



Bulletin

SPRING 2010

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

BOMA Membership

An Investment in Local, State and National Advocacy for Commercial Real Estate

I would like to take this opportunity to thank you for renewing your membership in **BOMA San Francisco** for 2010. Your dues investment provides our members with a variety of benefits and services including luncheons, brown bag sessions, seminars, social events, and opportunities to network with professional colleagues and expand your knowledge. Most importantly, your investment and participation ensures political advocacy on issues affecting the regulations governing our industry.

issues, when the opportunity to influence decisions is greatest. Our local staff and many members work closely with the paid BOMA lobbyist in Sacramento.



Thomas Kruggel
Hines

When assessing the value of a BOMA membership, we should not overlook the portion of your dues that funds the activities of BOMA California and BOMA International. The efforts of each of these organizations are vital to our industry.

BOMA California, a federation of the eight local associations in the state, focuses solely on the legislative and regulatory issues emanating from Sacramento that impact the business conditions of our members. BOMA is an active voice in debates and discussions on such issues as energy, forced telecommunications provider access, AED liability, and split roll taxation. At the state level, BOMA participates in the initial discussion and consideration of many

BOMA International is a full-service trade association that advocates on behalf of our industry in Washington DC, and provides a wide array of educational programming for commercial property practitioners. It is the only national real estate organization with a consistent and pro-active presence in the various code making bodies protecting your interests. BOMA International is also very active in the standard-setting process and in benchmarking best practices, through vehicles like the Experience and Exchange Report (EER), the annual income and operating expense reference guide for properties throughout North America, and the BOMA 360 Performance Program. BOMA International contributes directly and meaningfully to the debate surrounding national issues such as depreciation schedules for tenant improvements, forced access, insurance, and energy deregulation.

BOMA's participation and activities provides many benefits for members, and for the buildings and companies they represent. The BOMA International North

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

In memoriam

John N. (Pete) Dayton passed away peacefully on March 24th, 2010. In 1966 he and his family moved to California, where Pete opened Cushman and Wakefield's first branch outside Manhattan; which was responsible for the leasing and management of the Bank of America Center in San Francisco. He was also centrally involved in developing Cushman and Wakefield's western regional offices. He left Cushman and Wakefield in 1981 to become a partner at the RREEF Funds, where he was involved with the firm's real estate investment activities for the entire Northwest region. In 1992 Pete returned to Cushman and Wakefield as National Director of the Western Region Financial Services Group until his retirement in 1999. He served as president of BOMA San Francisco from 1973 – 1975.



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Ads are due by the 10th of the month
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BOMA San Francisco Visits Capitol Hill with Large Member Advocacy Team



BOMA SF delegation on the steps of Capitol Building



From left to right: John Bozeman, BOMA SF, Sandra Boyle, Glenborough, Rep. Jackie Speier, Marc Intermaggio, BOMA SF, Anne Stephens, Paramount Group, Ken Cleaveland, BOMA SF, Susan Court, Cushman & Wakefield, Jim Christian, DRA Advisors, Stephany Cull, RetroCom Energy, Stephen Ring, Cushman & Wakefield, Jim Arce, Cushman & Wakefield



Jim Peck, Anne Stephens and John Bozeman receive a Government Affairs Special Acknowledgement Award

BOMA San Francisco sent a large and very dedicated delegation to the **BOMA International 2010 Winter Business Meeting and National Issues Conference in February**. The delegation was comprised of the following persons:

Jim Arce, Cushman & Wakefield of California

Sandra Boyle, Glenborough

John Bozeman, BOMA San Francisco Legislative Assistant

Jim Christian, DRA Advisors, 2010 BOMA San Francisco PAC Chair

Ken Cleaveland, BOMA San Francisco, Director of Govt. and Public Affairs

Susan Court, Cushman & Wakefield of California, 2010 BOMA SF Govt. and Public Affairs Committee Chair

Stephany Cull, RetroCom Energy Solutions (a retro-commissioning energy service consulting firm)

Marc Intermaggio, BOMA San Francisco Executive Vice President

Steven Ring, Cushman & Wakefield of California (and member of BOMA SF Board of Directors)

Anne Stephens, Paramount Group, 2010 President-elect, BOMA San Francisco

The delegation, led by Ken Cleaveland, met with Congresswoman Jackie Speier, (D-San Mateo/San Francisco), and staff members of Speaker Nancy Pelosi's office, Congresswoman Lynn Woolsey's office, Senator Barbara Boxer's office, and Senator Dianne Feinstein's office. Issues discussed included carried interest, energy tax credits and other incentives and leasehold depreciation.

