

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

New BOMA Course Offers Entry-Level Real Estate Management Education:

“Foundations of Real Estate Management” brings core management strategies to property professionals

The industry has spoken and BOMA has answered. The demand for practical, core commercial real estate management education for entry-level and up-and-coming property professionals is hotter than ever. BOMA International is meeting this demand with the delivery of *Foundations of Real Estate Management*, a comprehensive introduction course to commercial real estate. The program covers topics in the areas of administration and management, building systems and operations, accounting and reporting, and contract administration.



Steve Austin, RPA,
Boston Properties, LP

Most new property professionals do not have real estate degrees, and there is a significant learning curve for understanding the basics of commercial real estate management. Also, on-the-job training is often inconsistent and sporadic. *Foundations of Real Estate Management* responds to these challenges by offering a curriculum that brings students up to speed quickly, supplements on-the-job training, and connects students to a valuable peer network.

The course is ideal for all property management professionals with less than five years experience, such as junior and assistant property managers and administrative personnel. Building engineers and supplier members can also benefit from the course and gain a better understanding of real estate management functions and issues. The course seamlessly integrates the broad range of topics that are essential for all property managers. For this reason, seasoned real estate professionals have also found the program to be a helpful refresher.

The program was originally developed and for the past 3-4 years successfully delivered by BOMA/Atlanta to address the shortage of new, young talent in the real estate industry. BOMA International agreed to revise, update, and repackage the curriculum for national distribution. The 28-hour curriculum is divided into the following five modules:

- Real Estate Administration
- The Well-Versed Real Estate Manager
- Building Operations I

On the Inside

PAC AT THE PARK
... 6 ...

CALENDAR
... 8 ...

BOMA^{YP} BOAT CRUISE
... 9 ...

EARTH AWARDS
... 11 ...

SPRING GOLF CLASSIC
... 12 ...

MEMBERS ON THE MOVE
... 15 ...

LEADERSHIP

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

Continued from page 1—President's Message

- Building Operations II
- Putting It All Together

Building tours are included in each module to reinforce learning. These tours provide participants with a unique opportunity to learn real-world professional management approaches by touring best-in-class examples of properties in the area. For example, students will have the opportunity to meet with the building engineer; see the building's fire pump, chiller, elevator, and other systems; walk out on the roof; perform a janitorial inspection; learn about the building's recycling program; and more. This chance to interact with colleagues and discover new resources in a variety of settings is a learning opportunity rarely available in other educational courses.

Foundations of Real Estate Management was recently piloted in Bethesda, MD, and received rave reviews. Students included an administrative assistant, a property manager just two months on the job, and other more seasoned property managers with 1-3 years experience. One student commented, "Not only did I learn about what I need to do on the job, I learned what I need to change right away."

Continued on page 14

The BOMA Bulletin

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and December.

Contact Tory Brubaker at
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Members on the Move

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

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for their commitment to our Association.

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Support BOMA-SF-PAC So BOMA Can Accomplish its Public Policy Objectives to Benefit Commercial Real Estate

Why BOMA-SF-PAC Exists
 Founded 21 years ago, BOMA's political action committee was founded to enhance the association's advocacy on issues that affect member companies. BOMA has always monitored and commented upon relevant legislation, but political reality demands more direct involvement in order to be truly effective. We actively engage in the political process that underpins public policy development. We maintain dialogue with all public policy makers. *We educate elected officials about our business, and why a healthy commercial property industry is vital to our city and our state's tax base and its ability to provide services to all.*

BOMA-SF-PAC Objectives

- ★ Initiate and support ballot measures that will help commercial property owners, investors, developers and operators.
- ★ Modify or defeat legislation that could adversely impact the business climate in San Francisco and lead to tenant loss.
- ★ Regularly meet and communicate with elected officials, key city department heads, and others to forward our industry objectives.
- ★ Support candidates for public office who believe economic development and job creation are the top priorities for San Francisco.
- ★ Build coalitions with other business, citizen, or political groups who support a more effective, efficient and accountable city government, increased home ownership opportunities for residents, better schools, and a safer, cleaner environment for all.

