

SUMMER 2010

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

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Members on the Move

## **BOMA Supports Enduring Relationships**

ost everyone these days is looking for a way to save a buck. Profits are often now derived by cost cutting when new revenue sources are running scarce. For many of us

that means we find ourselves either being asked to respond to a bid (even when we're the proven incumbent and have been for years) or required to go out to bid (even when we're content with our current service professional and their pricing). And in an industry as communally tight as ours, with relationships developed and enjoyed sometimes over decades, that puts an emotional strain on things even though we tell ourselves, "It's just business." I don't know about you, but I hate this part of the job even though I understand it, respect it, and can also appreciate it.

So what do we do when we find ourselves caught between these rocks and hard places - when we're either being asked to leave a place and a client we've served for years, or being the "asker" to sever ties with someone we've done business with for as long as we can remember? We do what any upright human being should do. We treat each other with the utmost of dignity, honoring one another even if we're in a position of having to break our business partnership due to poor service.

We exit gracefully, leaving the successful bidder a clean, smooth platform by which to succeed. We meet face-to-face with our unsuccessful bidders (rather than by way of a slipshod e-mail to avoid discomfort),

maybe even over lunch, thanking them profusely for their efforts to respond while also respectfully explaining to them why they didn't get the nod. And then, why then we, the customer, pull out our wallet and slap the plastic on the table to buy. This is what we do. And the reason we do it is because we truly care about each other knowing that it is more than just business. And who knows? We may one day be indentured as a future

service professional, or even employee, of that firm or individual we had to say "good-bye" to. I've had it happen to me, and there's nothing more humbling, but also honoring at the same time.



Thomas Kruggel Hines

These situations are becoming much more the norm rather than the exception, and there are few things that disarm more in this tight knit real estate community than rallying together under the banner of BOMA San Francisco. The members are principled people that value the reality that we live in a small world, that what goes around comes around, that we're in for the long and not the short haul, and that through thick and thin we all lock

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Hines

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#### **BOMA San Francisco Salutes**



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Recology Golden Gate's support demonstrates their belief in the value of BOMA's advocacy, professional development and information services for commercial real estate professionals.





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### Free CO sensor testing!

As part of a research project for California's energy code, we are testing carbon monoxide sensors in parking garages. If you have a garage with CO sensors and would be interested in having the sensors tested and calibrated for free, give me a call and we can set it up. Thanks!

Rupam Singla, Taylor Engineering

Email: rsingla@taylor-engineering.com; Phone: (510) 473-1172



### In memoriam

Dougald Mackintosh passed away on June 16, 2010. He was with Bechtel from 1966-1986, managing 50 Beale Street. He worked for Tishman West Companies and PM Realty responsible for on site management and operations of 71 Stevenson. Dougald was on site at 71 Stevenson for the 1989 Loma Prieta earthquake and slept there for 2 days with the building. He was a director of BOMA San Francisco from 1983-86. An avid golfer, he attended every Elmer Johnson Tournament from 1987 up to his retirement in 2000.

Walter Shorenstein passed away of natural causes in San Francisco on June 24, 2010 at the age of 95. Mr. Shorenstein, whose namesake firm controls about 130 buildings and 28 million square feet nationally, either bought or built many of the high-rises that now dominate San Francisco's skyline, including the 53-story former Bank of America building at 555 California St. He was a tireless fundraiser for the Democratic party and on intimate terms with numerous presidents. Over the years, Mr. Shorenstein made multi-milliondollar gifts to several universities, including Stanford and the University of California. He also made philanthropic contributions throughout his life.

#### The BOMA Bulletin

is published quarterly. Scheduled 2010 issues are March, June, September and December.

Contact Tory Brubaker at 415/362-2662 x115 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 2010 Corporate Sponsors

We thank these Leading Companies for their commitment to our Association in 2010.

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# BOMA Course Offers Entry-Level Real Estate Management Education:

"Foundations of Real Estate Management" brings core management strategies to property professionals

ack by popular demand, BOMA San Francisco will offer *Foundations of Real Estate Management*. This September BOMA International created this comprehensive course specifically for entry-level and upand-coming property professionals. The program covers administration and management, building systems and operations, accounting and reporting, and contract administration.

Most new property professionals do not have real estate degrees, and there is a significant learning curve for understanding the basics of commercial real estate management. Also, on-the-job training is often inconsistent and sporadic. Foundations of Real Estate Management responds to these challenges by offering a curriculum that brings students up to speed quickly, supplements on-the-job training, and connects students to a valuable peer network.