BOMA SF Recognized for Blog at Winter Business Meeting

BOMA International presented BOMA San Francisco with a 2010 Government Affairs Special Acknowledgement Award for its Government Affairs and Industry News Blog. At left, BOMA International Chair & Chief Elected Officer Jim Peck congratulates BOMA San Francisco President Elect Anne Stephens and Legislative Assistant John Bozeman for the association's blog. The blog provides members with a daily update of BOMA San Francisco's advocacy work as it happens. It is updated with information and pictures from meetings with San Francisco politicians, dealings with the movers and shakers in the City's government departments, and issues that affect the commercial real estate industry. To subscribe, visit <http://bomasanfrancisco.blogspot.com>.

Give Your Building the “360” Advantage

BOMA 360 Performance Program Gives Commercial Properties the Competitive Edge in a Down Economy



BOMA International recently launched the BOMA 360 Performance Program, a groundbreaking new initiative designed to recognize commercial properties that demonstrate best practices in building operations and management. The BOMA 360 Performance Program is an online self-assessment that evaluates properties on six major areas of building operations and management. The program comes at a critical time, as building owners and managers are looking

to differentiate themselves from competition in a tight market.

"The BOMA 360 Performance Program is a truly revolutionary program that will add value to commercial buildings at a crucial time," commented Tom Kruggel, BOMA San Francisco's 2010 President. "This program takes a 360 degree view of all aspects of building operations and management, making it unique to the marketplace today."

The holistic nature of the BOMA 360 Performance Program means that every area of building performance is assessed. Scores are based on how buildings measure up to an extensive checklist of best practices, including emergency and disaster planning and recovery plans, energy management, financial management, equipment maintenance and education and training. Properties are evaluated in the following areas:

- Building operations and management
- Life safety/security/risk management
- Training and education
- Energy
- Environment/sustainability
- Tenant relations/community involvement

BOMA 360 allows firms to showcase and distinguish their property in the marketplace. By focusing on all major areas of building operations and management, BOMA 360 provides a multi-faceted benchmark comparing each building to the industry's best operating practices. Recognition as a BOMA 360 Performance

Building provides validation for management teams, confidence for building owners and peace of mind for building tenants.

The inaugural class of BOMA 360 Performance Buildings were honored during the 2009 BOMA International Conference & The Office Building Show this past June in Philadelphia. Future BOMA 360 designees will be honored at other BOMA San Francisco and at BOMA International events. Buildings that achieve the BOMA 360 designation will receive a plaque to display on their building, be recognized in a directory of BOMA 360 Performance Buildings on the BOMA International web site and through press releases and other announcements, and may use the BOMA 360 Performance Program logo on their letterhead, business cards, marketing and other collateral materials.

Applications may be submitted at any time during the year, with designations conferred and announced quarterly. The next application deadline is September 1. For information on the program and to apply, visit www.boma.org/GetInvolved/BOMA360.

Market Center First in Bay Area to Attain “BOMA 360™” Status

Designation Given for Best Practices in Sustainability, Operational Excellence, Tenant Relations

Market Center, is the first in the Bay Area to attain BOMA 360™ status—given to those that demonstrate best practices in all major areas of building operations and management. Market Center, located at 555 and 575 Market Street in San Francisco's Financial District, is asset managed by **RREEF** on behalf of its clients and property managed by **CB Richard Ellis Group**.



St. Paddy's Day!



Thank you to our Event Sponsor



With a 100-year history, BOMA is the most influential and effective advocacy, recruitment and training organization for the U.S. commercial real estate industry. BOMA San Francisco represents more than 73 million square feet of office space in San Francisco, San Mateo, Marin and Sonoma counties. To find out how BOMA can build power for your organization, call us today at 415-362-2662 X115 or visit our website.



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2010 Leadership Luncheon

On April 27, BOMA's Young Professionals Steering Committee hosted the 2010 BOMA YP Leadership Luncheon at The City Club. The event brought together the younger members of our local association, students from local colleges and universities, and industry professionals for an informal, facilitated discussion of leadership and professional development in the commercial real estate industry.

The success of this program is due in large part to a dedicated Young Professionals committee led by Chair **Michelle Funkhouser, Hines**, and Vice Chair **Liz Henderson, CAC Real Estate Management Co., Inc.**, and the commitment of 12 leaders from member real estate companies.

Tim Ballas, CPM, CCIM, Managing Director, CB Richard Ellis, delivered the keynote address, "*Career and Leadership Development: Your Roadmap for Success*", a highly successful program he developed for in-house training. Following the keynote, each table of 10 engaged in a hour long discussion of the following topics: management vs. leadership; managing career expectations and best leadership lessons ever learned. A committee member recorded the information shared and those notes will be shared with the committee, board of directors and attendees for future program development.

