



Bulletin

MAY/JUNE 2006

www.bomasf.org

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

BOMA's Emergency Preparedness Committee Brings Public & Private Sector Together

Is your building participating?

If you attended our "Emergency Preparedness and Self Reliance for Commercial Properties" seminar in April, or, our February seminar on "Business Resumption Planning for Commercial Properties & Tenants", you've gotten a taste for what BOMA's Emergency Preparedness Committee is all about. Another product of that committee's work was the Threat Matrix of emergency actions and communications issued in November 2005, designed to help members anticipate critical incidents, design response plans and public address messages in advance, and minimize risk.

Yet another important outgrowth of our work is BOMA's Emergency Communication e-mail network, and our close partnership with the San Francisco Police Department, Office of Emergency Services and Homeland Security, and other public safety agencies to deliver important messages across this network.

Are you taking advantage of these programs and services? Is your building participating in the work of BOMA's Emergency Preparedness Committee?

The mission of BOMA San Francisco's Emergency Preparedness Committee is to: 1) Support BOMA member informa-

President's Message BOMA Leaders Plan Ahead, Set Strategic Course and Seek Member Involvement

By Kathy Mattes, CPM, CCIM,
Flynn Properties Inc.

A primary role of leadership is to set strategic direction, ensure that adequate resources are available to accomplish the organization's mission, and deploy available resources in the most effective, efficient, and meaningful way. Toward these ends, BOMA San Francisco Directors, committee leaders and staff spent a long and intense day developing a new long range plan and plotting strategy designed to guide BOMA San Francisco over the next 5 years. In the near future we will be asking you to consider getting involved with the follow-up actions that will be taken as a result of this planning process.

In their professionally facilitated session, BOMA leaders examined external trends (both global and industry-based), compared local BOMA strengths/competencies and resources with those of BOMA International, discussed how BOMA International could better serve BOMA San Francisco member interests,



Kathy Mattes, CPM, CCIM
Flynn Properties, Inc.

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M E M B E R B E N E F I T R E V I E W

Make the Most of Your Membership Investment!

This program is designed for **new and prospective members, or even existing members** who want a better understanding of the benefits and resources available to them through membership.

Topics will include:

- Professional Development & Continuing Education
- Committee/Task Force Involvement
- Informational Resources
- Business Services
- Marketing Opportunities & Relationship Management
- Governmental Relations

Wednesday, June 7
11:45 a.m. - 1:15 p.m.
BOMA's Conference Room
Lunch Included

The program is free of charge but space is limited.

Questions or RSVP?
Contact Tory Brubaker
toryb@boma.com

reviewed member responses to several surveys, and discussed a number of strategic questions. While BOMA's Mission and four key goal areas will look familiar to our members, a great deal of effort went into creating new strategies to support those goals and achieve our mission.

In identifying these strategies, we considered the biggest near-term and long-range challenges facing member businesses, the biggest challenges facing individual industry practitioners, the biggest information and skills deficits of industry professionals, and advice recently provided to current BOMA leadership through a number of surveys.

Once the finishing touches are put on our new long-range plan, we will make that plan and our complete Long-Range Planning Report available to all members upon request. The Board will prioritize which strategies to begin implementing first, and we envision the need to establish several special task forces that will further examine key issues identified as important to BOMA's future. We'll have room on our task forces for members who have an interest in supporting this work, so I encourage you to consider volunteering to get involved. I know it will be valuable and rewarding work, and a great way to get to know your colleagues better.

The BOMA Bulletin

is published bi-monthly.
Scheduled 2006 issues are January, March, May, July, September and November.

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.

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Supporting BOMA-SF-PAC Helps BOMA Accomplish

Its Public Policy Objectives for the Local Commercial Real Estate Industry

BOMA-SF-PAC continues to make its mark in local politics with the help of its many contributors. BOMA is the recognized voice for commercial real estate in San Francisco, and is an established resource for government leaders at all levels on proposed legislation that may impact our industry. We are listened to because we are a knowledgeable and united voice on matters affecting commercial property operations and property values. BOMA members understand how important it is to be involved in the political process in order to protect owner assets and foster rational public policy.

