



Bulletin

SEPTEMBER/OCTOBER 2006

www.bomasf.org

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

Support our Associate Members: Buying BOMA Benefits Us All

By Kathy Mattes, CPM, CCIM, Flynn Properties Inc.

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A good portion of our membership has spent the past few months working on their 2007 budgets.

This process, arduous as it may seem, reminds us where we spend our valuable dollars, and what expenditures give us the best return on investment. As a Principal BOMA member, I know the value received for my dues investment. I know that, as a result of BOMA's advocacy efforts, my dues of approximately \$0.01638 per square foot per year saves 1.54 per square foot per year in building operating cost. Capitalizing this operating expense savings, the corresponding amount of value preservation is approximately \$22 psf. What a fantastic return!

There's another major benefit I get from BOMA membership, perhaps less quantifiable, but just as valuable. I'm talking about our ability to tap into the BOMA-member network of companies providing products and services to maintain and operate our properties. Whenever I need something, I first consult the BOMA Membership Directory. And that's not just here in San Francisco. Typically, these local Associate member companies are often active in other cities

and involved with the local BOMAs there, as well. If I'm doing business elsewhere and don't know the market but need some assistance, I know where to turn. And that's comforting.

Our Associate members are a great resource to BOMA San Francisco. Associate members contribute not only dues and sponsorship support to our

activities; they also actively serve on many committees that do the work of our association. The Associate members are very much a contributing factor to BOMA's successes.

What do Associate members get in return for their participation in BOMA? They are looking for the opportunity to meet Principal members in a friendly and supportive environment, earn their confidence, and eventually some of their business. The

best way to facilitate this business relationship is for BOMA members to incorporate "Buying BOMA" into their day-to-day business practices. It will benefit your company, and our association.



Kathy Mattes, CPM, CCIM
Flynn Properties, Inc.

Okay as is Okay with changes Signature: _____
 Need to see another proof Date: _____

Continued on page 3

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EMPOWER YOUR STAFF:

Share the Value of BOMA's Knowledge Resources
Join BOMA's Blast E-Mail List

- All staff of a dues paying entity are entitled to attend BOMA events at the member rate.
- Each staff member may receive education, social and membership information at no additional cost to your company.

To ensure your entire team takes advantage of the benefits of membership, email toryb@boma.com with the names and email addresses of your personnel.

Expanding the Value of Your BOMA Membership



It's Toy Drive Time!

Get ready for the 20th Annual BOMA Toy Drive to benefit the San Francisco Firefighters Toy Program

Toy collection barrel reservation forms will be sent to all BOMA member buildings October 4, 2006

Reservation forms must be returned by October 27, 2006

If you do not sign your building(s) up on time, you will have to do collection and delivery to the fire department on your own, as once we have committed our limited volunteer resources we will not be able to accommodate you.

The 2006-2007 BOMA San Francisco Membership Directory and Buyer's Guide was issued to all members this month. When you are bidding a project, pull out this guide and try to "Buy BOMA" when you solicit bids. Our Associate members provide a full-range of professional services and products that support effective building operations and maintenance, and your support of these vendors bolsters the strength of our organization.

The Directory also serves as an excellent source of free consultation services. Chances are a fellow member has solved a building operations problem that you are experiencing. A few calls to BOMA colleagues could reveal a number of ways to resolve your difficulty.

When you need something, look to Buy BOMA first.

The BOMA Bulletin

is published bi-monthly.
Scheduled 2006 issues are January, March,
May, July, September
and November.

Contact Tory Brubaker at
415/362-2662 x15 for information on

- Advertising Opportunities
- Article Submissions
- Press Releases for
Members on the Move

Ads are due by the 10th of the month
prior to publication.

BOMA's 2006 Corporate Sponsors

We thank these Leading Companies
for their commitment to our Association.

