

February 2018

Dayton BOMA

Building Owners & Managers Association



BOMA Board Members

- President – Sheri Simpson
- Vice President – Maureen Bereda
- Past President – Sean Turner
- Secretary/Treasurer – Karen Basista
- Principal Director – Frank Bullock
- Principal Director – Tony Pinto
- Associate Director – Alan Denny
- Associate Director – Ryan Hoffman
- Associate Director – Frank Urwin

From The President



Happy New Year! I hope 2018 is a very good year for you. The new year is always a great time for a fresh start. We make resolutions

to meet personal and professional goals. We leave the old behind and look forward to the new.

With this in mind, I am both excited and a little nervous about my new role with Dayton BOMA. I know it brings opportunities that I look forward to. If my past experience working with the Dayton BOMA board is any indication, we will have a terrific team working on your behalf this year! Dayton BOMA members will enjoy some great speakers at our monthly luncheon meetings, some Breakfast and Learn sessions, a property tour or two, and even some fun at our after-hours events and annual golf outing. Plan now to attend as many of these events as you can. I promise you will enjoy getting to know each other better and deepening our friendships.

I look back to 2010 when I joined Dayton BOMA. I wanted to meet others in the commercial

property management industry and learn what I didn't know that I didn't know. I didn't realize how quickly this group of people would become an important part of my life. I have definitely gotten everything out of it that I wanted... and more. In fact, our bylaws state "the Association shall promote the professional and educational growth and social interaction of members and the industry through the Building Owners and Managers Institute and other programs." I say we are getting this right!

As I write this, we are experiencing very cold temperatures and not a little bit of snow on the ground. I admit that I am already anticipating spring with all the new growth it brings. The Winter Business Meeting will be here before I know it and my hope is to grow from this experience. Just as the warmer spring weather, sunshine and rain will cause everything to bud and burst forth with beautiful blossoms and greenery, I trust we will all flourish and shine as we also learn and grow, becoming even better at what we do professionally and, more importantly, becoming more of the person we want to be!

— Sheri Simpson

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2018 Committee Chairs

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Becky Edgren / (937) 401-9700
bedgren@puroclean.com

Thank You, Sean Turner!

The Dayton BOMA Board would like to thank Sean Turner with Turner Property Services Group for his time and dedication as our Dayton BOMA President for the past two years.



Upcoming Events and Speakers

Reminder.. our membership luncheons are held on the second Tuesday of each month from 11:30 until 1:00.

If you'd like to recommend a future speaker or topic, please contact Nancy Ferrara at *nancy.bae.boma@ameritech.net* or by calling (937) 299-2662.

February 13th – Theresa Busher, Public Affairs Specialist with the Social Security Administration will be joining us this month.

March 13th – We will be touring and having lunch at the Emerson Helix Innovation Center this month.

March 15th – Breakfast & Learn Session from 8:30 until 10am at the Engineer's Club in downtown Dayton. Tony Rainwater with Solid Blend Technologies will cover an introduction of legionella bacteria. He will also review the current regulatory arena around legionella and how it could affect building owners in the future.

April 10th – Kirk Barrett with Vectren and Lyle Garrison with DP&L will be sharing their 2018 Rebate Programs with us this month.

April 18th – Our April After Hours Event will be sponsored by Dora Weis and SimplexGrinnell. Location TBD.

July 23rd – Dayton BOMA Golf Outing – We'll be meeting at Walnut Grove Country Club again this year. 9am shotgun start.

December 4th – Dayton BOMA Holiday Luncheon. Please note, this is one week earlier than we usually meet.

BOMA'S MISSION

To enhance the human, intellectual and physical assets of the commercial real estate industry through advocacy, education, research, standards and information.



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2018 Dayton BOMA Board of Directors



Sean Turner, Karen Basista, Tony Pinto, Ryan Hoffman, Alan Denny, Sheri Simpson, Maureen Bereda, Frank Bullock and Frank Urwin.

Who Will Be Our Next Star?



Bill Mangus with Securitas Security, Sheri Simpson, 2018 President of Dayton BOMA and Dave Wallace with Reed Elsevier.

Our Membership Star Award winner for January has given a great deal of his time to Dayton BOMA since joining over 24 years ago. He has been on the Dayton BOMA board for the past 10 years and has chaired our Emergency Preparedness and Government Affairs Committees, over the past several years.