BOMA is concerned that the broader interests of the business community and the employment opportunities and economic growth they represent, be given greater consideration over the more narrow concerns of individual neighborhoods by city councils and Boards of Supervisors. BOMA is committed to supporting new economic development and job creation. BOMA is committed to fighting new restrictions and higher taxes or fees that would make it more expensive for our tenant businesses to do business in San Francisco or anywhere in the Bay Area. BOMA, through its Political Action Committee, calls upon our elected leaders to have the vision to do what is in the best interest of the entire city, or county, not just one area of it.

Listed below are some of the key issues BOMA San Francisco Political Action Committee supported over the past year.

- Opposed a major streets/sidewalks improvement bond as maintenance should be budgeted from city revenues annually, not paid for through bonds. (Proposition B was defeated in November 8, 2005 election.)
- Opposed the attempt by SF Board of Supervisors to reduce Mayor's oversight of the Municipal Transportation Agency. (Proposition D was defeated in November 8, 2005 election.)

- Opposed increasing the power and budget of the already politically-powerful Ethics Commission. (Proposition C was defeated on November 8, 2005.)
- Supported the Mayor's appointment of a professional as the new County Assessor/Recorder, although did not officially endorse anyone in the election.
- Opposed the Fire Department's adoption of a overly restrictive ordinance requiring an emergency air replenishment system be installed in new high rise buildings.
- Supported the passage of a new construction and demolition debris (C & D) recycling ordinance in San Francisco (effective July 1, 2006). This ordinance will require the recycling of such materials without encumbering the building permit process, through the use of certified haulers and recycling facilities.
- Challenged the Board of Supervisors' new overly restrictive downtown (C-3) parking regulations under CEQA (with the Union Square Association) and worked to effect substantial changes in the legislation to limit the negative impacts on downtown property owners.

We thank the following member companies whose generous support of BOMA-SF-PAC through the 2005 BOMA dues solicitation is helping us accomplish our public policy objectives for the commercial real estate industry. **Please keep on doing it!** Your continued support will provide us with the means to fight for your interests and win the many battles yet to come being waged against property owners in San Francisco, and throughout the Bay Area and California. Even if your company can't make a contribution for some reason, an individual gift of any amount would be much appreciated! Make your checks payable to BOMA-SF-PAC and mail them to the BOMA office. Every dollar helps!

Thank You to the Member Companies Who Contributed to BOMA-SF-PAC Through the 2006 Dues Solicitation

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Special Golf Tournament Raises Funds

for BOMA's State Advocacy Efforts

Faced with a challenge of raising \$20,000 for the BOMA California Political Action Committee (BOMA-CAL-PAC), BOMA San Francisco held its inaugural **BOMA-CAL-Double Scramble Golf Tournament** at the Peninsula Golf and Country Club in San Mateo. Event chairs **Margot Crosman (Unico Properties) and Bruce Schilling (August Supply)**, with the help of **Howard Fish (Skyline Construction), Michael Murphy (Cushman & Wakefield)** and **Mitch Juricich (Tournament Event Enterprises)**, organized the tournament. They literally put the FUN in FUND-raising and helped achieve our BOMA-CAL-PAC funding target.

BOMA-CAL-PAC is not adequately funded to address the critical issues facing our industry. By way of comparison, The California Teachers Association had a \$2.6 million PAC in 2004, and the California Chamber of Commerce had a \$389,000 PAC the same year. The BOMA-CAL-PAC for the same year was \$22,000. With half of the legislature rolling over this November, it is critical that we have the funds to back the policy makers who understand our industry. In order to address PAC funding needs, the BOMA CAL Board set a statewide goal of raising \$75,000 proportionately divided amongst the eight associations. BOMA San Francisco's portion was \$20,000 to be raised by December 2006.

