



Bulletin

JULY/AUGUST 2006

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

BOMA Scores Big Wins in Protecting Members' Interests— Prop I Lawsuit Prevails & IDF Matching Funds Awarded

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

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As I announced at our July 20 Membership luncheon, the Superior Court of California ordered that the rules written and passed by the Board of Supervisors which would have diluted the intent and effectiveness of Proposition I were invalid.

Proposition I, passed by city voters in November 2004, requires that the city create an Office of Economic Analysis and empower it to review all city legislation for its potential economic impact on the city prior to the legislation being considered for adoption by the Board. Until very recently, the Board has ignored this proposition, and passed numerous pieces of legislation without proper review of the economic consequences.

BOMA, along with the Chamber of Commerce and the Committee on Jobs, as well as the Golden Gate Restaurant Association, the Hotel Council, and other business groups, sued the city to force it to 1) do the analysis required under Prop. I,

and 2) to set aside the rules that usurped the ability of the Office of Economic Analysis to perform its job. The court ruled in our favor without any modifications to our request.

BOMA recently achieved another success for our local members and those across California. BOMA San Francisco, on behalf of BOMA California, recently received an Industry Defense Fund (IDF) matching-funds grant from BOMA International for utility rate advocacy.



Kathy Mattes, CPM, CCIM
Flynn Properties, Inc.

Funds will be used to represent the interests of BOMA members throughout California served by each of the three Investor Owned Utilities presently operating in the state (PG&E, Southern California Edison and San

Diego Light & Power). Funds will supplement local funding for BOMA's advocacy before the California Public Utilities Commission (CPUC) on two very important issues: 1) "Time of Use" electricity pricing that economically

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Success Continues for BOMA–Goodwill Clothing Drive

Join Us in Giving Back to the Community!

BOMA and Goodwill’s joint campaign to promote clothing donation drives at BOMA member buildings has been wonderfully successful since its inception in January. So far, through their donations, BOMA tenants have diverted over 9200 pounds from landfill plus raised valuable funds for Goodwill’s workforce development programs. The following BOMA members have participated to date with more joining daily:

- 444 DeHaro
- 405 Howard
- 555 Market
- 575 Market
- 456 Montgomery
- 475 Sansome
- Phelan Building
- Russ Building
- Wilson Meany Sullivan
- CityPark (240 Pacific)

Most of the campaigns have involved the placement of Goodwill clothing bins in member building lobbies for a few weeks, although campaigns can last for several months. Collection bins can also be placed in parking garages and other interior locations.

So why participate? **The BOMA–Goodwill Clothing Drive** offers your tenants the opportunity to dispose of gently used clothes and shoes with maximum ease. No driving in the rain. No traffic. No lines. Just a simple, no fuss way to clean out closets while supporting Goodwill’s job training programs. Plus, all donations are tax-deductible.

For building managers, the good news is this: Goodwill will not only set up the receptacles and pick them up when you are done, but they will ensure they are kept tidy. They will also provide signage for the receptacles personalized with your company or building’s name and provide you with flyers to advertise the campaign to your tenants.

So join us! Participating companies will be acknowledged on Goodwill’s website, BOMA’s website and in the BOMA newsletter. For more information contact Michael Bongiorno, Donations Marketing Manager at Goodwill Industries of San Francisco, San Mateo and Marin Counties, at (415) 575-2116 or mbongiorni@sfgoodwill.org. Details can be found at www.sfgoodwill.org.

penalizes and unfairly discriminates against the office building industry and its tenants; and 2) "Rate Parity"—our attempt to rectify the economic burden borne by our industry that results from a rate-setting scheme which fails to fairly apportion utility pricing for our members with the cost to service them, vs. the service costs and rates of other customer classes. Since making the request several other California local BOMA's have offered to provide additional contributions to this effort.

These are two examples of how BOMA is working tirelessly to protect the city's economic vitality, protect the jobs that are housed in our members' real estate, and maintain reasonable limits on operating costs. You should be proud to be a member of BOMA San Francisco. No organization represents our industry better. If you have an interest in getting involved in these and other issues, at the local or State level, please contact Ken Cleaveland at 362-2662 x 11.

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.

BOMA's 2006 Corporate Sponsors

We thank these Leading Companies
for their commitment to our Association.

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Budget for BOMA Dues!

