

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

An Interview with 2007 President Kirsten Walraven

On the Inside

NEW OFFICERS ELECTED
... 5 ...

ANNUAL MEETING
AWARD RECAP
... 6 ...

PUBLIC OFFICIAL OF
YEAR AWARD
... 7 ...

2007 EARTH AWARDS
... 9 ...

MEMBERS ON THE MOVE
... 15 ...

We understand you made a recent career move. Describe your position with Trammell Crow?

I was originally hired to manage PG&E's buildings here in San Francisco. I was one of the first individuals to work on the new account for Trammell Crow. That was an exciting prospect because that meant I also got to be a part of the team to transition the operations in general. Fortunately, Trammell Crow has been able to hire strong individuals to fill the vacant positions. As a result of the strong team members for the facilities group, it has allowed me to move to a slightly different role. I will continue to focus on the transition of operations in general. In addition, my new role will include operational items and processes that will touch the entire portfolio. As you can imagine, with the size of a portfolio that PG&E has, it takes a lot of coordination and communication to ensure the entire group is working together in a consistent manner. Thus, I'm getting involved in organizational matters along with real estate matters. It is very exciting and interesting.

Describe the career path that led you to your present position. What is your specialty?

I started my career as the property assistant; the first person you see when you walk into the office. I was located at 201 Mission and worked with CAC Real Estate Management. Mary Wiese was very supportive of me learning about the activities that were going on around me. As a result of my positive interactions with Mary and all those that worked at 201 Mission, I was hooked! Until now, I've been in 3rd party property management arrangements working on Class A office buildings.



Kirsten Walraven, RPA, FMA
Trammell Crow at PG&E

Tell us about your BOMA involvement. Why are you involved in this association?

I began my BOMA involvement by participating on the Telecommunications Task Force. My participation taught me a great deal about the copper infrastructure within a building. It allowed me to better understand a telecommunication company's needs as well as the needs of the tenant/occupant base. From general participation, I moved on to Chair the

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Education Committee. I also helped organize the volunteer workforce for the BOMA International Convention that was hosted in San Francisco in 2004.

What value have you found in serving on committees and the Board?

As a chair, my participation helped me refine my ability to run a meeting and to delegate tasks, as well as the importance of brainstorming with others. These are certainly things that I would bring back to the office and employ right away. By serving on the Board, I've been able to engage the strategic thinking muscle. That too, I brought back to the office. I cannot recommend enough the professional benefits I've received as a result of my participation. Over the last year, I've gotten involved at the international level as well. I now value the need for certain processes to occur. Getting it done fast is not always the best method. As a bonus to my activity, I've met a lot of great people with whom I hope to continue to interact. That personal connection has been the icing on the cake. It truly is a joy to exchange ideas (we don't always agree) and try to determine what is best for this organization and its members. I am so glad I made the time to participate.

What do you see as BOMA's biggest project, or challenge, over the next few years?

Earlier in 2006, the Board and Committee leaders met for a day of strategic planning. From there, additional ideas were solicited from the Board to focus on top initiatives for the coming years. One initiative is to promote the property management business to younger generations. Although we will be making local efforts with this, BOMA San Francisco has expressed the desire for BOMA International to be engaged in this effort. Fortunately, BOMA International does indeed have this issue on its agenda. Another initiative is to expand the membership base. A task force has been assembled to begin working on this.

What are your passions, hobbies?

When I am not working, I love being with my family. My 8 year old daughter and 18 month old son seem to keep me on my toes one way or another. I also enjoy reading and spending time with friends.

**Tell us about your life outside of work?
Tell us about your family?**

My husband works for the Federal Reserve Bank. His office is at the Federal Reserve Building on Market Street. My daughter, Tianna, is in second grade and growing up too fast! She plays soccer, is learning guitar, and enjoys ballet. Addison (AC) is 18 months. He always seems to be moving. Even without the formation of actual words, he has learned to be quite vocal. One of the best things for me is to hear either Tianna or Addison laugh. Their squeals of delight always make me smile.

