

# Help Support the BOMA Energy Efficiency Program



## An Open Letter from the BOMA Foundation

Dear BOMA Members and Industry Colleagues:

After the tragic events of 9/11, the BOMA Foundation raised several hundred thousand dollars for the families of BOMA members who lost their lives at the World Trade Center. With the help of BOMA members and others who so generously gave to this cause, the BOMA Foundation was able to change the lives and futures of these families in a very positive and unforgettable way.

Today, the BOMA Foundation is embracing another cause that not only impacts our industry, but also the environment and the world in which our children and our children's children will be living. We've already shown what we can achieve with your generous support, and now we need your support again.

The commercial office building industry spends approximately \$24 billion annually on energy costs, the single largest controllable operating expense for office buildings. A 30 percent reduction in energy consumption, or \$7.2 billion, is readily achievable by improving building operating standards. Improving the energy performance of commercial assets helps improve the environment and reduce the impacts of global climate change – not to mention increasing NOI and asset value.

You have the opportunity to position yourself as a leader in the industry, a supporter of market transformation, and an

environmental steward by supporting the BOMA Energy Efficiency Program (BEEP) being developed by the BOMA Foundation. A corporate or individual pledge will help spearhead this critical program and provide your company with valuable, priceless recognition.

BEEP is a unique, new operational excellence program that teaches all levels of the industry – owners, managers, developers, architects, engineers and others – important no- and low-cost strategies for optimizing equipment, people, and practices. In partnership with the U.S. Environmental Protection Agency ENERGY STAR program, BEEP offers best practices for operational excellence, documents success through recognition programs, and communicates these successes to our industry and stakeholders.

The six-course curriculum, offered initially via affordable and accessible Web-supported audio seminars, provides information, strategies, technologies, how-to guides, and resources for reducing energy use and cost. The program provides tools for increasing operational control by reducing utility costs by up to 30 percent; identifying and implementing easy, no- and low-cost strategies to improve energy performance; and presenting compelling financial returns to clients for energy efficiency projects. Strategies for improving tenant comfort and satisfaction and for extending the life cycle of equipment will also be included.

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### Pledge Form

**Yes**, please accept my contribution to help launch this important program.

Corporate or Individual Contribution Levels (please check)

- |                                      |                    |  |         |  |         |
|--------------------------------------|--------------------|--|---------|--|---------|
| <input type="checkbox"/> Benefactor  | \$25,000 and above | <input type="checkbox"/> Penthouse       | \$2,500 | <input type="checkbox"/> Atrium          | \$150   |
| <input type="checkbox"/> Underwriter | \$15,000           | <input type="checkbox"/> Executive Suite | \$1,000 | <input type="checkbox"/> Lobby           | \$75    |
| <input type="checkbox"/> Champion    | \$10,000           | <input type="checkbox"/> Board Room      | \$500   | <input type="checkbox"/> Other (specify) | \$_____ |
| <input type="checkbox"/> Patron      | \$5,000            | <input type="checkbox"/> Terrace         | \$250   |  |         |

Name/Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Make check payable to the BOMA Foundation, and mail to: BOMA Foundation, c/o BOMA International, 1201 New York Avenue, NW, Suite 300, Washington, DC 20005, Attention: Patricia Areno. Questions? Call or email Patricia Areno, (202) 326-6320, pareno@boma.org



## An Open Letter from the BOMA Foundation *continued*

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BEEP is designed for and is open to the entire industry and will be offered through BOMA International and BOMA local associations. BOMA represents 80% of the prime commercial real estate in North America and has a proven track record of delivering operational excellence training.

This program will build on and complement, rather than compete with, industry benchmarking and certification initiatives such as LEED, Go Green, ENERGY STAR, and others, by providing information on the benefits of energy conservation and overall strategies for achieving cost and use reductions for commercial assets.

Course One is already complete and is undergoing testing and evaluation. All six courses will be finished within the next three to six months. When presented to over 300 BOMA leaders and members recently in Washington, D.C., the program met with overwhelming support and acclaim.

We're at a critical point in BEEP's development and must raise approximately \$500,000 in order to finish the course and materials development and deliver this important program to the marketplace. Review the contribution options listed below, and send in your tax-deductible pledge today.

I am personally contributing \$1,000 to this program. Please make a commitment today and become part of the solution to the world's energy crisis.

Sincerely,

Gary Wood  
Chairman, BOMA Foundation

P.S. For more information on BEEP, visit  
[www.boma.org/AboutBOMA/BEEP/](http://www.boma.org/AboutBOMA/BEEP/)