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Contribute to BOMA-SF-PAC Today!

To invest in your economic future, and the future value of your substantial property assets, please budget for an annual contribution to BOMA-SF-PAC.

Your continued support will provide us with the means to fight for your interests and win the many battles yet to come being waged against property owners in San Francisco, and throughout the Bay Area and California.

Collectively, we have a much stronger voice than any of us would have on our own. The cumulative impact of many voices speaking as one gives us superior leverage when we talk with legislators considering proposals with a bottom-line impact on your business.

Thank You to the Member Companies Who Contributed to BOMA-SF-PAC in 2008

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8th Annual PAC at the Park

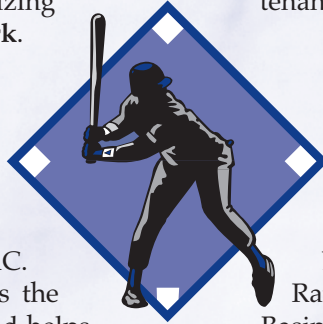
Another Successful Fundraiser for BOMA-SF-PAC

A big thank you to the **BOMA Associates Committee**, in conjunction with the **BOMA-SF-PAC Board**, for organizing and hosting the **8th Annual PAC at The Park**.

Since its inception, this event has always been a sell-out, and a great way to bring members together for some great food and fun.

The event grossed over \$20,000 dollars and contributed valuable funds to BOMA-SF-PAC. Your support of BOMA-SF-PAC maximizes the political influence of all building owners and helps us accomplish our advocacy agenda. Collectively, through BOMA-SF-PAC, we have a much stronger voice

to affect that positive political climate so important to the future success of our members, their clients, and their tenants.



Thank you to Event Chair, **Rod Howery**, **Ampco System Parking**, the entire Associates Committee, and the BOMA staff. In addition, BOMA extends a huge thank you to **McCarthy Cook/RREEF** for providing the wharfside venue at China Basin Landing again this year. Thanks also to Randy Valdez, Operations Manager at China Basin Landing, and his crew, who always do a great job of organizing the venue setup and breakdown.



Thank you to the sponsors & committee members who made the event possible:

- Able Services
- ABM Security Services
- Ampco System Parking
- August Supply
- Baskets to Banquets
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- Marble West
- McCarthy Cook & Co LLC/RREEF
- Perfection Sweeping Co., Inc.
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2008 Membership Campaign Wrapup:

Membership Drive Brings in 20 Members and \$32K in Revenue

BOMA's 2008 Membership Campaign came to a successful end at the May 22 Membership Luncheon. The 2008 campaign awarded members a \$200 AmEx gift card for every new member recruited by their referral. BOMA awarded 20 gift cards and brought in over \$32,000 in dues revenue between October 2007 and May 2008.

Each gift card recipient was included in the Grand Prize drawing held at the May 22 Luncheon. The 3rd Prize winner of the \$100.00 Perbaco Restaurant gift certificate was **Steve Levy, Shorenstein Realty Services**. The 2nd Prize of a \$500 AmEx gift went to **Michelle Donnelly, CAC Real Estate Management Co., Inc.** And, the VIVA Las Vegas Grand Prize Trip, consisting of airfare for 2 to Las Vegas, 2 nights at the Mirage, and 2 tickets to see LOVE, went to **Margot Crosman, Unico**.

Below is a complete list of the new members who joined BOMA in the 2008 membership year, including those recruited during the membership campaign. Thank you to Membership Services Committee member **Justin Riordan, Peacock Construction**, for his creative and humorous skits at our membership luncheons. Congratulations to the prize winners and, most importantly, thanks to all members who helped us grow our membership.



Membership Services Chair Kathy Freer, Leo Epp Company, 2nd prize winner Michelle Donnelly, CAC Real Estate Management Co., Inc. and Justin Riordan, Peacock Construction.

