



BULLETIN

AUGUST 2000

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

President's Message

Customer Service So What?

by Lisa Vogel, WorkSpeed, Inc.

About 20 years ago two unknown McKinsey consultants by the names of Thomas Peters and Robert Waterman wrote a book entitled *In Search of Excellence*, which did two things. One, it sold a bundle of copies and, two, it spawned an enormous industry that seems to hit a new peak every other month: business books. Take a look at the business section of your favorite bookstore next time out. The only area larger than business is the Prozac section.



Their book chronicled Peters and Waterman's quest to answer a burning question, why do some companies seem to do business better than others?

Fast forward 20 years. Close to the entire Fortune 500 from 1980 is gone.

Major airlines have dropped out of the sky. IBM no longer builds personal computers. Microsoft, a little bitty thing in Redmond, Washington at the time, has gotten so big the government (along with Larry Ellison) wants to take it apart. Consumers, if they have enough money left over from paying the mortgage, today have their pick of gourmet ice cream, coffee, bagels, and doughnuts. Modern adult life, for wealthy people living in gated communities, is one continual trip to the candy store, particularly if you have \$75K for a Lexus SUV.

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Property Managers Get Their Day in San Francisco

Cheerfully handling multiple tenant service requests, negotiating lease terms, bidding out and evaluating proposals for vendor services, managing contractor work, dealing with city inspections, keeping up to date on building code and regulatory changes, filling open staff positions, preparing budgets, writing financial reports, responding to emergency calls, keeping informed on new telecommunications and technology product and service developments, staying ahead of the evolving and volatile deregulated electric power market... all part of a Day in the Life of a Property Manager. When's the last time you felt truly understood and appreciated for all you do?

Rejoice! The City and County of San Francisco recognizes the value of the services commercial property managers perform daily, and by Proclamation, named July 27, 2000 "Commercial Property Manager Day" in San Francisco. The proclamation was presented to BOMA San Francisco at it's monthly luncheon that day by Mayor Willie L. Brown, Jr (*pictured above*).

The proclamation recognized among other things that our industry houses more than a quarter million jobs in the 65 million square feet of office properties in the city, and the "unparalleled level of service and



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is ALWAYS
THE
CUSTOMER

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Mark Your Calendars, Please . . .

BOMI Institute Courses

RPA Courses for Property Managers

October 19-22

Asset Management

December 14 - 17

Fundamentals of Real Property
Administration

FMA Courses for Facilities Managers

September 7 - 10

Fundamentals of Facilities
Management

RPA/FMA Courses for Property and Facilities Managers

August 14 - 16

Real Estate Investment & Finance

August 17 - 19

Leasing & Marketing for Property
Managers

SMT/SMA Courses for Building Systems Professionals

August 14 - 16

Air Handling, Water Treatment, &
Plumbing Systems

October 16 - 18

Electrical Systems & Illumination

*For information on courses and
requirements contact Education Program
Administrator, Gil Martinez, at
415-362-2662 x12 or gilm@boma.com.*

BOMA's Dates to Remember

Thursday, September 28

Membership Luncheon

Palace Hotel

11:30 a.m. - 1:30 p.m.

Les Spahn, BOMA California

Lobbyist

Luncheon Dates for 2000 *

Thursday, October 26

Thursday, November 30

* all lunches are from 11:30 a.m. - 1:30
p.m. at the Palace Hotel

Seminars

October 10, 2000

8:30a - 11:30a

SFSU Downtown Ctr.

**"From Balance Sheet to Balanced
Scorecard"**

This half-day seminar will examine
indicators used by property managers
and Wall Street to analyze an
organization's performance.

Instructor: Thomas Wm. Gille, CPM,
RPA, Real Systems,

San Francisco, CA.

Call BOMA International at

202-326-6331 For details and

registration.

Social/Networking Events

Monday, August 21

Elmer Johnson Golf & Tennis Classic

Sponsored by ABLE Building

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and Hosted by BOMA Associates

Committee

Register for events online at

www.bomasf.org/professionaldevelopment.

