



BOMA Connects Us

Kristine Lang, RPA

I think about what BOMA Greater Dallas has done for me and the one word that keeps coming up is CONNECTIONS. This word has been instilled in me since my high school teacher taught us U.S. History, by forming connections. Ever since then, I see the world through connections.

It was not hard to feel connected in our industry once I became a member of BOMA Greater Dallas, even when I was a neighbor to the BOMA Greater Dallas office back at Comerica Bank Tower (CBT). Prior to working at CBT, I worked at Lone Star Park, the horse racing track in Grand Prairie. It was a fun job, but I felt disconnected to the sports marketing industry. I am a learner at heart and there were no opportunities to connect with other sports marketing people. It was difficult to see what others did in my shoes. Once I became a BOMA GD member, the learning opportunities were easy to find. Meeting new people who had the same goals, or similar to what I had, was a plus! The law of attraction was much easier to implement with the assistance of BOMA GD.

Our industry is consistently changing, which is what I love about our job. We must stay ahead of the curve in knowing what makes tenants tick or what new technology is up and coming. There are so many uncertainties out there that learning is the only way to alleviate this uncertainty. Even with all the new trends and information, somewhere within them is a connection. Connections can help find an expert in a field. Connections can help you find someone else who has dealt with the same issue. Connections can help you find a commonality in another person that you never thought you would have.

As we continue with another robust year full of education, events and services, your BOMA Greater Dallas leaders are finding more ways to help connect you with the information you are looking for or find commonality with other fellow members. We are working at a time where we have five generations in the workforce. We work in a field where we are tested every day to communicate at different levels and still be understood. 73 years ago, someone thought it was important to bring together a village of like-minded people. Here we are, at 700 plus members strong, full of knowledge to share. BOMA Greater Dallas can help you because it is BOMA that Connects Us!