Welcome, New Members

October 2007–June 2008

<p>Building Member 600 Townsend East 301 Eighth Street 199 Fremont One Front Street 400 Howard Street 747 Howard Street 1235 Mission Street 625 Third Street 601 Townsend</p>	<p>Management Company LBA Realty Folsom Properties GLL Properties, Inc. Jones Lang LaSalle Glenborough SMG–The Moscone Center Barker Pacific Group Capital & Counties USA, Inc. Cushman & Wakefield</p>	<p>Associate Members FME Georgia Pacific GreenDesignGroup/GDi Har-Bro General Contractors Innovative Mechanical, Inc. International Fire Inc. K2A Architecture + Interiors Kwan Henmi Architects Merchants Metal and Stone Refinishing Nalco Company Pacific Auxiliary Fire Alarm Petersen Dean Peterson–CAT Reuben & Junius Sidemark Corporate Furniture Team Commercial Construction Trico Construction US METRO Group Webcor Builders Webpass Inc. Western Roofing Service</p>	<p>Business Classification Architecture + Design, Architecture/Interior Design/Planning Commercial Tissue Window Coverings General Contractors HVAC Fire Protection Services Architecture/Interior Design Architects/Interior Design/Planning Marble/Metal/Wood Restoration Water Treatment Fire Alarm System Sales & Services Roofing Generator Sales Legal Services Furniture Sales/Rental–Commercial General Contractor General Contractor Janitorial Services/Supply General Contractors Internet Service Provider Roofing & Waterproofing</p>
<p>Associate Members A.R. Sanchez-Corea & Associates Atlas Sales & Rentals, Inc. Buchalter Nemer Building Protection Systems, Inc. (BPSI) CAL Insurance Capitol Communications Commercial Energy of California CPFilms Decker Electric DFI Construction Company Energy Curtailment Specialist, Inc. Fidelity Roof Company, Inc.</p>	<p>Business Classification Consulting Trade Show Legal Services Life Safety Systems Insurance Broker Telecommunications/ Communications Consulting Energy Services Energy Services Electric Contractor General Contractor Energy Services Roofing/Waterproofing/Solar/Sheet Metal</p>	<p>Corporate Members City and County of San Francisco</p>	

Calendar of Events

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

date		time	location
1	Environment Committee	11:30 am–1 pm	Ferry Bldg, Port Commission Hearing Rm
2	GAPAC	12–1 pm	BOMA Conference Room
8	Education Committee	11:30–12:30 pm	BOMA Conference Room
8	Member Services Committee	12:45–1:45 pm	BOMA Conference Room
10	BOMA ^{VP} Steering Committee	12–1 pm	BOMA Conference Room
10	Emergency Preparedness Committee	9:30–11 am	SF Emergency Operations Command Ctr.
15	BEEP Seminar 1 — Introduction to Energy Performance-Series 2	11 am–1 pm	PG & E Pacific Energy Center 851 Howard Street
17	BOMA ^{VP} Networking Mixer	5:30–8:30 pm	TBD
22	BOMA-SF-PAC	12–1:30 pm	BOMA Conference Room
23	Codes & Regulations Committee	12–1 pm	BOMA Conference Room
24	July Membership Luncheon	11:30 am–1:30 pm	The City Club, 155 Sansome St, 11th Floor
24	Associates Committee	4–5 pm	TBD

date		time	location
5	Environment Committee	11:30 am–1 pm	Ferry Bldg, Port Commission Hearing Rm
6	GAPAC	12–1 pm	BOMA Conference Room
7	BOMA ^{VP} Steering Committee	12–1 pm	BOMA Conference Room
12	Member Services Committee	12:45–1:45 pm	BOMA Conference Room
12	BEEP Seminar 2 — Introduction to Energy Performance-Series 2	11 am–1 pm	PG & E Pacific Energy Center 851 Howard Street
14	Associates Committee	4–5 pm	TBD
14	Emergency Preparedness Committee	9:30–11 am	BOMA Conference Room
18	54th Annual Elmer Johnson Golf Tournament	all day	Peninsula Golf & Country Club
19	BOMA ^{VP} Member Benefit Review	11:45 am–1 pm	650 California Street LL Conference Rm
27	Codes & Regulations Committee	12–1 pm	BOMA Conference Room