Our creative event chairs came up with the idea of joining industry leaders together in a "Double Scramble" format – each twosome format was comprised of one building member randomly paired with one associate member. This format allowed players exposure to others in their industry that they may not otherwise have the opportunity to meet. Mixing up players in this fashion proved to be the critical draw for the event and feedback was extremely positive. The format, paired with an amazing (and unexpected) day of sunshine, added to the success of the event.

Thank you to the aforementioned event organizers for their hard work and dedication, in addition to the assistance of the members of the BOMA-SF-PAC. We look forward to continued success in our PAC fundraising efforts on both the local, state and federal levels. PAC contributions are a small financial commitment compared to the cost of defending your property or business against ordinances that impose new taxes or limit the ability to use our commercial spaces as the market dictates.



Rob Peter, Capital Electric and Anne Sparks, Hines.



Event organizers Mitch Juricich, Margot Crosman and Bruce Schilling.



Sheryn Cockett, Equity Office, President BOMA CAL; Cliff Moriyama, BOMA CAL Advocate; Margot Crosman, Unico Properties; and Mike Freeman, McCarthy Cook & Co., BOMA-SF-PAC Chair.



Stan Mackiewicz, Harsh Investments; Mike Grover, Allied Barton; Tom Wendt, Hesselberg, Keesee & Associates; and Gene Valla, Lurie Management, LLC.

Winning Foursome
Shooting a 67

**Ron Rudolph,
Rudolph Commercial**

**Tom Cashion,
Shorenstein Realty
Services**

**Mike Mengarelli,
Russell Hinton Co.**

**Patricia Coustopoulos,
Tishman Speyer Properties**

2nd Place Foursome

**Mark Trento,
Skyline Construction**

**Anne Stephens,
Cushman & Wakefield**

**Wayne Huie,
Young Electric**

**Ken Cornwell,
Glenborough Realty Trust**

Longest Drive (Men)

**Taylor Gill,
Township Building Services**

Longest Drive (Women)

**Jill Vivanco,
American Assets Real
Estate**

Closest to Hole (Men)

Rob Peter, Capitol Electric

Closest to Hole (Women)

Kathy Freer, Leo Epp Co.

Winner of Grand Prize
Trip to Pebble Beach
courtesy of Donna Fuller,
Kimberly-Clark,

Aaron Correlas, OneSource

Calendar of Events

For detailed information please visit our website at www.bomasf.org.

date		time	location
1	Environment Committee	11:30 am–1:00 pm	McKesson Bldg, One Post St., 18th Fl.
1	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
7-10	Design Ops & Maintenance II (4 day course)	8 am –5 pm	44 Montgomery, Lower Level A
7	Member Benefit Review	11:45 am–1:15 pm	BOMA Conference Room
8	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
13	Education Committee	12-1 pm	BOMA Conference Room
14	GAPAC	12 pm	BOMA Conference Room
15	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
19	BOMA-SF-PAC	12 pm	BOMA Conference Room
21	Member Services Committee	12–1 pm	TBA
21	Building Codes	12 pm	BOMA Conference Room
22	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
29	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A

date		time	location
6	Environment Committee	11:30 am–1:00 pm	303 Second Street
6	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
11	Education Committee	12-1 pm	BOMA Conference Room
12-15	Asset Management (4 day course)	8 am–5 pm	44 Montgomery, Lower Level A
12	GAPAC	12 pm	BOMA Conference Room
13	Career Success: Persuasion	12–1 pm	One Market, Spear Tower, 6th Fl.
13	Real Estate Investment & Finance (9-week)	6-9 pm	44 Montgomery, Lower Level A
19	Member Services Committee	12-1 pm	BOMA Conference Room
20	Membership Luncheon	11:30 am–1:30 pm	Palace Hotel, 2 New Montgomery
24	BOMA-SF-PAC	12 pm	BOMA Conference Room
25	Emergency Preparedness Committee	9:30–10:30 am	BOMA Conference Room
26	Building Codes	12 pm	BOMA Conference Room