Please join us in congratulating Dave Wallace as our Membership Star winner for January. Dave, **THANK YOU** for your time and the support you give Dayton BOMA.

A special **THANK YOU** goes out to Bill Mangus and Chuck Baker with Securitas Security for their starring role as our Membership Star Award Sponsor!

Principal Member of the Year



Sean Turner with Turner Property Services Group

Congratulations to Sean Turner on receiving our *Principal Member of the Year* award for 2017. Sean has served on the Dayton BOMA Board for the past six years in various rolls, the past two years as our President. As President, Sean represented us at the quarterly BOMA Ohio meetings and BOMA Ohio Advocacy Day held in Columbus each year as well as the BOMA International Winter Business Meeting and June Conference. He also recently assisted in the lengthy process of revising our bylaws.

Sean, **THANK YOU** for your continued support of Dayton BOMA!



Associate Member of the Year



Frank Urwin with Ohio & Indiana Roofing

Congratulations to Frank Urwin on receiving our *Associate Member of the Year* award for 2017. Frank was active the day he joined BOMA in 2014. He attends the majority of our membership luncheons and after hours events and has been a member of our golf outing committee from the start. Frank joined the Dayton BOMA Board this year as our newest Associate Director.

Frank, **THANK YOU** for your continued support of Dayton BOMA!



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Participate in 2018 EER Surveys

Benchmarking your commercial property against others in BOMA International's Experience Exchange Report (EER) can save you up to 3% each year on operating expenses.



The first step to achieving these savings is sharing data from your building or portfolio with this year's Office EER or Industrial EER survey.

Participating in the 2018 EER surveys unlocks a number of valuable benefits to help you improve your building's performance, from priority access to and discounts on 2018 report subscriptions to a free top-level Market Snapshot, and more.

Any commercial property can submit prior-year income and expense data to the 2018 surveys, regardless of whether or not the property is owned or managed by a BOMA member. The online submission form allows most respondents to finish in about 30 minutes, but there's no need to complete an entire survey at once. Save your answers as you go and return to the form as many times as needed before the March 30 deadline.

Start your survey now at eer.boma.org.

Toys for Tots Campaign Success



The Dayton BOMA membership participated in the Marine Corps Reserve Toys for Tots Campaign at our November membership luncheon. The 2017 Campaign collected 24,908 toys, 4,149 books and assisted 11,063 children.



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ASK ABOUT OUR PREVENTATIVE MAINTENANCE PROGRAM!

Daylight savings time begins Saturday,
March 11th. Spring officially begins
on Tuesday, March 20th!

Disaster Planning for Dummies (Or Executives That Are Too Busy to Deal With It)

Did you know that studies show 40% of businesses who experience some type of disaster and who did not have any type of disaster plan in place prior to the disaster, NEVER RECOVER? Disasters common to our area include flooding/water damage, tornadoes, fires, serious illness, acts of violence including active shooter, technology failures and cyber attacks.

Most small businesses (and even large businesses) do not have strong disaster plans in place, primarily because developing these plans appears too overwhelming and businesses just don't have the time or resources to undertake such a task. Your BOMA Board wants to change that and help each BOMA organization put small, simple processes in place to assist should a disaster strike. Below is your first assignment to start developing a personal plan for your home or business.

Step #1: Assign a small team to assist with various aspects of the plan. Utilize staff from various departments and be sure to give them time to accomplish the tasks.

Step #2: Develop a photo inventory of all assets, regardless of value.

- Purchase a small, inexpensive camera that can download photos to your computer. Cell phone cameras can also be used.
- Create a list of EVERY office, warehouse, garage, computer room, closet, etc. that has any item of value in it. Do the same for your home – everyone can benefit from this exercise.
- Utilizing the list of rooms, assign individuals to take a minimum of 4 pictures of each of these areas. One photo should be taken from each corner of the room; cabinets, closets, desks, etc. should be opened so that pictures can be taken of the contents hidden behind closed doors. Once the photo is taken, initial the room and move to the next area. (If possible, photos should include model numbers, asset numbers, etc. if applicable. If this complicates things too much, start with a simple photo. Equipment photos may require close ups but if that makes the task too overwhelming, take large photos that over-view equipment. Don't forget vehicles, marketing materials, computer network equipment and office furniture.)
- Once photos have been taken, upload and save to a secured network with limited access. These photos are critical and a back-up must be available should your computer system be damaged or hacked. Utilize cloud-based recovery and/or off-site back-ups.
- Have a Team member review the photos to insure nothing has been missed.
- Celebrate – you are on your way to developing a Disaster Plan for your business!