Many real estate managers begin drafting budgets this month for the year 2007. While BOMA San Francisco's Board of Directors' won't make a final determination on dues until later this year, you can anticipate that any increase would be minimal—certainly no more than 5%—and we suggest you budget accordingly. Remember that because your building's participation in BOMA saves your tenants money, BOMA dues are a legitimate pass-through expense. Your dues support BOMA's advocacy at the state and federal levels, and pays for your membership in BOMA California and BOMA International, giving you direct access to an 18,000 member network of commercial property professionals.

BOMA limits your property operating expense with our:

- Labor Negotiations with Engineers & Janitors Unions
- Codes & Regulations Advocacy
- Scavenger Rate Negotiations

Besides dues, every member should budget for a contribution to BOMA-SF-PAC in 2007 equal to 20% of dues. BOMA-SF-PAC is the political voice for commercial property owners, on local issues and candidates. By educating elected officials about our business, why a healthy commercial property industry is vital to our city and our state's tax base, and the ability to provide services to residents, we help shape public policy that conditions the climate in which we operate.

Listed below are a number of local, state and national issues on which BOMA is representing your interests.

BOMA International Legislative/Regulatory Issues

Banks in Real Estate
Capital Gains Tax Cut/Elimination
Endangered Species Act
Fire Sprinkler Tax Incentives
Leasehold Depreciation
Mold
Telecommunications/Forced Building Entry
Terrorism Insurance

Codes & Standards Issues

Accessibility Codes & Standards
ICC International Codes
NFPA Building Code
Window Cleaning Safety Standard

Other Industry Issues

Abandoned Cable
Energy Efficient Commercial Buildings Tax Incentives
Green Buildings/Sustainability
Indoor Air Quality
Patriot Act and Executive Order 13224
Security & Emergency Preparedness
Smoking in Office Buildings

We look forward to your continued participation in BOMA—Your Industry Resource!



Don't Forget to Budget for BOMA International Meetings in 2007

January 26–29, 2007

Winter Business Meeting and Leadership Conference
J.W. Marriott Las Vegas Resort & Spa
Las Vegas, Nevada

July 21–24, 2007

Commercial Real Estate Congress and The Office Building Show
The Javits Center
New York, New York

BOMA San Francisco's Year Round Marketing Opportunities

Your Map to a Successful Marketing Campaign

BOMA offers numerous marketing opportunities for its members to promote their products or services to the local commercial real estate industry. Below is a brief description of the vehicles available and the contact person who can provide more information.

Corporate Sponsorship Program

The annual corporate sponsorship program is designed to provide sponsors with increased visibility, awareness, and profile at all BOMA events throughout the year. It's an exceptional and exclusive marketing opportunity for those BOMA member companies wishing to increase their prominence and accessibility to key professionals in the commercial real estate industry. Enrollment for the 2007 program is November through December. Questions? Contact **Tory Brubaker at toryb@boma.com; 415-362-2662 x15.**

Membership Directory Advertising

BOMA members receive this valuable tool in their new member package when they join. Each year, an updated edition is published and mailed to the entire membership in late August. Membership data is current as of June 10, and the publisher, Naylor Publications, sells advertising from April through July. Questions? Contact **Tory Brubaker at toryb@boma.com; 415-362-2662 x15.**

BOMA Bulletin/BOMA Advocate Advertising

The BOMA Bulletin, BOMA's bi-monthly newsletter, is published in January, March, May, July, September and November. The ad rate sheet can be found in the archived Bulletin section of our website at www.bomasf.org. To advertise, contact Tory Brubaker at toryb@boma.com. Sponsorships are also available for the Advocate, BOMA's monthly email update of local, state and federal legislative issues facing our industry. Issue sponsorships are \$400 and can be secured by contacting **Ken Cleaveland at kenc@boma.com.**

Job Bank Banner Advertising

BOMA's Job Bank is a highly effective and successful tool bringing qualified candidates and employers together. This resource is available to members and non-members alike, and accepts positions in real estate

management and operations, as well as sales, marketing and supplier positions. Banner ads are available for \$400/quarter. To advertise, contact **Tory Brubaker at toryb@boma.com.**

Topical Seminar Sponsorship

BOMA organizes 4-6 topical seminars each year, and welcomes member companies to sponsor the event in exchange for recognition at the event, in our newsletter, on our website and in email notifications. Sponsorships range from \$500-\$1500 and are advertised via email when the event is initially promoted. For more information, contact **Tory Brubaker at toryb@boma.com.**

Committee Lunch Hosts

BOMA hosts approximately 8-10 committee meetings each month, most during the lunch hour. Member companies are encouraged to sponsor the lunch provided. Depending on the committee size, the cost ranges from \$100-\$150 and members are billed after the meeting. Contact the committee chair if you are interested in sponsoring a lunch. Contact information is available at www.bomasf.org in the committee section.

