

LIVE-WORK-PLAY

First and foremost, I want to share how honored and thrilled I am to serve as the chair of BOMA International for the coming year—one of the youngest, in fact, of BOMA's long and storied history. Let me tell you a little bit about myself: I'm senior vice president of Asset Management at McCarthy Cook, where I oversee leasing, property management and asset management activities for a portfolio of office buildings across the state of California. (To learn more about Brian Harnetiaux's background, check out his profile on page 16.)



As a forward-thinker, I am fascinated by how our industry is changing and growing thanks to factors that include everything from new technologies to tenant demand for more flexible and creative workspaces. Right now, my company is in the midst of an exciting redevelopment project that reflects one of the hottest trends in commercial real estate: the concept of a “live-work-play” space.

We at McCarthy Cook are working to transform “Metro Center at South Coast,” an office campus in the heart of Costa Mesa, California, into “The MET Costa Mesa” (see top right) by next summer. California—which I just so happen to think has some of the best weather in the world—has an abundance of usable outdoor space, meaning my home state is on the cutting-edge of this new “live-work-play” trend. With its 15 acres of green space, The MET is the perfect setting to put this trend into practice. By the time the project is completed, the campus will have eateries with indoor and outdoor seating, balconies with sustainable “green roof” landscaping and outdoor recreational areas with fireplaces, ping pong tables and—my personal favorite amenity—a “food truck runway.” All of this outdoor space will be accompanied by newly modernized interiors for each of the campus' three office buildings and the construction of a brand new multifamily development nearby.



With the lines between commercial, residential and retail spaces continuing to blur, commercial developments are rapidly changing in new and exciting ways—and property professionals need to diversify their skillset accordingly to excel in a multiuse environment. That is why BOMA's role as a provider of expert educational and research resources is so vital in this evolving marketplace.

I know these resources have helped me advance in my career. Over the next year, I want to challenge each of you to take advantage of everything BOMA has to offer in order for you to enhance your professional development. With our industry in the midst of unprecedented change, you can't afford *not* to be involved. ■

Brian Harnetiaux can get very *animated* when he starts discussing why BOMA membership continues to be so critical to his career. Watch what happens when he and a very unlucky doppelgänger explore the value of BOMA at videos.boma.org/Brian-Harnetiaux-I-Am-BOMA.