1st Annual Boat Cruise— A Fabulous Night on the Bay

By Preston Richards, Boston Properties, 2008 BOMA YP Steering Committee Chair

The 1st Annual BOMA^{YP} Boat Cruise set sail from Red & White Fleet's Pier 43 ½ on Thursday, May 15th, 2008 just after 6:00 p.m. The BOMA^{YP} Steering Committee could not have selected a better day as far as the weather was concerned. With temperatures exceeding 90 degrees, our group was thrilled to spend 2 hours cruising the bay. Over 125 young professionals turned out for this inaugural event, and we hope to keep those numbers growing for future networking events.

Our sponsors included **Able Services**, **ABM Industries**, **Peacock Construction**, **RN Field Construction**, and **Universal Protection Services**. Their generous sponsorship allowed us to keep registration fees at \$40 per person. All attendees enjoyed two drink tickets, appetizers, a two hour cruise, and a chance at winning over \$300 in gift certificates and baseball tickets.

Mark your calendar for the BOMA^{YP} Summer Networking Mixer on July 17 - location TBA!



**54th Annual
ELMER JOHNSON
Golf Tournament**

**Monday, August 25
Peninsula Golf &
Country Club**



**Registration will begin
mid-July.**

**Contact:
Bruce Schilling, August Supply
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BOMA San Francisco Salutes



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EARTH
Award

2nd Annual Earth Awards Honors Innovation & Dedication to Overall Resource Conservation

City's Top Commercial Resource Conservation Programs Receive Accolades and Cash Incentives

BOMA San Francisco congratulates all entrants and winners of the **2nd Annual EARTH Awards** which were announced April 21, 2008 at the Hotel Nikko. The EARTH Award program rewards members with the best overall conservation efforts, including recycling programs, energy and water conservation efforts, air quality and toxics reduction programs, support for public transportation, and effective use of tenant education programs geared to promoting sustainability practices in commercial office buildings. BOMA's Environment Committee created the EARTH Awards as an opportunity for members to consider the entire spectrum of programs and practices that constitute an effective "sustainability program" for office buildings including what policies and procedures should be adopted that can help move a property toward becoming "green".

The San Francisco Business Times included a BOMA San Francisco EARTH Awards supplement in its April 25 issue. This special supplement recognizes San Francisco building owners, operators and suppliers who create "greener" working environments and demonstrate responsible environmental stewardship.

Several of this year's winners were first time applicants whose sustainable practices were exemplary among their peer properties. We encourage all member buildings to apply for the 2009 program. You may be surprised at just how good your resource management practices are.

The 2008 EARTH Awards were sponsored by BOMA San Francisco, with generous support from the **San Francisco Department of the Environment, Golden Gate Disposal and Recycling, and PG & E**. The first, second and third place winners in each category received cash prizes in the amounts of \$4,000, \$2,000 and \$1,000, respectively. The cash prizes are provided courtesy of the San Francisco Department of Environment and PG&E. Special thanks to additional sponsorship support provided by **Golden Gate Disposal & Recycling, San Francisco Business Times, RetroCom Energy Strategies, Metro Maintenance, and Green Zebra**.

2008 EARTH Awards Winners

Large Commercial
(600,000 square feet or over)

1st Place
101 California Street
Hines

2nd Place
Post Montgomery Center
Cushman & Wakefield

3rd Place
303 Second Street
Cushman & Wakefield

Medium Commercial
(300,000 - 600,000 square feet)

1st Place
275 Battery Street
Boston Properties

2nd Place
455 Market Street
Cushman & Wakefield

3rd Place
The Russ Building
Shorenstein Realty Services

Small Commercial
(under 300,000 square feet)

1st Place
Ferry Building
Equity Office

2nd Place
111 Sutter Street
CAC Real Estate Management Co., Inc.

