

BOMA of Central Pennsylvania is pleased to host the 2017 BOMA Middle Atlantic Conference (MAC). This annual event attracts Commercial Real Estate professionals from the 16 BOMA locals in the MAC region. The MAC region consists of over 3,500 members covering 11 states and the District of Columbia. The locals include Capital Region/Albany, Baltimore, Boston, Greater Buffalo, Greater Hartford, New Jersey, Central New York, Greater New York, Central Pennsylvania, Philadelphia, Pittsburgh, Long Island, NY, Rochester, Southern Connecticut, AOBA/BOMA Washington, D.C., Rochester and Westchester County, NY as well as members at Large.

As a member of MAC, BOMA of Central Pennsylvania was federated with BOMA International in January 2011 and encompasses 17 counties bridging the gap between Pittsburgh and Philadelphia. These 17 counties consist of Harrisburg (the state capital of Pennsylvania), Lancaster (Amish country), York (Harley Davidson), State College (Penn State) and Hershey, PA (the Sweetest Place on Earth) to name a few.

We look forward to being your hosts for 2017. Come and join us for an action packed agenda with sensational speakers, education and local tours.

Come early and enjoy The Spa at the Hotel Hershey, the Hershey Tanger Outlets or maybe a round of golf at the Hershey Country Club if weather permits. Stay late and enjoy Chocolate World, Hersheypark or Water Works (the new 30,000 square foot indoor pool complex) at Hershey Lodge with the family.

For additional information on BOMA of Central Pennsylvania visit our website:

[www.bomacentralpa.com](http://www.bomacentralpa.com)

or contact:

Sue Gundermann, Executive Director

BOMA of Central PA

P.O. Box 684

Harrisburg, PA 17108-0684

Phone: (717) 238-7195

[sgundermann@bomacentralpa.com](mailto:sgundermann@bomacentralpa.com)



325 University Drive  
Hershey, PA 17033  
717-533-3311

Warm, welcoming, and distinctly Hershey, *Hershey Lodge* is a full-service resort located in Hershey, Pennsylvania. It is one of *The Official Resorts of Hersheypark*. Conveniently located to the majority of the *Middle Atlantic Region*, *Hershey* is located in *Central Pennsylvania*, just 90 minutes from *Baltimore* and *Philadelphia*, 2 hours from *Washington, DC*, and 2.5-3 hours from *New York/New Jersey*. Guests to the resort enjoy the value, convenience, and special access to VIP benefits which come standard with your stay, plus convenient services and exclusive offerings designed to make your stay as sweet as possible!

Hershey is inspired by one of America's original success stories. It was here that Milton S. Hershey opened the world's first modern chocolate factory in 1905. Wanting to give something back to the community, he built a "model town" to provide his employees and their families with an attractive and comfortable place to live, work, and play. Today *Hersheypark*, *ZooAmerica*, the Milton Hershey School, and more are lasting testaments to Mr. Hershey's legacy and vision.

#### **For Hotel Registration Contact:**

Hershey Lodge at 717-520-5732 or

1-800-HERSHEY (437-7439)

or by booking online at

<https://resweb.passkey.com/go/BOMA2017>.

A discounted rate of \$219/ night will be available from Wednesday, April 5<sup>th</sup> through Saturday, April 8<sup>th</sup>. \*\*

**Rooms must be booked by March 5, 2017.**

*\*\*Please Note: This is the first weekend for Hersheypark's Springtime In The Park and there is a high demand for accommodations on Saturday, April 8th. BOMA of Central PA was lucky enough to secure a limited number of rooms for Saturday, April 8th at the discounted rate.*

***Please book early if you plan to stay Saturday night. Once discounted rate rooms fill up for Saturday night, you will need to contact Hershey Lodge's Reservation Office at (855) 729-3108 to add Saturday night to your reservation which will be billed at the then going rate.***

Reference: MIDDLE ATLANTIC CONFERENCE OF THE BUILDING OWNERS & MANAGERS ASSOCIATION "MAC".



## The Annual Conference of The Middle Atlantic Region

### April 6 - 7, 2017

Presented by:



Thursday, April 6, 2017

**7:30 AM -** BOMI –  
**3:00 PM:** **INSTRUCTOR DEVELOPMENT WORKSHOP**  
*(Separate Registration Required)*

**Breakfast will be served at 7:30 AM**

**Class Instruction begins at 8:00 AM**

BOMI International is always striving to develop the best instructors for their courses and helping our instructors be their best. In this Workshop you will enhance your presentation skills and learn new methods and tools to be more effective in a classroom environment.