The BOMA Bulletin

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Scheduled 2007 issues are January, March,
May, July, September
and November.

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

As the fourth largest local BOMA in North America, our 1000-member network of commercial real estate professionals own and manage more than 72 million

square feet of office space in four counties. Over 1100 businesses are housed in member properties, and the office building industry served spends more than \$2 billion annually to service and maintain their properties. Corporate sponsorship of BOMA San Francisco gives your company maximum exposure to industry decision makers. It's a cost effective, relationship building tool.

Make your commitment and become a partner with BOMA today. A complete list of benefits is available at www.bomasf.org/sponsorship. Questions? Contact Tory Brubaker at 415-362-2662 x15.

New Leader Joins BOMA San Francisco's Board of Directors



Harout Hagopian
Equity Office Properties

BOMA is proud to announce that **Harout Hagopian** has joined its Board of Directors. Harout is Managing Director Property Management – San Francisco Region for **Equity Office Properties**. In this role, he directs property management activities for Equity Office's 4.9 million square feet of office property on the Peninsula, stretching from San Bruno to Palo Alto.

Mr. Hagopian is a 12-year veteran of the real estate industry. Prior to joining Equity Office, he served as General Manager for Beacon Properties' Silicon Valley portfolio, and as a Business Development Manager for the City of San Jose's Redevelopment Agency where he was responsible for marketing and recruiting businesses into the North First Street Corridor, also referred to as the "Golden Triangle."

BOMA Thanks its 2006 Corporate Sponsors

Sponsors Treated to Lunch at Jeanty at Jacks

BOMA thanked each of its 2006 Corporate Sponsors at a special luncheon on October 27. Over 50 of our sponsors enjoyed a fabulous meal and great networking with their industry colleagues. BOMA is grateful to these leaders for their continued support of our organization.



Wally Naylor, Pankow Special Projects, L.P.; Brad Tardy, Metro Construction, Inc.; and Steve Levy, Shorestein Realty Services.



Pat McMillan, McMillan Electric and John Grcina, Richlen Construction.

BOMA San Francisco Elects New Officers

New Officers Announced for 2007

Kirsten Walraven, RPA, FMA of Trammell Crow Company, has been elected as president of BOMA San Francisco for the 2007 business year.

Additionally, Steve Austin, RPA of Boston Properties and Margot Crosman, RPA, CCIM, of Unico Properties, LLC were named president-elect and treasurer, respectively.

Along with immediate past president Kathy Mattes, CPM, CCIM, of Flynn Properties, Inc., the three will serve on BOMA San Francisco's Executive Committee, which sets policy for and provides overall direction to the organization.

As Director of Facilities Management for Trammell Crow Company, Kirsten is responsible for managing facilities for company client PG&E. Steve Austin is a senior property manager for Boston Properties, overseeing 1.6 million square feet of space in San Francisco's Embarcadero Centers One and Two. Margot Crosman is the General Manager of 100 Pine Street for Unico Properties, LLC, where she is responsible for property leasing, marketing, overall operations and business development. As director of real estate for Flynn Properties, Inc., Kathy Mattes oversees all property management and leasing operations for the portfolio, as well as acquisitions and dispositions.



Kirsten Walraven, RPA, FMA
President 2007



Stephen Austin, RPA
President Elect



Margot Crosman, RPA, CCIM
Treasurer



Katherine Mattes, CPM, CCIM
Immediate Past President

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Your 2007 membership renewal is due and payable. We urge prompt payment so your benefits will continue uninterrupted. We also urge a voluntary contribution to BOMA's local and state political action committees.

A suggested PAC contribution amount is shown on your invoice; we ask that you give whatever you feel comfortable with, because a fully funded political action committee is a critical component of BOMA's advocacy success.

