



BULLETIN

JUNE/JULY 2000

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

President's Message

The Parking Crisis:

Let's Keep the Pressure On

by Lisa Vogel, WorkSpeed, Inc.

I urge you to actively participate in the discussions surrounding this issue and support BOMA's plan to mitigate the crisis

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At our April Membership Luncheon, BOMA convened a panel of city officials and private industry representatives to discuss the City's progress toward providing adequate parking for all of us. Since then, BOMA has received a significant amount of press regarding our position on this crisis, as



outlined in the 14-point plan for SOMA & "New Territories" Parking Expansion: A Practical Solution to Mitigating San Francisco's Parking Crisis. Most recently, KRON-TV covered a tour conducted by Transportation Task Force Chair Tim Leonoudakis (City Park) of parking spaces lost, lots soon-to-be lost and new development impacting parking in SOMA.

This issue is at the forefront of BOMA's advocacy efforts and will remain so until adequate parking is available to meet the demands of residents and employees of local businesses. BOMA

first called attention to the looming parking crisis in May 1999. We acknowledged then -- and we still do -- that public transit was a critical and necessary means to provide access to and around San Francisco, but we stated that public transit couldn't always meet the needs of the entire public in every instance, and that parking must be a component of any overall transit and transportation demand management strategy. That is still true, and unless city policymakers act soon to create new parking, we risk the loss of business, jobs and tax revenue... and that would be a loss for all San Franciscans.

At the core of BOMA's mission -- what sustains our place as a community leader -- is the voice of our members. Our members provide the leadership, input and necessary direction that give our association the impact and influence it carries. I urge you to actively participate in the discussions surrounding this issue and support BOMA's plan to mitigate the crisis. Together we can, and we will, make a difference that will have long lasting effects on the economic vitality of this great city.

Mark Your Calendars, Please . . .

BOMI Institute Courses

RPA Courses for Property Managers

August 17 - 20

Leasing & Marketing for Property
Managers

October 19 - 22

Asset Management

December 14 - 17

Fundamentals of Real Property
Administration

FMA Courses for Facilities Managers

September 7 - 10

Fundamentals of Facilities
Management

RPA/FMA Courses for Property and Facilities Managers

September 4 - 6

Real Estate Investment & Finance

SMT/SMA Courses for Building Systems Professionals

August 14 - 16

Air Handling, Water Treatment, &
Plumbing Systems

October 16 - 18

Electrical Systems & Illumination

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

BOMA's Dates to Remember

Thursday, July 27

Membership Luncheon

Palace Hotel

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

Willie L. Brown, Jr., Mayor
of San Francisco

Luncheon Dates for 2000 *

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

Social/Networking Events

Wednesday, July 26

Billiards by the Bay

Chalkers Billiards Club

5 p.m. - 8 p.m.

Sponsored by BOMA San Francisco's
Associate Committee

Monday, August 21

Elmer Johnson Golf & Tennis Classic

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Register for events online at

www.bomasf.org/professionaldevelopment.

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BOMA Welcomes New Board Member

BOMA San Francisco is pleased to announce Steven R. Colvin, RPA, SMA, CPM® has joined its Board of Directors. Colvin will be actively involved setting BOMA's strategic direction and membership service goals.

Colvin is Vice President of Property Management for Boston Properties, Inc. in the San Francisco Region. Boston Properties (NYSE: BXP) is a self-administered and self-managed real estate investment trust (REIT). The company is one of the largest owners, acquirers and developers of office properties in the U.S., with a significant presence in Greater Boston, Midtown Manhattan, Princeton, the Washington D.C. metropolitan area and Greater San Francisco. Colvin is responsible for property management operations and overall property performance for over 5 million square feet of space in the Bay Area. Prior to joining Boston Properties, Colvin was Director of Facilities at Kaiser Permanente, and before that served as Regional Deputy Director of Property Management at the GSA. He is a former Chair of the Government Affairs Policy Advisory Committee (GAPAC) for BOMA San Francisco, and serves as a BOMA San Francisco representative to BOMA California. He received his MBA from Saint Mary's College in 1994 and earned a bachelor's degree from the University of Maryland in 1985.