BOMI Course Snack Hosts

Provide a small, preferably healthy snack for a small group of managers and other property professionals attending an evening BOMI course and gain a chance to get your name/product before building staff in a way that is sure to be remembered and appreciated. Contact **Francine Anderson at francinea@boma.com; 415-362-2662 x12,** for more information.

Social Events Sponsorships

BOMA's Associate Member Committee plans 5-6 networking events each year to provide fun and friendly opportunities for our members to mix and mingle. These events include 2 annual golf tournaments, the Spring Golf Classic at Silverado Country Club in May, the Elmer Johnson Golf Tournament in August, PAC at the Park in spring, Un-Oktoberfest in November, and the Annual Holiday Party in December. If you are interested in providing sponsorship support please contact committee chair **Rod Howery of AMPCO System Parking, at rhowery@abm.com.**

Calendar of Events

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

date		time	location
3	Environment Committee	11:30 am–1 pm	McKesson Bldg., One Post, 2nd Floor
8	Education Committee	12-1 pm	BOMA Conference Room
16	Member Services Committee	12–1 pm	BOMA Conference Room
22	Elmer Johnson Golf Tourny	all day	Peninsula Golf & CC, San Mateo
25	Emergency Preparedness Committee	9:30–11 am	BOMA Conference Room
21	Building Codes	12 pm	BOMA Conference Room

date		time	location
6-9	Leasing & Marketing	8 am–5 pm	44 Montgomery, Lower Level A
7	Environment Committee	11:30 am–1 pm	TBA, check website for update
7	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
12	Education Committee	12-1 pm	BOMA Conference Room
13	Technologies for Facility Managers	8 am–5 pm	44 Montgomery, Lower Level A
13	GAPAC	12 pm	BOMA Conference Room
14	Cost Segregation Seminar	8:30–10:30 am	SFSU Downtown Ctr., 425 Market
14	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
20	Blueprint Reading & Cost Estimating Seminar	8:30–11:30 am	SFSU Downtown Ctr., 425 Market
20	Member Services Committee	12-1 pm	BOMA Conference Room
21	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A
25	BOMA-SF-PAC	12 pm	BOMA Conference Room
26	Emergency Preparedness Committee	9:30–11 am	BOMA Conference Room
27	Building Codes	12 pm	BOMA Conference Room
28	Membership Luncheon	11:30 am–1:30 pm	Palace Hotel, 2 New Montgomery
28	Law & Risk Management (9-week)	6-9 pm	44 Montgomery, Lower Level A

Fun In The Sun:

Golf, Wine and Good Times Enjoyed by BOMA Members

BOMA San Francisco members celebrated the 20th Annual Spring Golf Classic in style at the Silverado Country Club on May 17. Thank you to the BOMA Associates Committee, in conjunction with our 2006 Gold Corporate Sponsors—ABM Family of Services, Golden Gate Disposal & Recycling Company, OneSource Building Services, Inc., San Francisco Electrical Contractors Association, and Securitas Security Services USA, Inc.—for another fantastic golf outing.

Event chairs **Bruce Schilling** and **Fred West** produced a flawless event which concluded with cocktails and dinner in the main clubhouse. At that time, the golfers were reunited with those who spent the day touring wineries throughout the valley.