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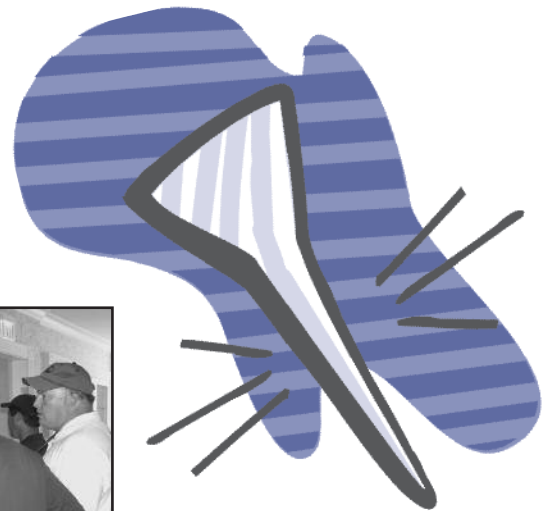
52nd Annual Elmer Johnson Golf Tourney a Huge Success

Elmer Johnson, BOMA's Executive Director from 1945 to 1985 would be proud. The BOMA San Francisco golf tournament bearing his name, celebrated its 52nd year with a full field of golfers on August 21, 2006. Elmer was the quintessential San Francisco Gentleman who initiated the tournament in 1954, and who dedicated 40 years of his professional life to BOMA San Francisco and the office building industry. In many ways, his professional tenure at BOMA paralleled the growth and development of San Francisco.

Many of the usual suspects gathered their foursomes together, and we welcomed many new faces to the mix. All the foursomes enjoyed gorgeous weather, fantastic food and beverages, and the company of BOMA members and friends. The day began with a continental breakfast compliments of **OneSource**, followed by an array of food and beverage holes that may have affected some golfers' handicaps!

Congratulations to the **1st Place Foursome** of Wayne Huie and Rick Green, Young Electric, and Doug Peterson and Greg Johnson, CAC Real Estate Management Co., Inc.

Many thanks to our Tee Sign Sponsors, Raffle Prize Donors, Food Sponsors and the entire Associates Committee, all of whom are listed on the opposite page. Special thanks to **Aline Singman, Cushman & Wakefield**, who faithfully volunteers her time each year to assist at the event.



The Able Services Gang



Golfers enjoying the 19th Hole



August Supply's Hurricane Hole



Event Volunteer Aline Singman,
Cushman & Wakefield

THANKS—ELMER JOHNSON SPONSORS

Tee Sign Sponsors

- Arborwell
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- Metropolitan Electrical & Data Communications
- NRG Energy Center

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- Skyline Construction
- ABM Family of Services
- August Supply
- Able Services

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- Marble West, Restaurant Gift Certificates
- Double Day Office Services, Gift Certificates
- Arborwell, Gift Basket
- Baskets to Banquets, Gift Basket
- BOMA Associates, \$2,000 Travel Voucher
- Ampco Parking, Chevron Gift Cards
- Turner Construction, Apple Store Gift Certificate
- Skyline Construction, Rocket Fuel

Tee Bag Gift Sponsors

- Metropolitan Electric & Data Communications
- NRG Energy Center, Crane Pest Control



**AS ALWAYS, THANKS TO BOMA'S 2006 PLATINUM SPONSOR...
ABLE SERVICES!!!!**



Marble West's Shrimp & Margarita Hole



Skyline Construction's Ice Cream, Cigar & Tequila Hole



Metro Maintenance's Diane Rebecchi chats with Mitch Jurich, Tournament Event Enterprises



Perfection Sweeping's Rennie Ediger and Event Organizer Bruce Schilling, August Supply

BOMA's Building Tour 2006:

Providing "Real-life" Knowledge of Systems in Use

Get a behind-the-scenes look at the features, amenities, systems and operational and management strategies of a BOMA member building. This year we have chosen 555 California Street, managed by Shorenstein Realty Services, for our tour.

The tour will begin at 1 p.m. and last approximately 1.5 hours and be led by members of the management and engineering staff. The tour will include a brief introduction and history of the project, tour of major systems, and a discussion of elements unique to the particular property.

The tour is scheduled for Tuesday, October 24. There is no charge for the tour, however, participation is limited to 20 people per tour, and available on a first-come, first-served basis. You must RSVP to Tory Brubaker at 415-362-2662 x15, toryb@boma.com.



BOMA members enjoy a rooftop view from the Russ Building tour in September 2005.

It iss that time of year again
and ve haaff to celebrate!



Break out der Oom Pah Pah,
put on der Lederhosen,
und join uss for some great funn.

Boma San Francisco's

un-Oktoberfest!

Save the date - November 2, 2006
Schroeder's Restaurant

Invitations to be sent soon!