6th Annual PAC at the Park

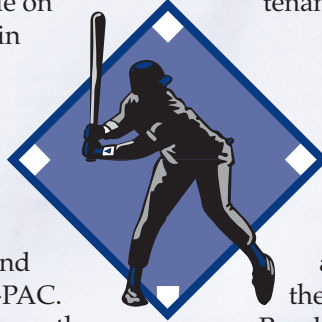
A Successful (And Very Wet) Fundraiser for BOMA-SF-PAC

BOMA's 6th Annual "PAC at The Park" proved that the BOMA spirit can not be diminished by a torrential downpour! Although Mother Nature was not on our side on

April 7, the **BOMA Associates Committee**, in conjunction with the **PAC Board**, and the **McCarthy Cook/RREEF** folks at China Basin Landing hosted a fantastic patio party complete with great food, beverages and a live band.

The event grossed over \$18,000 dollars and contributed valuable funds to BOMA-SF-PAC. Your support of BOMA-SF-PAC maximizes the political influence of all building owners and helps us accomplish our advocacy agenda. Collectively, through

BOMA-SF-PAC, we have a much stronger voice to affect that positive political climate so important to the future success of our members, their clients, and their tenants.



We extend big thank you's to Event Chair **Rod Howery, Ampco System Parking**, the entire Associates Committee, and the BOMA staff. In addition, **Randy Valdez, Operations Manager at China Basin Landing** and his crew went above and beyond the call of duty to make sure that the party went on despite the inclement weather.

Randy also provided live entertainment with his band in an empty office suite. This provided a respite from the weather with great tunes for all to enjoy.



Thank you to the sponsors & committee members who made the event possible:

- ABM Security Services**
- Ampco System Parking**
- August Supply**
- Baskets to Banquets**
- Giampolini & Co.**
- Marble West**
- McCarthy Cook & Co LLC/RREEF**
- Metro Maintenance**
- Perfection Sweeping Co., Inc.**
- Skyline Construction, Inc.**

Emergency Preparedness continued from page 1

“We’ve formed excellent relationships with key public safety officials, and implemented a number of risk-management strategies as a direct result of attending these meetings.”

*Mary Wiese,
President,
CAC Real Estate
Management Co., Inc.*

tion needs regarding security and life safety measures; 2) Facilitate communication between BOMA members and their tenants; and 3) Support Government agency needs and facilitate communication between those entities and BOMA members.

Committee meetings are regularly attended by representatives from the Police Department, Fire Department, BART Police, Department of Homeland Security, Office of Emergency Services, and others. It’s a great opportunity to get first hand, “heads-up” information that can be useful in planning your risk-management strategies. It’s certainly helpful to get a “big picture” understanding of what’s driving the thinking and planning of public safety first responders, and there’s value in networking with your peers to see who’s doing what to prepare building personnel and tenants for potential emergencies. “Building members participating in these meetings are gaining valuable insight” said Mary Wiese, President, CAC Real Estate Management Company. “We’ve formed excellent relationships with key public safety officials, and implemented a number of risk-management strategies as a direct result of attending these meetings.”

At our most recent meeting, Department of Homeland Security representatives discussed that agency’s infrastructure protection strategies, and in particular, “soft-target” awareness training; a Department of Public Health rep told us about the city’s plan to address Avian Flu (see www.sfdph.org/cdcp) and asked for BOMA’s support; OES brought us up to date on the 9-county bay area regional preparedness plan (July completion date); Police Department reps discussed demonstrations planned, and the need to practice sheltering in place; Captain Angle of the California National Guard informed us of the Guard’s rapid-response team

resources, discussed the results of an exercise conducted at the Federal Reserve Bank building, and offered customized training for other interested BOMA members; and representatives of Safety Awareness for Everyone (SAFE) discussed various crime prevention services available to BOMA members at little or no cost. Also, Committee Chair Steve Levy reviewed business and community partnership lessons learned from responding to disasters, as discussed in a forum hosted by Harvard University’s Corporate Social Responsibility Initiative.

