



Bulletin

MARCH 2008

www.bomasf.org

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

BOMA SF Adopts 7-Point Challenge to Improve Energy Efficiency

In response to the ever-growing risks caused by global warming and climate change, BOMA International recently issued a challenge to commercial real estate professionals: Improve energy efficiency across their portfolios by 30 percent within five years, through **BOMA's Market Transformation Energy Plan**. The plan outlines a 7-Point Challenge, urging industry members to reduce their use of natural resources, non-renewable energy sources and waste production, in coordination with building management, ownership and tenants.

By accepting this challenge, members set out to accomplish these seven goals as outlined in the plan:

1. Work toward the goal of decreasing energy consumption by 30 percent (against the EPA Energy Star rating of '50'), across your portfolio by 2012;
2. Benchmark your building's energy performance and water usage through the EPA's ENERGY STAR™ Benchmarking Tool once a year, and share your results with BOMA;
3. Provide education to your managers, engineers and others involved in building operations, to ensure that equipment is properly installed, commissioned, maintained and utilized;
4. Perform an energy audit and/or retro-commissioning of your building; implement low-risk, low-cost and cost effective strategies to improve energy efficiency with high returns;

Attend the 2008 North American Real Estate Congress and the Office Building Show

I hope many of you will join me in attending the **101st Annual North American Real Estate Congress and the Office Building Show** in Denver June 22-24. Former White House press secretary Tony Snow will deliver the Sunday keynote address. He will touch on a global snapshot including his perspective on terrorism, economic competition, U.S. foreign policy and the rise of China; the political landscape during the lead-up to the 2008 election; his personal battle with cancer, and especially his unabashed perspective on the things that really matter.



Steve Austin, RPA,
Boston Properties, LP

Planning Tips:

A good place to start is by visiting www.bomaconvention.org. This year you **must register for the Congress prior to booking your hotel room**. After registering, you will have the option to book your hotel room at one of BOMA's select hotels. Discounted room rates start at **\$198 per night** through the BOMA Housing Office. The rooms in the BOMA room block are not just affordable, they are also first-class and within walking distance of the Colorado Convention Center where most conference events will

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8th Annual PAC at The Park



**Opening Night
Party & Game**

**Wednesday, April 8
Patio Party 4-7 pm
China Basin Landing
Giants vs. Padres
Game time 7:15 p.m.**

**Fireworks show
after the game.**

**This is a great opportunity to
generate revenue for BOMA's PAC
while socializing with
colleagues, clients,
family and friends**

BOMA-SF-PAC

SERVING SAN FRANCISCO

**Thanks to RREEF/McCarthy Cook & Co.
for providing the venue**

Continued from page 1—Real Estate Congress

take place. If you can't attend the full conference, there are numerous flexible registration packages, as well as youth and spouse programs.

Meeting Dates:

While official dates are June 22 – 24, note that there is an excellent Medical Office Building Seminar immediately prior to the start of the Congress, if you're interested. For people interested in attending meetings of BOMA International committees, task forces, special interest groups and councils, please plan to arrive on Friday, June 20. If your primary interest is the educational sessions and the trade show, those activities begin June 22 – so plan to arrive June 21. The opening night party will be held Saturday, June 21, and the closing banquet is Tuesday, June 24.

Final Note:

To receive the BOMA discounted room rate, you must register by **Friday, May 30, 2008 by 5:00 pm EST**. After May 30, 2008 housing will not be available online and reservations must be made directly with the hotels, based on availability. The BOMA room rate can not be guaranteed.

I would be most happy to answer any questions you might have, and I certainly encourage you to attend this conference. (I can also loan you a copy of the DVD we showed at our November luncheon to promote the Congress – should you wish to share this with colleagues).

The BOMA Bulletin

is published quarterly.
Scheduled 2008 issues are
March, June, September
and December.

Contact Tory Brubaker at
415/362-2662 x15 for information on

- Advertising Opportunities
- Article Submissions
- Press Releases for
Members on the Move

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

www.bomasf.org

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We thank these Leading Companies
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BOMA Leadership

2008 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 2008. If you are interested in participating on one of these committees, please contact the chair via the email address shown.



Associate Committee
Glenn Gilmore, Regional Vice President
ABM Security Services
glenn.gilmore@abm.com

The Associate Committee plans and executes the organization's social events. These events include the Texas Hold'em Tournament, "No Frills" Silverado and Elmer Johnson golf tournaments, Un-Oktoberfest, and the Holiday party.



