



# BULLETIN

FEBRUARY 2000

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

## *President's Message*

### *The EER Survey: Just Do It!*

*by Lisa Vogel, MMI Realty Services, Inc.*

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*The EER is the most comprehensive and reliable source of income and expense information for the office building industry in North America*

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**H**ow effectively are you managing your buildings? Are you producing as much income as you should? Are you paying competitive fees for maintenance services? How will your properties under construction perform?



The answers to all of these questions can be found in BOMA's annual operating expense survey known as the Experience Exchange Report (EER). The EER is the most comprehensive and reliable source of income and expense information for the office building industry in North America.

Building Owners and Managers use the EER for:

- Measuring economic performance
- Budget Planning
- Appraisals
- Buying and selling

Last year less than 50 local member buildings responded to the survey out of a membership of over 300 buildings. That means the information we rely on as property professionals was based on a 17% response rate. Our goal this year is to have a much greater and more representative response to the survey to ensure that this resource remains valuable to the industry. The information provided in this report is only valuable if it covers a large range of properties. It's simple; the more properties that respond, the more valuable and meaningful the information.

I urge you to complete the survey and return to BOMA International by March 15.

## *On the Inside*

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## **1999 EER WORKSHOP ANNOUNCED**

Informal Session  
To Instruct Members  
How To Complete  
This Crucial Survey

See page 5 for details

## Mark Your Calendars, Please . . .

### **BOMI Institute Courses**

#### **RPA Courses for Property Managers**

**March 16-19**

Property Manager's Guide to  
Commercial Real Estate Law

#### **RPA/FMA Courses for Property and Facilities Managers**

**March 9 - 12**

The Design, Operation, and  
Maintenance of Building Systems,  
Part I

**April 18**

Ethics is Good Business

#### **SMT/SMA Courses for Building Systems Professionals**

**March 6 - 8**

Boilers, Heating Systems, and  
Applied Mathematics

#### **RPA/FMA/SMA Courses for Property & Facilities Managers & Building Systems Professionals**

**April 13 - 16**

Facilitated Group Study

For information on courses and  
requirements contact Education Program  
Administrator, Gil Martinez, at  
415-362-2662 x12 or [gilm@boma.com](mailto:gilm@boma.com).

### **BOMA's Dates to Remember**

**Wednesday, February 16**

**Membership Luncheon**

Palace Hotel

11:30 a.m. - 1:30 p.m.

Speaker - Christopher Lee,  
CEL & Associates, Inc.

"Talent..Hard to Find..Tough to  
Retain: Learn What Successful Real  
Estate Companies Are Doing to  
Attract and Retain Quality  
Professionals"

**Luncheon Dates for 2000 \***

Thursday, March 30 (Argent Hotel)

Thursday, April 27

Thursday, May 25

Thursday, June 29

Thursday, July 27

Thursday, September 28

Thursday, October 26

Thursday, November 30

\* all lunches are from 11:30 a.m. - 1:30  
p.m. at the Palace Hotel unless other-  
wise noted

#### **Social/Networking Events**

**Tuesday, February 29**

**Leap Year Party**

Canterbury Hotel

5:30 - 8:30 p.m.

Sponsored by BOMA Associates  
Committee

**Wednesday, April 12**

**Opening Night at**

**PacBell Park**

Sponsored by BOMA Associates  
Committee

**Monday, May 15**

**Silverado Golf Tournament**

Sponsored by 2000 BOMA Gold  
Sponsors

and BOMA Associates Committee

**Monday, August 21**

**Elmer Johnson Golf & Tennis Classic**

Sponsored by ABLE Building  
Services, 2000 Platinum Sponsor and  
Hosted by BOMA Associates  
Committee

## **BOMA's 2000 Corporate Sponsors**

We are proud to announce the  
companies who have stepped  
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Winstar Telecommunications, Inc.

A limited number of sponsorships are still  
available. Contact Member Services  
Director, Tory Brubaker at 415-362-2662  
x15 today.

