



Bulletin

SUMMER 2011

www.bomasf.org

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

BOMA's Training Programs are Timely, Cost Effective and Convenient

Become more valuable to your employer; enroll today!

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Most of us are knee-deep in the budgeting process by this time in the summer. I encourage you to include BOMA dues and a contribution to BOMA-SF-PAC in your 2012 budget. I also remind you that all employees of any dues-paying entity are considered members of BOMA San Francisco. Everyone on your staff may take advantage of all BOMA programs, including our valuable educational opportunities. BOMA's low and no-cost classes and workshops are offered in convenient formats. BOMA will again host the *Foundations of Real Estate Management* courses this fall, a 5-part comprehensive course specifically designed for entry-level and up-and-coming property professionals. This course supplements on-the-job training and is now approved as an elective for the RPA (Real Property Administrator) designation and offsets one of the program requirements. It's also a great refresher for industry veterans!

There are several new programs on the horizon that represent the quality programming BOMA continually strives to provide for its members and their employees.

We are partnering with BOMAs throughout the country to sponsor on-line courses to provide members with cost effective opportunities to obtain the LEED Green Associate (GA) credential. The 4-week program is offered in a webinar format making it easy for our members to incorporate into their schedules.



Anne Stephens, CPM
Paramount Group, Inc.

BOMA has recently arranged for two new classes this November at the Pacific Energy Center. *The Commercial Energy Efficiency Ordinance – A Crash Course* gives nonresidential building owners and managers what they need to know to be in compliance with the City's new Existing Commercial Building Energy Efficiency Ordinance. *Green Leasing – Developing Cooperation and Collaboration between Tenants and Landlords* explores green leases, addenda and other instruments that help tenants and landlords converge on sustainability.

BOMA is continuously looking for new ways to serve our members and our industry. We encourage all employees of member companies to strengthen their skill-set by utilizing the educational resources available from BOMA.

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Thanks to our Seminar & Workshop SPONSORS

Career Success Workshop **A Ceiling Revealed: The Components Above** **a Commercial Ceiling**

instructed by **Domingo de la Serna**,
Engineering Manager at
101 California managed by Hines
June 15, 2011
Sponsored by:



Effective Budget Development: **How Leasing Assumption & Investment Strategy** **Influence Final Approval**

moderated by **Joel Hirigoyen**, Morlin Asset Management
panelists included: **Jim Collins**,
Shorenstein Realty Services;
Ken Perry, The Swig Company, LLC & **Phil Rapoport**,
Cushman & Wakefield
May 5, 2011
Sponsored by:



In memoriam

Joseph Francis Murphy passed away Saturday, June 11, 2011 at his home in Northern California at the age of 70. He is survived by his loving wife, Diane; daughter and son-in-law, Meredith Murphy Jorgensen and Jon Jorgensen; and many other family and friends. Joe was most proud of his 40 year career in commercial property management which he began in New York City with Tishman. His career took him briefly to Chicago and then to the San Francisco Bay Area in 1977 where he was Western Regional Sr. Vice President of Cushman and Wakefield responsible for the management of numerous assets including the Bank of America World Headquarters in San Francisco. In 1986, Joe joined Northwest Asset Management Company as a Principal. Over the course of his career, Joe was responsible for business development, asset management and building operations. During the last few years prior to his retirement in 2007, Joe was a consultant to Sentinel Security and then ABM Security Services overseeing quality control and developing new business in Northern California. Joe was an active member of BOMA San Francisco serving on its Board of Directors from 1985 to 1993. He also served on several BOMA committees and played a significant role in starting BOMA's annual toy collection program. Always available as mentor and advisor, he took particular joy in encouraging the success of others. He lent a hand in shaping many careers and was instrumental in creating opportunity for women in property management. Joe will be sorely missed but his legacy will live on in all the many lives he touched.

BOMA's 2011 Corporate Sponsors

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

PLATINUM

Able Services

GOLD

ABM Janitorial Service
NRG Energy Center San Francisco
Pacific Gas & Electric Company
Recology Golden Gate

SILVER

Alliance Roofing
BCCI Construction Company
CAC Real Estate Management Co., Inc.
CleanSource Inc.
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San Francisco Electrical Contractors Association, Inc.

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BOMA Building Tour: 345 California Center

On July 14, BOMA members got an intimate look at **345 California Center**, managed by **Cushman & Wakefield**, a unique, 48 story mixed use property in the heart of downtown. The building's distinctive profile of twin flag topped towers connected by a glass enclosed sky bridge is a landmark feature of San Francisco's skyline. The building is a unique financial district mixed-use property and contains the 5-star Mandarin Oriental Hotel. The property just received LEED Gold certification by the USGBC.