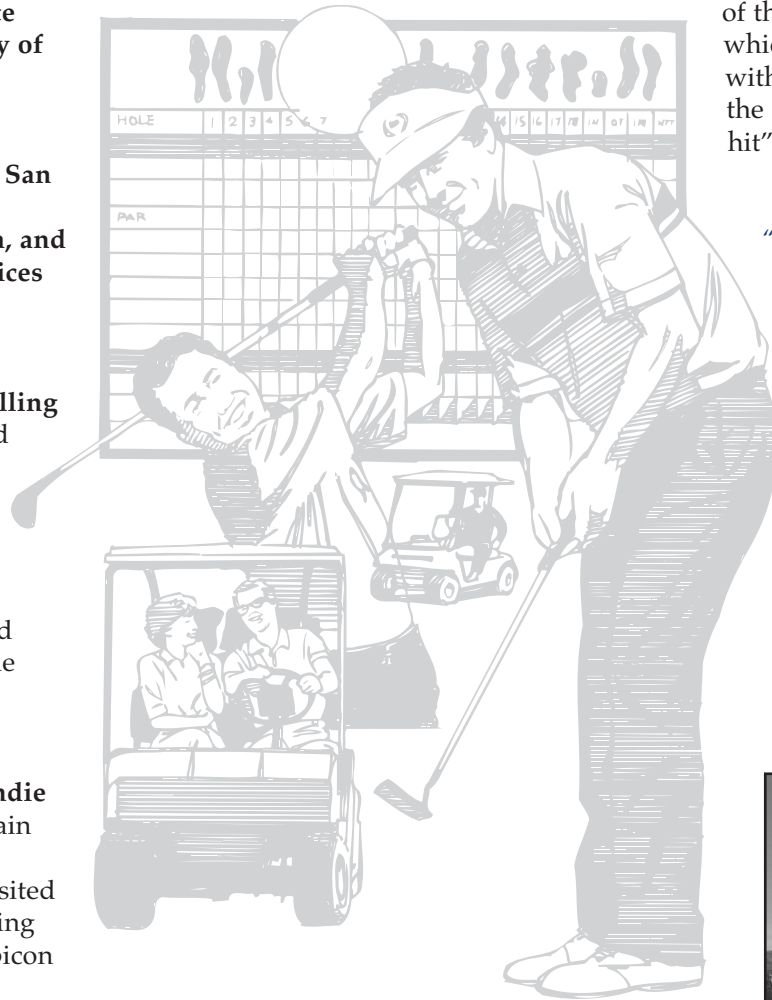
Wine tour organizer **Sandie Krutz** outdid herself again this year. A very happy group of 20 members visited several wineries, including Saddleback Cellars; Rubicon

Estate (formerly Neibaum-Coppola), complete with a tour and lunch; and Napa Wines Company.

Special thanks to **Standard Parking** for their sponsorship of the “**BOMA Buddy Bar Card**” which provided each attendee with 2 free, post-round drinks at the clubhouse. This was a “big hit” with everyone.

“The wine tour was a kick in the pants! From the champagne served at 10 in the morning to the wine tasting in the middle of a vineyard to lunch in a cave, I was thoroughly impressed. Even more so, I met a number of great people and have stayed in contact with them. I will definitely be there again next year.”

Justin Riordan
Project Manager,
Peacock Construction



BOMA San Francisco's 3rd Annual Member of the Year Awards

Recognizing Professional Service Excellence

BOMA San Francisco seeks nominations for its **3rd Annual Member of the Year Awards**. This professional service award recognizes individuals for outstanding participation, and contributions to the industry and the Association. Last year's Principal Member of the Year award winner was **Kathy Mattes, CPM, CCIM, Director of Real Estate, Flynn Properties, Inc.**; and Associate Member of the Year award winner was **Zanne Clark, Real Estate Recruiter, Zanne Clark & Company**. The 2006 Principal and Associate member will be recognized at the Annual Meeting & Membership Recognition Luncheon on October 20, 2006 at the City Club. **Deadline for submission is September 13, 2006.**

Nominations should take into consideration:

- committee involvement
- attendance and/or participation in educational/networking events (including event sponsorships)
- contribution of time and talent (i.e. course instructor, newsletter article author, etc.)
- demonstrated leadership skills
- an active role in support of BOMA's industry advocacy, including support of BOMA's PACs.

Nomination Forms are available at www.bomasf.org, or by emailing **Tory Brubaker** at toryb@boma.com.



Kathy Mattes, CPM, CCIM
2005 Principal Member of the Year



Zanne Clark, Real Estate Recruiter
2005 Associate Member of the Year



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Save The Date!

**Annual Meeting &
Membership
Recognition Luncheon**

**Thursday, October 20
The City Club**

BOMA proudly welcomes back comedian

GREG SCHWEM

as our Master of Ceremonies
and Luncheon Entertainment

Let's face it...Business can be funny! Comedian Greg Schwem is back after four years to make us laugh about our business and how technology has made our lives easier and crazier at the same time. In addition to presenting his light-hearted look at business, Greg will serve as MC of this Annual Meeting. It's a luncheon you won't want to miss.



