

MAKING THE MOST OF YOUR MEMBERSHIP



BOMA Member Since 2003

Member spotlight:

Lisa Bright

Manager, Marketing and Tenant Services, Artis REIT

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WHAT’S YOUR CURRENT JOB TITLE?

Manager, Marketing and Tenant Services.

HOW LONG HAVE YOU BEEN WORKING IN THE INDUSTRY?

I started in property management 25 years ago as the Marketing Director of an enclosed mall in the St. James area – anyone remember Unicity Mall? After nearly five years there, I moved to Portage & Main to work for Trizec at the Commodity Exchange Building. Over 20 years later, Trizec and the Commodity Exchange Tower name are long gone, but I am still here and very happy to be working for Artis REIT at their headquarters building, 360 MAIN.

WHAT ARE SOME OF YOUR JOB RESPONSIBILITIES?

Artis REIT owns several office, retail and industrial properties across Canada and in the U.S. The team I work with manages the Portage & Main portfolio, which includes 360 MAIN office tower, MTS Place office towers (333 Main & 191 Pioneer), Winnipeg Square retail mall, and the underground Winnipeg Square Parkade. We are a small team and work together closely on most projects

to ensure the properties run efficiently and professionally. For example, we are very excited about the current building envelope modernization to 360 MAIN and the future construction of our newest building, 300 MAIN, announced in April. It will change the look of Portage & Main.

With all of the projects we manage, my main focus is to ensure the tenants remain happy and comfortable. Marketing the properties and looking at new amenities and services to keep our existing tenants happy while attracting new is all part of that. Tenants want to be in buildings that are environmentally responsible, so I work with others in our team and our tenants to research, develop, and implement sustainability initiatives at these buildings. Tenants spend a lot of their day with us; we want them to leave each day feeling good about where they work.

HOW LONG HAVE YOU BEEN A BOMA MEMBER?

I've been a member for a long time – I think somewhere around 13 years.

WHY DID YOU BECOME A MEMBER?

I heard my co-workers and others in the industry talk about how much they learned at the seminars, and how much they enjoyed the luncheons and networking with others in their industry, and I just wanted to be a part of that. It was early on in my career and I needed to learn from the experiences of others.

WHAT ROLES HAVE YOU BEEN INVOLVED WITH IN BOMA?

I got my feet wet with the Awards Committee. After that I joined the Marketing Committee, then the Sponsorship Committee. We've since combined these two committees into the Marketing and Development Committee. I also help out with the Holiday Luncheon Committee. Being a Board Member from 2009 to 2015 and working closely with such great people

was a blast! I looked forward to spending time with all of them at each BOMEX, but the most fun was when we got to plan our own BOMEX right here in Winnipeg!

WHAT ARE SOME OF THE BENEFITS YOU SEE IN BECOMING A MEMBER?

Definitely meeting and networking with others who understand what you do, whether it be on committees, at educational seminars, or social events. There are so many good things about being a BOMA member, but my favorite has to be the monthly luncheons – I'm only a little biased on this one – chatting with your peers, enjoying a good lunch and listening to an interesting speaker.

DO YOU THINK BECOMING A MEMBER HAS HELPED YOU IN OUR CAREER AND HOW?

Most definitely. Over the years, I've met some very knowledgeable and interesting people through BOMA and learned a lot from just talking and sharing ideas with them. They are my "Go-To" people that have provided guidance and help with projects and issues whenever asked and without hesitation. BOMA has helped me understand the property management industry and those allied and professional industries linked to it, a little better.

WHAT ADVICE WOULD YOU GIVE NEW MEMBERS WHO AREN'T AS ACTIVE?

GET ACTIVE NOW! The best way to get value from your membership is by participating. There are several committees or events you can get involved with, that won't take up as much time as you may think. You will meet great people, have a good time, and learn something along the way – guaranteed. ■

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