Stay tuned for more tips on Disaster Planning. If you are interested in this topic and would like to be part of BOMA's Disaster Planning Team, contact Becky Edgren with PuroClean at (937) 401-9700 or bedgren@puroclean.com.

Annual Conference & Expo

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Your commercial real estate career is always in motion. You need to know what's now and what's next to stay ahead in a changing industry. The BOMA International Annual Conference & Expo is your big moment to learn, connect, grow and shine.

The 2018 event will be held in San Antonio, Texas, and boasts a full schedule of new educational content, the latest technology and innovative solutions and prime networking time. If it has the power to impact your future. It's here. Big opportunities await.



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Membership Recognition

We would like to once again recognize the following individuals and companies for the number of years they've been a member of the Dayton Building Owners and Managers Association.

Frank Bullock with NuVasive
Joined in 2007 (10 years)

Mark Sinex with CBRE
Joined in 2007 (10 years)

Shawn Bone with U.S. Lawns
Joined in 2005 (12 years)

Jim Houpt with Merchants Security
Joined in 2002 (15 years)

Bill Mangus with Securitas Security
Joined in 2002 (15 years)

Sharon Rislund with Miller-Valentine Group
Realty Services
Joined in 2002 (15 years)

Mike Houser with Houser Asphalt & Concrete
Joined in 1993 (24 years)

Dave Wallace with Reed Elsevier
Joined in 1993 (24 years)

Karen Basista with Miller-Valentine Group
Realty Services
Joined in 1987 (30 years)

Alan Denny with Modern Entrance Systems
Joined in 1982 (35 years)

THANK YOU for your continued support!

Thank You, Fusion!



We would like to thank Fusion from Kettering Fairmont High School for providing entertainment at our holiday luncheon in December. Fusion is under the direction of Mr. Matthew Koehler.

Why Is It Called "March Madness"?

How did the NCAA tournament get its nickname? The NCAA men's basketball tournament, is colloquially known as "March Madness." Other staples of the 65-team tourney's unique lingo include "Sweet 16," "Final Four," and the "Big Dance." How and when did these terms originate?

March Madness traces back to Illinois' statewide high-school basketball tournament, which began in 1908. In 1939, an official with the Illinois High School Association, Henry V. Porter, penned an article called "March Madness" for the organization's in-house magazine. "A little March madness may complement and contribute to sanity and help keep society on an even keel," he wrote. Three years later, he followed up with a poem, "Basketball Ides of March," which read in part: "A sharp-shooting mite is king tonight. The Madness of March is running."

The phrase was confined to Illinois high-school ball until 1982, when CBS broadcaster (and ex-*Chicago Daily News* sportswriter) Brent Musburger used it during his network's NCAA tournament coverage. The IHSA, meanwhile, applied to trademark "March Madness" in 1989. The NCAA and IHSA clashed in 1996, when the IHSA sued to stop GTE, an NCAA corporate partner, from distributing a CD-ROM game bearing the March Madness title. The NCAA contended that it had a common-law trademark on the phrase and was thus allowed to license it at will. The 7th Circuit Court sided with the NCAA, but its ruling was vague enough to open the door for future litigation. Rather than endure more rounds in court, the two sides agreed to form the March Madness Athletic Association, a joint holding company. The IHSA controls the name on the high-school level, while the NCAA has a perpetual license to use the phrase in connection with its (much larger) collegiate tournament.

A similar clash occurred in the late 1990s over "Sweet 16," tourney slang for the third round. CBS commentators started using the phrase in the late 1980s, after the tournament field expanded from 53 to 64 teams. Unfortunately for the NCAA, the phrase (using both "16" and "Sixteen") was trademarked by the Kentucky High School Athletic Association in 1988, as a handle for its annual championship tournament. Perhaps mindful of the March Madness precedent, however, the KHSAA chose to bargain with the NCAA rather than litigate. The two sides struck a deal similar to the one between the IHSA and the NCAA, splitting control along scholastic-

collegiate lines. (The NCAA also owns the trademark to "Elite Eight," though the exact origins of that phrase are unclear.)