General Manager **Michael Murphy** and his team led members throughout the building. Those presenters included **Valeria McLean**/Property Manager; **Tim Danz**, Chief Engineer; **Christian Arno**, Director of Security; and **Christina Johnston**, Tenant Administrator.

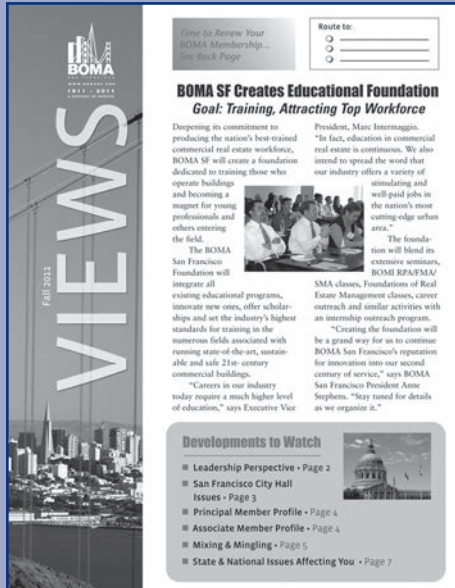
Members began the tour outside in the California Street courtyard. Michael Murphy pointed out many features unique to the property including the fact that it is situated within the block and has no corner real estate. Members were shown major systems and rooms

including fire/life safety, hvac, security control center, pumps, chillers, generators and state of the art technologies utilizing wireless pneumatic thermostats. Members enjoyed 360 degree views from the roof and were able to tour one of the hotel's guest suites with a balcony providing a 180 degree view.

If you are interested in holding a building tour, please contact Member Services Director Tory Brubaker at 415-362-2662 x115, toryb@boma.com.



Coming this fall...



Sample cover (the actual publication will be in full-color)

Advertise to Reach Your Target Market

Reach building owners and managers, facility managers, building engineers and others who can benefit from your products and services. Ads in "Views" will be seen by the decision-makers in your target markets.

To learn more, contact Tory Brubaker at 415.362.2662 x115 or toryb@boma.com



A new publication from BOMA San Francisco —

VIEWS

This seasonal full-color publication will bring you news, key trends and insights about the commercial real estate scene. Each issue will:

- Alert you to important state and federal issues affecting your company or organization
- Provide analyses of City Hall developments you need to watch
- Report on surveys of BOMA members
- Feature principal and associate members of BOMA San Francisco
- Inform you about products and services that can enhance your operations
- Share news about our social activities



"Views" will be provided as a benefit of membership in BOMA San Francisco. It will take the place of the "BOMA Bulletin."

CENTENNIAL GALA



BOMA San Francisco celebrated 100 years of service on May 19, 2011 at The Palace Hotel. Over 640 guests enjoyed food, BOMA and political dignitaries, some sur



CENTENNIAL GALA

voice to the local commercial real estate industry at its Centennial Gala. 100 members and guests enjoyed a elegant evening complete with fabulous surprise entertainment, and ended the night dancing to Pride & Joy.



Membership Campaign Update

BOMA's membership continues to remain strong through the economically challenging environment. For the 2011 year, BOMA **retained 95% of its Principal (Building) members** and over **79% of its associate members**, a slight increase last year. To date, we have welcomed over 50 new members.

Recruit and Win Cash!

All referring members' names will be entered into a drawing at the Annual Meeting in October for cash prizes of \$250, \$500 and \$1000. The more referrals that join, the more times your name is put in the hat.

Welcome 2011 New Members

Building Members

Moscone West
Savoy Building
Ghirardelli Square
BMR-Gateway Oyster
212-214 California Street
One Kearny
1390 Market Street

Associate Members

A & B Painting, Inc.
ADURA Technologies
Alliance Roofing Company
Arup
Broadway Mechanical Contractors, Inc.
Building Wise, LLC
California Professional Painters
Crestron Electronics
Cupertino Electric, Inc.
Digitexx Data Systems
EcoPath
EMCOR Energy Services
EMT Electrical Construction, Inc.
Environmental Filtration Inc.
Essel Environmental Consulting
ExteNet
Fix Air/Pacific Coast Trane
Garratt-Callahan Company
GreenCitizen, Inc.
Hinman Consulting Engineers, Inc.
Kelly-Moore Paint Company
kW Engineering, Inc.
LAZ Parking
Lutron Electronics

With our 2011 commitment to focus on retention and fostering new members' assimilation into the association we have added a "New Member" Table at the Membership luncheons. The committee will invite current members to sit at this table with new members to make their early membership experience warm and welcoming.

By engaging first year members to come and meet other members and share in the relationship-building power of BOMA, we hope to make their BOMA experience a more valuable one that will help them through both challenging and prosperous times.

