



BULLETIN

DECEMBER 2000

BOMA San Francisco advances the commercial real estate industry through advocacy, professional development, and information exchange

PRESIDENT'S MESSAGE

GET INTO POLITICS OR GET OUT OF BUSINESS

BY TODD ROBINETTE, EQUITY OFFICE PROPERTIES TRUST

BOMA Floor Measurement e-Seminar

Convenient on-line course now available

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BOMA e-Seminar Hot Link

It is critical that as an industry we assist in getting pro-business candidates elected to the Board of Supervisors

It is an honor and responsibility to assume the presidency of BOMA San Francisco. I am touched by the confidence instilled in me by the membership, especially the many hundreds of BOMA members who regularly volunteer their time and expertise to serve on one or more of our many committees and task forces.



I pledge to you to work diligently to fulfill the mission of the association through its strategic goals of providing effective advocacy, education and communication

for our industry.

Founded in 1914, this local BOMA association has always had a rich history of involvement in local advocacy for commercial real estate interests. After all, BOMA San Francisco was created as part of the massive rebuilding that took place in this city following the terrible 1906 earthquake and fire. Our organization today is more involved than ever before, especially as an advocate for commercial real estate,

The BOMA Floor Measurement e-Seminar is part of the most advanced, comprehensive e-Seminar system on the market, featuring top notch instructional design, full motion video, graphics, e-Seminar demo, pre-test, quizzes, FAQs, and e-mail a question. Participants can print out the official Standard document and a Workbook, and receive a certificate of completion and continuing education credits.

The BOMA Floor Measurement e-Seminar is endorsed and supported by BOMA International, and the course material contained in the e-Seminar has been approved by BOMA's Product Review Committee. BOMA/Calgary is "championing" this project and the e-Seminar is presented by BOMA/Calgary's Bill Partridge, a highly qualified instructor of the course, and is produced and delivered over the Internet by INet e-Seminar Center.

The e-Seminar consists of three modules, which can be taken

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Mark Your Calendars, Please . . .

BOMI Institute Courses

RPA Courses for Property Managers

December 14 - 17

Fundamentals of Real Property
Administration

January 4 - 7

Administration

February 1 - 4

Real Estate Investment & Finance

RPA/FMA Courses for Property & Facilities Managers

March 8 - 11

Design Operation & Maintenance of
Building Systems Part I

RPA/FMA/SMT Courses for Property and Facilities Managers & Building Systems Professionals

January 4 - 7

Facilitated Group Study

SMT/SMA Courses for Building Systems Professionals

March 5 - 7

Boilers, Heating Systems & Applied
Math

For information on courses and requirements
contact Education Program
Administrator, Gil Martinez, at
415-362-2662 x12 or gilm@boma.com.

The complete 2001 course schedule is
available at: [www.bomasf.org/professional
development/education](http://www.bomasf.org/professional
development/education)

BOMA's Dates to Remember

BOMA's Holiday Party

Thursday, December 7

Gabbiano's Restaurant

Contact Sandie Krutz at 650/266-9464
for reservations

Luncheon Dates for 2000 *

Thursday, February 22

Thursday, March 29

Thursday, April 26

Thursday, May 31

Thursday, June 28

Thursday, July 26

Thursday, September 27

Thursday, October 25

Thursday, November 29

* all lunches are from
11:30 a.m. - 1:30 p.m.
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todd_robinette@equity office.com

Kennard Perry, *President-Elect*
The Swig Company
ph: 415/291-1100
fax: 415/291-8373
kperry@swigco.com

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ph: 415/362-2662 x17
fax: 415/362-8567
mli@boma.com

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Mara Brazer
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fax: 415/982-6733
brazer@sfp.org

Tom Cashin
Shorenstein Realty Services, L.P.
ph: 415/772-7176
fax: 415/772-7144
tcashin@shorenstein.com

Steven Colvin, RPA, CPM
Boston Properties, LP
ph: 415/772-0551
fax: 415/772-0554
scolvin@bostonproperties.com

Dennis Conaghan
San Francisco Chamber of Commerce
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fax: 415-392-0485
dconaghan@sfchamber.com

Manuel Fishman
Bartko, Zankel, Tarrant & Miller
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fax: 415-956-1152
mfishman@bztm.com

Nancy Gille, RPA
Spieker Properties
ph: 650/345-6600 x105
fax: 650/573-0526
ngille@spieker.com

Paul Grafft, RPA
Shorenstein Realty Services, LP
ph: 415/772-7110
fax: 415/772-7148
pgraft@shorenstein.com

Fred White, RPA
Cushman & Wakefield
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fax: 415/658-3640
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Put Your Company in Good Company - Be a 2001 BOMA Corporate Sponsor

BOMA's Corporate Sponsorship program is designed to provide our members with increased visibility, awareness, and profile at all BOMA events. It's an exceptional and exclusive marketing opportunity for those BOMA member companies wishing to increase their prominence and accessibility to key professionals in the commercial real estate industry.