BOMA's Annual Meeting:

Member of the Year & Distinguished Service Awards Presented

BOMA San Francisco's **Annual Meeting & Membership Recognition Lunch** was highlighted by the presentation of the 3rd Annual Principal Member and Associate Member of the Year awards. These awards were implemented to recognize a special person who exemplifies service to BOMA. The general membership was asked to nominate candidates and those nominations were reviewed by BOMA's Leadership Development Committee. Criteria used to evaluate nominees included committee involvement, attendance at events, contribution of time and talent, demonstrated leadership skills and an active role in BOMA's advocacy efforts.

Congratulations to BOMA's **Principal Member of the Year, Beverly Sutliff, Assistant Property Manager for CAC Real Estate Management Co., Inc.**, and its **Associate Member of the Year, Manny Fishman, of Stoel Rives, LLP**. Beverly has been instrumental in the in expanding our industry's environmental sustainability efforts and in overseeing the transition of our Commercial Recycling Awards program into a much larger Earth Award. Manny helped develop legislative language earlier this year to reform commercial property security deposit law, served as an instructor for our Leasing Seminar and In-Building Wireless seminar this year, and represents BOMA S.F. by serving on the BOMA CAL Board of Directors.

BOMA also recognized several individuals who have been tremendously supportive of BOMA over the years, and truly exemplify the spirit of volunteerism. **Gene Valla, Lurie Management, LLC**, was lauded for his commitment to BOMA's advocacy program, serving on its PAC for 17 years. **Lorrie Hedges, ABM Janitorial Services**, who retired in November after 40+ years with ABM, was thanked for his long-time membership, his service on the Associate Member Committee, and for assisting the association through many negotiations with the janitors union during contract battles.

BOMA also presented the **Ray Nann Distinguished Service Award**; an award created to recognize a very special member who has made significant contributions to our Association. Other recipients of this special award include Agnes Wyman of The Swig Company, Tom Gille of CAC Real Estate Management Company, and Bruce Schilling of August Supply. BOMA bestowed this honor upon **Arnie Hollander, Lurie Management, LLC** for his active and continual support of BOMA's governmental affairs efforts for over 20 years. He has been a bridge between our members and code enforcement authorities, providing critical input to those authorities on local and state code interpretation issues, educating code officials about our industry's challenges and concerns, and educating our members on code implementation strategies.



President Kathy Mattes congratulates Beverly Sutliff, CAC Real Estate Management Co., Inc., on being named BOMA's Principal Member of the Year.



Manny Fishman, Stoel Rives, LLP, proudly displays his plaque proclaiming him BOMA's Associate Member of the Year.



Ray Nann congratulates Arnie Hollander, Lurie Management, LLC on receiving the Ray Nann Distinguished Service Award at BOMA's Annual Lunch.



Gene Valla, Lurie Management, LLC and Lorrie Hedges, ABM Janitorial Services, were each commended for their years of service and participation with BOMA San Francisco.

BOMA Awards Public Official of the Year

Supervisor Alioto-Pier Strives to Make Government More Effective and Efficient

BOMA honored **San Francisco Supervisor Michela Alioto-Pier** as its **Public Official of the Year** for 2006, citing her pragmatic and fair-minded approach to working on issues affecting the local community. President Kathy Mattes awarded this honor at the November 16 membership luncheon.

“BOMA San Francisco welcomes the opportunity to work with elected officials and public servants who appreciate the value of job creation and expanding the City’s tax base,” said Mattes. “Ms. Alioto-Pier’s practical and evenhanded approach to working with local business and community leaders in solving important issues benefits all San Franciscans.”

BOMA San Francisco’s Public Official of the Year award acknowledges individual public servants for outstanding service benefiting the City. Selection criteria includes the impact of the nominee’s actions in making government more effective and efficient, taking into account the relevance of the issue or issues championed and the long-term benefit to the community at large.

According to BOMA San Francisco Director of Government and Public Affairs Ken Cleveland, “Supervisor Alioto-Pier is a staunch supporter of



President Kathy Mattes joins Supervisor Michela Alioto-Pier after she received BOMA's Public Official of the Year Award.

recruiting new businesses to San Francisco. In addition, she has promoted payroll tax breaks to biotechnology companies, as well as to green-tech and film industry employers. She understands we are in a competitive global economy and that every effort must be made to bring high-paying, non-polluting jobs to San Francisco.”

