



Mike Kent
President, BOMA OC

PRESIDENT'S MESSAGE

Here's to Building a Brighter Future for BOMA OC Members

Dear BOMA OC Members:

Well, I can't believe I'm saying this already, yet welcome to 2022! Following an eventful 2021, just as we thought we were heading in a vastly improved direction, the winds changed once again. Fortunately, being commercial real estate experts, we are always prepared for the unforeseen. This upcoming year is an ideal opportunity to show what we learned during the pandemic, value personal interaction with our peers and allied partners, and fully realize how crucial both education and the substantial backing of an exceptional organization, like BOMA International, truly is. 2022 is set to be the year when we share the best practices and new ideas, aspire to elevate higher, grow stronger than we have ever been prior, and continue to protect the vitality of our industry. We remain the professional and resilient faces of commercial real estate, and we have a very bright future ahead of us!

Like many of you, I am eager to see our lives "normalize" to this new hybrid of post-pandemic existence, whatever that may look like, as it will vary for each firm and person. BOMA Orange County will continue to remain pliable through the ever-changing conditions of COVID-19, still aiming to organize and host in-person events (notwithstanding any restrictions that prevent us from doing such), and work actively to maximize the exclusive benefits of membership and sponsorship. We view this as a new beginning and a fantastic opportunity to seek out ways to improve our organization for the years to come. We must be innovative and challenge ourselves to grow the platform for all our members and equitably serve their needs. As the 2022 BOMA Orange County President, alongside the 2022 BOMA OC Board, we are confident our members can continue leading the industry as the premier organization for commercial real estate, offering exclusive education, advocacy, and networking.

With such a strong foundation, in tandem with the constant collaboration from our members, the focus will remain to be on education, advocacy, mentoring the next generation of industry leaders, recruitment of new members (Principal, Young Leaders, and Allied), networking, and active succession planning.

Furthermore, we have always shared our materials and networking opportunities with fellow BOMA chapters and other industry organizations such as NAIOP, CREW, ICSC and IREM to connect the industry at large. With the pandemic lingering into 2022, we are already turning today's uncertainties into lessons and opportunities for the future. We plan to continue our partnerships with each of these groups throughout 2022.

Below are just some of the objectives BOMA OC is focusing on this year:

Education, Advocacy and Adaptation: Education is and will always remain the utmost important focus of the BOMA OC Board. The organization's value has always been to keep our members educated. Knowing how to operate their properties in the most effective ways possible, understanding potential new laws and codes that may impact performance, and, most importantly, adding value for our owners and partners is what we strive towards. If we have learned anything in the last few years, it is that technology has only accelerated in business, our personal lives, and the real estate industry – it's here to stay! We need to always be ahead of the game, read the industry's tea leaves, and prepare our members for the future. Our BOMA OC committees have delivered some of the best events, seminars, and luncheons any

BOMA chapter around the country has offered. The challenge for 2022 will be to continue to have a unique, new, and innovative educational curriculum that interests our members and still proves the value of BOMA OC to their companies (always thinking about growing our members!). We ask for your support in this initiative by providing feedback on what most interests you and your firm.

Emerging Leaders - Mentoring, Developing and Succession Planning the Next Generation: BOMA Orange County continues to expand, which is unique in comparison to many other Associations experiencing dwindling membership in the current time. One apparent element is the space between our long-term, seasoned professionals with our upcoming emerging leaders. There is immense value in the mentoring and sharing of experience between these two groups. With increasing in-person formats, the BOMA OC Board and myself will challenge each of the BOMA OC committees to create opportunities for our future leaders to develop their leadership skillsets, enhance their speaking presentations, and refine their styles/techniques. As a volunteer organization, we always need to have prepared future leaders to carry forward the life extension of our organization and our ongoing success.

Growth of Membership: Over the past 15 years, BOMA Orange County has consistently held a very steady membership level. That said, we have been unable to broaden the membership of Principal members. A key focus in 2022 will be the outreach to many Owners and Management firms in Orange County to showcase the value of a BOMA OC membership, namely the educational offerings, seminars, forums, and most notably, the legislative commitment to protect the industry from over-regulation. BOMA OC has opened so many doors and has offered numerous learning/educational opportunities, so much so that we should be ready to discuss a cap on the number of Principal members our chapter can accommodate. Unfortunately, we are not there yet! Therefore, I personally challenge each BOMA Orange County member to actively participate in the growth of our chapter through the recruitment of (at least) one new member this year. Consider the impact and vast expansion of BOMA OC if we all work together on this imperative goal. So...the challenge is on...let's do this!

The BOMA OC Board would like to express its great appreciation of our Annual Partners and those who support each of the individual events throughout the year. All of you allow us the opportunity to provide our members and our industry with relevant educational programs. On behalf of BOMA OC, we sincerely thank you for your membership, dedication, time, ongoing support, and profound commitment to our professional association.

Your 2022 Board of Directors are:

- Mariellen Ingelzi- Smith, Executive Vice President, Emmes Realty Services
- Ceri Osborne, Past President, Irvine Company Office Properties
- Hannah Harris, Director of Finance, Greenlaw
- Thy Wang, Director of Allied Members, Able/ABM Services
- Abigail Yocam, Director of Education, Irvine Company Office Properties
- Georgette Taylor, Director of Philanthropy, LBA Realty
- Ruben Rivas, Director of Government Affairs, Irvine Company Office Properties
- Stephanie Meier, Director of Industry Luncheons, Granite Properties
- Brett Weekley, Director of Young Leaders, RiverRock Real Estate Group
- Directors of Membership:
 - Travis Slunaker, Madison Marquette
 - Joel Feeser, Allied Universal
- Phillip Leotaud, Director of College Outreach, Air Control Systems

Thank you all for your extraordinary contributions to BOMA Orange County. I am looking forward to a spectacular 2022!

Mike