



## **ARC to put more muscle in BOMA/NY advocacy efforts**

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If BOMA/NY's committees - Codes & Regulations/Government Affairs, Energy & Sustainability and Preparedness - are the front line troops fighting for our industry, then the newly-launched Advocacy Response Committee (ARC) is BOMA/NY's "SWAT" team.

Created this summer at the request of BOMA/NY president Edward Fallon, RPA, ARC springs into action when issues handled in committee need a more focused, pointed, or even grass roots response to get the industry's message heard more effectively by decision-makers. Not quite a PAC, but more action-oriented than a standing committee, ARC will zero in on the most pressing issues facing our industry and provide the continual, and sometimes dogged, follow-up that is necessary to shepherd issues through to a successful resolution.

ARC is led by BOMA/NY members Ronald Zeccardi, of Muss Development Company, (chair); John Osborn, Esq., of John E. Osborn, PC, (vice chair); and John Simoni, Esq., of Goetz Fitzpatrick, LLP. Working closely with the ARC team is BOMA/NY's director of legislative affairs, Sylvester Giustino, and BOMA/NY's government relations and marketing consultants. Zeccardi sees ARC as staying "very focused on one item and seeing it through." He adds that BOMA/NY is uniquely positioned for this work; for, as the professionals that have to make the new laws work, BOMA/NY members have the built-in advantage of understanding the owner's side from daily operations, and the city's side from BOMA/NY's committee work.

Heading ARC's agenda are addressing the current issues with Local Law 11 and constituent relations; with other action items ranging from Greater, Greener Buildings Law implementation and rule-making, to restoring New York's appropriate share of Homeland Security funding, to combining the FDNY's EAP and Fire Safety Plans into one document.

Though its intent is to stay structurally small and nimble, there may be times when ARC will, when appropriate, mobilize the membership to engage in grass roots actions, as was recently done successfully on a national basis to defeat Carried Interest legislation. Members can also send their insights and concerns on issues to the corresponding BOMA/NY committee for action; and, if warranted, involve ARC. "It's important that members also act as 'eyes and ears' for their fellow members and bring issues in the field to the attention of the committee," said BOMA/NY's director of legislation, Sylvester Giustino.

Assisting the standing committees in identifying and responding to their advocacy needs is another key ARC function. The Advocacy Subcommittee of the Codes & Regulations/Government Affairs Committee deals solely with the issues of its committee; ARC will serve it, as well as the Energy/Sustainability and Preparedness Committees. ARC is also tasked with providing counsel to the BOMA/NY board of directors and undertaking a feasibility study of creating a PAC or separately registered political action committee.