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Calendar of Events

For detailed information please visit our website at www.bomasf.org.

date		time	location
6-9	Leasing & Marketing	8 am–5 pm	44 Montgomery, Lower Level A
7	Environment Committee	11:30 am–1 pm	McKesson Bldg., 18th Floor
7	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
12	Education Committee	12-1 pm	BOMA Conference Room
13-16	Technologies for Facility Managers	8 am–5 pm	44 Montgomery, Lower Level A
13	GAPAC	12 pm	BOMA Conference Room
14	Cost Segregation Seminar	8:30–10:30 am	SFSU Downtown Ctr., 425 Market
14	Career Success: Asset Management	12-1 pm	EOP Conf. Ctr., One Market, Spear Twr, 6th
14	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
18	Emergency Preparedness Committee	9:30–11 am	BOMA Conference Room
18	BOMA-SF-PAC	12 pm	BOMA Conference Room
20	Blueprint Reading & Cost Estimating Seminar	8:30–11:30 am	SFSU Downtown Ctr., 425 Market
21	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
27	Building Codes	12 pm	BOMA Conference Room
28	Membership Luncheon	11:30 am–1:30 pm	Palace Hotel, 2 New Montgomery
28	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A

date		time	location
5	Environment Committee	11:30 am–1 pm	TBA, check website for update
5	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
10	Education Committee	12-1 pm	TBA, check website for update
10	GAPAC	12 pm	BOMA Conference Room
12	Annual Building Codes Seminar	8:30–11:30 am	Bechtel Conf. Ctr., 50 Beale St.
12	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
17	Membership Luncheon	11:30 am–1:30 pm	City Club, 155 Sansome, Main Dining Rm
18	Member Services Committee	12–1 pm	BOMA Conference Room
19	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
23	BOMA-SF-PAC	12 pm	BOMA Conference Room
25	Building Codes	12 pm	BOMA Conference Room
26	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
31	Emergency Preparedness Committee	9:30–11 am	BOMA Conference Room

FALL BACK TO BOMA!

With school back in session and budget season (hopefully!) finished, mark your calendar with the numerous educational and social events available to members this Fall. Register at www.bomasf.org.

SEMINARS

- 9/14 Cost Segregation Seminar
- 9/20 How to Read Tenant Improvement Plans & Prepare Cost Estimates Seminar
- 10/12 Annual Building Codes Seminar

LUNCHES

- 9/28 SF Examiner Columnist Ken Garcia
- 10/17 Annual Meeting & Membership Recognition Luncheon featuring Comedian Greg Schwem
- 11/15 Save the date! BOMA / ACREM co-sponsored Peninsula Luncheon featuring Jack Foster, developer of Foster City (More details soon.)
- 11/16 Tom Hart, Shorenstein Realty Services

BOMI COURSES

- 9/6-9 Leasing & Marketing (4 day accelerated)
- 9/7-11/2 Law & Risk Management (9 week course)
- 9/13-16 Technologies for Facility Management (4 day accelerated)
- 11/15-18 Budgeting & Accounting (4 day accelerated)

BUILDING TOURS

- 10/24 555 California Street Tour

BROWN BAG SESSIONS

- 9/14 Asset Management: An Overview, featuring Art Fong, Morgan Stanley
- 11/9 Customer Service

SOCIAL EVENTS

- 11/2 Un-Oktoberfest
- 12/14 Holiday Party



Don't Forget to Budget for BOMA International Meetings in 2007

January 26-29, 2007

Winter Business Meeting and Leadership Conference
J.W. Marriott Las Vegas Resort & Spa
Las Vegas, Nevada

July 21-24, 2007

Commercial Real Estate Congress and The Office Building Show
The Javits Center
New York, New York

New Event Registration Payment Procedures—

Providing Security and Efficiency for Members

In BOMA's continuing effort to efficiently service the needs of our members, we've implemented a new, streamlined event registration process. BOMA has contracted with BankServ, (www.bankserv.com), a leading U.S. provider of secure Fed wire transfer, SWIFT, ACH and credit card payment solutions, to enable us to directly process our event registrations through our website, www.bomasf.org. Over the past few months, key staff have been busy working with our webmaster and BankServ to design a new system to process secured, real-time, credit card transactions and ACH payments.

How Will I Now Register for Events?

Registrations will no longer be handled via facsimile or U. S. Mail. For those of you who already pay by credit card, you will simply enter the credit card information into the secure site, and register the number of people you wish to attend the event. To make a payment by check, you will also register on-line using the ACH feature. You will need your bank routing number and the checking account number to complete the ACH transaction. If you can not utilize either option, please complete the Check Submittal Form for BOMA SF Events (Non ACH checks) available on the home page of our website. This form should be returned to the BOMA office with your check.

