

# THE COAA VALUE PROPOSITION

**There are plenty of organizations offering educational conferences.  
So what's special or different about COAA?**

The Construction Owners Association of America (COAA), founded in 1994, is a national organization of public and private owners who manage facilities development and capital improvement projects. COAA ([www.coaa.org](http://www.coaa.org)) supports Owners' success in facilities planning, design, and construction through education, information exchange, and collaboration.

**That's great, but there are other organizations doing something similar, so again ...**

## **WHY IS COAA DIFFERENT AND BETTER?**

- ✓ Peer-to-peer **education** that encompasses every aspect of the project delivery process.
- ✓ **Events** that allow a safe haven for sharing successes and failures, collaboratively with peers and partners, in an intimate setting that allows for meaningful & transparent interaction.
- ✓ **People** who believe that being a “good Owner” matters – to the industry, to the facilities being created or renewed, and to the people involved – and who understand that part of being a “good Owner” is a sense of humility ... knowing what you don't know or need to improve.