The course is ideal for all property management professionals with less than five years experience, such as junior and assistant property managers and administrative personnel. Building engineers and supplier members can also benefit from the course and gain a better understanding of real estate management functions and issues. The course seamlessly integrates the broad range of topics that are essential for all property managers. For this reason, seasoned real estate professionals have also found the program to be a helpful refresher.

The 28-hour curriculum is divided into the following five modules:

- Real Estate Administration
- The Well-Versed Real Estate Manager
- Building Operations I
- Building Operations II
- Putting It All Together

Building tours are included in each module to reinforce learning. These tours provide participants with a unique opportunity to learn real-world professional management approaches by touring best-in-class examples of properties in the area. For example, students will have the opportunity to meet with the building engineer; see the building's fire pump, chiller, elevator, and other systems; walk out on the roof; perform a janitorial inspection; learn about the building's recycling program; and more. This chance to interact with colleagues and discover new resources in a variety of settings is a learning opportunity rarely available in other educational courses.

BOMA San Francisco will offer the 5-week, all day courses on consecutive Fridays starting September 10 through October 8. Please find the 5 modules of Foundations curriculum outlined on page 5). Registration is now open at www.bomasf.org. If you have any questions, please contact Francine Anderson at francinea@boma.com, 415-362-2662 x112.

NEW for 2010: new and past completers of this course may sit for a 50 question multiple-choice test on the course material. Successful completion of the test allows the student to substitute Foundations for the RPA elective "Fundamentals of Real Property Administration", thereby lowering the cost and time investment for the RPA.

We will administer the test at the conclusion of the 2010 Foundation of Real Estate series. If you wish to take the test, please contact Francine Anderson (francinea@boma.com or (415) 362-2662, ext. 112) as soon as possible after you register for this course. If you have already completed Foundations, please contact Francine at your convenience.



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#### The Foundations Curriculum—What You'll Learn

#### **Module 1: Real Estate Administration**

- Roles and responsibilities of a property manager
- Adding value to a real estate investment
- Strategies for tenant satisfaction
- Contracting with vendors and suppliers and managing supplier agreements
- Property characteristics and leasing and marketing strategies
- Managing risk and understanding commercial insurance coverages
- Property Tour: the property management office

#### Module 2: The Well-Versed Real Estate Manager

- Developing effective emergency and disaster preparedness plans and programs
- Managing tenant improvements
- Budgeting, accounting, and business plan development
- Models for recovering operating expenses
- Due diligence process for buying and selling real estate
- Understanding OSHA safety requirements
- Understanding indoor air quality issues and EPA requirements
- Property Tour: engineering office and non-office occupancies

#### **Module 3: Building Operations I**

- How HVAC and plumbing systems work
- How electricity flows through a building and the various levels of power
- Work order systems and best practices for managing service calls
- Property Tour: HVAC, domestic water, fire alarm, fire sprinkler, main electric room

#### **Module 4: Building Operations II**

- Types and operations of fire alarm and control systems
- Reactive vs. preventive vs. predictive maintenance of building facilities and systems
- Elevator and escalator systems and operations
- Roofing systems—built-up, modified bitumen, single-ply
- Managing solid waste and recycling
- Managing cleaning services and contracts
- Property Tours: elevators/escalators, roof systems, solid waste/recycling, janitorial inspection

#### **Module 5: Putting it All Together**

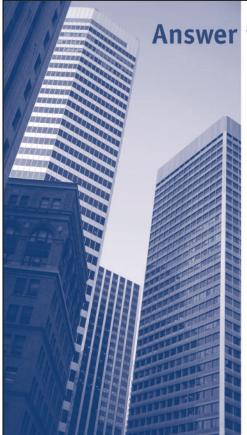
- Successful approaches to pest management
- Types of parking structures and parking management
- Assuring secure and safe buildings
- Understanding and managing landscaping tasks and snow removal
- Learn about BOMA and meet BOMA leaders
- Learning assessment group exercise
- Property Tour: parking, security, pest control, landscaping

BOMA Foundations of Real Estate Management™ has been developed from BOMA/Atlanta's successful education program Property Management 101.

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### **Answer** these questions and win...\*

What organization represents:

- More than \$2.4 billion in annual expenditures for office building operations in San Francisco?
- More than 14,300 jobs in the City?
- More than \$653 million in annual wages and salaries?
- Owners and operators of more than 75 million square feet of office space who paid more than \$1.8 billion in local property taxes over the last decade?