**For Those That Are Coming in Early and are looking for something to do check out the options below:**  
**(Please note: Transportation not provided)**

[Harley Steel Toe Tour- Please register at https://www.harley-davidson.com/content/h-d/en\\_US/home/events/factory-tours/yorkpa.html](https://www.harley-davidson.com/content/h-d/en_US/home/events/factory-tours/yorkpa.html)

Hershey Spa  
<http://www.chocolatespa.com/>

Hershey Golf Course  
<http://www.thehotelhershey.com/recreation/golf.php>

Hershey Outlets  
<http://www.tangeroutlet.com/hershey>

Troegs Brewery  
<http://www.troegs.com/>

**3:30 –** **MAC BOARD OF DIRECTORS MEETING**  
**5:00 PM:** Board Members and invited guests only.

**5:00 –** **BOARD to BOARD RECEPTION**  
**6:00 PM:** *(Current MAC and CENTRAL PA BOARD MEMBERS and INVITED GUESTS)*  
OPEN BAR & HORS D'OEUVRES

**6:00 –** **WELCOME RECEPTION**  
**8:30 PM:** *(OPEN TO ALL BOMA MEMBERS and INVITED GUESTS)*  
OPEN BAR & HORS D'OEUVRES  
**Come and rub elbows with your fellow BOMA Members from the Mid-Atlantic Region!!**

[CONFERENCE SCHEDULE](#)  
*(As We Go To Print - Schedule Subject To Change)*

Friday, April 7, 2017

**8:30 –**  
**8:45 AM:** **SPONSORSHIP SHOWCASE and NETWORKING BREAK**

**8:45 –**  
**11:15 AM:** **BREAKFAST and KEYNOTE SPEAKER INTRODUCTION to HERSHEY**

**Pam Whitenack**  
**From Model Town to Popular Destination: The History of Hershey Entertainment & Resorts Company**

Trace the origins and development of the company first charged with managing and maintaining Milton Hershey's model town. Learn more about the businesses created by Milton Hershey to manage his town and the company's transformation to an entertainment- and resort-focused business.

**KEYNOTE SPEAKER**  
**Ron "Jaws" Jaworski**

Former NFL Quarterback and current ESPN analyst and CEO, Jaws has successfully taken his leadership skills from the gridiron to the boardroom defining the lines where Sports meets Business. He has always exhibited an entrepreneurial spirit and today owns a professional sports team, a business relationship company and 6 golf courses.

Ron and his family strive to give back to the community. They put their heart and soul in their foundation, Jaws Youth Playbook which helps improve the overall health and wellness of at-risk youth, primarily in the Greater Philadelphia area along with the NFL and United Way.

**11:15 –**  
**11:30 AM:** **SPONSORSHIP SHOWCASE and NETWORKING BREAK**

**11:30 AM -**  
**12:30 PM** **LUNCH and EDUCATION SESSION**  
**Phillip Cooper**  
**From Whoa to Wow!**

**12:30 –**  
**1:00 PM** **SPONSORSHIP SHOWCASE and NETWORKING BREAK**

**1:00 PM -**  
**4:00 PM** **BUILDING TOURS - Pick 1 of 3**  
**Spots are Limited – First Come First Serve**

**Tour #1: Harley Davidson- York, PA**  
**\*Note: Harley Tour leaves at 12:30PM**

Take a trip to Harley Davidson and see how the infamous motorcycles are made. Then spend some time in the Harley Davidson shop and pick up a few souvenirs.

**Tour #2: Behind the Scenes at ZooAmerica® North American Wildlife Park**

During this exclusive tour just for the Building Owners and Managers Association, the curators at ZooAmerica North American Wildlife Park will give your group a behind-the-scenes look at what it's like to work in and run a zoo.

Your visit will begin with a discussion on the private animal collection that became today's fully accredited ZooAmerica, highlighting its conservation efforts over the years. You'll then be guided in groups through the Animal Health Center where you will see how diets are prepared and the animals are cared for medically.

After that, you will visit select exhibits where the curators and their team will discuss what it takes to update enclosures while maintaining the historical integrity of the buildings.

Next, you will test your skills as zookeepers with a chance to shoot a practice dart at a target using blowpipe equipment, or assist in creating an enrichment item for some of the animals. Also, along the way there will be opportunities to get up-close and personal with reptiles or birds of prey. This paws and claws-on experience is one you won't soon forget! This tour runs rain or shine, and involves outdoor elements, so please dress accordingly.

**Tour #3: Behind The Scenes at Hershey Theatre**

Step out of the audience and behind the scenes during this exclusive tour for the Building Owners and Managers Association. The team at Hershey Theatre will guide you on a tour that takes you behind the scenes of "The Most Impressive Theatre in Pennsylvania."

From balcony to basement, Hershey Theatre has undergone a three-year, multi-million dollar dazzling restoration -bringing back the opulence of opening night in 1933. Learn the details of this historic project, how the theatre team works to maintain its historical accreditation while meeting the modern needs of today's stage shows, and the inside story of Milton Hershey's Entertainment Showplace.

A walking tour that will show you glimpses of the under-stage tunnels, stage lifts, lighting, and more. When the curtain falls on this tour, you will want to be in the audience!

**6:00 –**  
**7:00 PM** **TOBY COCKTAIL RECEPTION**

**7:00 –**  
**10:30 PM** **REGIONAL TOBY AWARDS & DINNER**  
(Black tie optional)

**For additional information regarding the conference or MAC please contact:**  
**Dolores Bocian at**  
**973-696-2914**