On June 26, BOMA sent out its inaugural **Committee News E-mail Update** to members. In our on-going attempt to keep members informed of the work of our committees, this e-communication is designed to provide a brief update on current activities, accomplishments, events/seminars planned, and upcoming guest speakers. This email will be sent on a monthly, or bi-monthly basis, depending on the amount of information to report.

If you have an interest in learning more about a specific committee, please contact the Chair directly via the email links provided. All members are encouraged to participate on committees, and a member is defined as any employee of any dues-paying entity.

If you didn't receive this email, please contact **Tory Brubaker** at toryb@boma.com so we can make sure you receive the next notification.

Are you and your employees getting BOMA's email notifications?

- Are you an employee of a BOMA SF dues-paying entity?
- Are you interested in being notified via email of all upcoming BOMA SF events?

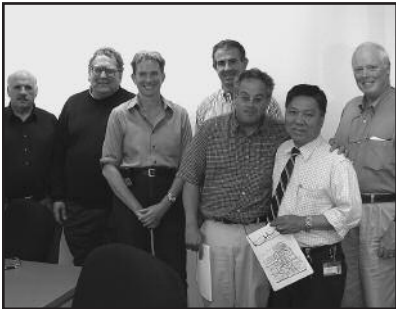
If you answered YES to both of these questions, you should join BOMA's blast e-mail list.

Simply email toryb@boma.com and ask to be added today. Tell a friend and help us spread the word!

Downtown Building Inspectors Meet with BOMA

Committees Work to Protect Members' Interests

One of BOMA's **Codes & Regulations Committee's** main goals is to provide input into the code-making process at the state and local levels consistent with BOMA's policy positions. The committee keeps in constant



Members of DBI photographed with Codes & Regulations Committee Chair Ken Cochrane, BCCI Construction. (far right)

communication with the San Francisco Department of Building Inspection and meets often to ensure that city codes changes and any new procedures for obtaining permits or complying with the city's rules and/or regulations are understood by BOMA members.

The Building Department is also going through a lot of new personnel changes. In May the committee met with six members of DBI, from left to right, **Rick Halloran** (District 3—western half of SOMA—Phone: 415-558-6110); **Dan Lowrey** (415-558-6127), the new Senior Building Inspector for the three downtown districts; Deputy DBI Director **Carla Johnson** (415-558-6676); **Patrick O'Riordan** (District 2—NOMA Financial District—Phone: 415-558-6105); **Edward Greene** (415-558-6123), new Back-Up Inspector for the three downtown districts; and **Y. Tam Chiu** (District 1—eastern half of SOMA—Phone: 415-558-6111). BOMA welcomes these new inspectors and looks forward to building a great relationship with all of them.

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An Organized Approach
to Jobs and Community

Members on the Move

Burr, Pilger & Mayer (BPM), a full service accounting and consulting firm, has hired **Jeffery Pearson** as a Sr. Manager and **Nicholas Steiner** as a Manager both in the Assurance Services practice. Mr. Pearson will serve in BPM's San Francisco office and Mr. Steiner will serve in the firm's Palo Alto office.

Gachina Landscape Management is proud to announce the results of the 33rd annual CLCA (California Landscape Contractors Association) Bay Area Landscape Awards held June 17, 2006. Gachina won four awards in the Bay Area competition and is looking for more in the State awards still to come. The Achievement Awards were designed as a means for the association to recognize and publicize work by its members that is representative of the best in high quality landscaping.

The event had over 91 entries and Gachina won the following prestigious awards: First Place Winner, **Electronics for Imaging**, Foster City, managed by Electronics for Imaging, large commercial landscape maintenance; Achievement Award Winner, **Stanford Shopping Center**, Palo Alto, managed by Simon and Varsity Contractors, large commercial landscape maintenance; Achievement Award Winner, **Top of the Mounds**, San Mateo, managed by Top of the Mounds, multi-residential landscape maintenance; and Achievement Award Winner, **St. Francis Place**, San Francisco, managed by Legacy Partners, multi-residential landscape maintenance. The addition of these four awards brings our total to 106 local, state and national awards since 1988.

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