BOMA's New Staff

Welcome Francine Anderson, pictured, to the position of Administrative Assistant. She is responsible for answering the phones, event registration, publications sales, and greeting office visitors. Francine comes to BOMA from Kneal Resource System, where she served as an administrative assistant to the president. She has an extensive background in youth counseling and job training, and spent 10 years as a juvenile probation officer. In her free time she continues to pursue a career in free lance writing, and we hope she will remember us all when she authors the great American novel. "I look forward to assisting both BOMA's staff and its members in achieving the organization's goals." Francine will also be responsible for additional membership duties while Member Services Director Tory Brubaker is on maternity leave. She can be reached at 415/362-2662 x10 or by email at francinea@boma.com



BOMA/USC Executive Education Program Debuts in 12 Cities, Meets With Positive Reviews

Washington, DC --

The Building Owners and Managers Association (BOMA) International/University of Southern California (USC) Executive Education Program has been declared a roaring success.

The much-anticipated program, offered through a collaboration of BOMA and USC, via the satellite technology of Caliber Learning Network, offers non-degree Master's level education to real estate professionals throughout North America.

The program's first classes were held simultaneously in 12 U.S. cities over two weekends in May and met with universal positive reviews from its first students.

Nine out of 10 participants said they would participate again in Executive Education and eight of 10 said they would recommend the course to a colleague.

"A need for this level of education was identified by the commercial real estate industry, and the industry has responded that we've successfully fulfilled that need," said BOMA President Richard D. Baier, managing director of CB Richard Ellis in Kansas City, Mo. "Its students give Executive Education an 'A'."

"Developing Strategies and Building Effective Real Estate Organizations" was the first of four courses of the graduate-level program developed for BOMA by USC's Marshall School of Business and the Lusk Center for Real Estate. The second course, "Advanced Financial Analysis of Portfolio Assets," debuts June 3, 9 and 10. The remaining courses - "Management of Portfolio Real Estate Assets and Capital Markets" and "Implementing Your Strategy: Operating the Real Estate Organization," will be introduced next year.

The course was broadcast live from a studio on USC's campus to 12 state-of-the-art networked training centers operated by Caliber Learning Network, where students were able to interact with instructors and each other. Students learned strategic planning initiatives, tools for creating better organizations, leadership practices and cutting-edge management techniques tailored to the needs of real estate professionals.

Instructors included noted trainer Thomas Wm. Gille, RPA, CPM, and USC professors Judith Blumenthal, MBA, PhD, and David C. Logan, PhD. Blumenthal is professor of the school's department of management and organization and is associate dean and director of the executive MBA and MBA for professionals and managers programs at USC.

The need for a program that provided executive-level education was identified by BOMA in an industry-wide survey and through feedback from property professionals across North America. The Executive Education Program

was the result of two years of extensive research. The program has also attracted the attention of suppliers that have stepped forward to support the program through sponsorships and scholarships.

The courses are designed to benefit and appeal to a broad range of commercial real estate professionals, including property managers, investment and leasing brokers, financial managers involved with corporate real estate, real estate investors and advisors and asset managers.

The first two courses will be repeated this fall: "Developing Strategies and Building Effective Real Estate Organizations" on September 15, 16 and 22, and "Advanced Financial Analysis of Portfolio Assets" on October 27, 28 and November 4. For further information, contact BOMA toll free at 1-877-335-1188 or visit www.boma.org/execedu.

BOMA San Francisco Salutes

The logo for ABC Building Services features the letters "ABC" in a large, bold, blue serif font. Below the letters is a horizontal line, and underneath that line, the words "BUILDING SERVICES" are written in a smaller, blue, sans-serif font.

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ABC Building Services support of BOMA San Francisco demonstrates its belief in the value of BOMA's advocacy, professional development and information services for commercial real estate professionals.

Changing Conventions: SMG - The Moscone Center Focus on Recycling

Three underground docks, and nearly a quarter mile of tunnels connect Moscone's two world famous tradeshow floors. Space is tight and storage is almost nonexistent in the operational area servicing a facility with one of the highest occupancy rates in the country. Last year alone, the 1.3 million square foot Moscone Center hosted 86 events and nearly 3 million attendees with a direct spending impact to the local economy of over \$810 million.

A recycling plan was devised to cut operational costs, lower client's trash bills, and overcome space and storage limitations. Start-up expenditures included a baler, delivery truck, electronic monitoring of compactor fullness, and the addition of one full-time staff position. Baling and delivering materials allows Moscone to command better market prices, schedule to overcome truck traffic, and minimize storage needs.