Visit us at www.bomasf.org or call us at 415.362.2662 x115. \* Here's a hint...its initials are BOMA. That stands for the Building Owners and Managers Association. And thanks to BOMA and its members, you have won a stronger economy that supports continuing job creation.

# 24th Annual Spring Golf Tournament & 12th Annual Property Inspection (aka Wine Tour)!

Simply a Great Way to Spend Time with BOMA Colleagues

other Nature did not cooperate as hoped for this year's Spring Golf Tournament and Wine Tour. Fortunately, BOMA members' commitment to enjoying time with their colleagues and customers outweighed the torrential downpour. Golfers enjoyed the new venue at Marin Country Club and look forward to the opportunity to play the course again in sunny and warm conditions. Those who participated in the the Wine Tour happily took their (dry and warm) seats on the wine tour. The luxury bus, generously provided by **Bauer's Intelligent Transportation**, took the group to three wineries, including Frank Family Vineyard, Franciscan Vineyard and Peju.

At the end of a very wet day, several foursomes managed to play some pretty good golf. First place, shooting a 61, went to the foursome of Hal Brownstone (Jones Lang LaSalle); Paul Cenni (ABM); Robert Dawes (Hines). And Michael Murphy (Cushman & Wakefield).

Everyone enjoyed returning to clubhouse for a postround happy hour, generously hosted by **Standard Parking**. Happy hour gave everyone a chance to dry off, thaw out, and enjoy a fabulous dinner.

Big thanks to the **Associates Committee**, Golf Tournament Event Chair **Rod Howery**, **Ampco System** 

Parking, Property Inspection/Wine Tour Chairs, Jacki Nolen, Detection Logic Fire Protection, Inc., and Fred West, Marble West.

Save the date for the **56th Annual Elmer Johnson Tournament** at Peninsula Golf
Club on Monday, August 30. Registration
will open soon. We encourage Principal
Building members to invite their key
tenants and colleagues to join in the fun.















# 56th Annual ELMER JOHNSON Golf Tournament

Monday, August 30
Peninsula Golf &
Country Club

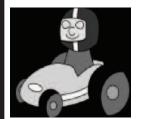
Registration is now open.

Contact: Fred West, Marble West fred.west@marblewest.com for sponsorship inquiries.

### 2nd Annual BOMA Gran Prix

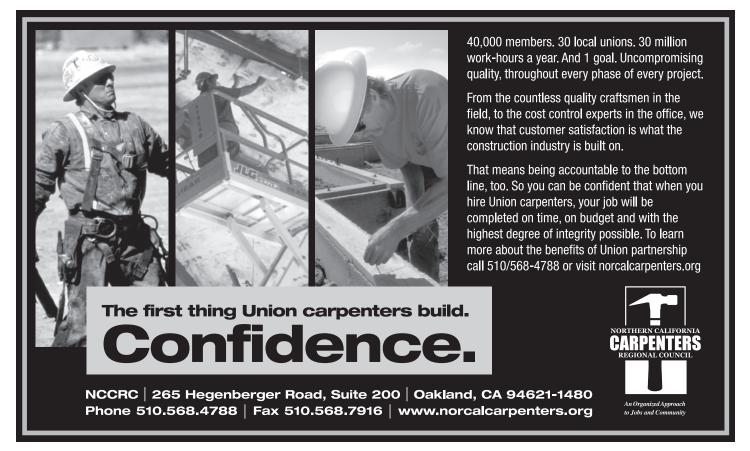
Wednesday, September 29 GoKart Racer, Burlingame

all proceeds benefit BOMA International's PAC



Questions? Contact Mike Steele, Glenborough michaelsteele@glenborough.com

Registration will begin mid-July.





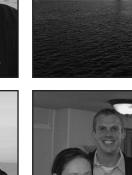
# 3rd Annual BOMA Young Professionals Spring Boat Cruise A Perfect Night on the Bay

he 3rd Annual BOMA PR Boat Cruise set sail on Thursday, May 13th, at 6:00 p.m. Over one hundred young professionals and event sponsors turned out for this event, and enjoyed 2 hours of cruising the bay, great food and drink, quality networking, fabulous raffle prizes and unmatched views of the bay.

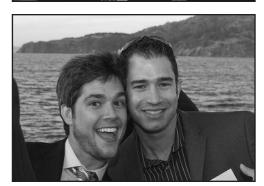
Many thanks to our generous sponsors Able Services, Arborwell, ABM Janitorial/AmpcoSystem Parking/ABM Security Services, CleanSource and Schindler Elevator. Their generous sponsorship allowed us to keep registration fees at \$40 per person.