Codes & Regulations Committee
Danny Murtagh RPA, FMA, SMA, LEED AP,
Director of Engineering
Boston Properties
dmurtagh@bostonproperties.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 committee 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)
Todd Robinette RPA, CPM
Sr. VP, Regional Manager
Jones Lang LaSalle
todd.robinette@am.jll.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
Sue Rinetti, President
Rinetti & Associates
sue@rinettiandassociates.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, workshops, etc.



Emergency Preparedness Committee
Andrea Davis, Office of Emergency Management
Federal Reserve Bank of San Francisco
andrea.davis@sf.frb.org

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.

BOMA-SF-PAC
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“The quality of leadership, more than any other single factor, determines the success or failure of an organization.”

~Fred Fiedler & Martin Chemers, Improving Leadership Effectiveness



Environment Committee
Jose Guevara, Property Manager
Cushman & Wakefield
jguevara@cwpmc.com

The Environment committee encourages and supports environmentally sustainable business practices in the commercial real estate industry. These include the implementation of best practices in the management of solid and hazardous waste recycling and disposal and water and energy conservation plans. The committee also promotes implementation of “green” building practices and those that ensure healthy indoor air quality. This committee is also responsible for 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”.



Leadership Development Committee
Paul Grafft, RPA, Sr. Vice President,
Asset Manager
Shorenstein Company, LLC
pgraftt@shorenstein.com

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



Membership Services Committee
Kathy Freer, Property Manager
Leo Epp Company
kathy.freer@leoapp.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 quarterly Membership Orientations to new and existing members.



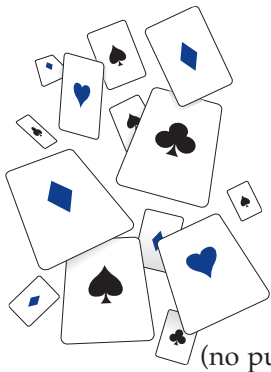
GAPAC (Government & Public Affairs Committee)
Mike Cashion, General Manager
Shorenstein Realty Services
mcashion@shorenstein.com

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.



Young Professionals Steering Committee,
“BOMA^{YP}”
Preston Richards, Asst. Property Manager
Boston Properties
preston.richards@bostonproperties.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). In 2008, they will host 3 social mixers and a Spring Boat Cruise, and 3 Career Success Series lunchtime workshops focusing on technical skill development.



Texas Hold'em BOMA Style— Annual Poker Event Draws a Full House!

ALL IN! That was the popular phrase of the evening from a full house (no pun intended) at the **2nd Annual**

BOMA SF Texas Hold 'em Tournament held on February 21 at the Presidio Golf Club. Event Chairs **Glenn Gilmore, ABM Security; Howard Fish, Skyline Construction; and Mark Kelly, Able Services,** did a fantastic job organizing and executing the evening.

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

The six finalists were:

- Keith De Mara** – Commercial Energy of California
- Lesley Snyder** – ABM Janitorial Services
- Dominic Canicosa** – Lincoln Properties
- Melody Hanhan** – Cushman & Wakefield
- Laurie Rummelhart** – The Swig Company
- Tony Smith** – Cushman & Wakefield

Keith De Mara ousted Lesley Snyder for the title and was awarded the bracelet made for the victor. Along with the bracelet, Ken received an iPod, courtesy of **Golden Gate Disposal & Recycling**, and a \$500 donation has been made in his name to his charity of choice, **St. Rose Hospital Foundation** in Hayward, CA.



The competition begins



The finalist's table



2nd Place winner, Lesley Snyder,
ABM Janitorial Services



Tournament winner Keith De Mara,
Commercial Energy of California

FORE!!!

BOMA Associates Committee
hopes to see you
on the links in 2008!

**22nd Annual
"No Frills"
Golf Tournament**
Wednesday, May 14
Silverado Country Club
Invitations to be mailed
in April



**54th Annual
Elmer Johnson
Golf Tournament**
Monday, August 18
Peninsula Golf & Country Club
Invitations to be mailed
in July

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Membership Campaign Update: Member Referrals Helping Grow Association

By Kathy Freer, Leo Epp Company, Membership Services Committee Chair

I'm thrilled to report the latest results of BOMA's 2008 Membership Campaign. Since November 2007, the campaign has awarded 14 gift cards and brought in over \$24,000 in dues revenue, directly attributable to the members' referrals. Each of these members earned a \$200 AmEx gift card, and their efforts are helping us achieve our membership goals for 2008. We welcome member referrals, most specifically in recruiting non-member buildings to the association.

