



# Bulletin

JUNE/JULY 2009

[www.bomasf.org](http://www.bomasf.org)

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

President's Message

## Maximize Opportunities Through Your BOMA Membership

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**W**e are half way through a very challenging year in our industry, and overall economy. As both your president and as a long-time member of this association, I am happy to report that BOMA San Francisco is faring quite well. With almost 100 years of serving the local commercial real estate industry, BOMA remains the most influential and effective advocacy, professional development and networking organization, representing more than 73 million square feet of office space across four counties. Our local association reports solid mid-year financials; and like you, we are monitoring our expenditures and offerings, and constantly looking for ways to deliver greater value to members.

The key to BOMA's continued success is the partnership that exists between the association and its members. As our members are focusing their efforts on delivering greater value to clients, we too, are focusing on core services; we're conducting more low cost or no-cost events; we're collaborating and helping each other through the BOMA network.

I encourage you to take advantage of the networking opportunities available.

During past economic downturns, BOMA

has prospered with membership growth and greater membership involvement. Industry professionals turn to BOMA because it provides a forum for like-minded people with similar interests to mix, mingle, share and strengthen relationships. In a difficult economic climate, it is often the strength of one's relationships combined with excellent customer service that are integral to survival, and what better way to enhance

those relationships than maximizing the opportunities available through your BOMA membership.



Margot Crosman, RPA, CCIM  
Unico

On August 24, we will be celebrating the **55th Annual Elmer Johnson Golf Classic**. Historically, this has always been a hugely successful event, not only in the number of participants, but also in offering a very unique opportunity to connect with industry colleagues. I encourage all members, associate and specifically principal members, to take an active role ensuring this year is another success.

*Let's think outside of the traditional model of accepting an invitation from a vendor, and*

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Continued from page 1—President's Message

*use it as an opportunity for tenant relations – invite that key tenant as your guest, not only to strengthen your business relationship, but also as an opportunity to expose those people to BOMA, its active membership and its voice of leadership in the industry.*

I encourage you to let us know how we are doing and to provide your ideas for strengthening our value. Together, we will weather this storm and come out better prepared to meet current and future challenges.



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**We thank these Leading Companies  
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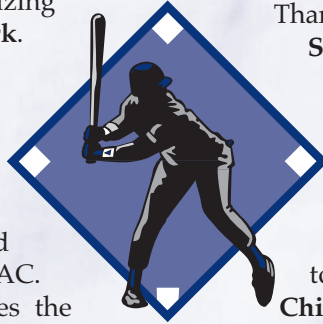
# 9th Annual PAC at the Park

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 **9th Annual PAC at The Park**. Since its inception, this event has always been a great way to bring members together for some great food and fun, while raising funds to support our local PAC.

The event grossed over \$17,000 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 Chairs, **Rod Howery, Ampco System Parking** and **Howard Fish, Skyline Construction** 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 organizing the venue setup and breakdown. This year, Randy wore a second hat – his band provided fabulous live music during the tailgate party.



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

- Able Services
- ABM Security Services
- Ampco System Parking
- Detection Logic Fire Protection
- Giampolini & Co.
- Marble West
- McCarthy Cook & Co LLC/RREEF
- Perfection Sweeping Co., Inc.
- Skyline Construction, Inc.
- Waxie Sanitary Supply



# 23rd Annual Spring Golf Tournament & 11th Annual Property Inspection (aka Wine Tour)!

Simply a Great Way to Spend Time with BOMA Colleagues

**B**OMA was blessed again this year with perfect weather for the 23rd Annual Spring Golf Tournament & 11th Annual Property Inspection (aka Wine Tour). Those participating in the Wine Tour happily took their places on the tour bus, each with a glass of chilled champagne, and headed up Highway 29. The tour bus, generously sponsored by **Giampolini & Co.**, took the group to three wineries in the Napa Valley, including Frank Family Vineyard, Franciscan Vineyard and Peju.