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President's Message Continued from Cover

The 1980 book's premise, and the message inherent in many if not all of Peter's volumes since *In Search of Excellence*, is pretty simple: treating customers and employees well is good business. And, while this concept may not guarantee monstrous profits (there are still a lot of profitable companies that give lousy service and treat their people like dirt -you know who you are), a reputation for good works in this regard will at least attract some positive attention and make the job of recruiting people a bit easier.

So, there goes the Peters and Waterman Era, in which the concept of customers as Kings and Queens of the marketplace has assumed prominent positions in the vision and mission statements of many firms large and small. I would argue that Tommy and Bob did us all as consumers a big favor. They made us Customers, dammit, and you'd better listen to us.

Now that we are almost into a new millennium, my question to Peters and Waterman is, so what?

One of Peters favorite businesses in 1980 was Stew Leonard's, a retail dairy turned mega-grocery store in Connecticut. Stew and his kids had a great thing going. When they saw people eating the tops off of bran muffins, they made muffin tops and sold a pile of them. When little old ladies brought perfectly good, fresh milk to Stew and said this smells funny Stew would take a wiff and say yes, this is bad and dump it out. There was a sign in front of Stew's that said, "The customer is always right," and it was made of granite, quite literally.

Stew and Stew, Jr. became famous and made speaking appearances all over the country, even at BOMA Conventions. He was suddenly the newest cool business dude, the darling of retail. His business, based on the granite sign out front, boomed along.

So, people like you and me and others who read the books followed his lead and created a new business world that made us believe that the customer is always right. I am here to tell you that Stew was wrong and it isn't because he was convicted of a series of tax fraud shenanigans a few years ago.

If you are in a customer service business, such as commercial property management, you are managing more

than just customers. you are also managing employees, the people who help you provide the service that customers need in the first place. They are pretty important, too.

I, too, used to believe the customer is always right. I found out I was mistaken. In trying to be Stew Leonard's, I often placed my staff in an impossible position, one that compromised what they knew was actually right. People got burned out. I created a solution to this dilemma.

Rather than to blindly espouse the ideology that the customer might occasionally be wrong (or at least incorrect) say this: the customer is ALWAYS THE CUSTOMER. Think about that. While your customers may not always be right, they are still your customers and need to be treated appropriately. This idea gave my staff more confidence and truly made them better at providing a consistently but realistically high level of customer service.

There were no lies. My staff did not have to worry about determining what was right or wrong. But, their jobs were to provide as high a level of customer service as possible, and they were able to do so without a hint of burnout or bitterness. I invite you to try this method and see what ensues. You may find it will help your staff make it through the day in good shape, and they may actually want to return the next day.

"Property Managers..." Continued from Cover

attention to the industry as a whole, to property owners, business owners and staff, and the public" that property managers provide with the "path of excellence" laid by their work. The Proclamation also recognized the education, advocacy and information sharing programs of BOMA San Francisco, and its members' participation in community service programs such as our Annual Toy Drive to benefit the San Francisco Firefighters Toy Program, and our support of the Real Estate Alliance For Charity.

Congratulations, for all you do, and THANKS!

FIRE SPRINKLERS IN THE HOT SEAT AGAIN

By Daniel Rottinghaus and Jeffrey Cereghino, Berding & Weil

During the past six months, several testing agencies and fire departments have raised concerns about the performance of fire sprinklers manufactured by Central Sprinkler Co. The fire sprinklers being investigated are different from the Omega sprinklers (also manufactured by Central) which were also recalled in 1998 by the Consumer Product Safety Commission.

The Sprinkler heads being investigated now are Centrals' GB Series sprinklers. Some of these heads were supplied as pre-recall replacement heads for the Omega heads, but the vast majority were typically installed as original construction. There have been reported incidents that the sprinkler heads failed to deploy in a fire.

Underwriters Laboratory (UL) reported in February of this year, that they were investigating reports that certain "Model GB" sprinklers may "leak or not operate in a fire because they require a higher water pressure to operate than is available in some buildings. UL strongly recommended to building managers and property owners whose buildings or homes are equipped with these sprinklers that they immediately contact their fire sprinkler service company to assess their fire sprinkler system to determine the appropriate corrective action, including replacement.