AmEx Gift Card Recipients as of March 2008:

Referring Member

Chaudel Baker, Broadway Real Estate Partners
 Paul Bensi, Able
 Paul Boschetto, Able
 Steve Bouillane, IPSOFACTO
 Emily Bradley, McCarthy Cook & Co.
 Carolyn Frank
 Kathy Freer, Leo Epp Company
 Fred Freund, Hanford Freund
 Steve Levine, Wells Fargo
 Steve Levine, Wells Fargo

New Member

199 Fremont
 CPFilms Inc.
 Trico Construction
 CAL Insurance
 DFI Construction
 Foundy Square One
 625 Third Street
 A.R. Sanchez Corea & Associates
 Commercial Energy of California
 US Metro Group

Continued on page 8



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BOMA^{YP} Kicks Off their 2008 Events!

Educational & Networking Opportunities Provide Lots of Peer Interaction

By Preston Richards, Boston Properties, 2008 BOMA^{YP} Steering Committee Chair

I am honored to chair the BOMA Young Professionals Steering Committee, aka, BOMA^{YP}. The goal of the committee is to facilitate association awareness and participation opportunities for members in the early stages (0-7 years) of their commercial real estate careers. What started over 2 years ago as grass-roots initiative to get more of the less experienced commercial property professionals involved in the association, has grown into a well-organized and successful group of burgeoning industry leaders. The steering committee, which was formally organized in 2007, has developed a set of offerings that give equal weight to educational programs and networking events that foster peer-to-peer interaction.

This year, the committee will host three **Career Success Workshops**. These free, lunchtime workshops (lunch is provided compliments of member sponsors) present a quick look at basic concepts integral to property management. Taught by seasoned professionals, the emphasis is on making sure attendees know enough about a subject to ask the right questions, and to encourage them to seek out additional learning opportunities, i.e., seminars, designation courses, etc. This year's topics include **Understanding Acronyms & Terms of the Industry, Understanding the Basics of Reading Plans, and Understanding Key Building Systems: HVAC & Electrical**.

The **networking events** planned include three mixers, including a St. Paddy's Day event on March 13, and the **1st Annual BOMA^{YP} Spring Boat Cruise** to be held in May. These events are designed to help young professionals meet others in similar positions and levels of experience in the industry, and begin to develop the relationships that will last them for years to come.

In addition, we host two **BOMA^{YP} Member Benefit Reviews** each year. This member orientation is geared toward young professionals, advising them of association benefits and committee involvement, providing an overview of the BOMA^{YP} offerings, as well as touching on professional development and continuing education opportunities.

I encourage all young professionals in BOMA to participate in these activities. If you want to be added to the event distribution list, please email Member Services Director Tory Brubaker at toryb@boma.com with a list of employees that should be notified of these events. This list should include administrative assistants, tenant coordinators, assistant property managers, and associate members in the early stage of their careers.

Continued from page 7—**Membership Campaign**

Referring Member

Steve Levy, Shorenstein
Mary Pellow, Colliers International
Elizabeth Trowbridge, CAC Real Estate Management Co.
Fred White, Cushman & Wakefield

New Member

Building Protection Systems (BPSI)
Har-Bro Construction
Peterson Power Systems
601 Townsend

The campaign is simple—simply refer a prospective member to BOMA—either a Principal or an Associate member, and when that prospect submits their dues, and has your name on their application as the referring party, BOMA gives you a \$200.00 American Express gift card.

Remember, all gift card recipients are included in the drawing at our May 2008 for the Viva Las Vegas grand prize.

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

GSA Cost Per Person Model

The U. S. General Services Administration (GSA) is the Federal government's advocate for comprehensive sustainability and asset management practices. GSA developed the Cost Per Person Model (CPPM) to calculate and enable potential workspace cost savings opportunities, leading to more efficient—and effective—asset management.

What is the Cost Per Person Model?

GSA Cost Per Person Model is an Excel-based planning tool that assesses workspace policy and identifies cost savings opportunities in the areas of workspace, information technology, telecommunications and alternative work environments.

In addition, the CPPM provides measurable results:


- Enables users to compute separately, or in aggregate, the cost per person for workspace, IT, telecommunications, and alternative costs.
- Compares the cost of working in an office facility versus the cost of working in alternative work environments.
- Tracks and establishes both national and regional benchmark costs for workspace, IT, telecommunications and alternative work environments.
- Calculates potential cost savings for various workspace, IT, telecommunications and alternative work environments.
- Analyzes the cost trade-off between greater use of telework and reduced office space in a facility.