When the golfers were done, first place, shooting a 61, went to the foursome of **James Sherry, Stephen**

**Sherry and Jim McCusker (Caledonian Building Services), and Ken Cornwell (Glenborough).** The Most Honest award went to the foursome of **Jeff Dachenhaus (Able), Paul Radich (Ryan Companies US, Inc.), Jacqui Robinson (PM Realty Group) and Carrie Hall (CAC Real Estate Management Co., Inc.)** who came in with an 83.

The golfers returned to an 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 Chair Don Thiry, Amtech San Francisco Elevator, Property Inspection/Wine Tour Chair, Jacki Nolen, Detection Logic, and Co-chair Fred West, Marble West.**



Register now for the **55th Annual Elmer Johnson Tournament** at Peninsula Golf Club on Monday, August 24.

Registration is available at [www.bomasf.org](http://www.bomasf.org). We encourage Principal Building members to invite their key tenants and colleagues to join in the fun.



# 55th Annual ELMER JOHNSON Golf Tournament

**Monday, August 24**  
**Peninsula Golf &  
Country Club**



**Registration is now open.**

**Contact:**  
**Don Meeks**  
**ABM Security Services**  
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# 3rd Annual EARTH Awards Honor Innovation & Dedication to Overall Resource Conservation

BOMA San Francisco's EARTH Awards Announced April 22, 2009

**B**OMA San Francisco's 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. The Environment Committee created BOMA San Francisco's EARTH Award 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".

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 2010 program. You may be surprised at just how good your resource management practices are.

The Earth Awards are 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 courtesy of the **San Francisco Department of Environment** and **PG&E**. Additional sponsorship of the luncheon event this year was provided by **Webcor Builders**. The *San Francisco Business Times* published a BOMA San Francisco **EARTH Awards supplement** in their April 24 issue. This special supplement recognizes San Francisco building owners, operators and suppliers who create "greener" working environments and demonstrate responsible environmental stewardship.

**2009 EARTH Awards Winners**

**Large Commercial**  
(600,000 square feet or over)

**1st Place**  
101 California  
*Hines*

**2nd Place**  
50 Fremont  
*Hines*

**3rd Place**  
Three Embarcadero Center  
*Boston Properties*

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

**1st Place**  
One Bush Street  
*Tishman Speyer*

**2nd Place**  
The Orrick Building  
405 Howard Street  
*Ashforth Pacific of California, LLC*

**3rd Place**  
Rincon Center  
101 & 121 Spear Street  
*CAC Real Estate Mgmt Co., Inc.*

**Small Commercial**  
(under 300,000 square feet)

**1st Place**  
Adobe Systems  
601 Townsend  
*Cushman & Wakefield*

**2nd Place**  
111 Sutter  
*CAC Real Estate Mgmt Co., Inc.*

**3rd Place**  
Exchange Block Building  
396 Pine Street  
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## BOMA Course Offers Entry-Level Real Estate Management Education:

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

**B**ack by popular demand, BOMA San Francisco will offer again this October, *Foundations of Real Estate Management*. BOMA International created this comprehensive introduction course to commercial real estate specifically for entry-level and up-and-coming property professionals. The program covers topics in the areas of administration and management, building systems and operations, accounting and reporting, and contract administration.

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 28-hour curriculum is divided into the following five modules:

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

**BOMA San Francisco will offer the 5-week, all day courses on consecutive Fridays starting October 2 (no class October 30).** Please find the 5 modules of Foundations curriculum outlined on page 9). Registration is now open at [www.bomasf.org](http://www.bomasf.org). If you have any questions, please contact Francine Anderson at [francinea@boma.com](mailto:francinea@boma.com), 415-362-2662 x112.

### *In memoriam*

**Virginia Johnson**, 92, died in San Francisco recently. She was predeceased by her husband Elmer Johnson, long-time executive vice president of BOMA San Francisco and for whom the annual August golf tournament is named. Virginia was a resident of The Sequoias for over 10 years and was still living independently until her death. Her cordiality, sweet smile and interest in BOMA will be missed.



