



Bulletin

DECEMBER 2009/JANUARY 2010

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

Hines SVP Thomas Kruggel Shares His Hopes For 2010

As President of BOMA San Francisco, Requests Member Participation

On the Inside

NEW DIRECTORS

... 4 ...

MEMBERS OF THE YEAR AWARDS

... 6 ...

COMMITTEE LEADERSHIP

... 8 ...

2010 EARTH AWARDS

... 11 ...

MEMBERS ON THE MOVE

... 15 ...

Assuming the presidency of perhaps the finest local BOMA in the country (San Francisco) is a bit daunting, especially when following in the footsteps of such respectable and noteworthy colleagues like Margot Crosman, Unico, and Steve Austin, Boston Properties (not to mention all those that preceded them). But it's actually because of them that I feel emboldened to embark upon this adventure, and it's because of them that I also humbly step into such an opportunity. It's those that have successfully gone before us that often give us hope, and when they're the same ones that stick by your side while navigating uncharted waters, why most anything seems achievable.

Thus is the nature of BOMA San Francisco, especially when we look over our shoulder and peer back at 2009. I'm not sure any of us would willingly wish for a repeat performance of the trials and travails of commercial real estate over the last twelve months. Or would we? There's a part of me that masochistically says, "Bring it on!" Why? Because it's forced us to rally together like no other time in my memory of recent history. Sure, some of us are business competitors, but all of that

seems like hyperbole when I consider the sense of community and camaraderie commandeered through these tough times. They seem to break down barriers under the knowledge that we're all undergoing the same hardships. I believe it's under these providences that the depth of our true character begins to shine. And furthermore, I'm confident that had we not been afforded the occasion to struggle through these adversities, we wouldn't be the better real estate professionals we are today.



Thomas Kruggel Hines

So it's under this banner of esprit de corp that I have great hope for 2010. We need to lean upon one another now more

than ever, and even though some prognosticators are pessimistic about the next twelve-plus months, I, for one, am enthusiastic with great optimism. **Think about it; (i) our membership is higher than it's ever been, (ii) our leadership involvement is more committed than it's ever been, (iii) our budget and reserves are stronger than they've ever been, and (iv) our goals for the future are more targeted than they've ever been.** All of this seems counter-intuitive when laid against the backdrop of self preservation and slogans like, "Endure again through 2010." If the futurists and economists are

LEADERSHIP

EXECUTIVE COMMITTEE

Thomas Kruggel, President
Hines

Anne Stephens, CPM, President Elect
Paramount Group, Inc.

Meade Boutwell, LEED AP, Treasurer
CB Richard Ellis

Margot Crosman, RPA, CCIM, Immediate Past President
Unico

Marc Intermaggio, CAE, Exec. VP & Secretary
BOMA San Francisco

DIRECTORS

Tim Ballas, CPM, CCIM
CB Richard Ellis

Gary Faleschini
Waxie Sanitary Supply

Harout Hagopian
Equity Office Properties

David Jaber, RPA, CPM, CCIM
Shorenstein Realty Services

Steve Levine, CPM
Wells Fargo

Sarah MacIntyre, RPA, LEED AP
Wilson Meany Sullivan

Steve Ring, RPA, CPM, LEED AP
Cushman & Wakefield

Elizabeth Trowbridge, RPA, FMA, CPM
LBA Realty

BOMA STAFF

Marc Intermaggio, CAE
Executive Vice President & Secretary

Ken Cleaveland
Director of Government & Public Affairs

Tory Brubaker, CAE
Member Services Director

LaMata Lewis
Director of Accounting

Francine Anderson
Director of Education Programs

John M. Bozeman
Legislative Assistant

Wendy deLara
Administrative Assistant

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The BOMA Bulletin

is published quarterly.
Scheduled 2010 issues are
March, June, September
and December.

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415/362-2662 x115 for information on

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- Press Releases for
Members on the Move

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

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We thank these Leading Companies
for their commitment to our Association in 2009.