Will I Still Receive Event Notifications via U.S. Mail?

For the foreseeable future, we will continue to send out event notifications via U.S. Mail and via our member e-mail service, to ensure that all members are aware of BOMA events. These notifications will provide the details of each event, and will direct you to our website to register. [If your accounting procedures require payment by traditional check, you may submit check payment. Simply attach a copy of the event flyer with the names of those to register.]

Why Move All Registrations On-line?

Moving all registrations to the website helps us accomplish several goals. First, registrations are processed in real-time, and non-valid account numbers are immediately reported to the registrant. This relieves BOMA of the time required to track down denied or invalid credit cards, and provides event registrants immediate confirmation of their registration. Secondly, this new system allows the registrant to register multiple people at one time, using one credit card or account number. For those members who regularly send multiple employees to the same luncheon or seminar, there is no longer a need to input the credit card account/ACH information for each attendee separately.

We recognize that this change may pose some initial concerns for those members who are used to mailing checks or faxing completed forms with credit card numbers. And, with any new technological change, we will most likely experience some kinks that will need to be worked out. We are certain, however, that this direction is one that will benefit both our members and the association, and we ask your patience as we implement these new procedures.

Questions?

If you have any questions or experience any trouble utilizing these new features, please contact Member Services Director Tory Brubaker at 415-362-2662 x15, toryb@boma.com. And to register for any upcoming events, please visit www.bomasf.org

Revised Date

Annual Meeting & Recognition Luncheon

Tuesday, October 17
The City Club

BOMA proudly welcomes back comedian

GREG SCHWEM

as our Master of Ceremonies
and Luncheon Entertainment

Let's face it...Business can be funny! Comedian Greg Schwem is back after four years to make us laugh about our business and how technology has made our lives easier and crazier at the same time. In addition to presenting his light-hearted look at business, Greg will serve as MC of this Annual Meeting. It's a luncheon you won't want to miss.



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Members on the Move

Boston Properties has hired **Kate Sellier** as the Assistant Property Manager for One and Two Embarcadero Center. Prior to joining Boston Properties Kate was an Assistant Property Manager for Legacy Partners in their Foster City office.

CB Richard Ellis has been awarded the management of several new assignments including Stoneridge Corporate Plaza in Pleasanton (560,000 sf) and 4 R&D projects in Silicon Valley totaling 1.9 msf.

Burr, Pilger & Mayer LLP (BPM), the largest regional full-service accounting and consulting firm in the San Francisco Bay Area has completed its second major merger this summer. BPM proudly welcomes Leibowitz Shumaker Berger & Holsworth LLP (LSB) to the BPM Family. LSB has provided business advisory, tax, and accounting services to a range of East Bay clients, from individuals to multinational corporations since 1981. The partners are: Phil Leibowitz, Mark Shumaker, Marc Berger, and Brad Holsworth.



Ken Cleveland, CAE, BOMA's Director of Government and Public Affairs, has been appointed to the Board of the **Power Association of Northern California (PANC)**, an organization representing energy producers, distributors, and consumers. Ken will be representing the interests of the energy consumers.

Career Success Series

Attention Next Generation of BOMA Leaders—
Don't Miss Out on Top-Notch Mentoring from Local Industry Experts!

BOMA has designed a series of programs to enhance the learning and skill development of BOMA's and our industry's future leaders. The series, now in its 2nd year and moderated by executive recruiter 'Zanne Clark, covers topics critical to the professional development of commercial property practitioners. Each session includes an interview with a key player in the property management industry who excels in the defined topic and provides examples of their best practices.

Don't miss the next final programs for 2006. On September 14, 'Zanne will interview **Art Fong, Executive Director at Morgan Stanley**, about a career in **Asset Management**. His talk will distinguish asset management from property management services, and the educational

track necessary for success in the field. Also highlighted will be the skills property managers can learn on the job that are transferable to the asset management field.

The last program in the 2006 series is scheduled for November 9. The program will focus on Customer Service with an interview with a representative of Ritz Carlton, a company known for its excellence in this field.

The programs are held in Equity Office's Conference Room, One Market, Spear Tower, 6th Floor from 12 – 1p.m. The program fee is \$15 and space is limited. Register on-line under Brown Bag events. Please bring your own lunch.

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