

Dear BOMA Nashville Members:

BOMA provides opportunities for members to expand business relationships exponentially while providing opportunities to strengthen relationships on a more intimate level. Members, both new and longstanding, can maximize their membership investment by following a simple set of tips that are guaranteed to produce results.

Smile & Shake Hands: The best thing you can do upon entering a room is smile and greet those you do not know. Take it upon yourself to reach out to others. If you are new, don't wait to be approached, and if you are a long-standing member, introduce yourself to people you don't know at every event. You will make a profound impression.

Engage & Inquire: Take every opportunity to find out why and how members are involved. Ask them where they have found the most value and why. If someone has a ribbon attached to their nametag denoting a special affiliation within the Association - annual partner, board or committee member, new member or prospective member - make that a talking point. These people can help you navigate the Association and offer personal testimonials about the benefits they derive. New members are eager for useful advice from veterans.

Be a Resource: Whether you are a Principal (Building) member or an Allied (Vendor) member, share what you have learned from BOMA with others. Make colleagues, customers and service partners aware of ongoing or upcoming programs and events that could impact their bottom line or their operational efficiencies. From property manager to engineer, administrative assistant to service provider, a personal recommendation to attend an educational or social event can make a difference in their daily operations and strengthen your business relationship.

Participate on a Team: Whether you want to share your expertise or strengthen your understanding of subject matter, active committee participation is the best way to accomplish both. Team work encapsulates the power of a 150+ member association and shrinks it to fit around a conference table. In this intimate setting, volunteers are able to directly promote the Association's mission and deepen their personal relationships.

Introduce Yourself to Leadership: Take the opportunity to introduce yourself to BOMA Leadership. We want to meet our members and help you achieve your objectives. Approach us at events, email us or call us. Ask questions to find out how best to navigate the Association or where your skill set may be best put to use.

Maximize Company Exposure: BOMA offers a variety of opportunities for company recognition - ranging from annual partnerships, event sponsorships, weekly email sponsorship, dessert sponsor for luncheons and more. Work with BOMA to customize a plan should you not see one that fits.

We hope these tools help you to become a more successful member of BOMA!