



Bulletin

MARCH/APRIL 2007

www.bomasf.org

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

"The BOMA CareerCenter is an excellent resource for reaching people interested in working in property management. I posted an opening for an Administrative Assistant position at Embarcadero Center and received resumes from three qualified candidates in the first week."

*Stephen L. Austin, RPA
Regional Property Manager
Boston Properties*

BOMA Addresses Career Management Needs of Real Estate Professionals—

Unveils BOMA SF CareerCenter & New Task Force to Promote Real Estate Management Careers

Kirsten Walraven Young, RPA, FMA
CB Richard Ellis at PG&E

BOMA San Francisco has been doing a lot to support, and call attention to the career management needs of commercial real estate professionals. Responding to increased demand by employers and recruiters for access to highly qualified property managers, we unveiled the **BOMA SF CareerCenter** in late February. This interactive job board – found at <http://careers.bomasf.org> – enables employers and recruiters to reach a wide range of commercial real estate management candidates.



Kirsten Walraven, RPA, FMA
CB Richard Ellis at
Pacific Gas & Electric

Our new BOMA SF CareerCenter replaces our previous job bank, providing expanded capabilities for both employers and job seekers. Employers can now quickly and easily access qualified job candidates – including BOMA SF members – through online job postings, statistical analysis and reporting on job activity, résumé search functions, and the

use of search agents that notify them when new candidates who match their criteria have posted their résumés. Job seekers benefit from free and confidential résumé posting, weekly, automated email notification of new job listings, the ability to save jobs for later review and related career development services.

Another key element of the CareerCenter is the dedicated Customer Support Center. We have partnered with Boxwood Technology, the leading provider of online career center technology and career development services to

professional societies and trade associations. All questions can be directed to the Customer Support Center at 888-491-8833. I urge you to visit careers.bomasf.org today and explore the possibilities.

We have also established a new task force to help promote careers in commercial real estate. The mission of BOMA's Industry

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EXECUTIVE COMMITTEE

Kirsten Walraven, RPA, FMA, President 2007
CB Richard Ellis at Pacific Gas & Electric

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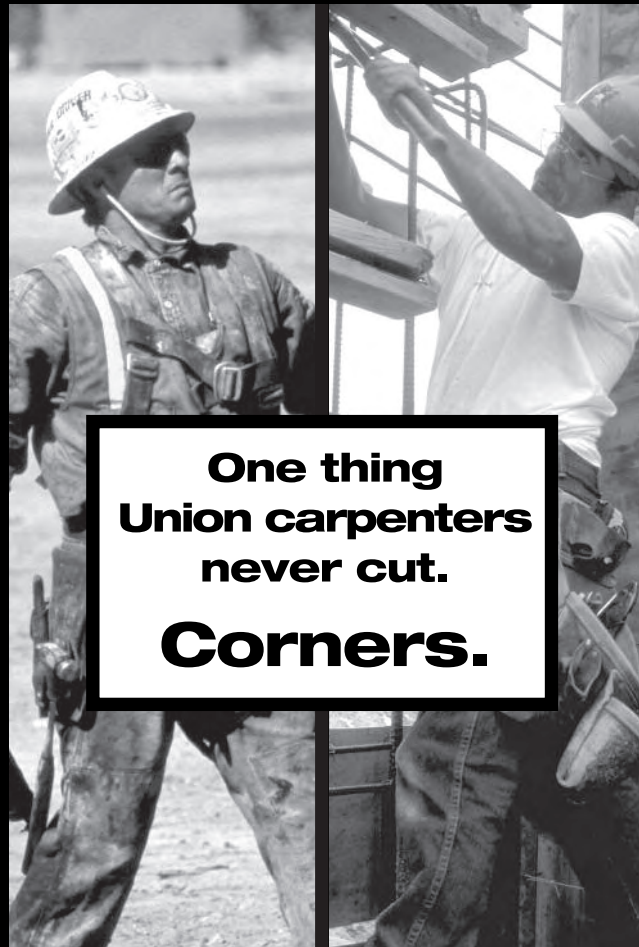
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Continued from page 1—[President's Message](#)

Careers Promotion Task Force is to identify and define the various disciplines within the field of commercial property management, describe potential industry career paths, and to specify the skills and talents necessary (or useful) to fulfilling the needs of each discipline. The result of the work of BOMA's **Industry Career Promotion Task Force** will be that strategies and partnerships are identified for generating greater awareness of career opportunities in commercial real estate operations and management. Ultimately, it is envisioned that a unified strategy could be implemented across the BOMA International federation.