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## 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*<sup>®</sup>™ has been developed from BOMA/Atlanta's successful education program *Property Management 101*.

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# 2nd Annual BOMA Young Professionals Spring Boat Cruise - Another Fabulous Night on the Bay

By Preston Richards, Boston Properties, 2009 BOMA<sup>YP</sup> Steering Committee Chair

**T**he 2nd Annual BOMA<sup>YP</sup> Boat Cruise set sail on Thursday, May 14th, at 6:00 p.m. One hundred young professionals and event sponsors turned out for this event, and enjoyed 2 hours of cruising the bay, great food and drink, quality networking, fabulous raffle prizes and dance tunes courtesy of BOMA's very own DJ extraordinaire, **Zachary Brown, Equity Office Properties.**

Our generous 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.

The upcoming **BOMA<sup>YP</sup> Summer Networking Mixer** originally scheduled for July will be rescheduled to September. Members will be notified when the date and location have been finalized.



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April 9, 2009

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Elmer Johnson Golf Tournament  
August 24

Foundations of Real Estate Management  
October 2 – November 6

Emergency Preparedness Seminar  
October 1

Annual Codes Seminar  
October 29

LEED Case Study Seminar  
date TBA



Contact Member Services Director  
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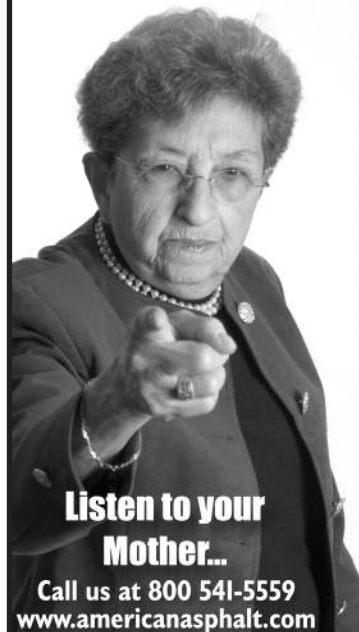
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# Training Opportunities Available for Your Staff

Take Advantage of Valuable Educational Offerings

**B**OMA 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: July 29 – **Leasing from Start to Finish**, presented by Tom McDonnell, Shorenstein;
- Real Property Administrator (RPA) designation classes
- Foundations of Real Estate Management classes (October 2 – November 6)
- Emergency Preparedness Seminar – October 1
- Annual Codes Seminar – October 29
- LEED Case Study Seminar – date TBA

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](http://www.local39training.org). You're paying **\$535 per engineer** you employ into the Stationary Engineers Apprentice Training Fund, so be sure to take advantage of the training available. Enrollment runs June 22 – August 3 for fall classes, which begin in August.

## Check out *BOMA SF Career Center!*

Job seekers and employers have discovered the advantages of searching online for the best jobs and for qualified candidates to fill them. But when it comes to finding professionals in the property management industry, the mass-market approach of the mega job boards may not be your best avenue.

The [BOMA SF Career Center](#) gives employers and job seeking professionals a better way to find one another and make that perfect career fit.

**For Employers:** Target a focused audience of qualified industry professionals, post your jobs, search resumes, track applications and promote your company online.

**For Job Seekers:** Post your resume confidentially if you choose, search job listings and receive automatic email notification whenever a job matches your criteria.

To find a job or fill a position, visit <http://careers.bomasf.org> today.



<http://careers.bomasf.org>



# BOMA International Convention Notes:

Another Great Showing for BOMA San Francisco

Once again, through its members and staff, BOMA San Francisco and its stars shone brightly at the just concluded BOMA International Convention in Philadelphia. To wit, five of our members presented at education session panels as follows:

- **Tim Ballas, CB Richard Ellis**, participated on a Strategic Workout panel
- Past BOMA San Francisco director **Stan Roualdes, Shorestein Realty Services**, presented on an Asset Management panel
- Member **Carlos Santamaria**, PAC Board member **Michael Steele**, and Past BOMA San Francisco President **Sandra Boyle**, all with **Glenborough**, were on a Sustainability/Green Issues Panel; and Sandra Boyle also presented on a Strategic Capital Improvements panel. This is a great showing of talent from members of BOMA San Francisco!