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## BOMA San Francisco Wins Membership Award

**B**OMA San Francisco was one of 44 U.S. and 7 Canadian Local Associations that experienced positive membership growth in 1999. BOMA San Francisco President, **Lisa Vogel** received the award at the BOMA International Board of Governor's meeting during BOMA's Winter Business Meeting and Leadership Conference in Orlando, Florida.



Congratulating Lisa, from left to right, are BOMA International President-Elect Sherwood Johnston, III and BOMA International President Rick Baier.

## BOMA International's 93rd Annual Convention and The Office Building Show<sup>®</sup>,

June 18-20, 2000  
San Diego Convention Center

Over 100 Educational Sessions to Choose From

To register contact BOMA's registrar at  
registrar@boma.org or 202/326-6331.

To exhibit contact Maureen Lynn at  
mlynn@pgi.com or 888/777-6956.

## USC/BOMA Executive Education Scholarships Available BOMA San Francisco to Award Five \$1000 Scholarships

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*The scholarships are designed to assist individuals in taking advantage of the program who otherwise might not have the opportunity*

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**A**s announced in the January Bulletin, BOMA International, in collaboration with USC's Marshall School of Business and Caliber Learning Network, Inc., has launched a ground-breaking program to provide non-degree Master's level education to real estate professionals.

In accordance with our Mission, BOMA San Francisco is committed to advancing the educational opportunities available to our members. We believe the USC/BOMA curriculum directly responds to the expressed needs of top real estate executives whose input helped shape the program.

BOMA San Francisco will award up to five \$1000 scholarships to be applied toward the tuition for any of the four initially planned USC/BOMA executive education classes listed below. The scholarships are designed to assist individuals in taking advantage of the program who otherwise might not have the opportunity. Criteria will be based on need and a combination of industry expertise and previous education preparation for graduate-level study. Applications will be available in March.

The USC/BOMA curriculum includes four 18-hour courses, each offered over three days:

Course 1: Management of Portfolio Real Estate Assets and Capital

Markets; Course 2: Advanced Financial Analysis of Portfolio Assets; Course 3: Developing Strategies and Building Effective Real Estate Organizations; and Course 4: Implementing Your Strategy - Operating The Real Estate Organization. Courses may be taken in any order. Courses 2 and 3 will be offered in the spring of 2000 and are planned to be repeated in the fall. Courses 1 and 4 are planned for roll-out in the spring of 2001. Tuition is \$1,650 per course for BOMA International members and \$1,850 for nonmembers.

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### *2000 Continuing Education Scholarship Recipient Announced*

Dennis Chan, a self-employed Real Estate Broker and Property Manager with JMC Realty Corporation has been selected as BOMA San Francisco's 2000 Continuing Education Scholarship recipient. Mr. Chan will pursue a Real Property Administrator (RPA) designation offered by BOMA San Francisco and The BOMI Institute's Continuing Education Program. For more information on the Continuing Education Programs offered by BOMA San Francisco, contact Gil Martinez at 415-362-2662 x12 or gilm@boma.com.

BOMA San Francisco presents

## THE ONE PAGE BUSINESS PLAN WORKSHOP

by Jim McCraigh

This workshop simplifies business planning to just one page. Attendees will leave the workshop with the elements of a business plan, ready to share with banks, employees, and venture capitalists!

It's simple. It's easy. It works.

The One Page Business Plan is designed for:

CEOs

General Managers

Sales Managers

Marketing Directors

Business Owners

Attorneys

Accounting Professionals

Nonprofit Directors

**Date:** Thursday, March 2, 2000

**Time:** 8 a.m. Registration/Continental  
Breakfast

8:30 - 11:45 Workshop

**Place:** SFSU Downtown Center  
425 Market St., 26th Fl., Rm. 2608

**Cost:** \$90 Members / \$120 Non-Members

Watch your mail for registration forms.