As the third largest local BOMA in North America, our 1000-Member network of commercial real estate professionals own and manage more than 63 million square feet of office space in four counties. Over 7500 businesses are housed in member properties, and over half a billion dollars worth of industry services are purchased by members each year. Corporate Sponsorship of BOMA San Francisco programs and events gives your company maximum exposure to industry decision makers. It's a cost effective, relationship-building tool.

Our sponsorship program offers a range of opportunities to increase our members' ability to support BOMA San Francisco in its mission to advance the commercial real estate industry through advocacy, professional development and information exchange.

Make your commitment and become a partner with BOMA today. A limited number of corporate sponsorships are still available for 2001. Contact Tory Brubaker at 415-362-2662 x15 to enroll.



Telecommunications Task Force Celebrates Successful 2000

BOMA's Telecom Task Force recently celebrated their successes at a luncheon at the City Club. The Task Force produced two highly acclaimed seminars, one in San Francisco, the other in San Mateo. In addition, the task force published an updated version of BOMA San Francisco's Telecom Guide for Commercial Real Estate. The guide is available for purchase on BOMA's website, www.bomasf.org.



Left to right: (Front Row) Manny Fishman, Chair; Kirsten Walraven, Mark Buckingham, Paul Tobis, Ken Cleaveland (staff liaison). (Back Row) Kathey Mattes, Vice Chair; Glen Carolo, Brian Nixon, Angelica Ting, Justin Solomon & Louis Knox.

BOMA Public Policy Forum a Huge Success



Pictured from left to right: **Janan New**, E.D., San Francisco Apartment Association; **Kent Sims**, Economist, **Bruce Williams**, Program Director, SPUR; **Margot Crosman**, Chair, BOMA's Governmental Affairs Committee & Moderator.



Pictured from left to right: **Leo Koziol**, Program Director, Resource Renewal Institute; **Margot Crosman**; **Wade Crowfoot**, David Binder Research.

BOMA San Francisco, in conjunction with nine other prestigious city-wide organizations (see side bar for complete list) sponsored a 3 part seminar on September 28 featuring presentations on green planning, district elections and the future of commercial development in San Francisco. Nearly 100 people attended the event.

BOMA San Francisco thanks the sponsors and co-hosting organizations of the Public Policy Forum

Sponsors:

Colliers International
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San Francisco Chamber of Commerce
San Francisco Apartment Association
Downtown Association
Hotel Council of San Francisco
San Francisco Fashion Industries
Small Business Network
SPUR
Committee on Jobs
National Association for the Remodeling Industries, SF Chapter

ASP's and Building Management

By Matt Dillon

The steep adoption of technology in the last decade has flooded all industries with growing IT costs and concerns. Rapid advancement and shortage of IT staff have led companies to adopt a new avenue of software technology, the ASP (Application Service Provider). ASP's are a revolutionary new way for customers to use software in a cost effective manner that will lower the overall cost of ownership of technology to property management companies.

ASP applications enable clients to access the software via the World Wide Web and use the software on a subscription or transactions basis, saving the customer thousands of dollars in both hard and soft technology cost. Equipment, software, services, downtime and maintenance are covered by most ASP's saving both time and money for the client. Contrary to today's client-server environments, ASP's assume the capital investment in hardware, service, upgrades, and maintenance, therefore avoiding costly technology upgrades and ongoing maintenance cost.

Rapid advances in the telecommunications industry, along with the World Wide Web now allow seamless, secure data flow over the Internet to and from the client to software provider. Applications that yesterday used to be expensive and time consuming to install are paid monthly and take moments to download.

Property management companies around the world will now be able to seamlessly order product, review inspections, request insourcing and outsourcing work at the click of a button. No matter how large or small the facility, access to an ASP is limited only by access to the World Wide Web, essentially allowing small satellite offices to now become part of the centralized unit.