Other topics of discussion have included building management’s key management policy; installation and use of Automatic External Defibrillators; use of background checks & understanding your responsibilities under The Patriot Act; full-building evacuation/mass relocation plans; and first responder needs such as the immediate availability of floor plans, command center set-up, and key contacts.



Get Involved!

You get the picture...now get involved. Contact Committee Chair Steve Levy (slevy@shorenstein.com) or Marc Intermaggio (mli@boma.com) with questions or a request to participate in these important discussions. It’s a benefit ONLY for BOMA San Francisco members.

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BOMI Designations in Action

How An RPA Makes A Difference in Your Professional Development

Jess Myres, Senior Real Property Manager with the City and County of San Francisco, talks with BOMA about the benefits of BOMI Institute courses.

The Real Property Administrator (RPA) signals that I am a professional who believes in giving great service and takes the time to educate himself on the standards expected in the industry. It also adds to my resume an overall picture of education and experience, giving me an advantage for the next rung of the ladder.

I recently had to do a boiler change-out in one of our buildings. I found myself using information from almost all of the classes that I took for my RPA. Design, Parts 1 and 2 helped me in the planning process and in understanding the operation of the boiler system to choose a new system that best matched with our other existing equipment and our needs. Environmental Health and Safety Issues made me aware of the pollutant issues in

disposal of the old system and Ethics is Good Business helped me navigate the choices in avoiding harm to my tenants, the building and the public. Asset Management created awareness that these kinds of operating decisions impact the future profitability of the building and Budgeting and Accounting, helped me accurately report and predict the costs.

Yes, with my years of experience, I probably could have completed the project without the background of the BOMI courses, but they helped me avoid reinventing the wheel and find and apply best practices for a successful project.

For myself personally, I like to think that I am leaving a legacy of good management tools for the newer managers under my supervision. I tell them that they come in with an empty tool kit that they must fill creatively with new skills. Getting my RPA has helped me fill my own tool kit and theirs.

GAO, BOMA Discuss NBCR Insurance Issues

What is the availability and affordability of terrorism insurance? What is the need and cost for nuclear, biological, chemical, and radiological (NBCR) weapons risk insurance, and how many building owners have purchased such coverage? What are the typical exclusions in contracts for NBCR coverage, and do BOMA members believe that the terms of their contracts may contain ambiguous language? These were questions posed in a recent meeting between BOMA and The U.S. Governmental Accountability Office (GAO).

Congress recently renewed the Terrorism Risk Insurance Act (TRIA). However, coverage of nuclear, biological, chemical, and radiological (NBCR) events under TRIA is optional and TRIA is set to expire in two years. NBCR events have the potential to inflict large, insured damages, as well as uninsured damages. In addition, some experts believe that NBCR events are more likely now than in the past and have testified that terrorist groups have explored the possibility of obtaining nuclear devices to build "luggage nuclear bombs."

Should TRIA expire, the availability and price of terrorism coverage would depend on the willingness of private-sector reinsurers to assume the catastrophic risk. Some experts believe private reinsurers could fill some of the gap should TRIA expire but the outcome for coverage of NBCR events is far less certain. Most notably, reinsurers could continue their previous practice of not covering NBCR losses, except for workers' compensation, which states generally require insurers to cover regardless of cause. Other experts believe that terrorism attacks, including NBCR events, are not insurable by the private sector because they cannot be assessed precisely enough to make them measurable (e.g., in terms of their frequency and severity). However, regardless of source—public or private—the GAO believes that insurance coverage will be necessary to avoid a major economic disruption should a major NBCR event occur.

6th Annual CORY Awards Honor Innovation & Dedication To Recycling

City's Top Recyclers Receive Accolades and Cash Incentives

The winners of the **6th Annual Commercial Recycler of the Year (CORY) Awards** were announced on April 27 to a sold-out crowd at the Palace Hotel. Top recyclers from office buildings, hotels and food establishments were rewarded for demonstrating a commitment to the environment through their recycling programs, leadership, policies, and innovations.