Cleveland noted that Supervisor Alioto-Pier was the author and prime mover behind Proposition I, mandating the City conduct an economic analysis of legislation before it can be passed. Even though Prop I was approved by San Francisco voters in 2004, BOMA San Francisco and other local business organizations had to sue the City to ensure its enforcement.



Mayor Newsom thanks President Kathy Mattes for her service to BOMA.

BOMA Honors 2006 President

Mayor Newsom Thanks Kathy Mattes for her Contributions to Commercial Real Estate Industry in San Francisco

BOMA San Francisco officially thanked its 2006 President Kathy Mattes for her leadership of the association over the past 12 months. Mayor

Newsom presented Kathy with a plaque commemorating her presidency. Congratulations Kathy, and thank you for all your hard work and dedication to the advancement of the commercial real estate industry.

Thank you IMG Technologies, Inc.

BOMA San Francisco is grateful to IMG for helping to upgrade BOMA’s conference room, with a web-enabled, 50” plasma screen, giving us the capability of hosting web seminars and more sophisticated demonstrations. We look forward to utilizing this new technology in the upcoming year.

Paul Richards to Chair Special Task Force

Membership Growth Options to be Examined

Long-time member and past Board member **Paul Richards, RPA, CPM, Wilson Meany Sullivan LP**, has accepted the position to lead a task force to recommend how best to expand BOMA San Francisco's membership, and specifically, which particular type(s) of commercial buildings to recruit for membership growth.

During BOMA's strategic planning session earlier in 2006, the board reviewed the organization's mission with emphasis on the appropriate property types that should be included in membership. The consensus of the leadership was that BOMA should expand the property types actively served to increase our influence and to change the reputation of BOMA as the "downtown crowd." Such an expansion would be consistent with the current mission of BOMA San Francisco.

Paul has recruited a team of members to assist this effort, and BOMA has issued an RFP to survey/marketing firms that could help in these

outlined efforts. Funds have been committed for this effort and leadership feels strongly that we need to professionally survey potential members to help us understand their needs and how we might meet them, and to craft the right message to them.



**Paul Richards, RPA, CPM
Wilson Meany Sullivan LP**

The result of the work of the **Property Types Task Force** will be a consensus on which types of commercial buildings offer the most potential growth for BOMA membership, a list of buildings within such categories, and recommended strategies with highest likelihood of success in attracting new buildings within various property categories to membership.

Members Help BOMA Grow and Get Bags of Cash as Thanks

Last month, BOMA announced a new membership growth campaign designed to enlist the support of those who know BOMA best – our members. The campaign is simple and profitable for both the referring member and the association. Simply refer a prospective member to BOMA – either a Principal or an Associate member. 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**.

Further, every time a company that you refer joins BOMA, we'll put your name in the hat for a drawing for three fantastic prizes. Recruit five new members, get five chances to win any of the prizes – and of course, get a \$200 Amex gift card each time a company you refer joins. The prizes include **a night at the Ritz Carlton Half Moon Bay – with dinner, and golf or spa treatments for two (your choice); a \$500.00 American Express gift card; and a \$100.00 gift certificate for a nice dinner**. The drawing will take place at our May 2007 luncheon.

Justin Riordan, the 2006 Vice Chair of the Membership Services Committee announced the first two recipients of the \$200 Amex gift cards at the November Membership Luncheon. **Maurice Quillen of Golden**



Justin Riordan awards Mercy Ringelman her "Bag of Cash"

Gate Disposal & Recycling recruited Wireless Voice & Data, Inc. and **Mercy Ringelman of Double Day Moving Services** recruited Martinkovic Milford, Inc. Architects. We welcome these new members and thank Maurice and Mercy for their support.

