



# BULLETIN

OCTOBER 2000

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

## **President's Message**

### **Four Out of Five Ain't Bad**

**by Lisa Vogel, WorkSpeed, Inc.**

**A**s we draw close to the end of another year of success in the industry, it is time to assess where we've been and what good we have done. The work of trade groups like BOMA is kind of like the voices of my kids when I am home: sometimes not easy to notice, sometimes loud and overbearing, but ever there. In the case of BOMA, this is a good thing.

When it comes to evaluating how the Association is performing, it makes sense to make a determination in the context of what makes real estate companies successful. Here is my list:

- Vision and leadership
- Low capital costs versus competitors
- Low overhead costs versus competitors
- Enhanced revenue opportunities versus competitors
- Proper risk management practices

Even the most notoriously jaded observer (and you know who you are) has to agree that BOMA San Francisco regularly has a positive impact in four of the five factors and Four Out of Five Ain't Bad. Here's how.

Through the mere existence of committees, task forces, informal networks, and other ways of getting things done through people and other resources, BOMA's active volunteer teams help move the industry forward. These groups work to share knowledge, time, and expertise in order to help you succeed, raise the awareness of the advantages commercial property managers bring to commerce on a daily basis, and enhance public understanding and appreciation of the industry. This is the Vision and Leadership thing.



*Lisa Vogel*

BOMA promotes the power of knowledge. Through professional certification classes, executive level courses for experienced practitioners, industry standards, and topical seminars on emerging issues, the organization directly affects the professionalism of its members. More than ever, successful companies need knowledgeable employees. People with RPA, FMA, SMA, and SMT designations make better decisions, and better decisions save time and money. This year alone, BOMA San Francisco's professional designation offerings will educate more than 700 people in San Francisco, 21 other states, and Canada.

In addition, BOMA's advocacy programs actively address dozens of issues that have a direct impact on your asset value and bottom-line operating performance – at the local, state, and national levels. Poorly conceived and drafted legislation, building codes, and permit regulations can have a tremendously negative impact on your livelihoods, your business interests, and your clients. Let us face it – government is a pain in the keester. BOMA acts to influence and educate lawmakers, policy-makers, and makers of other mayhem on your behalf. This is both the Low Overhead Thing and the Proper Risk Management Thing. Two in one, no extra charge.

BOMA also advances its members' business opportunities by informing you about what is next for our industry. Programs such as these...

- How To Develop Business Plans
- Attracting and Retaining A Quality Staff
- Reading and Understanding Financial Statements
- How To Use Brand Identity In Business Decisions
- Analyzing Economic and Demographic Data to Forecast Future Demand
- How Technology Companies Are Redefining Commercial Real Estate
- How to Position Your Building As The Ultimate E-Commerce Portal

...have provided you with the information you need to expand your business and earn new revenues. A wise person once said that the status quo is not an option. This is certainly the case in real estate today. If you are looking for a rest, this isn't the industry to pick. BOMA helps you move your company into the future. This is the Enhanced Revenue Opportunities Thing.

As you can see, Four Out of Five Ain't Bad.

With all of this in mind, I am asking you to do two things. One is **RENEW YOUR MEMBERSHIP**. An investment BOMA is an excellent way to ensure that your business will have a full complement of advantages to do business in the new millennium. It is also a way to ensure that we will have an industry in which to do business in the first place.

The other thing I am asking you to do is **VOLUNTEER YOUR TIME AND ENERGY**. Many if not all of the benefits you receive from the Association come as a direct result of the personal investments of time and brainpower on the parts of dedicated fellow members. Whether we are speaking of the development of positions on issues related to legislative and regulatory affairs, the collection of contributions for the annual Toy Drive, the organization of our social events, or the production of our educational seminars, our volunteers make it all happen.

# BOMA's 2000 Corporate Sponsors

We are proud to announce the companies who have stepped forward to become BOMA San Francisco Corporate Sponsors in 2000.

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Although BOMA provides a number of tangible and intangible benefits to members and to the industry, our Association and any association is made up of people working together for the common interest. In BOMA, people are the raw material and the product. When people become truly involved and participate actively in the affairs of the Association, they make it strong and vital.

You are helping yourself, your company, and the industry when you:

- Interact with your peers to shape policy
- Express your concerns during discussions related to labor negotiations
- Build closer relationships with your peers in social and networking events
- Consult your Member Directory to tap a colleague as a source of ideas to solve a problem

If you are one of the many active members in BOMA San Francisco, THANK YOU! If you want to get more out of membership, I invite you to get involved by contacting the BOMA office to explore the best possible fit for your interests.

Working together, we can shape the future.

And, the next time anybody asks you why you participate in BOMA, all you have to say is...Four Out of Five Ain't Bad.

## New Directors Appointed

Manuel Fishman, partner, Bartko, Zankel, Tarrant & Miller, and Frederic D. White, RPA, senior portfolio manager, Cushman & Wakefield of California, Inc., have been appointed to the BOMA San Francisco Board of Directors. "Both Manny and Fred have served BOMA in numerous volunteer capacities over the years, and we're fortunate to have them sharing their perspective and counsel directly with the board now" said Lisa Vogel, president of BOMA San Francisco.

Both Fishman and White were appointed to fill the un-expired terms of directors who resigned their director positions due to career changes. Mr. White will serve his first term through October 2003 and will be eligible for re-election at that time; Mr. Fishman's first term will run through October 2002. As members of the BOMA Board, Mssrs. Fishman and White will be responsible for setting strategic direction, ensuring there are adequate resources to achieve BOMA's Mission and organizational objectives, approving internal (operating) policy as well as the association's position on public policy matters, and member outreach.

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