The BOMA<sup>YP</sup> Fall Networking Mixer will take place on Thursday, September 23. The venue will be announced later this summer and we hope to see all BOMA members with 0-7 years of industry experience.

















#### INFORMATION EXCHANGE

#### Continued from page 1—President's Message

arms to see this industry and those that work in it succeed, prosper and be happy. This is why I love BOMA San Francisco, and this is why it's a privilege to serve as a volunteer. Might you consider investing more of yourself into the higher ideals this great organization strives to live for? It might be just what you need to soften the stress and strain of saving a buck to make a buck.



ith a 100-year history,
BOMA is the most influential
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our website.



BUILDING OWNERS & MANAGERS ASSOCIATION WWW.BOMASF.ORG

# EARTH 2010 EARTH Awards for Continued Excellence—

Accolades for Buildings with a Proven Commitment to Sustainable Practices

n the SPRING 2010 BOMA Bulletin, we listed the EARTH Award-winning buildings which included a list of buildings recognized for continued excellence in sustainable operating practices. That list included a misprint and omitted 111 Sutter and 369 Pine Street. Rather than simply printing a corrected list, we thought it would be valuable to update members on their sustainable achievements.

The following buildings were recognized for winning an EARTH Award two consecutive years in a row. As a result, these commercial properties are exempt from competing in the Award Program for two years. The Energy & Environment Committee checks-in regularly with these buildings and learns of their continuing efforts in the interim. Inaugural properties last year that will be returning to the competition in 2011 include:

Your LEED® Consultant should create a project that's cost effective – not cost prohibitive!

Is your LEED Consultant an expert in sustainability, energy management and maintenance & operations? Are they advising you on how to reduce your project costs? Are they offering a certification method that improves your NOI?

If not, you should be talking to us.



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**455 Market Street** managed by Cushman & Wakefield, certified for LEED EB Silver

**Post Montgomery Center** managed by Cushman & Wakefield, **certified LEED Gold** 

**303 Second Street** managed by Cushman & Wakefield, certified LEED-EB GOLD

The Ferry Building managed by Equity Office, certified as an Energy Star building in 2009

Buildings being added to the EARTH Awards "Hall of Fame" this year include:

**111 Sutter** managed by CAC Real Estate Management Co., Inc., **certified LEED Silver**.

369 Pine Street managed by The Swig Co., is a historic property that continues to find new and innovative ways to conserve energy and resources, for example, the building reduces waste by enacting a policy of virtualization of all purchase orders.

101 California managed by Hines, a LEED Gold Building and recipient of the 2009/2010 Local Large Building Toby Award.

BOMA applauds these winning buildings and their continuing commitment to sustainable practices. The 2011 EARTH Awards application will be available in November 2010. If you have any questions regarding the program please contact Energy & Environment Committee Chair Zachary Brown at zachary\_brown@equityoffice.com.



**Make a Donation Today** 

# **BOMA Building Tour:**

# The Transamerica Pyramid-600 Montgomery Street

n May 20, BOMA members got an intimate look at San Francisco's most iconic commercial office tower during the BOMA-sponsored building tour of **The Transamerica Pyramid–600** 

Montgomery Street, managed by Cushman & Wakefield. The building is prominently situated at the gateway to San Francisco's Financial District and is comprised of one full city block. At 853 feet high, The Transamerica Pyramid remains the tallest building in Northern California. The 48-floor high-rise building has 500,000 total square feet of floor space. BOMA's Building

Tours are designed to provide "reallife" knowledge of systems in use.

General Manager Phil Rapoport and his team members led 2 groups of 20 members throughout the building. Additional presenters included Peter Franklin, Directory of Security; Jackson Talbot, Site Security Manager; Nate McCarty, Property Manager; Dennis Latta, Construction Manager;

**Doug Peterson**, Chief Engineer; **Louisa Juarez-Tang**, Assistant Property Manager; and **Peggy Sheehan**, Assistant Property Manager. Members saw first hand the major building systems and the unique aspects of the building, including its co-generation plant and its decorative aluminum 212-foot spire rising above the top floor.

BOMA will be holding additional building tours later this year pending confirmation from the selected properties. Stay tuned for details!











# Membership Campaign Update: Refer a New Member and Get a Free Lunch (or Seminar or Social Event!)

OMA's membership continues to remain healthy and strong through the economically challenging environment. For the 2010 year, BOMA retained 95% of its Principal (Building) members and over 78% of our associate members, a slight dip from our historical average. To date, we have welcomed 36 new members and are looking to recruit another 30 by year end.