The CCPM is a powerful tool that will enable real property professionals to strategically manage their sustainable and asset management programs to obtain measurable results. The measurable results can be used as a resource to formulate real property strategies, policy, and guidance that enable managers to make informed

decisions. As an added benefit, this tool encourages real property professionals to think beyond the conventional cost per square foot paradigm and to develop as well as forecast comprehensive plans to support their agency mission.

How can you receive further information?

For further information and to obtain a **FREE** copy of the CPPM, visit our website at gsa.gov/cppmodel or contact Nadine Burns at Nadine.Burns@gsa.gov.



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Continued from page 1—7-Point Challenge

5. Extend equipment life by improving the operations and maintenance of building systems, and ensure that equipment is operating as designed;
6. Through leadership, positively impact your community and your planet, by helping to reduce your industry's role in global warming; and
7. Position yourself, and the industry, as leaders and solution-providers to owners and tenants seeking environmental and operational excellence.

BOMA San Francisco has accepted the local association challenge, with a commitment to provide our membership with the tools and resources necessary to accomplish this ambition task. We are offering the 6-part, **BOMA Energy Efficiency Programs (BEEP)** educational programs which provide you with usable tools for benchmarking your buildings. To learn more about these offerings, visit www.bomasf.org.

Check out **BOMA SF Career Center!**

Job seekers and employers have discovered the advantages of searching online for the best jobs and for qualified candidates to fill them. But when it comes to finding professionals in the property management industry, the mass-market approach of the mega job boards may not be your best avenue.

The **BOMA SF Career Center** gives employers and job seeking professionals a better way to find one another and make that perfect career fit.

For Employers: Target a focused audience of qualified industry professionals, post your jobs, search resumes, track applications and promote your company online.

For Job Seekers: Post your resume confidentially if you choose, search job listings and receive automatic email notification whenever a job matches your criteria.

To find a job or fill a position, visit <http://careers.bomasf.org> today.



<http://careers.bomasf.org>

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

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

Members on the Move

Able Building Maintenance (WBE) has promoted **Derek Schulze** and **Mark Langermann** to the position of Vice President. Derek has served as the San Francisco Operations Manager for the past 8 years. Mark served as the East Bay Operations Manager for the past 4 years. Both have combined experiences lasting more than 30 years and will be responsible for all of Northern California. Able Building Maintenance is also pleased to welcome **Aaron Corrales** as the Regional Vice President of the South Bay with additional responsibilities throughout the Bay Area.

Tom McCamy has been promoted to Area Vice President with **Securitas Security Services**. He has been providing security services in San Francisco for over 16 years and is a retired Major from the United States Air Force.

CB Richard Ellis has been awarded the management of a 5 million s.f. portfolio of properties in Redwood City, Mountain View, So. San Francisco and Hayward. The firm now manages 40 million s.f. of property in the Bay Area. CB Richard Ellis is also proud to announce the following additions to their management team: **Kathy Mattes** has joined as a Director of Asset Services in the San Francisco office where she will oversee a 5 MSF portfolio of properties; **Leni Batz** and **Elaine Sullivan** have joined in San Francisco as General Manager and Senior Real Estate Manager, respectively; **Monika Picardo** has joined as a Senior Real Estate Manager in charge of 500 Terry Francois Blvd and 500 Washington Street in San Francisco; **Carol Stensrud** has joined as a General Manager in charge of 2 million s.f. for one of the firm's national clients; and **Edward Cooke** has joined as a Real Estate Manager overseeing a portfolio of Life Science properties in several Bay Area cities.

CAC Real Estate Management Co., Inc. is proud to announce the following individuals have been promoted to Assistant Property Managers: **Nicole Daly**; **Genevieve Duran**; **Carrie Hall**; **Elizabeth Henderson**; and **Erika Steger**. In addition, **Mineko Matsuno** has been promoted to Project Manager for the Commonfund and Beacon projects.

Jim Arce has been promoted to **Cushman & Wakefield's** head of investor services nationally. He was previously head of investor services for the western region. Investor services is part of the firm's client solutions group, which offers corporate clients and investors comprehensive leasing, construction, management and consulting services.

The U.S. Environmental Protection Agency (EPA) has named **CB Richard Ellis Group, Inc.** as a **2008 ENERGY STAR Partner of the Year** for outstanding energy management and reductions in greenhouse gas emissions. CBRE's accomplishments will be recognized at an awards ceremony in Washington, D.C. on April 1, 2008. CB Richard Ellis will be honored for smart energy management practices and investments throughout its operations that resulted in significant energy and financial savings in their managed portfolio. CBRE is the only commercial real estate services firm so recognized this year.



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Scott Pritchett, CPM, RPA

Senior Vice President
Commercial Operations
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or visit www.sfeca.org.**



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