Sponsored by **BOMA San Francisco, the San Francisco Department of the Environment, and Golden Gate Disposal & Recycling Company**, the awards program honors those businesses that do an excellent job of putting 'reduce, reuse, and recycle' into practice. Sixty-eight businesses submitted their recycling programs for consideration this year, making it the most successful program to date.

First-place winners received the coveted "golden dumpster" award (although this year they were a lovely platinum color!), and second-place winners received recycled glass plaques, both courtesy of **Golden Gate Disposal & Recycling Company**. The Department of the Environment awarded over \$24,000 in prize monies to the winners in each category to enhance their recycling programs or reward the staff members who actually do the recycling. Winners were chosen by industry panelists who scored all applications on a point scale and visited the sites to personally review the programs of the finalists.

BOMA thanks the 6th Annual CORY Awards Chairperson **Chris Wong of The Swig Company**, who, with the assistance of the committee, spent countless hours promoting the program and evaluating the entries.

6th Annual CORY Award Commercial Building Winners

<u>Building</u>	<u>Management</u>	<u>Achievement</u>
Post-Montgomery Center 77 Beale Street 50 Fremont Street	Cushman & Wakefield Hines Hines	1st Place, Large Building 2nd Place, Large Building 3rd Place, Large Building
220 Montgomery Street One Post Street 100 Pine Street	The Swig Company Crocker Plaza Co. Unico Properties	1st Place, Medium Building 2nd Place, Medium Building 3rd Place, Medium Building
Thoreau Center for Sustainability 369 Pine Street 340 Pine Street	ECB Management Services The Swig Company Patson Management	1st Place, Small Building 2nd Place, Small Building 3rd Place, Small Building

Winners of the restaurant and hotel categories can be viewed at www.bomasf.org, by clicking on the CORY link on the home page.



Golden Gate Disposal & Recycling's Chris Levaggi congratulates Christopher Schulman, Crocker Plaza Company, on winning 2nd Place in the Medium Building Category.



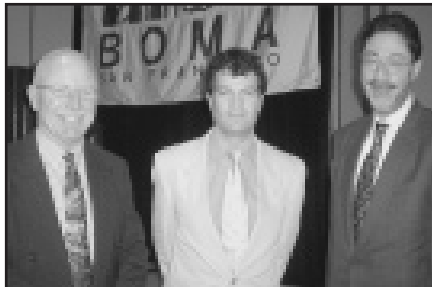
The management team of the Post-Montgomery Center proudly accept the CORY Award Golden Dumpster for 1st Place in the Large Building Category for the 2nd year in a row.



Chris congratulates Agnes Wyman, The Swig Company, on winning 1st Place in the Medium Building Category.



The management team of the Thoreau Center for Sustainability receive 1st Place in the Small Building Category.



BOMA's Ken Cleaveland and Marc Intermaggio with Keynote Speaker, Jared Blumenfeld, Director, San Francisco Department of the Environment.




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BOMA's Executive Vice President, Marc Intermaggio, CAE, has been invited by Mayor Newsom to join the City and County of San Francisco Disaster Council. This body meets quarterly to receive updates from the Office of Emergency Services and Homeland Security on the status of disaster planning in San Francisco, and to provide feedback and input into San Francisco's disaster planning initiatives.

Boston Properties is pleased to announce several promotions. **Geraldine Juachon, RPA** has been promoted to Property Manager of Embarcadero Center West. Geraldine previously served as Assistant Property Manager for Equity Office Properties Trust (EOP) in both San Francisco and Chicago and for the past two and one-half years has been the Assistant Property Manager at One & Two Embarcadero Center for Boston Properties. **Helen Han** is the new Marketing Coordinator for Embarcadero Center. She will be responsible for Embarcadero Center's advertising and promotional programs as well as the coordinator for the Embarcadero Center website. Helen worked for two years in the Property Management department at the Embarcadero Center.

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