If you have an interest in this initiative, please let me or BOMA staff know, and we'll find a way for you to assist.

The BOMA Bulletin

is published bi-monthly.

Scheduled 2007 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.

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MEMBERSHIP CAMPAIGN UPDATE: “Holy Free Money, Batman!”

By Justin Riordan, Peacock Construction
Membership Services Committee Chair

I'm thrilled to report the latest results of BOMA's 2007 Membership Campaign. Since our last update the following members recruited 6 new members, and earned a \$200 AmEx gift card. BOMA extends its congratulations and thanks to these members for helping our association grow.

Referring Member

Walter Finch, Coast Counties Property Management
Steve Levy, Shorenstein Realty Services
Elizabeth Monti, BCCI Construction
Pauline Aasen, Shorenstein Realty Services
Kathy Mattes, Flynn Properties, Inc.
Paul Richards, Wilson Meany Sullivan
Marc Gille, CAC Real Estate Mngmt. Co., Inc.

New Member

Heffernan Insurance Brokers
Degenkolb Engineers
Corporate Care
Emcor Services/Mesa Energy Systems
Hoem and Associates, Inc.
Rob Appleton, GVA Kidder Mathews
Rainbow Waterproofing & Restoration

The campaign is simple -- simply refer a prospective member to BOMA -- either a Principal or an Associate member, and when that prospect submits their dues, and has your name on their application as the referring party, BOMA gives you **\$200.00 American Express gift card**. To date, the campaign has awarded 14 gift cards and brought in \$20,000 in dues revenue.

Remember, all gift card recipients are included in a drawing at our May 2007 luncheon for three fantastic prizes.

- **Grand Prize:** \$100.00 gift certificate for a nice dinner
- **Super Grand Prize:** \$500.00 American Express gift card
- **Out-of-control über-prize:**
- **A night at the Ritz Carlton, Half Moon Bay**
- **Dinner for two**
- **Golf or spa treatments for two (your choice)**



Kathy Mattes, Flynn Properties, Inc. (center) receives her “Bag of Cash” from Membership Services Director Justin Riordan, Peacock Construction, and BOMA Young Professionals (BOMA[®]) Chair Kate Sellier, Boston Properties at March 30 luncheon.

Don't miss out on your chance for these great prizes. Refer a new member today!

1-Hour Parking Validation Available for Meetings in BOMA Office

Participation Just Got Even Easier!

We all know that parking downtown during the day can be difficult, and pricey. In an effort to help facilitate member participation in our meetings, **Michael Murphy, General Manager of California Center at 345 California Street**, has donated a book of hourly parking validation stickers for the convenience of our members who must drive downtown to attend a BOMA meeting. We can now offer “1st hour free” parking at his garage (entrance on Battery Street).

The validation stickers will be available at BOMA's reception desk. Simply request one on the way into (or when leaving) the meeting, and take it with you to the garage. Thanks Michael and Cushman & Wakefield.

345
CALIFORNIA
CENTER



BOMA San Francisco Announces

2007 Earth Awards

April 26, 2007, Hotel Nikko 11:30 a.m. – 1:30 p.m.

“Greening Your Building Can Green Your Bottom Line”

The BOMA San Francisco **Earth Awards** (formerly the CoRYs) were created to recognize excellence in the entire spectrum of programs and practices that constitute an effective "sustainability program" for office buildings. Earth Award winners will be announced at BOMA's April 26, 2007 Membership luncheon at the Hotel Nikko. \$21,000 in cash prizes will be distributed to the top achievers in Large, Medium and Small Commercial Property categories.

George Denise, General Manager for the **Adobe Systems HQ** facilities in San Jose will give a special presentation on how “*Greening Your Building Can Green Your Bottom Line*”, a reference to how Adobe Systems achieved a LEED Platinum Level status for environmental sustainability, the first private building in California to do so.

The 2007 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.

