by Upbeat Site Furnishings

The world around us is changing at a rapid pace, with technology and big data leading the way. At the same time, people from all corners of the world are expressing the need for human connection, meaningful exchanges and

happier lifestyles. We recognize the challenge of our generation: to combine technology, art and science together in the pursuit of building for happiness. Learn about the intersection between the Science of Happiness and the Science of Design as it pertains to real estate development and management. You'll gain a better understanding of the role of happiness in the built environment.

Presenters:

- Ahmed Elmoursy, Innovation Development Director, Mountain View
- Ron Mandel, Senior COACH|SULTANT™, Delivering Happiness
- Katie Sprague, Senior Vice President, CallisonRTKL
- Jodi Williams, Associate Vice President, CallisonRTKL

Artificial Intelligence: What (Is It), Why (Owners Want It) and How (Do You Manage It)?

Sponsored by Fujitec America, Inc.

Discover where AI technology is today, where it's going and why your clients want it. How often do you have requests for AI cameras and analytics to be onsite, but are given very little direction on the process for implementation? Navigating the evolving world of service providers, dashboards and ever-changing options of cutting-edge technology can be overwhelming. This session will offer managers real time insights and shared Rexperiences with AI technology to help you understand the unique values and approaches AI can offer both the management team and the owner.

Presenters:

- Peter Morris, President, CDM360 Workplace Technologies
- Jen Suddreth, Vice President and Sr. General Manager, JLL

Essentials of Leadership—What it Takes to be a Great Leader!

Sponsored by SoftBank Robotics America

Are Leaders born or made? I say YES to both! Born leaders need to harness the gift they have to be effective and others need to learn the skills of effective leadership so they can put them into practice. Learn how anyone in your organization can become an effective leader.

Presenter:

Joe Markling, Managing Director/Head of Real Estate Operations, USAA Real Estate

3:30–4:30 pm ET

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Capturing Hidden Value in Class B and C Office Portfolios through Energy Efficiency and Green Leasing

Sponsored by SoftBank Robotics America

The Class B/C office market is a traditionally forgotten segment for energy efficiency and green leasing. Constraints on many fronts—time, staff, resources—often hold back project implementation. Discover researched strategies to achieve energy efficiency across Class B/C office portfolios through green leasing and energy projects that lead to utility savings, satisfied tenants and increased asset value. Learn how owners are benefiting financially through such initiatives from a panel of real estate leaders who are achieving real value from energy efficiency projects in Class B/C properties.

Presenters:

- Joey Cathcart, Associate, Buildings, Rocky Mountain Institute
- Eugenia Gregorio, Founder and Principal, Gregorio Sustainability
- Marta Schantz, Senior Vice President, Greenprint, Urban Land Institute
- John Scott, Senior Executive Managing Director, Colliers International

Practical Ways to Implement the Technologies Tenants are Demanding

Sponsored by Angus Systems

With the slew of CRE Tech companies popping up across the industry, many property teams are struggling to find ways to evaluate, select, and implement the right technology that will result in both ROI and satisfied tenants. In this session, industry leaders discuss how they've navigated, assessed and implemented technology in their buildings, and lessons learned along the way. Learn how to appropriately select and integrate new technology into your existing building ecosystem, and how to evaluate success and impact after a new technology is in place.

Presenters:

- Amarjit Bains, Executive Vice President, JLL
- Tom Corso, Vice President of Operations, MC Realty Group, LLC
- Michael Wong, President/CEO, Genea

Data Insights: The Impact of COVID-19 on Commercial Office Tenants

Sponsored by Network Services Company

This presentation focuses on an important research study conducted among hundreds of commercial office users and tenant decision-makers on how the COVID-19 public health emergency has impacted their businesses and attitudes towards their workplace environments. Learn how office tenants' values and expectations have changed as a result of the pandemic when assessing shared/common amenities as well as other property physical features and service elements. Hear perspectives directly from tenants on the possibility of reducing their square footage due to business impacts versus seeking larger, more socially distanced spaces, including planned design changes and practices that facilitate reopening in the safest, most effective way possible.