BOMA's 2006 Building Tour—555 California Street

Providing "Real-life" Knowledge of Systems in Use

On October 24 a handful of BOMA members got an intimate look at **555 California Street**, managed by **Shorenstein Realty Services**, who graciously opened their doors to us for our 2006 Building Tour.

The tour, led by **General Manager, Fatima Vegas, CPM**, began at 1 p.m. in the lobby and lasted approximately 1.5 hours. Other members of the management, engineering and leasing staff provided input. The tour included a brief introduction and history of the project, tour of major systems, a visit to the rooftop, and a discussion of elements unique to the property. BOMA thanks Shorenstein Realty Services for their participation, and is planning several building tours of other properties in 2007.



BOMA members visit the roof of 555 California during the October building tour.

The BOMA SF Environment Committee is pleased to announce the
BOMA San Francisco 2007 Earth Awards Competition!

For six years, BOMA San Francisco has recognized its members for their exemplary recycling efforts through our Commercial Recycler of the Year awards, or, the CoRYs. BOMA members who won the top awards were given "Golden Dumpsters" to showcase their efforts to owners, tenants and the general public.

Starting in 2007, this award program has been expanded to not only review and reward BOMA members with the best commercial recycling programs, but to also include an evaluation of a building's 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 has created this new award as an opportunity for BOMA 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".

We invite you to participate in the **2007 BOMA San Francisco Earth Awards!** The application can be downloaded at BOMA's home page, www.bomasf.org.

The deadline to return all applications is January 26, 2007. You may also want to view *BOMA's Commercial Recycling Guide* (also on BOMA's website) to learn more about establishing, or finetuning, a comprehensive recycling program in your building.

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**.

Winners will be recognized at the April 2007 luncheon and \$20,000 in cash prizes will be distributed to the top achievers.



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BOMA's Fall Seminars Get High Marks

Valuable Operational and Technical Information Provided to Members

BOMA rounded out the year with three highly-informative and well attended seminars. On September 14, BOMA presented *Cost Segregation: How Building Owners & Tenants Can Significantly Increase Their After-Cash Flow Through Accelerated Depreciation Deductions on Buildings & Improvements*. The seminar was the natural outgrowth of Moderator Doug Schultz's 2-part article in the BOMA Bulletin. Doug Schultz, a CPA and Partner with Burr, Pilger & Mayer LLP, joined forces with David Hayes, President/CEO, Skyline Construction, Inc. and Chris Hitselberger, Principal & National Practice Leader, Marshall & Stevens Incorporated to present an overview of cost segregation and how to isolate and identify the appropriate components using specific case examples. Thank you to Program Sponsors Skyline Construction, Inc. and Golden Gate Bank, Part of the Greater Bay Bank Family.

On September 20 BOMA presented *How to Read Tenant Improvement Plans & Prepare a Preliminary Cost Estimate: A Beginner's Workshop*. Presenters Arnie Hollander, VP & Project Director for Lurie Management, LLC; Gordon L'Estrange, AIA, Principal, Ottolini & Associates Architects; and Pamela Jefferis, Chief Estimator Interiors, Swinerton Builders presented a very detailed and well-organized program which included an 80+ page handout with valuable reference resources. Thank you to Program Sponsors Skyline Construction, Inc. and Peacock Construction Inc.

BOMA hosted *The Annual Building Codes Seminar: An Up-to-Date Review of State and Local Code Requirements* on October 12. Topics included Title 24 (Lighting and mechanical requirements and disabled access); City of SF Administrative Bulletins and code updates; City of SF Fire Department Bulletins; C&D Recycling and Elevator Maintenance requirements. Panelists included: Moderator Bradford C. Tardy, Architect, Metro Construction, Inc.; Jim Chace, PG&E Energy Center Executive Director; Robert Farrow, San Francisco Chief Plumbing Inspector; Jeannine Komonosky, PE, LC, Pacific Gas & Electric Company; Laurence Kornfield, Chief Building Inspector, SF Dept. of Building Inspection; Rob McNeill, Otis Elevator; Chris Meehan, Pankow Special Projects; Bill Mitchell, Captain, San Francisco Fire Department; Pete Ratto, Golden Gate Disposal & Recycling; Skip Soskin, Huntsman Architectural Group; and Rich Wells, Glumac. BOMA thanks Bechtel for the use of its Conference Center at 50 Beale Street, and the following sponsor companies: Lead Sponsor – San Francisco Electrical Contractors Association, Inc. and Program Sponsors – Alliance Roofing; BCCI Construction Company; CAC Real Estate Management Co. Inc.; and R.N. Field Construction.