2007 BOMA San Francisco Earth Awards Entries

Small Commercial
(under 300,000 square feet)

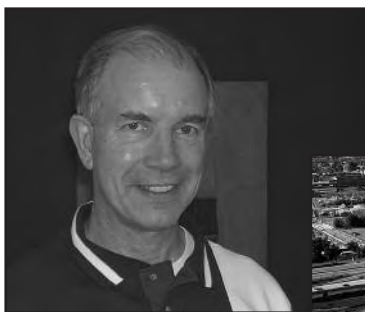
CNET Networks (235 2nd St.)
The Ferry Building
The Thoreau Ctr @Presidio
The U.S. Mint
411 Borel Avenue (San Mateo)
425 California Street
135 Main Street
101 Montgomery Street
456 Montgomery Street
111 Pine Street
235 Pine Street
369 Pine Street
501 Second Street
260 Townsend Street

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

Pacific Place (22 4th St)
One Bush Street
One California Street
One Post (McKesson Bldg)
45 Fremont Street
455 Market Street
235 Montgomery St.(Russ Building)
220 Montgomery Street
100 Pine Street
475 Sansome Street
55 Second Street
101 Second Street

Large Commercial
(600,000 square feet or over)

One Market Street
One Montgomery Street
SFSU (1660 Holloway Ave)
USF (2130 Fulton Street)
77 Beale Street (PG & E)
50 Fremont Street
450 Golden Gate Avenue
425 Market Street
525 Market Street
560 Mission Street
44 Montgomery Street
303 Second Street



George Denise



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The Office Building Show is produced by BOMA International and *Buildings* magazine.

Peninsula Breakfast Briefing: The Bay Meadows Racetrack Development

How Will This Venture Impact San Mateo County?

Over 40 of our peninsula-based members attended this breakfast briefing on February 28 at the Bay Meadows facility. Keith Orlesky, Senior Project Manager, Wilson Meany Sullivan presented a thorough overview of the project's history – where it all started, the challenges faced, and continue to face the project, current status, and future development.

BOMA's Education Committee surveyed many of the attendees to determine what future events we might hold for our peninsula members. The results show an interest in the unique aspects of managing biotech properties, a market update, and mass

transportation issues. We will be discussing these suggestions and hope to have another event in the greater San Mateo area shortly. Please contact Member Services Director Tory Brubaker (415) 262-2662 x15, toryb@boma.com if you have an interest in peninsula program planning.



Wilson Meany Sullivan's Paul Richards and presenter Keith Orlesky following the morning program.

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Financial Management Series 2007
Lease Escalations, February 1, 2007
Annual Business Plans & Budgeting, March 28, 2007



Introduction to Managing Small Construction Projects Seminar



Peninsula Breakfast Briefing
Bay Meadows Update, February 28, 2007



Looking for SPONSORSHIP opportunities?

Contact Member Services Director Tory Brubaker to discuss opportunities to highlight your commitment to the commercial real estate industry.
415-362-2662 x15, toryb@boma.com.

Calendar of Events

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

date		time	location
18	Bird Flu II Seminar		TBD
19	Property Types Task Force	2:00 pm	BOMA Conference Room
19	Associates Committee	4-5 pm	TBD
20	Shelter-in-Place Seminar	8 am-12 pm	101 Market Street
23	BOMA-SF-PAC	12-1:30 pm	BOMA Conference Room
24	Emergency Preparedness Committee	9:30-10:30 am	BOMA Conference Room
25	Codes & Regulations Committee	12-1 pm	BOMA Conference Room
25	PAC Double Scramble	All day event	Harding Park Golf Course
26	Earth Awards Luncheon	11:30 am-2:00 pm	Hotel Nikko

date		time	location
3	Environment Committee	11:30 am-1:30 pm	TBA, check website for update
8	Education Committee	12-1:30 pm	BOMA Conference Room
9	Member Services Committee	12-1 pm	BOMA Conference Room
10	Associates Committee	4-5 pm	TBD
14	Spring Golf Classic at Silverado	All day event	Silverado Country Club
16	FMS: Reading Financial Statements	12-1:30 pm	SFSU Downtown Ctr., 835 Market
16	GAPAC	12-1:30 pm	BOMA Conference Room
18	Sick Leave Ordinance Briefing	9-10:15 am	TBD
21	BOMA-SF-PAC	12-1:30 pm	BOMA Conference Room
22	Emergency Preparedness Committee	9:30-10:30 am	BOMA Conference Room
23	Codes & Regulations Committee	12-1 pm	BOMA Conference Room
24	Membership Luncheon	11:30 am-1:30 pm	Hotel Nikko

Calling all BOMA San Francisco Young Professionals

BOMA^{YP} Wants You!