Special thanks to event sponsors **Skyline Construction** and **LBA Realty**, for helping to underwrite the event, and by encouraging their employees to participate. We encourage all employees of BOMA-member companies with 0-7 years of industry experience to participate in the Young Professionals events. For more information, visit www.bomasf.org, or contact Michelle Funkhouser at michelle_funkhouser@hines.com.



Thank you to our team of industry professionals who enthusiastically supported this program with their time, input and participation. Their support made the event a great success. Those industry leaders are, from L-R: **Harout Hagopian**, Vice President Operations, Equity Office; **Lisa Vogel**, VP-Asset Manager, RREEF; **Anne Stephens**, Area Asset

Manager/General Manager, Paramount Group; **Todd Robinette**, Senior Vice President, Jones Lang LaSalle; **Tim Ballas**, Managing Director, CB Richard Ellis; **Steve Colvin**, Senior VP, Property Management, Boston Properties; **Margot Crosman**, Director of Sustainability, General Manager, Unico; **Mary Wiese**, Principal & Managing Partner, CAC Real Estate Mngmt. Co.; **Tom Kruggel**, Senior Vice President, Hines; **Perry Schonfeld**, Principal, LBA Realty; **Paul Grafft**, Senior Vice President, Asset Management, Shorenstein Realty Services; and **David Hayes**, CEO, Skyline Construction.

10th Annual PAC at the Park

A Decade of Successful Fundraisers for BOMA-SF-PAC

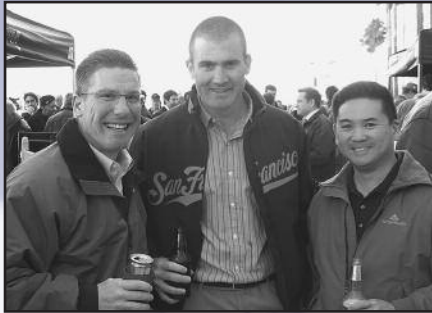
A big thank you to the BOMA Associates Committee, in conjunction with the BOMA-SF-PAC Board, for organizing and hosting the 10th Annual PAC at The Park. For the past decade, this event has always been a unique way to bring members together for some great food and fun, while raising funds to support our local political action committee.

The event grossed over \$17,000 dollars and contributed valuable funds to BOMA-SF-PAC. Your support of BOMA-SF-PAC maximizes the political influence of all building owners and helps us accomplish our advocacy agenda. Collectively, through BOMA-SF-PAC, we have a much stronger voice

to affect that positive political climate so important to the future success of our members, their clients, and their tenants.



Thank you to Event Chair Rod Howery, Ampco System Parking, the entire Associates Committee, and the BOMA staff. In addition, BOMA extends a huge thank you to McCarthy Cook/RREEF who has graciously provided the wharfside venue at China Basin Landing for 10 years. We owe a debt of gratitude to Randy Valdez, Operations Manager at China Basin Landing and his crew, who always do a great job organizing the venue setup and breakdown. And, thank you to Randy and his band for providing live music during the party.



Thank you to the sponsors & committee members who made the event possible:

- Able Services
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- Ampco System Parking
- Giampolini & Co.
- Marble West
- McCarthy Cook & Co LLC/RREEF
- Perfection Sweeping Co., Inc.
- Skyline Construction, Inc.

Thank You for Contributing to BOMA-SF-PAC

BOMA thanks the following companies who have contributed to BOMA-SF-PAC this year. Their investment provides us with the means to fight for your interests and win the many battles yet to come being waged against property owners in San Francisco, and throughout the Bay Area and California. We encourage all members to budget for an annual contribution to BOMA-SF-PAC.

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 500 Sansome LLC
 750 Battery Street Corp.
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 Restoration Management Company
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Continued from page 1—President's Message

American Commercial Real Estate Congress and The Office Building Show each June represents the hub where local, state and international BOMAs come together, with three days of educational sessions and a major product and service exhibition. It's an opportunity to share ideas with and learn from your peers from all over the world. I hope you'll attend the convention in Long Beach, June 27 - 29. See www.bomaconvention.org for more information. With its close proximity, I encourage you to send as many employees as possible. **Special discounts are available this year to make it even more affordable.** After you register for the full conference, you may register your building engineer for a FREE full conference registration. There are also discounted rates for Young Professionals. To qualify as a Young Professional you must be under the age of 35 and have less than 5 years experience in the industry.