With the shortage of IT staff and rapid advancement of technology, ASP's have begun their life in the technology marketplace. Building owners around the globe will find a new opportunity to adopt applications they once thought too expensive or cost ineffective, resulting in better operations management, telecommunications integration, and general administrative services.

TangoPoint, Inc. is a provider of wireless and Internet-enabled data communications for property management, building services, facilities management and corporate security industries. For more information contact Matt Dillon at 402/661-7186 or www.TangoPoint.com.

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WOMEN AT THE TOP

Profiles of extraordinary women

The second of a two part series

By 'Zanne Clark

In addition to the profiles of Sandra Boyle, Patsy Capbarrat and Elizabeth Hearle featured in the September *Bulletin*, you will read about three other accomplished women in the field. The following are their thoughts about success, the challenges they face, their individual takes on achieving balance and advice for anyone with higher career aspirations.



RENNIE MARSICO
*Vice President/Regional
Manager*
Shorenstein Realty Services

Rennie started her property management career in New York City for Helmsley-Spear Real Estate as an administrative assistant to the leasing and building manager of 230 Park Avenue. Her first job in San Francisco was at the Transamerica Pyramid where she

was promoted to an assistant manager in one year.

"Convincing a boss that I was capable of doing more was the biggest challenge I faced early in my career path," she notes. "Eventually, he had no problem letting go and delegating more to me."

Rennie thinks that treating people of all levels, inside and outside the company, with dignity, professionalism and humor is essential to success in this relationship business. "Having someone's good opinion is very important in any move upward. Knowing how to tout your own abilities without being overbearing is a valuable skill," she comments. "A boss told me that I was being promoted, not only for my abilities, but because I had a sense of presence. I was not afraid to speak my mind at meetings and I was a good ambassador for my company."

"Stay true to yourself," she advises. "Don't take on what doesn't feel right...whether it be a job or a company. Fight for what you want whether it is training, responsibility, respect, support or recognition. Be smart how you ask for those things. A good mentor can help you learn how to do it right."

Balance for Rennie comes from surrounding herself with people whom she really likes and admires. One of

those is her husband who has her confidence and to whom she looks for advice and a fresh perspective. She fills her personal life with golf, travel, hiking, an occasional massage, healthy foods, exercise and lots of laughter. She also uses her commute time on BART to read for fun.



NANCY GILLE, RPA
Vice President
Spieker Properties

Nancy got the real estate bug after completing her fifth grade class assignment to design her dream home. Many years later, having a few drafting classes under her belt and a college degree, she came to the Bay Area and began working as a project manager's assistant during the

construction of 100 Spear Street for Lincoln Properties. When Paul Richards (now at CB Richard Ellis) left the company to go to Tishman West, Nancy took over the property management responsibilities of the building.

"100 Spear Street must be a great training ground, because Elizabeth Hearle was there too at some point in her career," Nancy notes.

The biggest hurdle in her career track was overcoming the fear that she might find something in her work that she wouldn't be capable of understanding or knowing. She had to learn to take risks and asks lots of "stupid" questions. Nancy appreciates that risk taking is easier when working in the right environment where it is okay to fail...to admit not knowing the next step.

Growing up in a family of ten children, Nancy has learned to work constructively with a lot of different people and personalities to get the best results possible. Besides claiming her people skills as a key asset, she professes to have an unending curiosity about buildings and commercial real estate investments. Mentors have also played a role in her success. She claims that a certain Mr. Gille has been her most constructive critic and her greatest cheerleader.

Her advice to others is "don't be afraid to ask the question. Be willing to get in over your head."

Continued on Page 7, Column 1

Women at the Top
Continued from page 6

Nancy acknowledges that she earns a passing grade on the issue of life balance. "It is having the conviction to live by one's life priorities," she says. "I can recognize that I can't do it all. I'm giving what I'm willing to give. I can still be a good employee at A minus instead of an A plus and still have time for family and community. We all become better long-term employees by setting reasonable expectations so we don't burnout.

"Having meaningful work is only one of my top ten goals, however, it is a struggle to prevent my other nine goals from being overshadowed by my work," she acknowledges.



MARSHA RAMSEY, RPA
*(Former BOMA SF
President, 1998- 1999)*
**Manager, Commercial Division
HCV Pacific Partners LLC**

Marsha Ramsey started her real estate career working as a project manager for a shopping center developer in the Midwest. The key to her extraordinary career success she claims is working with people "who think outside of the box". They have been the people with the mindset and vision to see that she could do the work even though she might not have had the experience at that time to justify the position.