BOMA San Francisco is excited to announce the formation of the **BOMA Young Professionals Steering Committee**, aka, **BOMA^{YP}**. The goal of the committee, led by Chair **Kate Sellier, Boston Properties**, is to facilitate association awareness and participation opportunities for members in the early stage (0-7 years) of their commercial real estate career.

The steering committee is planning 3 networking events this year to help young professionals meet others in similar positions and levels of experience. The first event is Thursday, April 12 at Osha Thai Restaurant in Embarcadero Center. **Peacock Construction** is the exclusive 2007 sponsor of these networking mixers, and is working with the committee to reach out to this target demographic.

We need your help in reaching out to these members. Please email Member Services Director **Tory Brubaker (toryb@boma.com)** with a list of your employees that should be notified of these events. This list should include administrative assistants, tenant coordinators, assistant property managers, and associate members in the early stage of their careers.



Kate Sellier
Boston Properties

Osha Thai Welcomes BOMA^{YP}



Thanks to 2007 BOMA^{YP}
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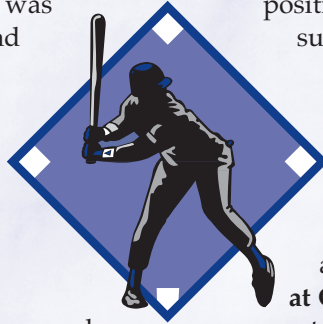
7th Annual PAC at the Park

Giants – Zero; BOMA SF – HOMERUN!!

Well, the Giants didn't pull out a win over the Padres, but BOMA scored a homerun with its **7th Annual PAC at The Park**. Clear skies prevailed and only a light jacket was required to stay warm at the patio party and game. A big thank you to the **BOMA Associates Committee**, in conjunction with the **PAC Board**, and the **McCarthy Cook/RREEF** folks at China Basin Landing, who hosted a fantastic patio party complete with great food and beverages.

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.



We extend big thank you's to Event Chair, **Rod Howery, Ampco System Parking**, the entire Associates Committee, and the BOMA staff. In addition, **Randy Valdez, Operations Manager at China Basin Landing** and his crew, who did a great job of organizing the venue setup and breakdown.



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

- ABM Security Services
- Ampco System Parking
- August Supply
- Baskets to Banquets
- Giampolini & Co.
- Marble West
- McCarthy Cook & Co LLC/RREEF
- Metro Maintenance
- Perfection Sweeping Co., Inc.
- Skyline Construction, Inc.

May
Membership
Luncheon

Thursday, May 24
Hotel Nikko
222 Mason @ O'Farrell

Successful Negotiations
Bridging the Gender Gap

presented by
Tom Gille, RPA
Chief Operating Officer
CAC Real Estate Management Co., Inc.

What are the myths associated with men and women and their negotiation styles? Renowned trainer and long-time BOMA member, Tom Gille, will separate the myths from the facts of gender negotiation styles, and tell us what the latest research says as to why gender issues can get in the way of successful negotiations. Don't make mistakes that sabotage your own needs and outcomes before you even get to the negotiation table.

How much \$\$\$ do commercial property managers make? What are their benefits?

BOMA to Update Compensation Report; Member Participation Encouraged

BOMA San Francisco will update its Office Building Industry Compensation Report (last update 2005) and your participation is strongly encouraged. All data will be seen only by our third-party, out-of-state survey company and will be kept strictly confidential. One free copy of our Bay Area industry compensation report will be provided to each person who submits data.

The survey will be compiled via our website – so no paperwork for you! The survey form will be accessible at www.bomasf.org. Our last report summarized data for 128 professional and 31 administrative positions located in San Francisco, San Mateo, and Marin Counties. We will report base compensation, bonus, benefits, with a breakdown of compensation by years in the industry and years with the company, etc. Be sure to circulate this to your colleagues; the more people participating, the more valuable the data!