Recruit and Win Cash!

Retroactively to January 2010, all new members who were referred by an existing member will receive a certificate for a free admittance to a membership luncheon, seminar or social event (excluding golf tournaments, BOMA Gran Prix or the Holiday Party).

The referring member will also receive a certificate, thanking them for their assistance in growing our association. All referring members' names will be entered into a drawing at the Annual Meeting in October for \$250, \$500 and \$1000 cash. The more referrals you give that join, the more times your name is put in the hat.

By engaging first year members to come and meet other members and share in the relationship-building power of BOMA, we hope to make their BOMA experience a more valuable one that will help them through both challenging and prosperous times.

#### Welcome 2010 New Members

#### **Associate Members**

**Active Safety** Allbay Landscaping, Inc. American Technologies Bauer's Intelligent Transportation **CCI** General Contractors City Building, Inc. CleanScapes, Inc. **Comcast Business Services** CTC-California Technical Contracting, Inc. **ECS** Refining ET Water Systems, Inc. Evantage, LLC Extreme Measures Inc. Glacial Energy Highland Commercial Roofing, Inc. I.C.I. Paints Kastle Systems Microbiz Security Company Ogletree Deakins Regency Lighting Rockaway Construction, Inc.

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Terminix Commercial (S.F.)
Terra Search Partners
Tiger Natural Gas, Inc.
Trinity Building Services
Unique Elevator Interiors, Inc.
Urban Waterproofing

#### Principal (Building) Members

Anchorage Square/2800 Leavenworth Street 550 Terry Francois Boulevard Telecom Center SF/360 Spear Street

#### **Corporate Individual Members**

Ellis Banker, Inc.

#### **Student Members**

Dale Akin Marilee McGregor John Seidel



The authority in commercial real estate for a century, BOMA International is your guide to the most widely accepted practices in the measurement of commercial real estate spaces. Be certain that you are maximizing the value of your building with our building-wide method or measurement for office buildings and the dominant market practices for industrial properties.

#### Standard Methods for Measuring Floor Area in Industrial Buildings

Developed by BOMA International and the SOCIETY OF INDUSTRIAL AND OFFICE REALTORS\* (SIOR) users can choose one of the two dominant market practices observed in North America – the Exterior Wall Methodology or the Drip Line Methodology – depending on their specific building configuration.





#### Standard Method for Measuring Floor Area in Office Buildings

A must have when calculating leases, allocating building expenses to cost centers, or comparing occupancy, the BOMA Standard is the only floor measurement method for commercial real estate approved by the American National Standards Institute (ANSI).

Product # 133FMS96



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# Members on the Move



Meredith Murphy joined Transwestern's management team as the property manager for 550 Kearny and Civic Center Plaza in San Rafael. Meredith will oversee the day-to-day operations of both properties.

**Barker Pacific Group** is pleased to announce the promotion of **Nicole Reagan** to Assistant Property Manager at One Sansome Street. Nicole also earned her LEED AP designation in May.

In January, **One Sansome Street** received Gold certification under the U.S. Green Building Council's LEED® 2009 for Existing Buildings: Operations & Maintenance Rating System. The building was also awarded the Kilowatt cup as part of Gavin Newsom's 24/7 challenge.

**Susan Court**, RPA, **Cushman & Wakefield** was appointed by BOMA San Francisco's Board of Directors to represent the association on BOMA California's Board. **Nick Dutto**, **Metropolitan Electric** and **Ezra Garrett**, **PG & E** have been appointed to the BOMA-SF-PAC Board of Directors.

Gachina Landscape Management is pleased to announce three awards for the San Francisco and East Bay CLCA awards programs. In the CLCA San Francisco Bay Area Chapter, they received First Place for Britannia Oyster Point II, South San Francisco, CB Richard Ellis, for medium commercial maintenance, and First Place for Peninsula Regent, San Mateo, self managed, large multi-residential maintenance.

**525 Market Street** managed by Cushman & Wakefield received its 2010 Energy Star certification at a 100% rating. Congratulations to the entire management team.



# Don't Forget to Budget for BOMA International Meetings in 2011

January 23-26, 2011

**Winter Business Meeting** 

Walt Disney World Swan Lake Buena Vista, FL

March 21-22, 2011

National Issues Conference and MAC Region Conference

Hyatt Regency Capitol Hill Washington, D.C

June 26-28, 2011

Annual Conference and The Every Building Show™
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