There are some high-school basketball purists who insist that the phrase "Final Four" was first used in connection with Indiana's legendary annual tournament (which inspired the film *Hoosiers*). But the official NCAA story is that "Final Four" was coined by a *Cleveland Plain Dealer* sportswriter, Ed Chay. In a 1975 article for the *Official Collegiate Basketball Guide*, Chay wrote that Al McGuire's Marquette squad "was one of the final four" in the previous year's tournament. Something about the phrase struck a chord with the NCAA's marketing folks, and they started capitalizing it as "Final Four" in 1978. It is, of course, now trademarked. (College hockey is stuck with the nickname "Frozen Four" for its national semifinals.)

The origin of "Big Dance" is seemingly lost to history, at least in terms of who first used it as a synonym for March Madness. Nevertheless, the NCAA trademarked the phrase in 2000.



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The History of Earth Day

Each year, Earth Day—April 22—marks the anniversary of the birth of the modern environmental movement in 1970.

The height of counterculture in the United States, 1970 brought the death of Jimi Hendrix, the last Beatles album, and Simon & Garfunkel's "Bridge Over Troubled Water." War raged in Vietnam and students nationwide overwhelmingly opposed it.

At the time, Americans were slurping leaded gas through massive V8 sedans. Industry belched out smoke and sludge with little fear of legal consequences or bad press. Air pollution was commonly accepted as the smell of prosperity. "Environment" was a word that appeared more often in spelling bees than on the evening news.

Although mainstream America largely remained oblivious to environmental concerns, the stage had been set for change by the publication of Rachel Carson's New York Times bestseller *Silent Spring* in 1962. The book represented a watershed moment, selling more than 500,000 copies in 24 countries, and beginning to raise public awareness and concern for living organisms, the environment and links between pollution and public health.

Earth Day 1970 gave voice to that emerging consciousness, channeling the energy of the anti-war protest movement and putting environmental concerns on the front page.

The Idea

The idea for a national day to focus on the environment came to Earth Day founder Gaylord Nelson, then a U.S. Senator from Wisconsin, after witnessing the ravages of the 1969 massive oil spill in Santa Barbara, California. Inspired by the student anti-war movement, he realized that if he could infuse that energy with an emerging public consciousness about air and water pollution, it would force environmental protection onto the national political agenda. Senator Nelson announced the idea for a "national teach-in on the environment" to the national media; persuaded Pete McCloskey, a conservation-minded Republican Congressman, to serve as his co-chair; and recruited Denis Hayes from Harvard as national coordinator. Hayes built a national staff of 85 to promote events across the land. April 22, falling between Spring Break and Final Exams, was selected as the date.

On April 22, 1970, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment in massive

coast-to-coast rallies. Thousands of colleges and universities organized protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife suddenly realized they shared common values.

Earth Day 1970 achieved a rare political alignment, enlisting support from Republicans and Democrats, rich and poor, city slickers and farmers, tycoons and labor leaders. By the end of that year, the first Earth Day had led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species Acts. "It was a gamble," Gaylord recalled, "but it worked."



As 1990 approached, a group of environmental leaders asked Denis Hayes to organize another big campaign. This time, Earth Day went global, mobilizing 200 million people in 141 countries and lifting environmental issues onto the world stage. Earth Day 1990 gave a huge boost to recycling efforts worldwide and helped pave the way for the 1992 United Nations

Earth Summit in Rio de Janeiro. It also prompted President Bill Clinton to award Senator Nelson the Presidential Medal of Freedom (1995)—the highest honor given to civilians in the United States—for his role as Earth Day founder.

Earth Day Today

As the millennium approached, Hayes agreed to spearhead another campaign, this time focused on global warming and a push for clean energy. With 5,000 environmental groups in a record 184 countries reaching out to hundreds of millions of people, Earth Day 2000 combined the big-picture feistiness of the first Earth Day with the international grassroots activism of Earth Day 1990. Earth Day 2000 used the power of the Internet to organize activists, but also featured a drum chain that traveled from village to village in Gabon, Africa. Hundreds of thousands of people gathered on the National Mall in Washington, DC for a First Amendment Rally. Earth Day 2000 sent world leaders the loud and clear message that citizens around the world wanted quick and decisive action on global warming and clean energy.