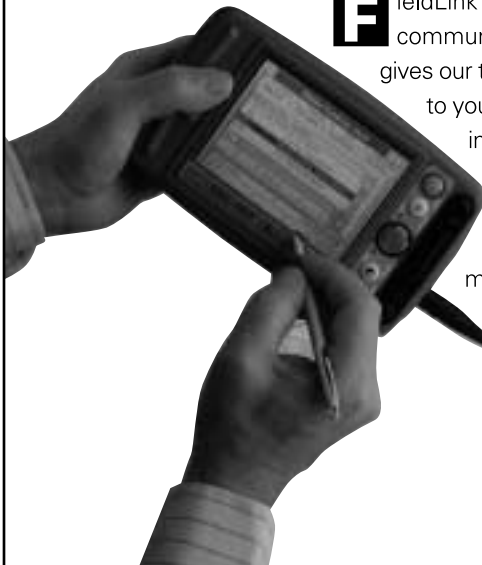
The recycling program initially collected corrugated cardboard, pallets full of leftover boxed literature, and cans and bottles. It expanded to pallets, carpet padding, mixed paper, and metals. Although events at The Moscone Center have a long history of donating goods to the local community, the volume and variety of items have increased.

Over 440 tons of materials were diverted the first year, of which 75 tons were donated goods. SMG also slashed a \$509,000 annual bill for disposal of 2,200 tons, nearly in half by reducing the volume of waste by 50%.

"Recycling makes good sense from a financial standpoint; we've invested in recycling through cooperation of the City," said Dick Shaff, General Manager of The Moscone Center, and SMG's Vice President of Operations for the western region. "We're also helping to increase the flow of goods to the people who need them."

SMG recently expanded the recycling program to Bill Graham Civic Auditorium. Moscone West contractors must report the amount of concrete, soil, wood, and metal salvaged, recycled, and disposed from the site. It is slated to open in 2003.

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May we have your attention:

Ottolini, Booth & Associates, Architects (OB&A) would like to announce the appointment of three new associates Mary Dowdell, Director of Operations, Andrew Levine, Project Architect and Robert Razzo, Project Architect.

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Finding the Right Mix of Parking a Guest Opinion by Nina Gruen

Parking is one component of sustainable land use transformation. Cities — by necessity — are always works in process. The critical question we face now in San Francisco is how the City can transform itself so as to take the best advantage it can of the new economy. How can we, at the least, allow, and at best, encourage the kind of changes that will be most beneficial for present and future residents and workers? If we respond to the opportunities of the new economy, we will provide present and future San Franciscans with better living, working, and recreating opportunities. If we try to freeze San Francisco into its past, we will miss a great future while failing to bring back the past. Parking is, of course, only one component in the transportation changes that will have to be made for the City to achieve its potential.

Our challenge is to find the right mix of parking. Perhaps when San Francisco's policies to discourage parking were first formulated, they may have served to encourage more transit riders, particularly among those commuting within or to San Francisco. But many transit options — particularly Muni — are now at or close to effective capacity during the peak commute hours. And the lack of parking has not proven to be equally successful in attracting regional transit users for shopping and other recreational trips.

San Francisco's on going policy of discouraging parking for new office, residential and entertainment developments, including such recent projects as the W Hotel, the Pac Bell stadium, and the proposed Bloomingdales, is curtailing the city's economic potential. Further, the City's policy of discouraging parking has a pernicious cumulative effect as individual members of the development community, in their attempt to maximize their short run profits, significantly under park their projects.

The induced parking shortage definitely has already decreased the retail and entertainment business that San Francisco gets from the region. This shortfall has been made up by the increase in out of region visitors. But if we are going to grow beyond being a tourist town, now is the time to expand high tech and higher end service economies. To achieve this, we have to provide both market rate housing and parking. I strongly concur with Mayor Brown's concept of allowing a new high density residential corridor along Third Street, as long as one parking space per unit is also required.

We are a richer society because we have preserved Victorians and other historic buildings in San Francisco — but just because structures are old doesn't mean they are worth preserving. We are doing the right thing in Mission Bay, replacing obsolete railroad yards with a new residential and work community that responds to the new economy, such as UCSF biotech facilities. However, we should also push for Mission Bay to provide adequate parking for the proposed uses so this new community doesn't exacerbate the already significant shortage. This same situation applies to SOMA's multi-media gulch. We should be embracing, not threatened by, the pioneers of the new economy. Part of this embrace is to avoid the type of extreme congestion that worsening parking shortages induce. Another component of this embracing is permitting housing that caters to dot.comers, whether in converted lofts or new residential high rise structures. These emerging MOP's ("Millionaires on Paper") already have an alternate form of transit — the motorized scooter. For them to minimize their internal traffic impacts we need to maximize dot.com office and residential space in relatively close proximity.