## EER WORKSHOP

BOMA's Experience and Exchange Report (EER) is one of the most utilized and valuable resources available to commercial property professionals. For the last seventy years, industry professionals have looked to the EER for operating income and expense comparisons of similar properties. This information can be crucial during budget time, or to the property manager who has been given a new property without any history.

BOMA San Francisco is hosting a workshop designed to facilitate proper and timely completion of the EER survey.

**Date:** Thursday, February 17

**Time:** 10 am - 11 am

**Place:** BOMA Board Room

Prompt completion of the survey will benefit you and your industry, and ensure a valuable resource remains available for everyone to use.

For more information e-mail Marc Intermaggio at [mli@boma.com](mailto:mli@boma.com).

### Contract Carpeting Problems?

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## *Clicks & Mortar: E-Commerce Brings E-Normous Change*

By Richard D. Baier, President, BOMA International  
Managing Director, CB Richard Ellis, Kansas City, Mo.

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*This shift from going to a retail store to surfing the 'net for everything from clothes to books to stereos will not just impact our association of course. It will also have a significant impact on the real estate industry*

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**T**he Internet is yesterday's news. Today, the news is all about e-commerce.

Everywhere you turn, headlines tout the latest introductory Web e-commerce site guaranteed to make your life easier. We certainly can't ignore it - or the Internet. In fact, a study has shown that it took the Internet only nine years from its commercial introduction to penetrate 60 percent of households - which is pretty amazing when you consider it took PCs 22 years; television 31 years; radio 37 years; electric light 42 years; and the telephone 53 years to penetrate the same marketshare!

Such a presence has affected our lives in ways we cannot begin to fully appreciate, and at the Building Owners and Managers Association (BOMA) International, [www.boma.org](http://www.boma.org) has allowed us to deliver knowledge and solutions to our members and customers, throughout the globe, 24 hours a day. So as e-commerce has become more and more accepted, we also began looking for ways to expand our customer base and take advantage of the new technology by marketing our products on the BOMA Web site.

It also means that e-commerce gives us a cost-effective medium to provide otherwise out-of-print publications to the marketplace.

The concept has already been well received; within minutes of being posted, we sold our first cleaning study on-line. And, by years' end, we have seen enormous

increases in sales via e-commerce, and especially from international customers.

This shift from going to a retail store to surfing the 'net for everything from clothes to books to stereos will not just impact our association of course. It will also have a significant impact on the real estate industry as well, but perhaps not in the same way you might first think. During a conference held in Washington, D.C. by the Urban Land Institute, for example, I heard a panel of representatives from North American property management firms discuss the impact of e-commerce on office and industrial properties. I found - not surprisingly - that e-commerce is impacting the industry in much the same way throughout the country.

Luis Belmonte, managing director of AMB Property Corporation in San Francisco, Calif., pointed out that fulfillment - getting products to consumers quickly and accurately - has become the biggest end-result of e-commerce. "E-commerce will create an enormous demand for warehouse space, as the whole distribution chain has contracted and increased in velocity. Inventory is all done electronically, using bar-codes, and it speeds everything up with greater accuracy."

He also predicted that more retail space will move to warehouse, as will some manufacturing space. Additionally, the product distributors will have to change the

way their systems operate. "Distributors are accustomed to moving products in bulk, on huge pallets. E-commerce has changed that. Now, distributors handle individual shipments - one book at a time, for example."

As a result of this focus on speed and delivery, the warehouses of the future will be near major transportation modes, such as airports, shipping ports or railroad stations, rather than in the suburbs or in a rural area. "Seventy percent of all air freight is carried in the bellies of passenger flights - not cargo planes - so if your warehouse is located near passenger tarmacs, you'll be set," Belmonte predicted.

Peter Bedford, CEO of Bedford Properties Investors, Inc., said that warehouses will also need larger turnaround areas, as trucks today are longer. They'll need flexibility for smaller vans, car parking and large trucks' turning radius.

"Additionally, many 'dot.com' companies and call centers are 24 hour operations instead of eight hour operations. Should I get more rent for three times more usage? I think so," he said.

