



BOMEX® 2005 – Reaching Greater Heights



Preparations are in full swing for this year's version of BOMEX®, BOMA Canada's acclaimed annual national conference and exposition. Scheduled for September 14 – 16, in Calgary, Alberta, BOMEX® is an important educational and networking event for BOMA Canada members, many of whom also attend BOMA International's annual convention in the United States.

After partnering with BOMA International for last year's successful combined North American Congress in Toronto, BOMEX® is returning to its roots as BOMA Canada's premiere annual event. Hundreds of BOMA and industry participants from coast to coast will converge on Calgary's world-class conference facilities for an action-packed three days of information, education, interaction and recognition.

Reaching Greater Heights, this year's conference theme, refers to the importance of reaching, and sometimes exceeding, one's personal and professional goals. It also highlights the constant element of building value, both professionally and personally, whether through commercial real estate education, or finding balance with one's life and career. At BOMEX®, participants will discover, discuss, analyze and debate the latest information and trends of the industry.

BOMEX® educational programs are Canadian focused and of timely relevance to all in the commercial real estate industry. Topics for this year's conference were influenced by BOMA Canada members, whose survey responses indicated top subjects of interest as being Tenant Retention, Operating Costs, and Aging Buildings.

Among the numerous education sessions from which to choose are:

- Asset Planning & Optimization — Elevated Capital Renewal Strategies;
- Creating and Implementing a Comprehensive Security and Life Safety Program;
- Go Green: BOMA Canada's Environmental Certification Program;
- Linking Sustainable Energy and Energy Efficiency to Your Bottom Line;
- Sustainable Renewal — The Art of Maintaining a Capital Plan While Minimizing Cash Flow Impacts; and
- Tenant Retention: Understanding Priorities While Remaining Pragmatic.

Special guest Catriona Le May Doan, Olympic Champion, personifies the BOMEX® 2005 theme of reaching greater heights. Her keynote presentation will shed some insight on how characteristics like passion, a winning attitude, commitment and teamwork will help you achieve your potential and what it takes to stay at the top of your game. Catriona Le May Doan will draw upon her experiences of breaking speed-skating world records, achieving Olympic success and working as one of Canada's most popular Olympic commentators. Her tales of triumph from the fastest woman on ice promise to be both inspiring and entertaining.

David Baxter, Futurist, Urban Futures Institute, will lead a second key-note entitled *Building Value in a Changing Future*. While the fundamentals of the real estate industry will remain unchanged, many of its characteristics will undergo noticeable transitions — and transformations — in the coming years. The changes will be significant, extending from the changes in the spatial pattern of real estate occupancy in cities to the changing of the guard in the real estate professions. With dramatic labour force consequences of demographic change, there will be increased value placed on economic growth to support growing expenditures on social services, thus giving additional strength to commercial and industrial markets. In this context, building value will mean adding value, responding creatively and adaptively to the changing communities and markets that the future will bring to Canadian real estate.

Another valuable component of BOMEX® is the exposition, featuring over 100 exhibitors showcasing state of the art products, services and technologies applicable to the successful operation, maintenance, renovation and retrofit of buildings.

The conference will conclude with the prestigious BOMA Canada National Awards Gala on the final evening. The Awards program is the most important and comprehensive in the Canadian commercial real estate industry, recognizing quality in office buildings and excellence in office building management. Celebrating the depth and diversity of talent in our industry, the awards to be presented at this exclusive event are the TOBY Awards for the Office Buildings of the Year, the Earth Award, the President's Award and the Pinnacle Awards for Innovation and Outstanding Service.

In our mandate to provide value to our members and promote excellence in our industry, BOMA Canada is proud to be hosting BOMEX® 2005 in Calgary, one of our country's most beautiful and vibrant cities. We look forward to welcoming everyone whether from Canada, the US or elsewhere, in September as we celebrate our industry's achievements and collectively aspire to reaching greater heights.

For more information, please visit www.bomex.ca

Article prepared by BOMA Canada staff