In closing, I would like to encourage San Francisco to be early implementers of the new technologies to increase the cost effectiveness of both their public parking and transit. Muni should be congratulated for testing NextBus on their Fillmore line. NextBus is a new gizmo located on poles that alert bus riders when the next bus is expected. The company is currently working on a clock like device that households will be able to keep in their homes to alert them as to the bus' arrival time. BOMA's May 6th parking position paper noted the need to implement high tech robotic parking systems. San Francisco's location makes it an ideal candidate to get on the new technologies bandwagon for its transportation system as well as its economy.

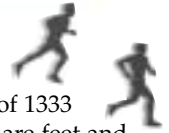
Nina J. Gruen is Executive Vice President and Principal Sociologist of Gruen Gruen + Associates. GG+A provides public and private entrepreneurs with contract research, consulting and development services. www.ggassoc.com

Silverado Tournament A Hit: 14th Annual Spring Classic A Success

Despite threatening early morning skies, participants in BOMA San Francisco's 14th Annual Spring Golf and Tennis Classic enjoyed a beautiful day in the Napa Valley. The "weather Gods" smiled on our athletes and didn't allow raindrops until the last golfers were leaving the course. Needless to say the BOMA Associates Committee assumed full credit for the agreeable weather, as well as another great event for our members. The golf tournament was won by the foursome of Greg Dellanini (Preferred Building Services) Ty Shettron (Kennedy-Wilson Properties, Ltd.) Al Maher (Mack-Cali) and John Beatty (John Beatty Assoc.). In second place, ("only because he cheated," said brother Greg) was David Dellanini (Little Giant Building Maintenance Co.) Manny Granillo, Chris Donahoe (Wilson Cornerstone Properties) and Fred Hulka. Ellen Kovach (Cushman & Wakefield), John Wittmer (Cushman & Wakefield), Alana Schroeder (Prudential) and Thomas Hwang (Prudential) placed 3rd. The Tennis crowd was led by Dick Kahn (Pinkerton Security & Investigative Services) and 2nd place went to Rod Howery (Ampco System Parking). We understand that an appeal has been lodged with the U.S. Tennis Association on the somewhat dubious win by Mr. Howery. As a result, his prize money is being withheld pending the outcome.

The winery tour, commonly known as the "property inspection", was a hit. Organizers Sandy Baxter (August Supply) and Sandie Krutz (Marble West) led a group of 23 wine aficionados through some of the region's finest facilities. Judging by everyone's enthusiasm upon return, it was obvious that much knowledge was gained along with some practical hands-on experience. Great work by the Associates Committee and a big thank you to Michelle Kim and Jackie Thompson from Winstar who helped Rod Howery maintain his sanity during check-in.

Members on the Move



Insignia/ESG has been awarded the management of 1333 Broadway in Oakland. The building is 240,000 square feet and will be managed by **Kathy Kovaleff**. In addition, **Patricia Ahmadian** has joined Insignia as Property Manager of Mt. Diablo Plaza in Walnut Creek.

Colliers International has named **Robert Spicker** Senior Vice President for Real Estate Management Services. Spicker has held property management and leasing positions, most recently with George Elkins Property Management, and Embarcadero Center. He will be responsible for expanding the property management portfolio in San Francisco, Marin and San Mateo counties.

Seyfarth, Shaw, Fairweather & Geraldson is pleased to announce **Michael Sears** has been elected to the partnership. Sears specializes in labor and employment law.

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Grant and Brad represent the new generation at Marble West, they are taking this company to the next dimension, they are leading this company into this millennium and I am excited for our future. They are the only names you need to know in Stone and Metal Restoration and I am still here, so don't forget me either.

Fred West.....a proud and grateful father.

Father's Day is when Fathers throughout the world are honored; I want to take this opportunity to honor my three sons Adam, Grant and Brad who are an integral and vital part of Marble West. Adam, as the name suggests was our first born and heads up Marble West in Los Angeles. Soon to become a father himself he moved to Southern California three years ago and has built our business from the ground up. Grant, who has more talent and creativity in one hand than most of us could ever hope for in our whole body, has taken on our entry into Metal Refinishing. He is bringing this division of the company into the same prominence we enjoy in Marble and Stone refinishing. Brad is our "rock" who pays our bills and makes sure everyone pays us and steers Marble West in a sound financial direction. How can you go wrong with this team? You can't, that's why Marble West is the leading and most experienced business in Marble and Metal refinishing. Me?...they just pay me to look good and provide advice and guidance, which I freely give. Some of it they take, some they reject and that's just fine, they are their own persons and are good at making good decisions. Adam,



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