Much like 1970, Earth Day 2010 came at a time of great challenge for the environmental community.

After Hours Networking Events

Climate change deniers, well-funded oil lobbyists, reticent politicians, a disinterested public, and a divided environmental community all contributed to the narrative—cynicism versus activism. Despite these challenges, Earth Day prevailed and Earth Day Network reestablished Earth Day as a relevant, powerful focal point. Earth Day Network brought 250,000 people to the National Mall for a Climate Rally, launched the world's largest environmental service project—A Billion Acts of Green®—introduced a global tree planting initiative that has since grown into The Canopy Project, and engaged 22,000 partners in 192 countries in observing Earth Day.

Earth Day had reached into its current status as the largest secular observance in the world, celebrated by more than a billion people every year, and a day of action that changes human behavior and provokes policy changes.

Today, the fight for a clean environment continues with increasing urgency, as the ravages of climate change become more manifest every day. We invite you to be a part of Earth Day and help write many more chapters—struggles and victories—into the Earth Day book.

We'd like to thank Kirk Barrett with Vectren for sponsoring our November After Hours Event, along with Chandra Miller, Jeff Russell and ABM for sponsoring an event in January. What a great time to get to know your fellow BOMA members!

If you weren't able to join us in January, be sure to mark your calendar for our next After Hours Event to be held on Wednesday, April 18th. The location will be announced at a later date.

If you're interested in sponsoring an After Hours Event, please give Nancy a call at (937) 299-2662.



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industrial and warehouse space across the United States. As the demand for industrial space grows, so does the need for information on management and operational best

practices. BOMA International offers a number of resources to help industry professionals understand and take advantage of the burgeoning industrial real estate market.

BOMA Industrial Committee

Open to BOMA members, BOMA's Industrial Committee tracks trends; facilitates business networking and exchange of ideas; and develops education, training, and other resources. Please contact Patricia Areno, CAE, BOMA's Senior VP, at pareno@boma.org, if you are interested in joining the committee.

Industrial Experience Exchange Report (Industrial EER)

This annual benchmarking report – the only report of its kind for industrial properties – includes income and expense data for thousands of industrial properties across the U.S. This data can help you build better budgets, assess new markets, identify opportunities for cost savings, refine operating strategies and much more. Available as an online subscription.



"Ultimately, leadership is not about glorious crowning acts. It's about keeping your team focused on a goal and motivated to do their best to achieve it, especially when the stakes are high and the consequences really matter. It is about laying the groundwork for others' success, and then standing back and letting them shine."

-Chris Hadfield



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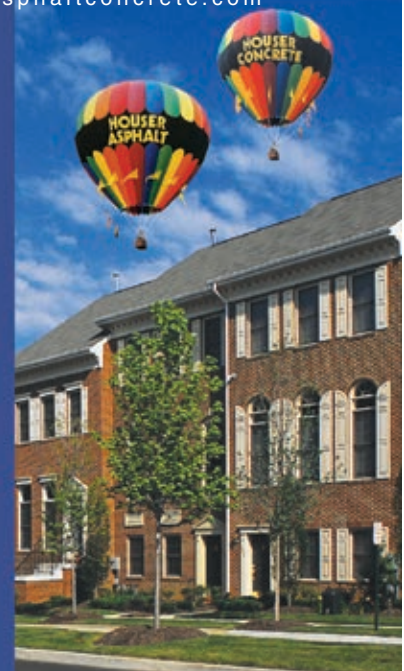
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Emergency Preparedness Guidebook

BOMA International's *Emergency Preparedness Guidebook: The Property Professional's Resource for Developing Emergency Plans for Natural and Human-Based Threats* is the industry's most up-to-date guide to help property professionals prepare for and respond to a broad range of potential threats. The guidebook walks the user step-by-step through the four phases of emergency management-mitigation, preparedness, response and recovery-to help ensure tenant safety and building security during emergency situations. Several types of emergencies are covered:



- Accidents such as fires, public health emergencies, elevator outages and airplane collisions
- Earth and weather events such as floods, earthquakes, hurricanes and tornadoes
- Criminal and Terror Acts such as terrorism, bombs, active shooter and workplace violence.