3rd Place
369 Pine Street
The Swig Company

22nd Annual Spring Golf Tournament & Wine Tour

Simply a Great Way to Spend Time with BOMA Colleagues

The 22nd Annual Spring Golf Tournament & Wine Tour experienced some of the warmest weather in recent history. With temperatures in the mid-90's, those participating in the Wine Tour happily took their places on the air conditioned bus (sponsored by **Standard Parking**) and toured through 3 wineries in the Napa Valley, including Chateau Montelena, Vincent Arroyo and Castello Di Amorosa.



The golfers suffered a bit in the extreme heat, but enjoyed returning to the air conditioned clubhouse for a post-round happy hour, generously hosted by **Standard Parking**. Happy hour gave everyone a chance to boast about their golfing prowess, or their newly found favorite vintage. The dinner that followed was a fitting end to a great day.

Big thanks to the **Associates Committee**, Golf Tournament Event Chairs **Bruce Schilling (August Supply)** and **Fred West (Marble West)**, and Wine Tour Chair, **Sandie Krutz (Baskets to Banquets)**.



Training Opportunities Available for Your Staff

Take Advantage of Valuable Educational Offerings

BOMA San Francisco offers training opportunities for all levels of staff experience. We can also help you develop (or support) a personalized employee skills development plan for members of your team if so desired. **Please consider inviting a member of BOMA staff to an upcoming managers' meeting**, so that we can remind people of the following:

- Lunchtime Career Success Workshops for Young Professionals
- BOMA Energy Efficiency Program (BEEP) classes
- **NEW!** Benchmarking Workshops (especially good for your engineering staff)
- **NEW!** LEED-EB Operations & Maintenance Technical Review workshop (tentatively July 25)
- Real Property Administrator (RPA) designation classes
- **NEW!** Foundations of Real Estate Management classes (beginning this fall)
- Webinar on Operating & Managing Mixed Use Properties (August 20)

The May Luncheon speaker, Chris Lee, CEL & Associates, reminded us (as if we needed a reminder) of the challenge of finding and retaining top talent. It's easier to grow what you have than replace it – and BOMA has many programs designed to build skills and develop leadership within your existing staff. If there is an opportunity for us to speak at one of your managers' meetings, we'd gladly accept an invitation. Otherwise, if you have any questions about how we can help grow the talent on your staff, please inquire with Francine Anderson, Tory Brubaker or Marc Intermaggio.

Remember to assess the skills of your engineering staff (with your chief's involvement) – and check out the classes available through IUOE Local 39 at www.local39training.org. You're paying **\$525 per engineer** you employ into the Stationary Engineers Apprentice Training Fund, so be sure to take advantage of the training available. **Enrollment runs June 23 – August 4** for fall classes, which begin in August.





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Continued from page 3—President's Message

BOMA San Francisco is currently selecting course instructors and finalizing the course schedule, and is hoping to roll out the program locally in the fall. (The 5 modules of Foundations curriculum is outlined below). Stay tuned for more information, and in the meantime, keep in mind employees that might benefit from this coursework.

The *Foundations* Curriculum—What You'll Learn

Module 1: Real Estate Administration

- Roles and responsibilities of a property manager
- Adding value to a real estate investment
- Strategies for tenant satisfaction
- Contracting with vendors and suppliers and managing supplier agreements
- Property characteristics and leasing and marketing strategies
- Managing risk and understanding commercial insurance coverages
- Property Tour: the property management office

Module 2: The Well-Versed Real Estate Manager

- Developing effective emergency and disaster preparedness plans and programs
- Managing tenant improvements
- Budgeting, accounting, and business plan development
- Models for recovering operating expenses
- Due diligence process for buying and selling real estate
- Understanding OSHA safety requirements
- Understanding indoor air quality issues and EPA requirements
- Property Tour: engineering office and non-office occupancies

Module 3: Building Operations I

- How HVAC and plumbing systems work
- How electricity flows through a building and the various levels of power
- Work order systems and best practices for managing service calls
- Property Tour: HVAC, domestic water, fire alarm, fire sprinkler, main electric room