Her initial hurdle in growing her career was establishing credibility due to her young age in a business dominated by men at that time.

Her financial background and her ability to understand and implement marketing strategies helped her build that credibility. Getting the buy-in of others and having good basic management skills have been essential to her success in an entrepreneurial environment where there is no place to hide behind poor execution.

To those who want a successful career track, Marsha advises, "Make yourself visible. Be willing to take on projects that will give you the type of visibility you need to be recognized from above. You will also need the support from your peers. When others are competing for the same opportunities, take the high road and stay free of any negative comments. They will not serve you well. Do your job better than what is expected of you."

She feels very fortunate to have worked for owners of companies who want to see their people excel and who

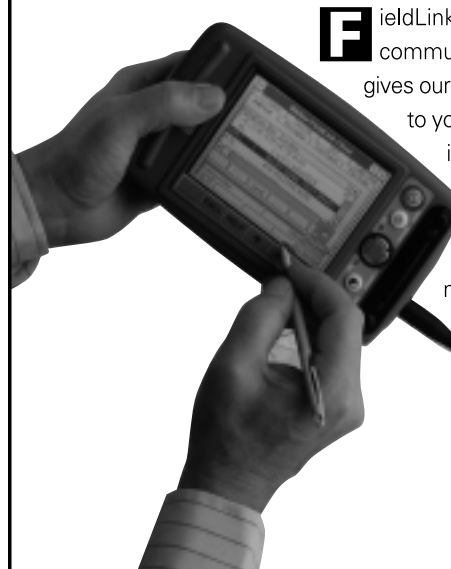
want to provide new opportunities to keep their people. "You need to like what you do and where you do it. You must put yourself in the right environment to make work fun for you," she claims.

When asked the life balance question, she grimaces, "That's really hard. When I am at the office, I am there 150%, but when I am at home with my children, I covet that time. When necessary I do some work after they are asleep. I do a lot of grocery shopping at 11:00 at night."

Spending time listening to these women only highlights the key to career success is in finding the right work environment that plays to your strengths and encourages your growth, taking risks, making yourself visible, seeking out insights and feedback and staying current through continuous learning.

Written by Zanne Clark, a Sonoma, CA based executive recruiter specializing in the real estate industry. For comments regarding this article, write to zanneclark@aol.com.

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Build Your Career While the Market is Hot 7 Steps to Get You There

By Lavinia Armistead Marlin, Renoir Staffing Services, Inc.

With the booming economy, shortage of qualified employees and innovate perks to sweeten the deal, now is the time to make a career move. In this tight employment market, qualified professionals can leverage their skills to secure higher level positions at lucrative pay scales, according to Carol Kotewicz, President of Renoir Staffing Services, Inc. "This is your chance to reach the pinnacle of your career," said Kotewicz.

Opportunities in the real estate industry are especially ripe for redefining the terms of employment, explained Kotewicz, whose Oakland-based company specializes in temporary and permanent placement in residential property management and commercial real estate throughout Northern California (www.renoirstaffing.com).

"This is the greatest opportunity for self-determination in years," said Kotewicz. "Talented, motivated and skilled candidates are in such demand that they can name their price."

So how do you take advantage of this unique opportunity to build your career in real estate? Whether you are interested in entering the field or moving up, the seven tips below will help you "package" yourself to be the most appealing candidate.

1. Speak their language. One way to build rapport during an interview is to be up on current industry news, understand buzz words, and know the players. Read the California Real Estate Journal, your local business journal and association newsletters.

2. Understand industry issues. In addition to reading industry publications, attend professional association meetings and enroll in seminars sponsored by organizations such as Building Owners and Managers Association (BOMA), Institute for Real Estate Management (IREM), Commercial Real Estate Women (CREW) and National Association of Residential Property Managers (NARPM).

3. List computer skills on your resume. No one has secretaries anymore so you've got to know common computer programs. Word and Excel are standards. Take a computer class to hone your skills in accounting, database management, using the Internet or real estate software.

4. Present your sales and interpersonal skills. Have you managed vendor relationships, leased space, raised money for non-profits or interfaced with decision-makers? Employers are looking for examples of your ability to communicate and sell benefits, even when you are applying for accounting positions. Get experience by volunteering for a professional association.

5. Show a facility for numbers. Any job in the real estate field requires the ability to use and understand

financial data. Be prepared to explain how you've managed assets, put together budgets, worked as an accounting clerk early in your career or handled finances for a nonprofit.