Doug Schultz, David Hayes and
Chris Hitselberger



Arnie Hollander, Pamela Jefferis
and Gordon L'Estrange



A captive audience at the Annual
Building Codes Seminar

BOMA's Social Events

Good Times and Great Networking

Next Generation Mixer

Wine Bar SF in Two Embarcadero Center was the place to be on October 26 for the **Next Generation BOMA Leaders Networking Mixer**. This networking mixer was designed for BOMA member employees in the early stages (5 years or less) of their commercial real estate careers who are looking to meet others in similar positions and levels of experience. Members of BOMA's Board of Directors and staff helped facilitate introductions and explained how to use BOMA membership to advance professional development.

Over 45 members enjoyed a tasting of 4 wines and appetizers while meeting others in similar roles in the industry. A big thank you to the event planning committee, **Kate Sellier** and **Preston Richards, Boston Properties** and **Priscilla Chung, Hines**. Also thanks to **Norm Dito, Boston Properties**, for securing us a discount on our event cost.

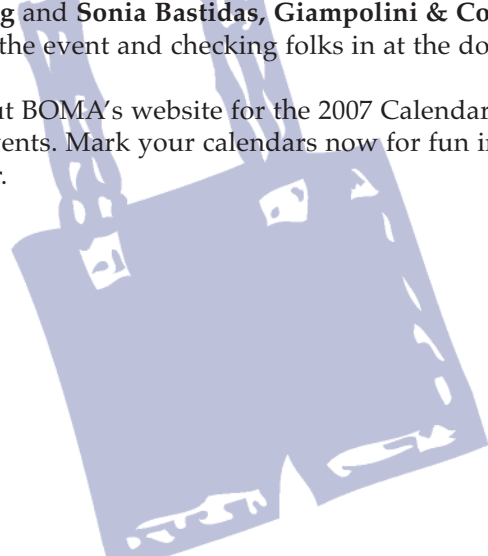
If you are interested in participating in these events or planning more for 2007, please contact Member Services Director Tory Brubaker at 415-362-2662 x15, toryb@boma.com. Remember, a member is defined as any employee of a dues-paying company, so tell your friends and co-workers!

un-Oktoberfest

November 2 was that time of year again when BOMA members haaff to celebrate. There was a bit of der Oom Pah Pah, no one put on der lederhosen, but many joined uss for some great funn!

BOMA San Francisco's annual **un-Oktoberfest** drew a 100+ crowd of party-goers at Schroeder's Restaurant. The Associates Committee planned another fabulous event, with special thanks to **Rennie Ediger, Perfection Sweeping** and **Sonia Bastidas, Giampolini & Co.**, for chairing the event and checking folks in at the door.

Check out BOMA's website for the 2007 Calendar of Social Events. Mark your calendars now for fun in the new year.





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2006 Career Success Series In Review: What Did the Next Generation of BOMA Leaders Learn at these Lunchtime Programs?

by Zanne Clark, Zanne Clark & Company

The Art of Engagement" was the common thread through out the conversations with six different top executives in the real estate and hospitality industry during the 2006 Career Success brown bag series.

"You engage others," explained **Randy Balducci, Director of Facilities at the Federal Reserve**, San Francisco "by asking questions. The key is to ask the right questions by doing your homework. Before you go into a gathering, find out who the players will be, what topics will be discussed and how you are expected to participate."

Balducci encouraged, "First understand the dynamics of the situation by listening before you insert yourself into the conversation. Start out from a neutral place and observe the person's initial feedback and their body language to ascertain their opinion or perspective."