The introduction of warehouses and distribution facilities by e-commerce organizations is perhaps best illustrated by Amazon.com, the online bookseller. Amazon.com is currently building the first of seven new warehouses/distribution centers. The first 800,000 square foot facility near Atlanta, Ga. will, at full capacity, be able to ship \$10 billion a year in merchandise according to Fortune magazine. That translates, says Peter Pike of PikeNet, into \$27 million per day, or one million \$27 items per day, or 140,000 items per warehouse per day.

In an interview between Pike and Mike Martin, regional development officer with First Industrial Realty, the firm that is building the warehouse, Martin explained that the biggest difference in leasing space to a "dot.com" company is the speed of delivery. "Every aspect of their business moves at a very fast speed. The race to build market share is very intense. Consequently, the demands they place on all their service providers are equally intense and time sensitive."

"Dot.com" companies will impact the industry

in other ways as well: all four panelists assured conference delegates that tech companies today want space, not necessarily amenities. "They're casual companies that want bandwidth, parking, bike racks and dog runs. They want a warehouse look and feel - rip out the drop-ceiling, spray paint it, and they'll love it," one panelist joked.

But lest you comfort yourself with the notion that it's only the high-tech companies going online, consider this: Last year, 54 percent of traditional retailers who responded to the Internet Shopping '98 survey said they had no plans to start online retailing. This year, only 24 percent of retailers responding to the same survey said they had no plans to begin selling their products online. E-commerce has arrived, and although the commercial real estate industry will continue to play a vital role in those companies' ultimate success, its role is a constantly evolving one. This is one trend you cannot ignore.

## You Compete...Do Your Buildings?

In today's market, tenants are looking for buildings that are Internet Ready. To meet this demand and to stay competitive in the market, landlords can now turn to the Bay Area company specializing in connecting existing buildings intelligently: **First Internet Alliance, Inc.**



- Virtual Private Network
- E-Commerce solutions
- iphones
- Web design and hosting
- Full DSL Services
- T-1/T-3 connections
- Voice over IP
- Unified Messaging service



**First Internet Alliance, Inc.**

P: 408.232.0691 F: 408.232.0699 [www.fianet.net](http://www.fianet.net) BOMA Member

# Members on the Move



**Glenborough Realty Trust, Inc.** named **Dale Tate** General Manager of Rincon Center. Dale is also serving as co-chair of BOMA's Energy Committee.

**Michael Milstein**, owner of **Lewis & Taylor Building Maintenance**, has been elected President of the San Francisco Kiwanis Club. Kiwanis is a community service organization that helps children, youth and the elderly. Congratulations Michael!

**Paul Bensi**, President of **ABLE Engineering Services**, has been appointed as an employer rep for the **Stationary Engineers Health and Welfare Pension Trust Fund**. Paul fills a seat most recently held by **Ray Nann** who retired from the position after numerous years of service. Ray continues to serve as an employer rep to the General Employers Health & Welfare Trust which oversees and manages the health and welfare plans for California Building Service employees. "How fortunate we are to have members representing employers on two important bodies governing the benefits for building service and engineering employees", stated BOMA Executive Vice President, Marc Intermaggio. "BOMA is indebted to the continuity of service and wisdom Ray Nann has provided to both bodies over so many years."

A very special thank you to BOMA member, **Robert W. Poyas, Inc. Landscaping** for the flower decorations they provided for BOMA's Annual Holiday Party in December. **Elizabeth Vines-Murphy** designed the arrangements and delivered them directly to the event. Their generosity helped make a wonderful event more beautiful. Thank you from the BOMA Staff, the Associates Committee and your fellow members.

## Welcome New Members

Welcome to the members listed below who joined BOMA San Francisco between July and December 1999.

