



# Real Estate Journal

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## Partnering with BOMA: Northeast Security's perspective on developing their attributes

**By Lauren Harris,  
BigFishCommunications**

With over 25 years in the security management business, Joe Hennessey recognizes that smart



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Hennessey**

partnerships are essential to conducting business in and around Boston. Hennessey, the senior vice president of marketing for Northeast Security, has seen first hand the benefits of his company's partnership with BOMA (the Building Owners and Management Association) of Boston. Hennessey attributes many of Northeast Security's business relationships and philanthropic activities to their association with BOMA.

Northeast Security Inc. was founded by William Kickham in 1967. In the early days of Northeast Security, Kickham, a former FBI agent, established a high standard for servicing the security needs of high-tech companies and Department of Defense facilities throughout New England. His commitment to service and credibility earned Northeast Security its place as one of the most highly regarded security firms in New England.

Northeast Security's executive management team knew they could not simply rest on the laurels of the company's founder. They sought to grow their business with an emphasis on commercial real estate security. There was a call for Northeast Security to not only provide first-rate security services, but for them to partner with a group that would help them understand and accommodate the needs of building owners and managers. For Northeast Security, BOMA provided a solution that was, and still is, advantageous to the company and their customers.

Through BOMA, Northeast Security has developed a keen sense of the true needs of building owners, managers and tenants by not only exceeding their own security demands, but by enhancing the services they provide for their clients. Today, seventy percent of Northeast Security's business in commercial real estate security is conducted with BOMA members.

By pairing BOMA's members and partners with Northeast Security's extreme commitment to service, the security firm has been able to generate new business, helping it to become a mainstay in the commercial real estate security business. "BOMA allows Northeast Security to constantly build and maintain relationships with new and existing clients," said Hennessey. "Despite the size

of Boston, we quickly learned that the city's real estate market is extremely concentrated. In order to operate in this arena, it was, and still is essential for Northeast Security's executive management to keep up with the changing security needs of the commercial real estate community, while identifying new property administrators and locations. That is where a partnership with BOMA comes in."

After the events of September 11, 2001, Northeast Security utilized BOMA as an additional channel of communication for the dissemination of alert level information that the security firm, through its affiliations with local and federal law-enforcement agencies, was able to obtain. Most recently, government officials issued an alert to the Greater Boston area by stating there was a potential, vague threat from foreign nationals. "Northeast Security rapidly acquired more precise information through its law-enforcement affiliations and relayed this information to our clients that it was not believed to be a credible threat," said Hennessey.

Northeast Security's affiliation with BOMA reaches beyond ordinary business ventures. Hennessey sees a great opportunity with BOMA when it comes to participating in various business and char-

ity events. The First Annual BOMA Sport Fishing Tournament, which was held last June, is an example of how BOMA creates and manages events for the local business community that foster business contacts and networking.

By providing a forum for industry professionals in a time when the commercial real estate market and its demands are in constant flux, BOMA has proven its worth to many organizations in the New England area. For those like Joe Hennessey, the opportunities and benefits that accompany an affiliation with BOMA are essential. "Our credibility as a company depends first and foremost on the service we provide for our clients," said Hennessey. "Who we work with and what we work for within the community says a lot about who we are as a company. BOMA helps us accomplish a range of goals when it comes to our security business and our contributions to the general public. We look forward to working with them for years to come." Northeast Security can be found online at [www.nesecurity.com](http://www.nesecurity.com).

**Lauren Harris is a writer for  
BigFishCommunications, Boston.**