In addition, Executive Vice President Marc Intermaggio completed his term as President of the BOMA Association Executives Council, and, was elected by his peers to represent local association concerns to the BOMA International Executive Committee and will serve a 2-year term on that body.

Finally, BOMA San Francisco won a “**Best Practices Award**” at the Board of Governors meeting, in the arena of Marketing Communications for our highly regarded membership brochure. A full copy is available at [www.bomasf.org](http://www.bomasf.org), however the ad below was created from the piece.



BOMA SF Exec. VP Marc Intermaggio and President Margot Crosman, Unico, enjoy the BOMA International Convention and Office Building Show at the Philadelphia Convention Center.

With a 100-year history, BOMA is the most influential and effective advocacy, recruitment and training organization for the U.S. commercial real estate industry. BOMA San Francisco represents more than 73 million square feet of office space in San Francisco, San Mateo, Marin and Sonoma counties. To find out how BOMA can build power for your organization, call us today at 415-362-2662 X115 or visit our website.

**BOMA**  
THE FOUNDATION

BUILDING OWNERS & MANAGERS ASSOCIATION  
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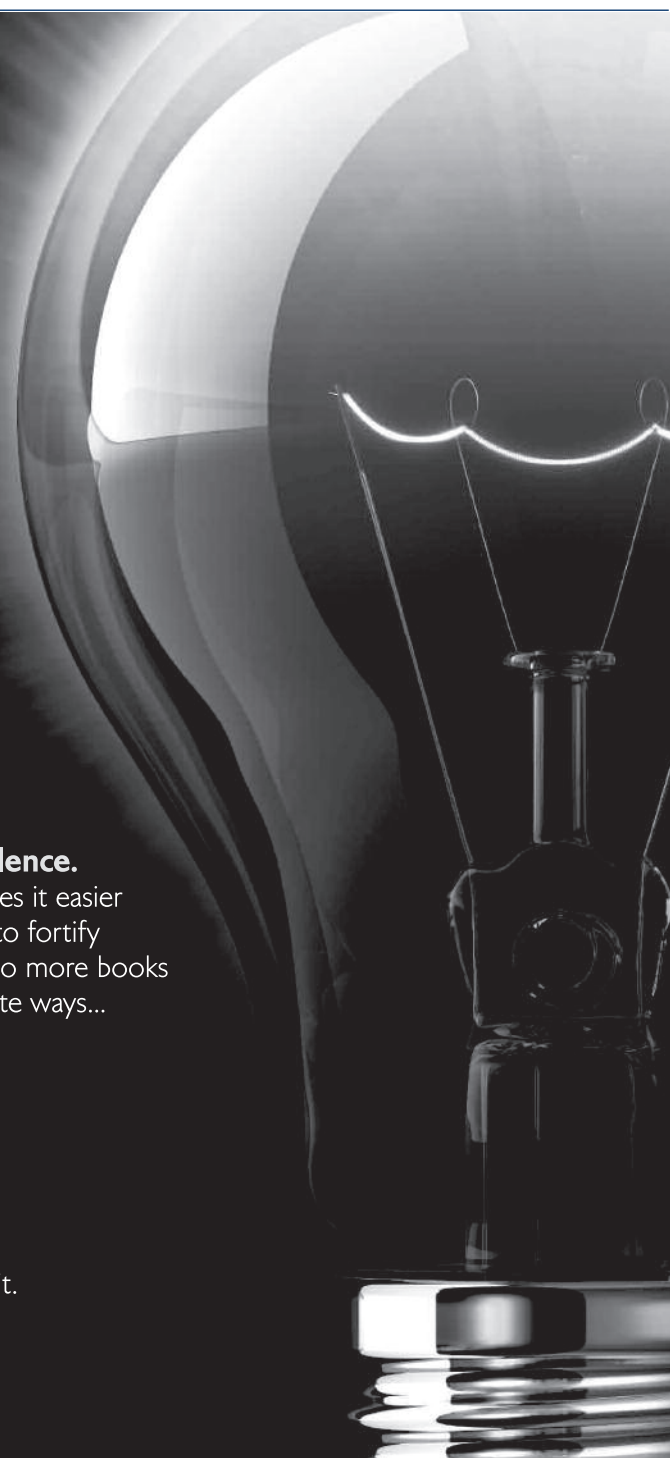
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# Members on the Move