### Principal Building Members

101 Second Street  
2551-2557 Mission Street  
612 Howard St.  
795 Folsom Street  
Interland's Borel Place  
Metreon  
Rialto Building  
San Francisco Marriott Hotel  
SMG-The Moscone Center

### Associate Members

Allen, Matkins, Leck, Gamble & Mallory LLP  
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Centimark Corporation  
Cleansource  
Commercial Interior Contractors  
Cutting Edge Drapery  
Designweave  
First Internet Alliance Inc.  
Ottolini & Booth Architects  
PropertyFirst.com, Inc.  
Silicon Energy  
The Trane Company  
Western Allied Service Company

### Principal Individual Members

NORCAL Mutual Insurance Company



## RECYCLE 2000 CAMPAIGN KICKS OFF *Recycling Guide Available for Owners & Managers*

**B**OMA has taken an industry leading position in reducing the waste stream of the downtown corridor and is committed to assisting the City and County of San Francisco meet its recycling goals by the end of the year 2000. In 1996, BOMA created the Solid Waste and Recycling Task Force (SWRTF) to educate ourselves on solid waste management and recycling practices so that our industry could take steps to meet the diversion requirements of AB939. This legislation requires all cities and counties in California to reduce their waste and increase recycling to 50% of its waste stream by the end of the year 2000.

Currently, the City and County of San Francisco is recycling 40% of its waste stream. That leaves 10% more to grow. Since 65% of trash produced in the city is commercial, building owners and managers have a large part to play to reach our collective goals. Toward that end the SWRTF is kicking off its Recycle 2000 Campaign.

We have produced a useful and easy to use guide for building owners and managers. This handbook includes directories of companies which can assist in diverting more from your waste stream. If you would like a copy of this handbook, please contact Mark Rumpler, SWRTF chair at (415) 973-3416 (MSR9@PGE.com).

We invite you to attend a new series of Brown Bag Seminars in the spring on topics devoted to improving your solid waste programs. This year the SWRTF will be awarding its first ever Commercial Recycler of the Year Award. Look for the application soon.

Together we can make a difference for ourselves and generations to come!



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## *The Lure of E-Cash Management: Simpler, Faster, Less Costly*

By Bill Ogden

In an increasingly plugged-in world, property managers are warming up to the idea of "going electronic." As banking technology has become more sophisticated and user friendly, managing cash electronically has become much more efficient than traditional manual processes. Beyond that, the real attraction of e-cash management is that it simply saves managers a considerable amount of time - an increasingly scarce commodity these days.

### *Faster Rent Collections*

Electronic services are a natural to improve the cost- and time-consuming process of collecting rent from tenants, as well as avoiding late payments and late fee collections. Several types of banking services can get rent checks into your account faster and more efficiently.

Real estate managers have long used lockboxes to accelerate processing of checks and posting of deposits. Tenants mailed checks to a preassigned U.S. Post Office box, from which the bank collected payments at regular intervals scheduled to meet early clearinghouse deadlines, eliminating mail float. "Electronic lockboxes" eliminate the post office by linking tenants with the ACH using an Electronic Data Interchange service provided by the bank. Tenants then initiate lease payments from their offices directly through the ACH, which credits the management company's account. Your accounts receivable system is automatically updated in the appropriate file format. And those payments, as well as paper-based payments from other sources, are included in a single electronic lockbox file provided by the bank. So "check and list" payments are eliminated, as well.

Preauthorized electronic debits eliminate checks and other costly paper payments entirely. Bank services let property managers initiate from their PC the transfer of lease payments from tenants'

accounts to the management company's business account each month. Immediate confirmation is received and month-end reconciliation is simplified with automatic updates to receivables. Collection of late payments and fees is also avoided.

Tenants benefit because they no longer have to remember to write checks and pay postage. They are assured that lease payments are made on time, avoiding potential late charges. Here's how it works:

- Tenants authorize you to draw a specific amount from their checking accounts at recurring intervals. A transmission file containing payment information is then produced and transmitted to the bank.
- The bank processes the file, deposits the funds into your account for the total amount of the authorized payments and electronically charges your tenants' accounts at their financial institutions through the Automated Clearinghouse (ACH).