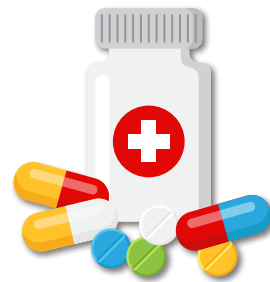
There is also an in-depth chapter on building an effective communications plan and checklists throughout to help users organize every step of their preparedness plan.

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Facts About the Flu

How Flu Spreads

Most experts believe that flu viruses spread mainly by tiny droplets made when people with flu cough, sneeze or talk. These droplets can land in the mouths or noses of people who are nearby. Less often, a person might also get flu by touching a surface or object that has flu virus on it and then touching their own mouth, nose, or possibly their eyes.

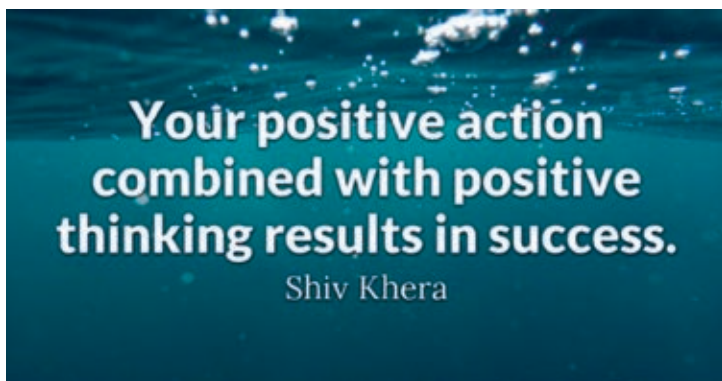


Period of Contagiousness

You may be able to pass on the flu to someone else before you know you are sick, as well as while you are sick. Although people with the flu are most contagious in the first 3-4 days after their illness begins, some otherwise healthy adults may be able to infect others beginning 1 day before symptoms develop and up to 5 to 7 days after becoming sick. Some people, especially young children and people with weakened immune systems, might be able to infect others with flu viruses for an even longer time.

Onset of Symptoms

The time from when a person is exposed to flu virus and infected to when symptoms begin is about 1 to 4 days, with an average of about 2 days.



Caitlin Calabria
Account Manager

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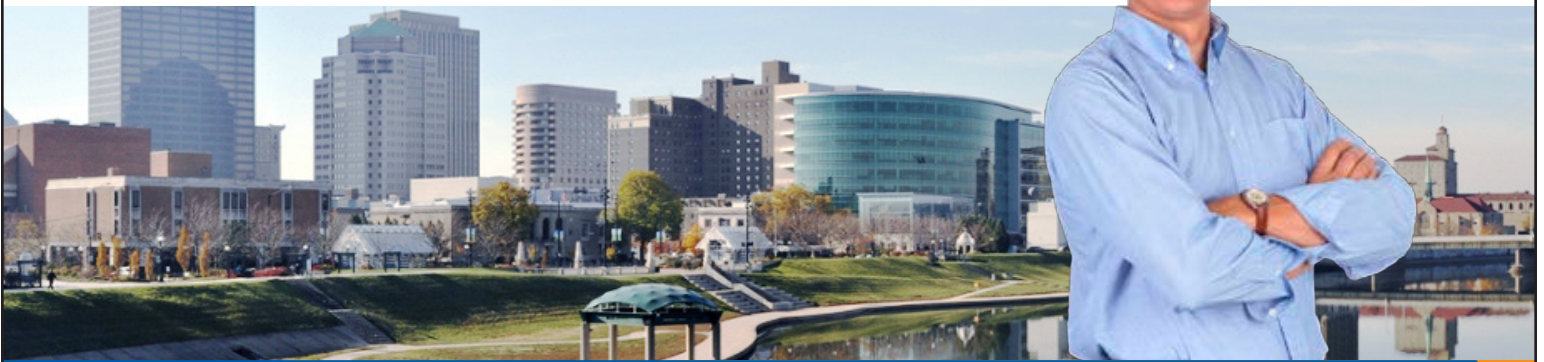
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