"Be open and flexible," advised **Art Fong, Executive Director of Morgan Stanley**. "To make a connection, you must demonstrate patience with your owners who have high expectations, ask lots of questions and request realms of reports. This is the street life you have to learn."

"A key part of engagement is to know your audience and their communication style. Asset managers look for concise answers rather than drawn-out, unfocused explanations filled with lots of unnecessary details. They operate in a lean and mean, business environment. Get to the heart of the matter," Fong emphasized.

"Engaging others is essential to building consensus," declared **Kathy Mattes, Director of Real Estate for Flynn Properties, Inc.** "Get everyone's input and make a decision that all can accept. Throw out an idea and see what sticks. Once you planted the idea, let the seed germinate. To win over each stakeholder, you must understand where they are coming from. Don't get so invested in your own idea. Leave your ego at the door. It is more important the team make the decision so you will have the support of the group."

The biggest challenge to engagement in the property management business is dealing with an irate tenant. **Todd Robinette, Managing Director, Property Management, San Francisco of Equity Office Properties Trust**, urged,

"You have to fully understand the tenant's problem before you can suggest a solution. Put preconceived notions aside. You must hear the tenant out before you react. Once you have heard them out, segregate their issues and determine what you can fix now and what issues you need to research further. If you can say 'yes' on some of the issues, the 'no' on other issues goes down easier with the tenant."

Engagement is an ongoing process. "Honor your commitments, always return calls, keep in touch with people," advised **Paul Richards, Director of Property Management, Wilson Meany Sullivan LP**, "And most importantly, be interested in what others are doing."

Customer engagement versus customer service is the new mantra at the Ritz Carlton Hotel. "Satisfaction drives dollars, but engagement drives dollars and loyalty", stressed **Paul Roa, Area Director of Quality and Productivity**. "The Ritz has discovered that their customer base is changing towards individuals without great wealth but with significant spending power."

"These people want to spend to have experiences and memories. If we provide that, we earn their loyalty. As we benchmark for engagement," Roa explained, "we focus on function versus purpose. For the door man, the function is to open the door. His purpose, though, is to provide a warm welcome and a fond farewell."

Having mastered this art of engagement was evident in each speaker of this 2006 series. At the end of this year's series, participants came away with a clear understanding that career success relies on the ability to connect with one another.

Mark your calendars for the 2007 series. These lunchtime, brown bag programs are scheduled bi-monthly, starting on the 2nd Thursday of February. **Rick Buziak, Leasing Manager, Boston Properties LP** will discuss the **career transition from property management to leasing on Thursday, February 8**. The remaining dates are **April 12, June 14, August 9, October 11** and **December 13**, with future speakers to be announced shortly.

Don't Sweat It Next Summer:

Make energy efficiency a priority this winter

DPAIR, one of the leading providers of data center design/build and maintenance services in the Western United States, experienced a 100 percent increase in its data center service calls in the Bay Area during last summer's heat wave. Many companies were not prepared for the sustained heat because either their equipment was out-of-date or they hadn't invested in the regular maintenance necessary to help avoid service outages and other problems.

Some investments that can really pay off with reduced energy bills and improved overall reliability of your data center include:

1. Balancing the airflow in the data center is an inexpensive way to increase its reliability and energy efficiency. Hot and cold spots put unnecessary strain on computer room air conditioning equipment.
2. Service the electrical components in the data center at least once every three years to make sure everything in the distribution panels and UPS are clean and tight.
3. Create a vapor barrier to help maintain the right humidity and temperature in the data center. This is as simple as painting with an elastomer coating, which can cost as little as \$7 per square foot.
4. Invest in a Dolphin System™ to electronically treat water in the cooling tower, which will make the system run better, reduce energy costs, and eliminate chemical costs.

5. Replace computer room air conditioning units that are older than 10 years, which can be energy hogs. Newer units use "green" refrigerants that are environmentally-friendly and more effective.