Module 4: Building Operations II

- Types and operations of fire alarm and control systems
- Reactive vs. preventive vs. predictive maintenance of building facilities and systems
- Elevator and escalator systems and operations
- Roofing systems—built-up, modified bitumen, single-ply
- Managing solid waste and recycling
- Managing cleaning services and contracts
- Property Tours: elevators/escalators, roof systems, solid waste/recycling, janitorial inspection

Module 5: Putting it All Together

- Successful approaches to pest management
- Types of parking structures and parking management
- Assuring secure and safe buildings
- Understanding and managing landscaping tasks and snow removal
- Learn about BOMA and meet BOMA leaders
- Learning assessment group exercise
- Property Tour: parking, security, pest control, landscaping

BOMA *Foundations of Real Estate Management*[™] has been developed from BOMA/Atlanta's successful education program *Property Management 101*.

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Members on the Move

Skyline Construction is pleased to announce the appointment of **Arne Ericson** as President and Board Member. David Hayes, who previously fulfilled the duties of both CEO and President, will continue leading the company as CEO. Before joining Skyline Construction, Ericson was a founding partner and Executive Vice-President of Novo Construction.

Ericson will focus on honing and expanding Skyline Construction's delivery platform. He will also help Skyline further its efforts in the green building arena.

Skyline Construction also welcomes **Eric Samuli** as Senior Project Manager for its Silicon Valley team, and **Dave Skarlanic** as Senior Project Manager/Estimator. Formerly with Novo Construction, Samuli has over 14 years of experience in the construction industry as both a project manager and superintendent, and specializes in high-end technical projects. Skarlanic has over 19 years of relevant experience and was formerly with the Shorenstein Company overseeing all construction projects.



WAXIE Sanitary Supply, America's largest family-owned distributor of sanitary maintenance supplies, is pleased to announce that **Gary Faleschini** has joined its Northern California division. Gary comes to WAXIE with over 30 years experience in the Jan-San industry. Throughout his

career he has held a variety of positions in sales, marketing, executive management and most recently as Executive Vice President of August Supply, Inc. Gary also serves as an officer on the BOMA Oakland/East Bay and San Francisco Board of Directors. He was the 2004 recipient of the BOMA SF Associate Member of the Year award where he was recognized for his hard work and dedication. **WAXIE Sanitary Supply** is also pleased to announce that **John Bielenberg** has been promoted to Vice President General Manager of its San Francisco Division. Bielenberg began his career with WAXIE over 5 years ago and brought with him over 29 years of industry experience.

WAXIE Sanitary Supply recently acquired Asplund Supply, Inc., a leading distributor of janitorial supplies

in the Pacific Northwest region and the state of Alaska. This acquisition will bring the two companies together under the leadership of Waxie's General Manager, Mike Midas, utilizing one system to service customers in the areas of Seattle and Wenatchee, Washington and Anchorage, Fairbanks, and Kenai, Alaska in addition to Waxie's existing facility in Portland, Oregon.

Urban Solutions is pleased to announce the appointment of **Kathy Mattes**, Director of Asset Services with **CB Richard Ellis**, to its board of directors. The economic development non-profit works with entrepreneurs and neighborhoods to attract, retain and grow businesses that create jobs and serve the community. Urban Solutions welcomes the perspectives and expertise that Mattes brings to the fifteen year old organization.



W. Bradley Electric Inc. (WBE) has named **Brian Mata** of Sacramento project engineer in the audio-visual division. Mata was most recently a project engineer with Engineered Environments in Oakland, where he was responsible for the technical and contractual oversight of all aspects of multi-phase residential installations. His employment with that firm included positions as system designer, design and documentation manager, systems engineer and programmer.

Gardeners' Guild Inc., the award-winning commercial landscaping firm based in Marin County since 1972, relocated its office to Richmond in March 2008. The new headquarters will have 2.5 acres for offices, a training facility and parking for its fleet of trucks and other equipment. It will enable Gardeners' Guild employees to realize their dream of constructing a spacious office building that demonstrates their commitment to the environment and progressive corporate culture.

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