



BOMA Canada President's Special Recognition Awards 2005

Hugh Gorman, President of the Building Owners and Managers Association (BOMA) of Canada presented special recognition awards during the prestigious BOMA Canada National Awards Gala at BOMEX® 2005 in Calgary.

Presentation Script:

The strength of BOMA Canada lies in the many dedicated volunteers who serve the association and its members at the local, national and international levels.

The BOMA Canada President's Award traditionally recognizes a long-standing and outstanding contribution by an individual to BOMA Canada. The award is for exceptional leadership in serving our association and our members at the national level.

Now, you'll note that I used the word "traditionally", but in fact, this year, I am breaking with tradition! We are not simply recognizing one individual this year, but instead...a tremendous **group** of individuals from across the country, who individually and collectively have contributed to the single most important achievement in BOMA Canada's history.

That achievement is, of course, the launch of BOMA Canada's new national environmental certification program for existing commercial buildings: BOMA Go Green.

I am sure you have heard and read about the Go Green program, (including at one of the BOMEX sessions this morning), how it works, and why it is such a significant advancement for our industry. As you may know, it is making a substantive and impressive impact across the country. This important environmental initiative has already resulted in scores of commercial buildings applying for and receiving their Go Green Certification, with many more soon to achieve it.

But what you don't always hear about, is the extraordinary time and energy from a committed group of BOMA volunteers, who have been responsible for its creation, development and roll-out. So -- I am going to take this opportunity, as President of BOMA Canada, to publicly and enthusiastically recognize these people. Please watch the screen as we identify these exceptional volunteers.

To do so, I would like to provide you with a quick synopsis of the evolution of Go Green, beginning several years ago, in the west...

BOMA British Columbia developed the Go Green program several years ago to fill a need for a benchmarking standard that applies to all buildings, to address growing environmental concerns and an industry-wide desire to be more environmentally sensitive and accountable.

Through the tenacity of Executive Vice President **Paul LaBranche**, and the commitment of the **BOMA B.C. Board of Directors**, the Go Green program was established in B.C.

BOMA B.C. began certifying buildings in 2003, and this province now has 40 buildings certified. As a testament to Go Green's strength and continued relevance, 4 of the program's early adopters in B.C. are looking ahead to re-certification as their 3 year term comes up for renewal next year.

The first building to be certified in B.C. (and in Canada) was the Bentall Centre, in Vancouver, and an important milestone, that deserves special recognition, was the decision by **Bentall Real Estate Services** to become the first major national real estate firm in Canada to formally support the Go Green program.

While Go Green was developing in B.C., BOMA Toronto was developing and establishing their own environmental program, linked to the local Earth Awards, and built around the Green Globes web-based benchmarking tool known as Green Globes. **The BOMA Toronto Board** actively encouraged this important program, and Executive Vice President **Chuck Stradling** and the BOMA Toronto team worked long and hard to ensure that this was a program that worked in the market, and that met the demand for a measurement-based certification.



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Two other individuals were key to the development of the Toronto program... **Wayne Proulx**, of GWL Realty Advisors, who worked tirelessly with BOMA Toronto, as they developed their program, and then with BOMA Toronto and BOMA Canada to promote Go Green in the marketplace ...and **Jiri Skopek**, of ECD Environmental, owner of the Green Globes program, a crucial element of the BOMA Toronto's program, and the core of what eventually became the Go Green Comprehensive (benchmarking) element of the national Go Green program.

We would also specifically like to recognize **GWL Realty Advisors Inc.**, the other major national real estate firm that has actively supported the program from its start in Toronto, and now in its national form. GWL has expressed its firm commitment to the program on a national level, and we know that their support will result in many additional buildings becoming certified in the very near future.

As both of these outstanding programs evolved, it became clear that a national certification standard for BOMA Canada would be the natural next step, so that the industry across the country could have access to this important program.

Both BOMA B.C. and BOMA Toronto strongly encouraged the establishment of a national standard, and contributed not only many hours of planning and development, but also offered the rights to their programs to BOMA Canada.

The **national Environment & Energy Committee** was tasked with assessing both programs, and making a recommendation for national program, to the BOMA Canada Board. This major task was led by Co-chairs: **Ted Aldcroft**, O&Y Enterprise, Toronto **John Dean**, C5 Plus Group, Calgary and **Elia Sterling**, Theodor Sterling Associates, Vancouver

Following the recommendation by the committee to integrate the two programs, the national Board of Directors deliberated at length, and ultimately supported the proposed integration to establish BOMA Go Green across Canada. I take this as a measure of the level of cooperation amongst the members of the **BOMA Canada Board of Directors**, (representing each of the local BOMA associations across the country), in recognizing the importance of working together in the best interests of the industry nationally

A national **Go Green Task Force** was established to take on the monumental task of overseeing and ensuring the timely integration, addressing any technical issues, and guiding the eventual national roll-out of the program. The Task Force team members were committed individuals from across the country: **Paul LaBranche**, **Wayne Proulx**, **Chris Jalkotzy** and **Deb Cross**.