Factory Mutual (FM) also tested GB sprinklers that had been submitted by building owners who observed corrosion at the head. It found that some of the corroded heads required greater water pressure than would normally be required to operate.

The precise failure mechanism of the sprinkler heads is not known at present but what is reported is that the sprinkler heads may leak, which in turn causes corrosive build-up on the release mechanism.

If you wish to investigate or examine your sprinkler head, the first step is to identify whether your building has Central GB sprinklers. There are two steps to identifying the Central GB series sprinkler. The first step is to locate the sprinkler heads installed in your building. If the sprinkler heads are of the concealed type – covered by a plastic disc – remove the cover plate to access the sprinkler itself to check model numbers and appearance. All of these head designs include a small diameter glass tube which will be plainly visible and which includes a color – usually red – liquid.

The Central GB series sprinklers in question include the following model identifiers: GB, GB-ALPHA, GB-J, GB-QR, GB-EC, GB-RS, GB-20, GB-20QR, GBR, GB-R1, GB-R2, GBR-LF, GB4, GB4EC, GB4FR, GB4-QREC, BB1, BB2, BB3, SD1, SD2, SD3, HIP, ROC, LF and WS.

After you have identified the model initially, continue to examine your building's sprinkler system to determine if there are other models of sprinkler heads used as well. If you discover a different design or appearance, repeat the steps above.

After you have identified the sprinkler head as one model under investigation, the next step is to make a close inspection of the heads themselves. Randomly select three or four sprinklers of each head design and identify the model number and the date of manufacture. This information is usually located at the base of the sprinkler (the portion closest to the ceiling or wall where it is mounted) or on the round piece of metal at the end of the sprinkler. Make sure that there is a "Central" mark on the sprinkler. You should, if possible, record model number and manufacturing date.

Assuming that you have the sprinkler heads, you may wish to randomly inspect for leakage, or signs of leakage. If you find a leaking sprinkler head, retain an experienced sprinkler installer, or sprinkler expert to remove the head for further testing. At that point you may wish to contact Jeffrey Cereghino or Daniel Rottinghaus at Berding & Weil for directions regarding further action, including sprinkler head testing.

Contact Information:

Berding & Weil

Jeffrey B. Cereghino, Daniel L. Rottinghaus

140 Geary Street, 9th Floor, San Francisco, CA 94108

Phone: (415) 782-2680

E-mail: jcereghino@berding-weil.com

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Executive Education Fall Schedule Includes 44 Locations New Thursday, Friday, Saturday Schedule; Scholarships Available

The USC/BOMA Executive Education program will expand to 44 locations this fall with a new Thursday, Friday, Saturday schedule which allows you to complete each course in the same week:

Developing Strategies and Building Effective Real Estate Organizations

September 14, 15 and 16

Advanced Financial Analysis of Portfolio Assets

November 2, 3 and 4

These courses have been approved in most states for continuing education credits to renew your real estate license, and qualify for RPA, FMA, CPM, ARM and SIOR renewal credits.

Tuition is \$1,650 for BOMA members and \$1,850 for non-members, fully refundable if for any reason you're not satisfied.

BOMA San Francisco is offering scholarships. Eight out of 10 students who attended the courses this spring said the courses met their expectations, and 9 out of 10 said they planned to attend future courses.

Seats are still available but attendance is extremely limited.

For detailed brochure and registration form, call BOMA toll free at 1-877-335-1188 or visit <http://www.boma.org/excedu>. On-line registration is available.

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The program includes 4 courses. Each is 18 hours, offered over 3 days. And 2 courses are accepting registration for this fall:

- ***Developing Strategies and Building Effective Real Estate Organizations***
Thursday, September 14; Friday, September 15;
and Saturday, September 16
- ***Advanced Financial Analysis of Portfolio Assets***
Thursday, November 2; Friday, November 3;
and Saturday, November 4

Courses planned for the 2001:

- ***Management of Portfolio Real Estate Assets and Capital Markets***
- ***Implementing Your Strategy: Operating the Real Estate Organization***



For locations and registration information, call toll-free at 1-877-335-1188, or visit us online at www.boma.org/excedu — Enrollment has already begun for September and November courses. Class sizes are limited, so we urge you to call now.