Mitsubishi Electric & Electronics USA, Inc.
Elevator/ Escalator Division
Pyro-Comm Systems, Inc.
R. F. MacDonald Company
R.M.R. Construction Company
Robert W. Poyas, Inc.
Rubbermaid Commercial Products
Scientific Conservation Inc.
ServiceMaster of San Francisco/San Mateo
SiteStuff, a Division of Yardi Systems
Sprig Electric Co.
SSL Law Firm LLP
Stationary Engineers, Local 39
TCB Builders, Inc.
The Mohawk Group
Trinity EMCS Inc.
TruBrite
ULI San Francisco
Unified Protective Services, Inc.
Unisource Solutions
Waco Filters
Window Film Specialist

Principal Corporate Members

Eugene Burger Management Corporation

Principal Individual Members

John Combs/RiverRock Real Estate Group, Inc./C&C
RiverRock Newmark

Student Members

Michael Papas
Patricia Delgrande

BOMA Course Offers Entry-Level Real Estate Management Education:

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

Back by popular demand, BOMA San Francisco will offer *Foundations of Real Estate Management*. BOMA International created this comprehensive course specifically for entry-level and up-and-coming property professionals. The program covers administration and management, building systems and operations, accounting and reporting, and contract administration.

Most new property professionals do not have real estate degrees, and there is a significant learning curve for understanding the basics of commercial real estate management. Also, on-the-job training is often inconsistent and sporadic. Foundations of Real Estate Management responds to these challenges by offering a curriculum that brings students up to speed quickly, supplements on-the-job training, and connects students to a valuable peer network.

The course is ideal for all property management professionals with less than five years experience, such as junior and assistant property managers and administrative personnel. Building engineers and supplier members can also benefit from the course and gain a better understanding of real estate management functions and issues. The course seamlessly integrates the broad range of topics that are essential for all property managers. For this reason, seasoned real estate professionals have also found the program to be a helpful refresher.

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

- Real Estate Administration
- The Well-Versed Real Estate Manager
- Building Operations I
- Building Operations II
- Putting It All Together

Building tours are included in each module to reinforce learning. These tours provide participants with a unique opportunity to learn real-world professional management approaches by touring best-in-class examples of

properties in the area. For example, students will have the opportunity to meet with the building engineer; see the building's fire pump, chiller, elevator, and other systems; walk out on the roof; perform a janitorial inspection; learn about the building's recycling program; and more. This chance to interact with colleagues and discover new resources in a variety of settings is a learning opportunity rarely available in other educational courses.

BOMA San Francisco will offer the 5-week, all day courses on consecutive Fridays starting September 9 through October 7. If you have any questions, please contact Francine Anderson at francinea@boma.com, 415-362-2662 x112.

BOMA San Francisco Salutes



as a

2011 Gold Corporate Sponsor

ABM Janitorial's support demonstrates their belief in the value of BOMA's advocacy, professional development and information services for commercial real estate professionals.

**57th Annual
ELMER JOHNSON
Golf Tournament**

**Monday, September 12
Peninsula Golf &
Country Club**



Registration is now open.

**Contact:
Fred West, Marble West
fred.west@marblewest.com
for sponsorship inquiries.**

BOMA San Francisco Salutes



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ABM Janitorial's support demonstrates their belief in the value of BOMA's advocacy, professional development and information services for commercial real estate professionals.



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Members on the Move

Skyline Construction, a Bay Area based general contractor, hired **Dave Ponciano** as Project Manager in its Santa Clara office. Ponciano has 19 years of construction experience in life sciences and tenant improvement project management. **Tim Mullen** has been hired as a project manager in their San Francisco office. Tim has 13 years of construction experience.

Kilroy Realty Corporation has promoted **Leigh Renard** to Assistant Property Manager at 303 Second Street. Leigh joined the property in August 2010 and is an active member of the BOMA Young Professionals Steering Committee.

After seven years with **ABM Engineering** in the Bay Area, **Josh Toothman** has been promoted to Director, National Sales and Marketing. In his new role, he will be tasked to develop and implement ABM's business development objectives at the national level. Josh's home base will remain in the Bay Area and he will continue as an advocate for this market.

Several BOMA member buildings have earned LEED Certification in the existing building category: **Four Embarcadero Center**, owned and operated by **Boston Properties** received Gold; **555 California**, owned and operated by **Vornado Realty Trust**, received Silver, and **345 California**, managed by **Cushman & Wakefield**, received LEED Gold.

BOMA San Francisco won a **Best Practice Award** from BOMA International in the Electronic and Interactive communications category, for our EARTH Awards videos that showcase and demonstrate our members' leadership in green operating practices.



BOMA
International

Don't Forget to Budget for BOMA International Meetings in 2012

January 30–February 2, 2012

Winter Business Meeting and National Issues Conference
Washington, DC

May 2–4, 2012

Medical Office Buildings & Healthcare Facilities Conference
Atlanta, GA

June 24–26, 2012

BOMA International Conference & The Every Building Show®
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