Texas Hold 'Em BOMA Style Poker Event Draws a Full House!

By Rod Howery, Ampco System Parking
2007 BOMA Associates Committee Chair



ALL IN! That was the popular phrase of the evening from a full house (no pun intended) at the first annual **BOMA SF Texas Hold 'EM** tournament held on March 1 at the Presidio Golf Club. Event Chairs **Glenn Gilmore, ABM Security; Howard Fish, Skyline Construction; and Mark Kelly, Able Services**, did a fantastic job organizing and executing the evening.

Over 100 participants began the evening with high hopes of donning the coveted winner's bracelet and giving a \$500 donation to his/her favorite charity. As each moment passed another player was eliminated. Then there were seven!!!!

The seven finalists and their "winnings" were:
Bob Spicker—Colliers International - \$39,500
Todd Robinette—Equity Office - \$23,500
Ken King—The Swig Co. - \$12,000
Alex Kent—Marcus Millicap - \$8,500
Jim Hornback—Ampco System Parking - \$6,500
Dominic Canicosi—Lincoln Property-\$6,000
Wayne Huie—Young Electric-\$4,000

As the blinds were increased our participants dwindled until there were two. In the end, **Ken King** ousted chip leader Bob Spicker for the title and was awarded the bracelet made for the victor. Along with the bracelet, Ken received an iPod, courtesy of **Golden Gate Disposal & Recycling**, and a \$500 donation will be given to his favorite charity, the Muscular Dystrophy Association Freedom Design Gala event at the Ritz Carlton in May.



Thank You To Our Sponsors

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Golden Gate Disposal & Recycling	Young Electric Co.

RAFFLE PRIZE DONOR

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Ampco System Parking	SBM Site Services

FORE!!!
BOMA Associates Committee
hopes to see you
on the links in 2007!

21st Annual
"No Frills"
Golf Tournament
Monday, May 14
Silverado Country Club
Invitations to be mailed
in April



53rd Annual
Elmer Johnson
Golf Tournament
Monday, August 27
Peninsula Golf & Country Club
Invitations to be mailed
in July

BOMA National Issues Conference in Washington, DC

Brings Commercial Real Estate Issues to Capitol Hill

Delegates from across the country went to Washington, DC March 12-13 to visit with our Federal representatives and to carry a message that the commercial real estate industry needs attention on a number of issues. **Ken Cleaveland, BOMA San Francisco's Director of Government and Public Affairs**, along with **Michael Oddo, Metro Maintenance**, visited the offices of Speaker Pelosi, Representatives Woolsey, Lantos, Lee, Tauscher, and Senators Boxer and Feinstein. Top issues that were discussed included:

For more information on the BOMA International legislative agenda and position on a variety of issues, please go to www.boma.org.

- Extension of the 15% leasehold improvements depreciation schedule
- Extension of the Terrorism Risk Insurance Act (TRIA)
- Extension and enhancement of the energy tax credits law for Commercial Buildings
- Creation of Federal Risk Insurance Coverage for catastrophic natural disasters such as earthquakes, hurricanes, floods, etc.
- Reform of the Alternative Minimum Tax (AMT) Codes



Ken Cleaveland, CAE
BOMA's Director of Government & Public Affairs



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Expert IT Advice...

**Technology/IT Tips for
Property Management Professionals**
by Steve Boullianne
IPSOFACTO, IT Services

Part 2 of a 6-part series in 2007

Business Continuity & IT

Keeping the doors open, ready to serve clients or customers, is a timeless mandate in the business world. Continuity is essential for maximum ROI and brand acceptance.

Imagine the repercussions when a property management team is brought to a dead halt as work orders, contracts, and e-mail vanish in a flash. Until data is recovered or reconstructed, computer-based transactions cease. And while the doors are closed on a primary set of management tools, a prospective tenant may decide to go elsewhere.

In today's technology-driven marketplace, IT is charged with operational readiness and "Plan B" thinking to reduce downtime. Events like Katrina, Loma Prieta and 9/11 serve as sobering reminders about what can happen without backup. Large property management headquarters typically invest in costly continuity plans, listing step-by-step instructions for restoring systems if disaster strikes.