Presenters:

- Michael Broder, President & CEO, Brightline Strategies
- James Moore, EVP & COO, Brightline Strategies
- Kevin Hudak, VP for Research and Strategy, Brightline Strategies

Thursday, July 9

1:00–5:00 pm ET

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Do You Really Understand Your Insurance Policy? Here's What You're Probably Missing

Every insurance claim is underpaid, it's just a matter of by how much. The claims process is designed to be long, complicated and frustrating. By understanding tricky policy language, carrier tactics, consumer rights and having the right partners in place, policyholders can avoid many of the common pitfalls that often lead to unfair claim

payouts. These small things can be the difference between \$10,000 and \$100,000, or even foreclosure vs. full building replacement. In some cases, a natural disaster might even be the best thing that could have happened to an old property if you have the right coverage and filing a claim may be more cost effective than CapX.

Presenter:

- Gil Shalmon, Business Development, Premier Claims

Best Practices for Building your Brand in the “New Normal”

Sponsored by SoftBank Robotics America

Learn how to jumpstart your marketing and communications efforts to align with the “new normal” and discover why “healthy” is the best branding now. Hear about the latest techniques and trends in branding your building to increase tenant comfort and attract new tenants in a changed workplace environment. Presenters will walk through tips that enable you to most effectively target – and help retain – tenants in today’s wellness-focused world. They will pull from real-life experience building confidence regarding indoor environments as part of the “new normal.”

Presenters:

- Ben Tacka, Sustainability Programs Leader, Trane Technologies
- Leigh Huther, Director of Marketing, Trane Technologies

Integrating ESG into Workforce Development

Sponsored by SoftBank Robotics America

As the baby boomer generation continues to enter retirement, the CRE industry is experiencing a shortage of skilled workers and difficulties recruiting new talent. While many industry practitioners are working to address the skills gap and attract talent through targeted workforce initiatives, some organizations are going a step further by specifically integrating environmental, social and governance (ESG) factors into their workforce development efforts. In this session, national industry leaders within the Department of Energy’s Better Buildings program will discuss successful entry and skills advancement efforts that are both improving their businesses and the buildings and communities around them.

Presenters:

- Raymond Congdon, Senior Director, Workforce Development, CBRE
- Hannah Debelius, Science, Technology, and Policy Fellow, Department of Energy
- Chun Yee Yip, Director of External Partnerships, Lendlease

2:00–2:45 pm ET

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2:45–3:45 pm ET—Concurrent Education Sessions

U.S. Industrial Post-COVID Review and Outlook

Sponsored by CenterPoint Properties

The industrial market has seen dramatic shifts in recent years with extremely low vacancy rates and limited space options in several markets. Consequently, net absorption has been low and renewal rates have been high. But will this trend continue through the unexpected economic disruption of 2020 brought on by the pandemic? Learn about the new outlook for industrial real estate amid the many trends impacting the sector, including e-commerce, outsourcing, and the growth of third-party logistics (3PL) sector.

Presenter:

James Breeze, Senior Director, Global Head of Industrial & Logistics Research, CBRE

5G and CRE: Impact on the Industry

Sponsored by SoftBank Robotics America

The effect of the next generation of cellular technology on commercial real estate has been described as staggering, but what does that actually mean? The Internet of Things welcomed a new era of smart buildings, and 5G is poised to enhance IoT capabilities, increasing operational efficiencies and making buildings even smarter. Learn how 5G—and its potential for artificial intelligence, augmented and virtual reality—will reshape the commercial real estate landscape, as well as how to prepare your property and business for the changes to come.

Presenter:

- David Franklin, Solutions Consultant, Yardi

Healthy Buildings and the Post-Coronavirus Office Landscape

Sponsored by Fujitec America, Inc.

Dr. Joe Allen and John Macomber, co-authors of the book, *Healthy Buildings: How Indoor Spaces Drive Performance and Productivity*, will discuss how health and well-being has become a top priority for building occupants as they re-enter their workspace. You'll learn how property managers can best meet occupant demands through a process of assessing risk, defining tactical approaches and aligning communication between tenant, employee and property manager. The presenters will also share their research on how healthy building strategies can lead to cost savings for building owners.

Presenters:

- Dr. Joseph D. Allen, Assistant Professor of Exposure Assessment Science, Harvard T.H. Chan School of Public Health
- John D. Macomber, Senior Lecturer, Finance, Harvard Business School

4:00–5:00 pm ET

The Outstanding Building of the Year® (TOBY®) Awards

Sponsored by The Home Depot Pro

This prestigious awards program brings the entire industry together to recognize quality in commercial buildings and excellence in building management. The program begins at the local level and culminates in the international awards presented during this virtual event.

Program Emcees:

- Scott Jones, Immediate Past Chair and CEO, BOMA International
- Mark Dukes, Chair-Elect, BOMA International