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Two New Leaders Join BOMA's Board of Directors

BOMA welcomes **Sarah MacIntyre**, RPA, LEED AP, General Manager, **Wilson Meany Sullivan** and **Elizabeth Trowbridge**, RPA, FMA, CPM, Senior Property Manager, **LBA Realty**, to its board of directors.

Sarah MacIntyre has over 15 years experience in commercial property management with specialization in large Class A multi-tenant projects in San Francisco. At Wilson Meany Sullivan, Sarah is the General Manager of Centennial Towers, a 680,000 square foot office development project in South San Francisco. Most recently, she was a General Manager with Jones Lang LaSalle where she was responsible for Hills Plaza, a mixed-use project and worked closely with Google to achieve LEED Gold in their first San Francisco office. Sarah holds the BOMI RPA designation and the LEED AP designation. She attended Tulane University and has a Bachelor of Arts in Political Science.

Elizabeth Trowbridge is a Senior Property Manager for LBA Realty and has 9 years of commercial property management experience. Since joining LBA in 2008, she has been responsible for the management of 1.2 million square feet of R&D, industrial and office product of LBA's Northern California portfolio. Prior to joining LBA Realty, Ms. Trowbridge managed Class A high rise properties for CAC Real Estate Management Co., Inc. (San Francisco) and Crescent Real Estate Equities, Ltd. (Houston, Texas). In addition to having her California Real Estate Salesperson License, she has obtained her RPA, FMA, and CPM designations. Ms. Trowbridge has been active in BOMA since her introduction to the organization, having participated in the Young Professionals and Member Services Committees as well as attending the last two international conventions in Denver and Philadelphia.



Sarah MacIntyre
Wilson Meany Sullivan



Elizabeth Trowbridge
LBA Realty

In memoriam

Katherine Joseph Casey passed away on November 30, 2009 after a short illness. Katherine served as the executive assistant at BOMA San Francisco for many years, working closely with longtime BOMA executive director Elmer Johnson. Following her retirement in 1981, she and her husband Tim moved to Petaluma, and following his death in 2005, she moved to San Carlos.

Kathleen Ann Carroll-Finch, 48, passed away on December 11, 2009. Kathleen is survived by her husband, David Finch, her mother, four siblings and 23 nieces and nephews. Kathleen was most recently a partner at Conklin Brothers Inc. and in the commercial flooring business for over 25 years. She was an Associate member of BOMA San Francisco and served on the Associates Committee for many years. Kathleen was diagnosed with lupus in her twenties and the disease progressed into CNS lupus in the last five years of her life. In July 2009, Kathleen and her husband moved from San Francisco to The Woodlands, Texas to be closer to family. All who knew her will remember her beaming smile, her laugh and her zest for life.



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BOMA San Francisco Elects New Officers

Thomas Kruggel of Hines was elected as president of BOMA San Francisco for the 2010 business year. Additionally, Anne Stephens, CPM, Paramount Group, Inc., and Meade Boutwell, LEED AP, CB Richard Ellis, were named president elect and treasurer, respectively. Along with immediate past president Margot Crosman, RPA, CCIM of Unico, the three will serve on BOMA's Executive Committee, which sets policy for and provides overall direction to the association.

Tom Kruggel is a senior vice president with the international real estate firm Hines, where he oversees the operational activities of over 30 million square feet of real estate projects throughout the West. As head of the BOMA-SF board, Kruggel will be responsible for guiding the organization that represents most large commercial buildings in San Francisco, Marin, Sonoma and San Mateo counties.

Anne Stephens is the area asset manager and general manager for Paramount Group, Inc., headquartered in New York City. She is currently responsible for the oversight of day-to-day operations, financial reporting, capital projects and tenant relations at One Market Plaza in San Francisco.

Meade Boutwell, Senior Vice President and LEED AP with CB Richard Ellis in San Francisco, is a 25-year veteran of the



Tom Kruggel
President 2010



Anne Stephens, CPM
President Elect



Meade Boutwell, LEED AP
Treasurer



Margot Crosman, RPA, CCIM
Immediate Past President

commercial real estate industry, specializing in office leasing with extensive experience in tenant and property representation.