Continuity for Small Property Management Offices

Fortunately, more economical contingency planning can be highly effective for smaller offices. Many of our property management clients have offices with five or fewer computers, and we have completed several small office continuity installations for under \$500. For example, here's a summary of solutions for a BOMA member building, Convention Plaza, managed by Cushman & Wakefield:

- **Safeguarding E-mail, Contacts, Calendar & Tasks**
We secured e-mail, contacts, calendar and tasks for the Convention Plaza team by hosting Exchange/Outlook accounts for Bettie, Margie and Mike on our off-site servers. If an on-site computer crashes, their e-mail is safe and available by web at

home or traveling, anywhere or anytime. Accounts are easy to restore from any location. Meanwhile, host-based filters block spam and viruses.

- **Securing System/OS Files, Applications and Data**
Since Convention Plaza has no server, we created a peer-to-peer network, placing shared files and folders on Bettie's workstation. As a Symantec vendor, we installed one of their "clone" backups for full system protection. Cloning imprints all system data on the hard disk — applications, updates, password and encrypted files. If a workstation with a reliable clone system crashes, we can often restore functions and data within one hour.
- **Updating PDA's**
Off-site hosting also facilitates seamless connections for all Outlook facets. When Bettie changes a phone number in contacts on her computer, the change will immediately sync with her Blackberry. She stays connected, updated and ready for business, even if her computer is not available.
- **Ongoing Anti-Virus Protection**
Offices or networks of any size are vulnerable to viruses that infiltrate computers via downloaded files. But anti-spyware and anti-virus programs are typically purchased with a credit card by downloading, and recurring fees are charged without notice. Because some small clients are not comfortable with this arrangement, they sacrifice necessary protection. The solution? They can ask their IT partner to make the purchase and invoice them for the charges.

A Business Continuity Resource

Please contact us with any questions about this article. We're happy to serve as a resource for any fellow BOMA members who want to learn more about cost-effective IT continuity solutions.

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— providing business IT services since 1995.

<http://www.ipsofacto.info/>

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Members on the Move

Cox Castle Nicholson is pleased to announce that **Edward A. Cherry**, has joined the firm as a partner and will continue his real estate transactional and development practice in their San Francisco office.



Al Maher and Lorrie Hedges

BOMA San Francisco's Board of Directors has conferred **Life Time Membership** to **Al Maher**, formerly with Mack Cali Realty, and **Lorrie Hedges**, formerly with ABM

Janitorial Services, in recognition of their dedicated service to the San Francisco office building industry. Al began participating in BOMA activities in 1970, and Lorrie joined in 1982.

Life Membership is awarded to people with 20 plus years of local membership who have retired from the industry. BOMA San Francisco salutes these two, longtime members for their participation.

Boston Properties has promoted **Amber Miller** from Tenant Services Coordinator to Administrative Assistant in their Property Management Department.

Amber's responsibilities have grown from primarily answering tenant calls and dispatching janitorial and engineering, to creating contracts, sending out tenant notifications, and updating multiple databases. Amber also serves on BOMA San Francisco's Young Professionals (BOMA^{YP}) Steering Committee.

Congratulations to BOMA members, **Mary Wiese, President and Founder, CAC Real Estate Management Co., Inc.** and **Jeanne Myerson, President and CEO, Swig Co.**, for being named two of the **Bay Area's 100 Most Influential Women** by the San Francisco Business Times. You can read more in the SFBT's April 13-19 edition.

*Been Promoted?
Received an Award?
Appointed to a Leadership Position?*

Let your colleagues know!

Email all submissions or press releases to toryb@boma.com, attn: Members on the Move

In memoriam

Larry Maher passed away suddenly on February 26, 2007. Larry was involved with our industry for many years. He worked in the cleaning industry for O'Connor Carpet Cleaning, Lewis & Taylor and Township Building Services. He was currently with Servico, providing account management services in the North Bay. Many will remember Larry as a friendly guy; always with a good joke. He had many friends in BOMA and will be missed.

Ross Pike passed away March 22, 2007 at the age of 55. A California native, Ross graduated from Ygnacio Valley High School in Walnut Creek before enlisting in the U.S. Army. He served our country for three years as a paratrooper in the 82nd Airborne division, earning several promotions. He worked in the facility maintenance industry for many years and was currently a managing partner at Diversified Maintenance Services.

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