



2017-2018 BOMA Dallas President

Mike Pugh, RPA

CBRE

President's Address

First, I want to say thank you to the membership for having the confidence to select me to serve in this capacity. I promise to uphold the integrity and professionalism that was instilled by the great leaders and past presidents before me. They all have set the bar extremely high and I look forward to meeting the challenge to match and exceed the heights they have achieved. Each one of the past presidents has truly left his/her mark and legacy on this organization.

I want to thank my company, CBRE, for the support they have shown me in my quest to get to this point. Without the help of Darrell Gage and Julie Young, none of this would have been possible. I appreciate everything you have provided for me and I hope that this position results in a strong return on your investment that you have made in me.

I also want to let you, the Real Estate and Allied membership of BOMA Dallas, know how much I appreciate your generosity and support. All of you are certainly the backbone of this organization. My hope is that we continue to create a successful network that is worthy of the investment you all make in BOMA Dallas.

Last, but not least, I want to thank Teresa Foster and her team. There are not enough adjectives to describe my appreciation for this group and all that they do for us. Alyssa, Lisa, and others that have since departed, your organization, communications, creativity, and attention to detail have not gone unnoticed. You all are the real strength of BOMA Dallas.

Several years ago, the Board of Directors decided that it was time to evaluate BOMA Dallas to see if we were meeting the needs of the membership body and their investments into the organization. Through many toiling sessions, we looked into our structure and determined that it was time to create a new *Critical Strategic Plan*. The board hired a consultant to lead us through this arduous task and we were able to create a roadmap to make sure that we were going to be relevant and successful in reaching the goals that we had set for BOMA.

Most of you remember the survey, the focus groups, town hall meetings, gathering of data and opinions, and the action plan to deliver. What I took away from that year was that the market had changed. Demographics are different. Submarkets are now more relevant than ever. There was a new younger culture in the market. We had to make sure that BOMA Dallas met all these changes. What has resulted is a more diverse Board of Directors. I am proud to say I was a part of this change and I really enjoy the opinions, ideas, processes, and work ethic of the Board of Directors, as a result of the aftermath of our work. This group of people can get it done! You have seen the results. Better Education programs, better speakers, better government and advocacy agendas, a highly successful sponsorship program, many TOBY and Lone Star winners at the highest levels, and all of this was a result of implementing our new *Critical Strategic Plan*.

As great as all of these results have been, my goal is that we, as an organization, do not fall into complacency. I want to raise the value of our brand. I am challenging the Board of Directors and all of our committee chairs to create the processes for their separate causes and make a positive difference in the organization and market.

The phrase “*move the needle*” in general business jargon means *generates a reaction*, but for BOMA Dallas, I want to use it as *provide a perceptible improvement*. The metaphor here is that there is some sort of meter, like a speedometer or gas tank needle, and when you press the accelerator or fill the tank, you see a positive reflex of the instrument needle reading both. My challenge and theme for everyone in this organization is to “**MOVE THE NEEDLE.**” All of our committees should push the limits with new, grander ideas and then create the team and process, under the watchful eyes of our board liaisons, to accomplish your goals. Dream big and never have one ounce of doubt that you can reach the pinnacle. Together, we can do this.

I want 2017-18 to go down in history as another turning point where we create a plan and process and then set the bar high, but do whatever it takes to score big. Once a strong process is in place, we can hand it off to the next group up and never go backwards, perpetually setting the bar higher every year. Just like in football, we need to recruit well and give each team the needed time and resources to reach their ultimate goals. This will not be easy, so show up at BOMA Dallas ready to work. This, my friends, is my challenge. **MOVE THE NEEDLE.**