Electronic debit boxes are being installed by some residential property managers in apartment buildings, where tenants can conveniently insert ATM or credit cards.

### *Plugged-In Payments*

The time and cost advantages available with electronic collections can also improve the process of making payments of your regularly recurring expenses: management fees, insurance premiums, loan payments, payroll, or fees for gardening, pool maintenance and other ongoing services. You can initiate payment transactions from your office PC by using a bank service that links you to the ACH.

You can also have payees authorize you to send payments directly to their financial institutions. The funds are electronically deposited into your payees' accounts without your having to write, sign, mail or distribute checks.

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*The real attraction  
of e-cash  
management is  
that it simply  
saves managers a  
considerable  
amount of time -  
an increasingly  
scarce commodity  
these days*

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*Continued on Page 11, Column 2*

# BOMA Toy Drive Record Year

## Donations Exceed 55,000 Toys

Christmas, the holidays, and the end of the century shone just a bit brighter in 1999. BOMA San Francisco's 14th Annual Toy Program culminated with toy donations exceeding 1998 by over 5,000 toys. John Voelker, firefighter and Chairman of the San Francisco Firefighter's Toy program, called this year's drive "outstanding." Over 55,000 toys were donated by tenants in approximately 175 building and member facilities throughout San Francisco, San Mateo, San Bruno, and Novato.

In addition to distributing toys at Christmas, many items collected in the drive find homes through several charitable organizations in the bay area that serve needy children and their families. Since 1986, BOMA San Francisco actively co-sponsored the event. As of 1999, your generous donations have helped collect over half a million toys and brightened the lives of children through a host of Fire Fighter Toy recipients. The Bayview/Hunter's Point Day Health Center, The San Francisco Rescue Mission, SFCASA (a battered and abused



children's advocacy group) and several battered women's shelters in the area are a few of the organizations which benefit from the donations throughout the year. Toys are distributed to children living with AIDS and other life-threatening illnesses, as well as homeless and needy children who would otherwise go without.

On behalf of The San Francisco Firefighters, BOMA San Francisco, and all the children they serve, thank you for your generosity which made 1999 such a success.

### Special Thanks

On behalf of The San Francisco Firefighters Toy Program, BOMA San Francisco would like to thank Al Maher, The Maher Brothers; Ron Kaufman, Kaufman Management Corporation; Equity Office Properties Trust; One Maritime Plaza; The Lurie Company; Cutting Edge Drapery and several "Secret Santas" for their generous financial contributions to the 1999 Toy Drive.



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### LURE OF E-CASH MANAGEMENT

*Continued From Page 10*

#### Internet Convenience

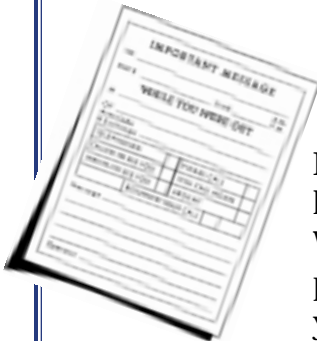
For some time, banks have provided advertising or account balances on the Internet. Now, some banks make it possible to initiate stop payments, look up paid checks and transfer funds via the Net as well. The advantage is being able to handle these tasks 24 hours a day, 7 days a week, from your office or while you're out of town. It's another step toward making cash management more convenient--and your job easier.

*Bill Ogden is Vice President and Industry Manager for Union Bank of California's Property Management Industry Group.*

**FIRST CLASS MAIL**



## **KEEP YOUR MEMBERSHIP INFORMATION CURRENT!**



It is crucial that all BOMA San Francisco members let the association know of any changes for company, address, phone, fax, or e-mail. With more communication via blast fax and e-mail, be sure you are properly listed so that you will not miss out on important matters. If you have had any recent changes or if you are not sure you are listed properly, complete this form and fax it back to Member Services at 415-362-8634.

**Name:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City/St/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

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