Margot Crosman became BOMA's immediate past president. She is the general manager of 100 Pine Street in San Francisco's Financial District. Crosman has more than 20 years of property management experience.

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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 Announces Members of the Year & Good Government Awards



Zachary Brown
2009 Principal Member of the Year

Congratulations to BOMA's 2009 Principal Member of the Year, **Zachary Brown**, assistant property manager of The Ferry Building, **Equity Office**. Zachary has done an outstanding job leading BOMA's Environment Committee—from overseeing the Sustainability Fair late last year, to hosting the EARTH Awards program this year, plus hosting monthly meetings for BOMA's Environment Committee which has grown to 60 plus members. This year he served as a panelist on two of our seminars—one on Emergency Preparedness and how to conduct a full building evacuation, the other, on how to take an existing building through the US Green Building Council's LEED certification process.



Howard Fish
2009 Associate Member
of the Year

Congratulations to BOMA's 2009 Associate Member of the Year, **Howard Fish**, vice president of **Skyline Construction**. Howard's leadership of BOMA's Associate Member Committee has helped provide great events where members can socialize and build lasting relationships. He has worked tirelessly with his committee to lower event costs, while still managing to provide a little profit to the organization. And the events

themselves have been lots of fun and well attended. Thanks for being such a great team leader!



Michael Cohen
2009 Public Official of the Year

BOMA presented its 2009 Public Official of the Year Award to the **Mayor's Director of Economic and Workforce Development, Michael Cohen**. Michael was selected because he is the **ONLY** person in city government who is completely focused on bringing new businesses and new jobs to San Francisco. In this time of economic loss, professional stress, layoffs, shut-downs, and decreasing revenues, Michael Cohen has been a bright spot of hope that our economy will rebound, and that new industries, such as bio-tech, nanotech, and digital tech, can take the place of those law firms, financial service companies, and others who have folded or left.

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



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New Opportunities for Greater Exposure in the Local Commercial Real Estate Marketplace

On-line Buyers Guide and Website Ads Now Available at www.bomasf.org

BOMA San Francisco has joined forces with Naylor Publications to provide an **on-line buyers guide** and **sell advertising on our website** (www.bomasf.org). Naylor already produces our annual printed membership directory, and they produce on-line buyers guides for several other associations including a few local BOMAs. While people will still be able to view membership information on our website, the online buyers guide gives advertisers the ability to create direct links to their own web sites, share product / service information, etc. Bottom line: more information available more ways to more people, while generating more revenue for BOMA.

Each BOMA member will receive a basic listing as part of their membership, but can enhance that listing in a variety of different ways, each at a different price point. (We hope some of our Principal members will take advantage of this opportunity—it's not just for Associate members). Naylor will be responsible for all ad sales, and any questions should be directed to Vicki Sherman, vs Sherman@naylor.com, 800-369-6220 x3417. Both the on-line buyer's guide and advertising on our website will be available to members and non-members, however non-members will be charged a 20% premium.

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BOMA's Online Buyers' Guide is a web-based tool to research and locate products and services. Members receive a free basic listing and have the opportunity to maximize their exposure. BOMA is also accepting advertisements on www.bomasf.org.

For more information on advertising, download the BOMA San Francisco media kit at www.bomasf.org > FAQ or call Vicki Sherman at (800) 369-6220 ext. 3417.



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BOMA Committee Leadership

2010 Committee Chairs Steer Association Activities

BOMA is a successful organization due in large part to an active and committed base of member volunteers. Over 100 members serve on committees or provide special project support. BOMA is honored to have the following leaders guide the Association through the issues, events and industry challenges of 2010. If you are interested in participating on one of these committees, please contact the chair via the email address shown.



Associate Committee
Howard Fish
Skyline Construction, Inc.
hfish@skylineconst.com

The Associate Committee plans and executes the organization's social events. These events include the Texas Hold'em Tournament, PAC at the PARK, Spring Golf Classic, Elmer Johnson Golf Tournament, Un-Oktoberfest, and the Holiday party.