6. Invest in a Variable Frequency Drive (VFD) for cooling towers to adjust the speed of the motor to match the temperature demands of the facility. A VFD also allows for a "soft start" of the chilled water system, gradually increasing power demands which can reduce energy needs and help avoid peak rates charged by energy companies.

7. Commit to regular, bi-monthly maintenance of your data center or commercial HVAC system.

Not only is the outside temperature increasing the energy demanded to cool data centers, but the addition of more powerful computing systems increase the indoor heat, putting more stress on the cooling systems. Sooner or later, data centers will hit a wall in their capacity to cool themselves. Making investments now in energy efficiency can help avoid a costly crisis situation.

For more information contact Herb Bell, DPAIR regional manager, at 925-463-3234.

BOMA SF & ACREM Host Joint Peninsula Membership Luncheon

November 15 Event featured T. Jack Foster, Jr.

BOMA SF and ACREM held a joint membership luncheon at Dominic's at Poplar Creek Golf Course in San Mateo. ACREM's program committee secured the guest speaker, T. Jack Foster, Jr., who was the project manager of the Foster City development. T. Jack reflected on the planning and development of Foster City, and shared some humorous stories about how development in the Bay Area has changed since 1960. Members of both organizations had the opportunity to ask him questions, as well as network with one another. Both organizations

hope to join forces again in 2007, and we welcome member input as to future speakers and topics.



Jeff Atkinson, Concar Enterprises,
T. Jack Foster, Debbie Kaiser,
Foster Enterprises and
Ken Cleveland.

Members on the Move



Nancy Gille, RPA, Harsch Investment Properties, has been appointed to the Board of Directors of BOMA's political action committee. The BOMA-SF-PAC Board encourages contributions to the PAC, oversees and recommends

distribution of PAC funds, and supports the political side of the association's public affairs policy development.



Margot Crosman, RPA, CCIM, Unico Properties, was elected Secretary for BOMA California. Margot has represented BOMA San Francisco on the BOMA-California Board of Directors, and began her service on BOMA

California's Executive Committee in 2006.

Douglas Booth Architects Inc. (dba) is pleased to announce **Gary Nichols** has joined dbA as a Principal. A veteran of commercial interiors, Gary has a reputation for great design and his work has been featured in Interior Design, Contract Magazine, Paper City and Metropolis. Gary is currently serving as the Northern California Chapter President of International Interior Design Association (IIDA) and until recently he was a key Senior Associate at Pollack Architecture.

Swinerton Builders recently completed construction of the Orchard Garden Hotel, which will be the first LEED-certified hotel in California. As a leader in

sustainable construction, Swinerton provided state-of-the-art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor air quality. The hotel's green features include high-volume fly ash concrete, a unique power-saving keycard system, extensive recycling efforts during construction and the use of recycled content finishes throughout the building.



Burr, Pilger & Mayer (BPM), a full service accounting and consulting firm, has hired **Mark Werling** (left photo) as a Manager in the Consulting

practice and **Craig Schmitt** as a Senior Manager in the Tax practice. Both Mr. Werling and Mr. Schmitt will serve in the firm's San Francisco office.

Cushman & Wakefield has recently been awarded management of The Pyramid Center, Convention Plaza and 303 Second Street.



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.

BOMA Welcomes New Staff Member

Welcome **Wendy de Lara**, pictured, to the position of Administrative Assistant. Wendy fields all general inquiries from our membership and the public. In addition to handling registrations for luncheons, seminars, and brownbag meetings, she assists the Member Services Director with membership inquiries and maintaining the membership database. Wendy also handles publication sales. Prior to BOMA, Wendy was part of City and County of San Francisco Department of Human Services providing care for the recipients. Wendy is double majoring in Interior Design and Business Administration at San Francisco State



Wendy de Lara

University. She is AutoCAD certified and involved with the Interior Design Association which provides industry resources, professional development, and information issues of concern to the field. Wendy can be reached at 415-362-2662 x10 or wendyd@boma.com.

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