BOMI Institute Announces New Designation Requirements

BOMI Institute has updated the RPA designation requirements for students enrolled prior to April 1, 2000.

Budgeting & Accounting is now an elective course for those students.

The requirements for students enrolled prior to April 1, 2000 are as follows:

U.S. students who enrolled in the RPA program prior to April 1, 2000 must complete the following courses in addition to the RPA Experience Requirement:

Mandatory Courses (Five required courses)

Design, Operation & Maintenance of Building Systems, Part I

Design, Operation & Maintenance of Building Systems, Part II

Real Estate Investment & Finance

Environmental Health & Safety Issues

Ethics Is Good Business(R) One Day ShortCourse(TM)

Students must also successfully complete one of the following courses:

Property Manager's Guide to Commercial R.E. Law (retired 03/31/00)

Real Property Accounting (retired 06/30/96)

Law & Risk Management

In addition to the above requirements, students must successfully complete two of the following elective courses:

Elective Courses (2 required)

Fundamentals of Real Property Administration

Leasing & Marketing for Property Managers

Asset Management

Budgeting & Accounting

Risk Management and Insurance (retired 03/31/00)

Please Note: Students who registered for Property Manager's Guide to Commercial Real Estate Law or Risk Management and Insurance prior to April 1, 2000 have until March 31, 2001 to complete the exam for each course. These exams will not be offered after March 31, 2001. For questions about this change, contact Amy McMonigle at 1-800-235-BOMI (2664). These changes are a direct result of input by BOMA Locals and their members. For questions about this policy update, please call The BOMI Institute at 1-800-235-BOMI (2664).

For information regarding the Continuing Education Program, visit BOMA San Francisco's website at www.bomasf.org or contact Gil Martinez, Continuing Education Administrator at gilm@boma.com

Suggestion Box: Ideas, Feedback Sought

BOMA seeks your input on how we can serve you better! Our primary focus comes from our strategic plan. Leadership and staff regularly use the plan as a guide for setting priorities and allocating resources. But with market conditions, personnel and business practices always changing, we recognize that member needs change as well, so we continually seek your guidance on how BOMA can be the most useful resource for the largest number of members possible.

Please consider the following questions.

- 1) What special challenges do you expect your company to face in the next two to three years?
- 2) What skill(s) would you like to build?
- 3) What problem(s) are you having that you're not getting help with?
- 4) If BOMA were to offer a program that, given a reasonable cost, you would attend no matter what, what would that program be?

If you have an answer to any of these questions, or other feedback you wish to share, please do so via email to mli@boma.com. Please put "Suggestion Box" in the subject line. THANK YOU!

Win with www.bomasf.org!

Congratulations to John Spassoff, winner of a free Palm V palm-pilot offered by BOMA. John won simply by registering for the give-away on our website at www.bomasf.org. John says this is his first time ever winning a contest. "I really appreciate it; I didn't even get to attend the luncheon so I was really surprised when they called me and told me I'd won." John says he is a novice PDA user but a friend is going to give him some pointers so he can get full use out of his new toy...um, work tool.

This contest was an attempt to have more of our members visit and get comfortable with our new website. Please visit, you will find a wealth of information online including the membership directory (updated monthly), information on publications, classes, the luncheons and other events. You can sign up for events or buy publications, and pay for both by credit card while on line! The website is maintained by your local BOMA, so you will receive the same personal service for the event registration or publications purchases. In addition, the website has great information on current issues before the membership, as well as the latest copies of the Bulletin (BOMA Newsletter) and the Advocate.

New Member Orientation Section

A new feature of the website is the new member orientation section. New members are encouraged to use this feature to help familiarize themselves with the many opportunities our members enjoy. To access the new member orientation section, just go to the home page, click on membership, then follow the links using the selection guide in the left-hand column. There you'll find information on how to fully take advantage of your BOMA membership, including opportunities to make your company more visible, access information on continuing education and upcoming events, or how to volunteer your time and expertise to one of BOMA San Francisco's industry related task forces.