Codes & Regulations Committee
Skip Soskin
Huntsman Architectural Group
skip@huntsmanag.com

The Codes & Regulations Committee monitors the current trends in Code Enforcement that may affect the commercial real estate industry at the city and state level. The task force educates the membership on the major code related issues and topics that affect San Francisco and the Bay Area's commercial real estate industry. The task force also evaluates and provides feedback on behalf of BOMA on proposed building code changes, additions or deletions at city and state levels.



BOMA-SF-PAC (Political Action Committee)
Jim Christian
DRA Advisors LLC
jchristian@draadvisors.com

BOMA-SF-PAC is the separately incorporated political action arm of the association. BOMA-SF-PAC endorses and supports local candidates for public office, local ballot initiatives and independent expenditures on behalf of issues or candidates. Due to State and local regulation of Political Action Committees meetings are open to BOMA members as observers only. The Committee is governed by a board of directors that is elected to a 2 year term. If you would like to be considered for a board position, please contact the Chair to discuss your interest and qualifications.



Education Committee
Sheila Murphy
Shorenstein Realty Services
smurphy@shorenstein.com

The Education Committee selects speakers and topics for membership luncheons. The committee also discusses educational topics for the membership and the best format for dissemination of useful information, including seminars, newsletter articles, website links, brown bag forums, etc.



Emergency Preparedness Committee
Peter Franklin
Cushman & Wakefield
pfranklin@ThePyramidCenter.com

The Emergency Preparedness Committee identifies exemplary safety, security, emergency preparedness and incident prevention practices in the commercial property field, and educates members about the security and life safety assessment and planning tools, and range of preparedness options available to them.



April 22, 2010
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“Leadership is not magnetic personality — that can just as well be a glib tongue. It is not ‘making friends and influencing people’ — that is flattery. Leadership is lifting a person’s vision to high sights, the raising of a person’s performance to a higher standard, the building of a personality beyond its normal limitations.”

~Peter F. Drucker



Energy & Environment Committee
Zachary Brown
Equity Office
zachary_brown@equityoffice.com

The Energy & Environment Committee encourages and supports environmentally sustainable business practices in the commercial real estate industry. The committee helps members achieve their sustainability goals, including, but not limited to LEED Certification, LEED Accreditation, recognition in the EARTH Award Program, recognition in other programs and awards, cutting expenses through energy conservation and waste diversion, and sharing best practices in smart management with like-minded members. This committee manages the EARTH Awards program which considers 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”.



GAPAC (Government & Public Affairs Committee)
Susan Court, RPA
Cushman & Wakefield
scourt@cwpmc.com

GAPAC plays a very important part in accomplishing BOMA’s advocacy goals. Along with the BOMA-SF-PAC, this committee is dedicated to representing BOMA members’ interests before every government body or public policy forum as required. An integral part of BOMA’s advocacy effort directly involves determining impact of proposed governmental policies and regulations on BOMA members and formulating appropriate responses to such policies or regulations.



Leadership Development Committee
Kathy Mattes
CB Richard Ellis
kathy.mattes@cbre.com

The Leadership Development Committee identifies qualified candidates for consideration as future directors of the Association.



Membership Services Committee
Chaudel Baker
Broadway Real Estate Services
cbaker@bwayres.com

The Membership Services Committee recruits new Principal (Building) and Associate (Vendor) members to the organization, with emphasis placed on identifying non-member buildings and planned developments in San Francisco, San Mateo, Sonoma & Marin counties. The committee is also responsible for welcoming all new members, assisting in the member renewal process, and producing Membership Orientations to new and existing members.



Young Professionals Steering Committee,
“BOMA^{YP}”
Michelle Funkhouser
Hines
michelle_funkhouser@hines.com

The BOMA^{YP} Steering Committee plans and executes educational and networking events designed for the members of the association in the early stages of their real estate careers (0-7 years of industry experience). They host a variety of networking mixers and lunchtime, Career Success workshops focusing on technical skill development.