6. Prepare for the interview. Even if you are happily employed, you should interview several times per year. You'll practice your interview skills and get a sense of your value in the marketplace. Use the Web to learn about the company and research comparable job openings (check out renoirstaffing.com).

7. Express your intellect and creativity. Have short stories in mind that show how you solved problems, saved money, increased customer satisfaction or added to the bottom-line. Read books on interviewing so you'll confidently anticipate questions. Be assertive and self-assured as you ask questions about the position, the firm and the long-term opportunity.

Lavinia Armistead Marlin is a Commercial Real Estate Recruiter for Renoir Staffing Services, Inc. and previously was a residential recruiter. In addition she has over 16 years experience working in real estate management with Insignia Residential group/AIMCO, Ellison Enterprises, Inc., Better Homes Realty, and Eden Housing Management. For 15 years, Renoir has specialized in the "Art of BUILDING Careers," and has offices in Oakland, San Jose and Sacramento. For more information, call 1-800-5RENOIR or go to www.renoirstaffing.com.

[Check out BOMA's job bank at www.bomasf.org/jobbank.](http://www.bomasf.org/jobbank)

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Members on the Move



Peter G. Back

The San Francisco office of **Boston Properties** has hired **Peter G. Back** and **Bradford C. Tardy** as Vice President – Construction and Construction Manager, respectively. Mr. Back will be responsible for the management of all construction activity throughout the Embarcadero Center, as well as new development projects. Mr. Tardy will be responsible for all retail, tenant and capital improvement construction at Embarcadero Center, and other properties in the Bay Area.



Bradford C. Tardy

Gardener's Guild, Inc. was named one of the winners of the Waste Reduction Awards

Program (WRAP), sponsored by the California Integrated Waste Management Board, for the year 2000. Gardener's Guild employee, **Suzanne Arnett** was awarded the Technician Merit award from the California Interior Plantscape Association at the Worldscape 2000 conference.

August Supply is proud to announce the promotion of **Gary Faleschini** to President of the company. Gary will continue to service clients and suppliers while assuming additional responsibilities as President.

Jones Lang LaSalle has named **Rocco A. Cortese** and **Wesley S. Powell** to the Northern California Leasing and Management team. Mr. Cortese joins as Vice President of Business Development and will lead the growth of new leasing and management assignments. Mr. Powell joins as Vice President of Leasing and will oversee all aspects of leasing in the Northwest Region.

BOMA San Francisco Salutes



OneSource's support of BOMA San Francisco demonstrates its belief in the value of BOMA's advocacy, professional development and information services for commercial real estate professionals.

IN MEMORIAM

John E. Cahill, Sr. passed away this fall at the age of 85. For many years, Mr. Cahill was president of Cahill Construction Co., one of the firms responsible for shaping the skyline of San Francisco. Many of his projects constitute BOMA San Francisco's membership today. Our sympathies are extended to his family, friends and employees at Cahill Construction.

Elmer Johnson Golf Tournament

Once again BOMA San Francisco's annual Elmer Johnson Golf Tournament was a successful event. In its 46th year, the tournament continues to draw great – and some not so great – golfers and some hearty appetites! Players couldn't help but be a little slowed down by the fabulous food provided throughout the course. **OneSource** barbequed a tasty lunch, followed by **August Supply's** famous chicken and hurricanes. **Marble West** satisfied the tastebuds with "shrimp on the Barbie" and their signature gas-powered margarita machine. And just when players thought they might be full, **ABM** provided sausages and burgers to be topped off by ice cream provided by **Skyline Construction**. If players felt a bit stressed with their game they could stop by **Berding & Weil's** Mimosa & Massage hole and rejuvenate their senses.



Left to right: Cheers! Karen Hudson & Genelle Osendorf, Wilson/Equity Office & Rennie Ediger, Perfection Sweeping, enjoying the refreshments.

Some people did manage to play some great golf in between meals. Lunny Lundstrom and Sally Hayward (Mack-Cali) were "Closest to the Pin", Rod Burns and Alan Schroeder had the "Longest Drives", and the team of David Dellanini, Manny and Tim Granillo (Little Giant) and Chris Donohoe (Equity Office) won the

tournament. Frank Reed (Pinkerton Security) finished the day a happy man after winning the \$2000 travel voucher in the raffle.



Kimberly Oswald and Roxanne Mizzo hosting Berding & Weil's popular "Mimosa & Massage" hole.