Looking for the Perfect New Employee or Employer?

The Building Owners and Managers Association (BOMA) San Francisco's job bank is an online resource for industry employers and job seekers. Located at www.bomasf.org, BOMA's job bank allows employers to post jobs and search current resumes for prospective employees. A \$10.00 administrative fee is charged to post jobs and to receive a selected candidate's contact information.

We encourage employers to utilize this online resource to advertise positions available within your organization and to search for qualified candidates to join your team. Job seekers will find a listing of available jobs to view by date and by type of position. In a market where filling highly skilled and experienced positions is becoming more and more difficult, the on-line job bank has proven to be an efficient and cost effective tool. Job seekers in this industry can really target their search, and see all types of available positions, while employers can use the site to compare the experience and skill levels of prospective candidates.

The more listings we can post, the more high level candidates will be drawn to this resource. So please make use of this site, to locate the most qualified candidates or a new career opportunity. For questions about the on-line job bank, please contact Education Program Administrator, Gil Martinez at 415/362-2662 x12 or gilm@boma.com

In a market where filling highly skilled and experienced positions is becoming more and more difficult, the on-line job bank has proven to be an efficient and cost effective tool

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Boston Properties Names New Property Manager For One and Two Embarcadero Center

Richard D. Buziak, RPA, FMA, has recently joined Boston Properties as the new Property Manager for Boston Properties' One and Two Embarcadero Center, where he will be responsible for all property operations and tenant relations.

Buziak comes to Boston Properties from Sony's Metreon Entertainment Center in San Francisco. Richard held similar positions with Kaiser Permanente, South San Francisco; U.S. General Services Administration, Honolulu and San Francisco; and Eastman Kodak Company. Buziak holds a degree in Planning and Design from the University of New York at Buffalo and is completing his MBA from San Francisco State University. Buziak received his Real Property Administrator (RPA) designation in 1995 and his Facilities Management Administrator (FMA) designation in 1997.

He is also an active member of BOMA and the International Facility Managers Association (IFMA). Welcome Richard!



*Richard D. Buziak, RPA, FMA.
Boston Properties.*

John Patrick Brubaker is Born!

BOMA San Francisco Member Services Director Tory Brubaker and her husband Eric are the proud parents of John Patrick, who arrived healthy and happy the afternoon of June 27. Vital stats: 8 lbs. 12 oz., 22". Welcome to the world, Jack! Congratulations Tory and Eric!

Intermaggio Earns Professional Certification

Marc Intermaggio, CAE, BOMA San Francisco's executive vice president, recently earned recognition from the American Society of Association Executives by earning the Certified Association Executive (CAE) designation. This is the highest honor of professional achievement available from the Society. ASAE membership totals more than 24,000 individuals representing local, state, regional, national and international trade and professional associations.

The certification process begins with applicants demonstrating professional and personal achievements through an extensive application process, followed by the CAE examination, a comprehensive evaluation of the applicant's knowledge of the field of association management. To maintain certification, a program of professional development over successive three-year periods is required.



BOMA Awards Best Recyclers

Golden Gate Disposal hosted the Second Annual "Dinner at the Dump", and our First Annual CORY Awards. BOMA Associates Committee members Sandie Krutz and Fred West (Marble West) were the co-chairs for the event which showcased the Commercial Office Recycling program. BOMA Recycling Committee Chair Mark Rumpler (Hines) not only coordinated the event with the Associates, he played a "starring" role in the Fashion Show featuring recycled materials. Radio Personality Betsy Rosenberg, host of the KCBS program "Trash Talk" emceed the event. Following a gourmet dinner provided and prepared by Golden Gate Disposal with wines courtesy of Marble West, awards were presented to **100 Pine Street (Best Large Building)**, **500 Sansome (Best Small Building)**, **SMG Moscone Center (Best Mixed-Use Building)** and **The State Compensation Insurance Fund, 1275 Market Street (Best Single Tenant Building)** Kudos to everyone who volunteered their time to make this another successful event.