Networking Mixer on Ice!

November 12, 2009

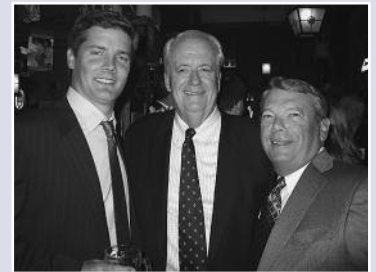
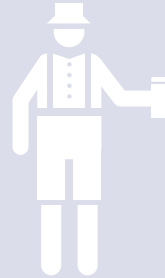
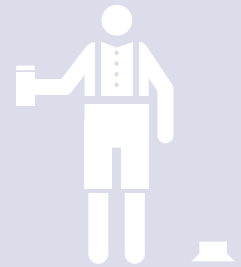


Thank you to our Event Sponsor



BOMA's Un-Oktoberfest

November 3, 2009



The BOMA SF Energy & Environment Committee is pleased to announce the



BOMA San Francisco 2010 EARTH Awards Competition!

The BOMA San Francisco EARTH Award was created as an opportunity for BOMA members to showcase their entire spectrum of programs and operational practices that constitute an effective sustainability program for commercial office buildings. The EARTH Award Application targets policies and procedures that excel in the following categories: Recycling/Waste Reduction, Energy Conservation, Water Conservation, Toxics/Air Quality, Transportation, and Tenant Education.

There are numerous revisions to the 2010 Application that not only reflect the most current environmental and municipal benchmarks, but also address the feedback provided by the BOMA SF Membership regarding the scoring and auditing procedure of the top performing applicants. This year's application is more challenging, more thorough, more transparent, and ultimately, more competitive than its predecessors.

We invite you to participate in the **2010 BOMA San Francisco EARTH Award** program. The application is available on BOMA's home page, www.bomasf.org. The deadline to return all applications is **February 12, 2010**.

Please contact the BOMA Energy & Environment Committee with any questions or concerns regarding the application. Winners will be recognized at the April 22, 2010 membership luncheon and cash prizes will be distributed to the top achievers.



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EARTH Award Workshop
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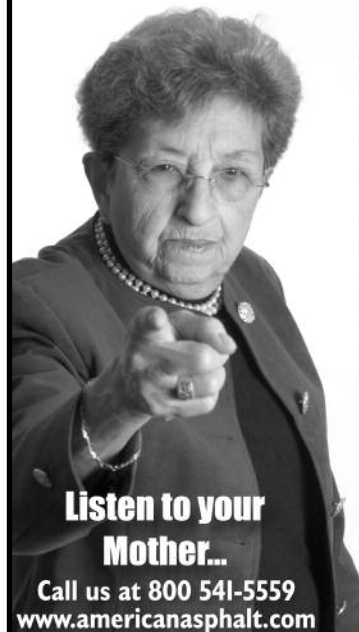
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Holiday Toy Drive Thank You's

BOMA San Francisco thanks all member buildings that participated in the 2009 BOMA San Francisco Toy Drive to benefit the San Francisco Fire Department Toy Program. Their support and tenants' generosity will help brighten the holidays for thousands of children throughout the area.

This program owes much of its success to the efforts of our member companies who provide the vehicles and personnel to pick up and deliver barrels in November and to collect barrels and toys and deliver them to SFFD in mid-December. This year, nine member companies provided streamlined pickup and delivery, making the process run smoothly for BOMA, our members and SFFD. Several of these companies are long-time veterans of the program, and some are brand new. Thanks to the listed companies and their teams who helped make this year another success.

Together, we have delivered over 1 million toys in the twenty-three years BOMA has been participating in the San Francisco Firefighter's Toy Program. Today, the Toy Program distributes over 200,000 toys each year and serves more than 40,000 families.

Toy barrel reservations and volunteer driver solicitations for next year's program will be sent to the entire membership in mid-October 2010.

Thank You!