I particularly wish to recognize Task Force Chair, **Michael Woelcke**, VIA Rail Canada (and President of BOMA Manitoba), for his leadership, dedication and drive to push the program forward.

The Task Force recognized the need for a rigorous review of all of the components of the two programs, to ensure the appropriate integration and the technical integrity of the standard. The technical review team spent many hours poring over all elements of the program – an essential step before we could confidently launch Go green nationally. The team was comprised of: **Jiri Skopek**, ECD, Toronto **Doug Spratt**, Doug Spratt & Associates Ltd, Vancouver and Chris **Jalkotzy**, PWGSC, Ottawa

To effectively address all of the logistics, map out the implementation, and work through the final details of the program, we looked to our talented team of **chief staff executives** from the BOMA local associations across the country, and from BOMA Canada. And even more "behind the scenes" but as important, the **BOMA Canada staff** in Ottawa ensured that every piece of the logistical implementation would fall into place.

The result of these tremendous volunteer efforts across the country over many years was the creation of an extraordinary national environmental program, which was developed by the industry for the industry; is unique in Canada; and sets the standard for the industry.

The two elements of the program make it not only accessible to all building sizes; they offer a strong educational impact, and an effective measurement component. They are: Go Green, the best practices model and Go Green Comprehensive, the benchmarking assessment.



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It was with great pleasure that BOMA Canada announced the launch of Go Green nationally in February of this year, and Go Green Comprehensive in May. The Go Green program is now being rolled out across the country, and is generating an exciting surge of support and participation. Subsequent to Bentall's and GWL's commitment, numerous other national firms and organizations have expressed enthusiasm about Go Green and we look forward to bringing more corporate partners on board in the months ahead.

In the province of Quebec, the Go Green Program is called "**Visez-vert**", and has been a tremendous success since its launch in Quebec. BOMA Quebec invested substantially in developing and translating the program, to deliver the French version in Quebec.

Executive Director **Linda Carbone** and the **BOMA Quebec Board of Directors** showed great leadership in pushing to develop the French version of the program, which is available, not only in Quebec, but also will be in other markets that require bilingual materials. A very special thank-you goes to **Hydro Quebec** for their exceptional support of the Visez-vert program

I am delighted to report that over 60 buildings across Canada have been Go Green/Visez-vert certified, including, by the way, Calgary's TELUS Convention Centre, where you have been enjoying the BOMEX conference this week. (You can see the complete list of certified buildings at the Go Green website: www.bomagogreen.com)

The groundswell of support for Go Green is tremendously gratifying, and helps prove that BOMA Canada's leadership role in encouraging environmental responsibility in our industry is both appropriate and meaningful.

As you can see, this national project and new standard has been the result of the time, energy and dedication of numerous individuals across the country, and speaks to value that can be gained by pooling our national resources under the BOMA Canada umbrella, for the benefit of the commercial real estate industry throughout the country.

And now, as President of BOMA Canada, I would like to more formally recognize a few key people, without whom this entire national environmental certification program could not have happened. Their leadership, determination, dedication and cooperation resulted in this truly exceptional new environmental program!

First:
May I call upon **Paul LaBranche**, Executive Vice President of BOMA B.C., and **Jon Wellman**, President of BOMA BC, **on behalf of the BOMA BC Board of Directors**. Please join me on stage to accept these special awards

Next:
I would like to invite **Chuck Stradling**, Executive Vice President of BOMA Toronto, and **Diana Osler-Zortea**, President of BOMA Toronto, **on behalf of the BOMA Toronto Board of Directors**. Please join me on stage to accept these special awards.

And a very special and sincere thank you to everyone we have mentioned tonight, (and many more behind the scenes), who have contributed so much to the successful launch of BOMA Go Green in Canada.

Each of the individuals we have mentioned will receive a special recognition plaque, as a small token of our gratitude for their commitment of time and expertise!

BOMA Canada is proud of its leadership in launching this exceptional certification program for Canada's commercial real estate industry, and, as President, I am especially proud to be in a position to lead such a truly dedicated and talented group of volunteers!

Thank-you!