Thanks also to Rennie Ediger (Perfection Sweeping) for the beer, sodas and water. We also wish to acknowledge the generosity of Golden Gate Disposal for the use of their superb facility and the invaluable assistance of John Legnitto, Chris Levaggi and the staff at Golden Gate Disposal.



Laurie Lind, Boston Properties; Mark Rumpler Hines and Chris Wong, The Swig Company.



Rennie Ediger, Perfection Sweeping; Kathleen Carroll, Konklin Bros., Inc.; and Sandy Baxter, August Supply, Inc.



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August 24, 1931 - June 24, 2000.



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What's New?

Coyote Point Corporate Center: The Peninsula's Latest Approved Development

Project Overview by **Dan Levin,**
Vice President, Development, Glenborough Realty Trust, Inc.

This new 488,000 sq. ft. project has just won approval by the Burlingame City Council. Join us for an examination of the project to be developed on 16 acres of the current Burlingame Drive-In Theatre. We'll look at some of the Center's unique aspects, including plans for Transportation Demand Management and a Child Care Facility.

Register
online at
[www.bomasf.org/
professional
development/
seminars](http://www.bomasf.org/professional-development/seminars)

Bring your questions and join us for the presentation and open discussion

PROGRAM DETAILS

DATE: Wednesday, August 23, 2000 **PLACE:** Bay Meadows, Clubhouse Dining Room
2600 S. Delaware, San Mateo

TIME: 7:30 a.m. registration & continental breakfast **COST:** \$35 members (*including ACREM*)
8:00 - 9:00 a.m. program \$45 non-members
which includes Q&A

FREE PARKING

R E S E R V A T I O N F O R M

August 23 Seminar:

Return to BOMA by Friday, August 18, 2000, 12:00 noon.

# of Attendees	_____
@\$35	_____
@\$45	_____
Total: \$	_____

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Name(s): _____

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Questions? Contact Francine Anderson at 415/362-2662 x10 or francinea@boma.com

Mail or fax with credit card information or check to:

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Building Owners &
Managers Association
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PREDICTING FUTURE DEMAND FOR SPACE

How to Analyze Today's Market to Meet Tomorrow's Needs

Presented by:

Sam Foster, CCIM, Jones Lang LaSalle

This program is designed to provide attendees with the tools to evaluate current market conditions and predict where the cycle will be 18 months from now. The instructor will discuss how to position your tenants and leases, both new and renewals, to best take advantage of current and future market conditions. Mr. Foster holds the CCIM designation is a senior instructor for CCIM.

Register
online at
[www.bomasf.org/
professional
development/
seminars](http://www.bomasf.org/professional-development/seminars)

Who should attend? Brokers, leasing managers, asset managers, portfolio managers, property managers, senior property managers, etc.

PROGRAM DETAILS

DATE: Thursday, August 10, 2000	PLACE: SF State Univ. Downtown Center, Room 2608	
TIME: 8:30 a.m. registration & continental breakfast 9 a.m. - 11 a.m. program	COST: \$ 75 members \$ 95 non-members	

R E S E R V A T I O N F O R M

August 10 Seminar: Predicting Future Demand for Space
Return to BOMA by Monday, August 7, 2000, 12:00 noon.

# of Attendees	_____
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Questions? Contact Francine Anderson at 415/362-2662 x10 or francinea@boma.com

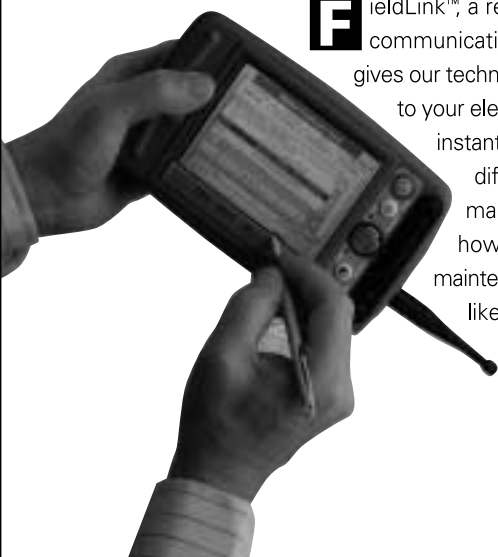
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