**Cole Professional Cleaning Supplies** (Cole Supply Inc.) is proud to announce **Sandy Baxter** has joined the company as our San Francisco/East Bay Territory Manager. Formerly with ABM Janitorial and August Supply, Sandy brings her 17 years of quality industry experience back to the Bay Area market. Cole Supply welcomes Sandy to its professional team.

Kudos to **Shorenstein Realty Services**, who have had 72 employees earn the BOMA Energy Efficiency Program (BEEP) certificate for successful completion of all six BEEP series seminars. In addition, six **Able Engineering Services** employees working with Shorenstein completed the BEEP series and earned their certificates.

**Skyline Construction** has hired **Long Nguyen** as project executive to lead the newly formed Life Science and Technology division. Prior to joining Skyline Construction, Nguyen was a project executive at BNBuilders in San Mateo where he managed internal and external project teams while expanding his design build capabilities and his Bay Area client base. Before that, he was director of life sciences and technology at BCCI Construction in Palo Alto, CA. Skyline also announces the appointment of **John Fara, Ph.D.**, to its Board of Directors. Fara is the former President and CEO of DepoMed, Inc., a Menlo Park-based specialty pharmaceutical, and recently served as a director of AVI BioPharma, Inc. With three decades of experience in the life sciences industry, Fara will build Skyline's Life Science and Technology Division to include a diversified portfolio of projects that fit the needs of the marketplace.

**Skyline Construction** is pleased to announce that the Silicon Valley Branch of the U.S. Green Building Council in Northern California (USGBC-NCC) has elected Vice President **Leina Zimmerman** as Chair of the Marketing Communications Committee. As a member of the leadership team, Zimmerman will work with the USGBC-NCC Silicon Valley Branch to educate and promote sustainable building goals, including: LEED™ project adoption; new building

materials and technologies that reduce energy use and greenhouse gases from the built environment; green data centers; and government programs for green building.

**Schirmer Engineering**, an internationally recognized leader in the fire protection industry for over 7 decades, recently ranked among the Top 500 U.S. Design Firms by Engineering News-Record weekly magazine in their April 20, 2009 issue. This marks the fourth consecutive year for Schirmer Engineering and their rank continues to improve, moving from #275 in 2008 to #236 in 2009. Schirmer Engineering also continues to rank #1 nationally among firms specializing in fire protection engineering, building code, and security consulting.

BOMA San Francisco's Codes and Regulations Committee said goodbye to long-time committee member **Lon Hansen**, the committee's secretary from 2005-2008. Mr. Hansen left his position as Vice President of Alliance Roofing Company and has become the minister of youth services with a church in San Jose. BOMA congratulates Lon and his family and wishes him much success as he embarks on this new direction in life.

Congratulations to **RREEF** whose buildings, **555 Market Center** and **575 Market Center**, have been designated as BOMA 360 Performance Buildings. A total of 23 buildings nationwide were recognized as the first "class" of BOMA 360 Performance Buildings at the 2009 BOMA International Conference in Philadelphia during the Monday, June 29 General Session. The BOMA 360 Performance Building program is a groundbreaking new program designed to validate and recognize commercial properties that demonstrate best practices in all major areas of building operations and management. A BOMA 360 Performance Building designates that a property is being managed to the highest standards of excellence.

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Ph. 415.362.8567  
Fax 415.362.8634  
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