Able Services

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Cole Supply

Driver Coordinator: Michelle Stringer

Commercial Interior Builders

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Montincelli Painting & Decorating

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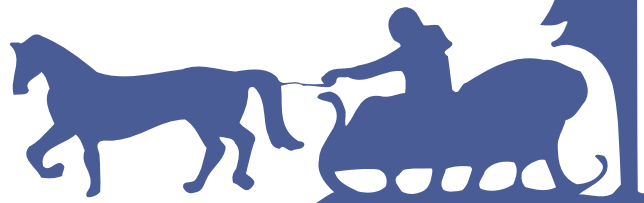
Driver Coordinator: Tracy Coletta

Rosendin Electric

Driver Coordinator: Marilyn Olson

Siemens Building Technologies, Inc.

Driver Coordinator: Andy Canto



Members on the Move

The *San Francisco Business Times* named **Peter Sortwell**, President and CEO of **Arborwell Professional Tree Management**, as one of the Bay Area's Most Admired CEOs in a Small Business. Sortwell was honored among thirteen other accomplished CEOs at the *Business Times*' Awards Gala on Thursday, November 19th. Sortwell was recognized by the *San Francisco Business Times* for his outstanding leadership as a CEO. As an innovative entrepreneur, a talented salesman, and a dedicated boss, Sortwell has made Arborwell a force to be reckoned with in the world of tree care.

BCCI recently announced a repositioning of its brand and a new identity for the company as part of a larger strategic plan the firm began three years ago. The firm is now known as **BCCI Builders**. After 25 years serving the Bay Area construction market, the new brand will fully represent services already offered to include: new building, structural renovation, historic restoration, seismic upgrades, commercial interiors, preconstruction services, sustainable construction and LEED consulting.



The **San Francisco Electrical Construction Industry's Labor Management Office of Business Development** has named **Joel Koppel** as its director, a newly created position. Koppel will represent the common interests of the San Francisco

Electrical Contractors Association (SFECA) and the International Brotherhood of Electrical Workers (IBEW) Local 6, working with developers, business leaders and elected officials at an important time for the industry.



Michael Hahn has joined **Charles Dunn Real Estate Services, Inc.** as the assistant portfolio manager. Michael will be assisting Portfolio Managers Stephen Ng and Rip Malloy who manage a portfolio throughout Northern California.

Several member buildings have been awarded LEED® Gold Certification by the U.S. Green Building Council (USGBC). **Hines** proudly announced that **55 Second Street** was awarded Gold-EB status. Two properties managed by **Cushman & Wakefield** were also awarded Gold-EB status: **The Pyramid Center** and **525 Market Street**. For 525 Market Street, the distinction marks the largest ever Gold level certification for an existing high-rise office building on the U.S. West Coast, at gross square footage of 1,161,736. Developed by the U.S. Green Building Council, Leadership in Energy and Environment Design (LEED®) is the USGBC's rating system for designing and constructing the world's greenest, most energy efficient and high performing buildings.

Continued from page 1—President's Message

accurate about next year, we have at least two options ahead of us; we can either solo this stormy sail alone, wishfully hoping dry land will eventually appear through our spyglasses, or we can collect a crew with a common goal of circumventing gales through solidarity and discover new frontiers by mapping out our own charts. We need now more than ever to invest into this great organization because, as it's often been said, *"The whole is greater than the sum of the parts."*

Would you consider raising your hand and introducing an "out of the box" idea to BOMA's Board or Executive Committee? Would you consider bringing a new potential member to a luncheon to help them see the benefits of BOMA San Francisco? Would you consider volunteering for a committee that builds a stronger real estate foundation in 2010? Would you consider contributing to BOMA PAC or becoming a sponsor so that the great benefits afforded to you in the past may continue into the future?

While contemplating these things, let's give thanks this holiday season accepting 2009 as a gift and come into 2010 with the expectation it will be even more rewarding than our highest ascent during the peaks of past real estate cycles.

Gratefully yours during this Holiday Celebration,

Thomas

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