A special thanks to all the member volunteers who make the tournament a success, including Nick Dutto and everyone at **Metropolitan Electric** for providing all the tee bags and raffle prizes. Big thanks to Sandie Krutz (Marble West) for managing the event registration (and its ensuing headaches!), and the **Ampco** guys, Rod Howery and John Brown, and their team of volunteers at the registration desk. Great job everyone and we look forward to next year.

See you all at the Holiday Party on December 7th at Gabbiano's Restaurant.

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as nothing can damage our real estate community, the value of our assets, or the viability of the city's businesses (our tenants) more than unwise legislation that can be passed by the San Francisco Board of Supervisors. BOMA San Francisco has two committees specifically dedicated to advocacy: our Governmental Affairs Policy Advisory Committee (GAPAC) and our Political Action Committee (BOMA-SF-PAC). Through these two committees and with the help of competent staff, BOMA protects and advances our positions, and keeps our members informed on the issues.

Why am I telling you this? To bring a very important fact to your attention: San Francisco is moving from an elected-at-large Board of Supervisors, to Supervisors elected from neighborhood districts. On the face of it you might say, "so what?" And especially if you reside outside of San Francisco, it may seem like an unimportant bit of news. But it isn't.

The recent elections left us with nine city districts (out of 11) where there will be run-off races December 12th. In almost every district, there are very clear differences between the two candidates: one has a business-friendly attitude and a city-wide vision, while the other clearly is running against downtown interests (including ours) and will most likely put parochial issues ahead of the welfare of the City as a whole.

Our economic interests are at stake in this election.

It is critical that as an industry we assist in getting pro-business candidates elected to the Board of Supervisors. That's why I am asking every BOMA member to make a contribution to the BOMA-SF-PAC this year, either as part of your annual dues billing, or separately, as an individual who simply wants to help. BOMA will continue to defend and advance your interests through our active involvement in local elections. Frankly, PAC contributions are a small financial commitment compared to what it could cost to defend your property or business against ordinances that impose new taxes or limit the ability to use our commercial spaces as the market dictates. Please join me in supporting the BOMA-SF-PAC by drafting your non tax-deductible check to BOMA-SF-PAC (ID#870449) and mail it today. As someone once said, "Get Into Politics or Get Out of Business!" Thank you.

separately at the convenience of the subscriber, or all together at one time. Learning time is approximately 3 hours. Additionally, the e-Seminar includes the official BOMA Booklet plus a learner's workbook, both can be downloaded into printed form. Subscribers that successfully complete the e-Seminar receive a BOMA certificate and continuing education credits. Cost for the BOMA Floor Measurement e-Seminar is \$150 US and is payable by subscribers online through the use of a credit card. If participants aren't satisfied with the e-Seminar, BOMA guarantees 100% refund (as long as they haven't completed the request for the certificate).

This e-Seminar will be available to BOMA members in what is called "on demand" format over the Internet, which means subscribers have the convenience of accessing the online course when they want it -- at any time of the day or day of the week, and where they want it at their office or at home. They can take the e-Seminar at their own pace, pausing, rerunning much like the controls on a VCR. A free five-minute introductory Overview can be viewed at <<http://www.inet-e-seminars.com/boma>>www.inet-e-seminars.com/boma plus a free Pre-Test (to measure one's proficiency in the Standard).

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INTRODUCING THE SECOND GENERATION WEST IN THE UNITED STATES

Adam Joseph West, born October 5, 2000 to Charise and Adam in Los Angeles.

Already "AJ" is being groomed to assume his position at Marble West assuring you of the continued high quality service for which we have become well known. His penchant for sleeping during daylight hours and being wide awake late at nights and early mornings will no doubt hold him in good stead when he starts maintaining your floors. Unfortunately right now his mother will not allow him out yet and quite frankly he does have some difficulty in reaching the handles of the floor polishing machine. So please be patient, rest assured that at Marble West we go to the most extraordinary lengths to maintain our leadership in quality, service and excellence.



Adam Frederick West



Frederick Anthony West



Frederick Robert West



MARBLE WEST

Restoration & Maintenance of Stone & Metal Surfaces

16022 Arminta St, Suite 8
Van Nuys, CA 91406

818 376 6999

5 South Linden Ave Suite 4
South San Francisco CA 94080

650 871 1232

800-66MARBLE

www.marblewest.com

*We are very pleased
to announce the*

**BOMA San Francisco
Black's Guide**

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Please fax building update information to 323-634-7585.

For advertising information please call
Jill Burrow or Chris Allen at 415-677-9311.

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