Again, thank you for your continued support of and participation in our local, state and national association, and being a part of the most influential trade group representing commercial real estate.

Thanks to our Seminar & Workshop SPONSORS

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Negotiating a Green Lease Rider in
Today's Marketplace
March 23, 2010

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Understanding the Latest BOMA
Measurement Standards
March 30, 2010

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How Electricity Deregulation Could Impact
Property Operations & Profitability
April 1, 2010

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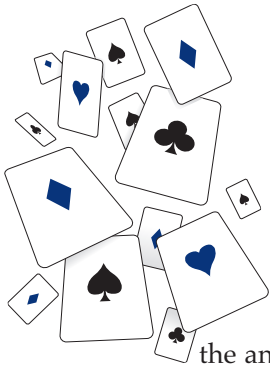
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Texas Hold'em Tournament Bigger Than Ever Poker Event Draws 175+ Players

Thanks to the hard work of the Associates Committee and a fabulous new venue, the annual Texas Hold'em Tournament drew its largest crowd in the history of the event. A big thank you to **Mark Kelly, Able**, for his event coordination and to **Fatima Vegas** and her team at **Vornado Realty Trust** for graciously providing the view space at 555 California's 52nd floor.

Over 175 participants began the evening with high hopes of donning the coveted winner's bracelet and giving a donation to his/her favorite charity. At night's end, **Eddie Patterson, LEED AP, Western Allied Mechanical, Inc.**, won the tournament and an \$800 donation has been made in his name to his charity of choice, the **National Kidney Foundation**.



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Peacock Construction
Perfection Sweeping/Perfection Plus
Recology Golden Gate
Ward Alan Emery

FORE!!!

BOMA Associates Committee
hopes to see you
on the links in 2010!

24th Annual Spring Golf Tournament

Monday, May 17
Marin Country Club



56th Annual Elmer Johnson Golf Tournament

Monday, August 30
Peninsula Golf & Country Club



4th Annual EARTH Awards Honors Innovation & Dedication to Overall Resource Conservation

BOMA San Francisco congratulates all applicants, finalists and winners of the **4th Annual EARTH Awards** which were announced April 22, 2010 at the Palace Hotel. The EARTH Award program rewards members with the best overall conservation efforts, including recycling programs, energy and water conservation efforts, air quality and toxics reduction programs, support for public transportation, and effective use of tenant education programs geared to promoting sustainability practices in commercial office buildings.

The *San Francisco Business Times* included a BOMA San Francisco EARTH Awards supplement in their April 23-29 issue. This special supplement recognizes San Francisco building owners, operators and suppliers who create “greener” working environments and demonstrate responsible environmental stewardship.

The highlight of this year’s award ceremony was the unveiling of a film which documented the best practices

of some of the category finalists. The film became a reality due to generous support from our lead sponsor, **PG & E**, which intends to use some of this material for educational purposes at their Pacific Energy Center. Additionally, PG & E provided the cash prizes for the winners. The first, second and third place winners in each category receive cash prizes in the amounts of \$4,000, \$2,000 and \$1,000, respectively.

BOMA also thanks our event sponsors for their support of the awards luncheon. Thank you to **American Technologies, ACC/Able Carpet Cleaning, Caledonian Building Services, Recology Golden Gate & Skyline Construction.**

Information and applications for the 2011 EARTH Awards will be available in November 2010. Please feel free to contact BOMA’s Energy & Environment Committee Chair Zachary Brown, Equity Office, if you have questions. He can be reached at zachary_brown@equityoffice.com.

2010 EARTH Awards Winners

Large Commercial
(600,000 square feet or over)

1st Place
560 Mission
Hines

2nd Place
50 Fremont
Hines

3rd Place
425 Market Street
Cushman & Wakefield

Medium Commercial
(300,000 - 600,000 square feet)

1st Place
The Orrick Building
405 Howard Street
Ashforth Pacific of California, LLC

2nd Place
101 Second Street
Hines

3rd Place
100 First Plaza
CAC Real Estate Mgmt Co., Inc.

Small Commercial
(under 300,000 square feet)

1st Place
The Pyramid Center
505 Sansome
Cushman & Wakefield

2nd Place
AG/SIC
115 Sansome Street
The Swig Co.

Buildings Recognized for Continued Excellence in Sustainable Practices

455 Market
Cushman and Wakefield

Post Montgomery Center
Cushman and Wakefield

303 Second Street
Cushman and Wakefield

The Ferry Building
Equity Office

100 First Plaza
CAC Real Estate Mgmt Co., Inc.

115 Sansome Street
The Swig Co.

101 California
Hines



1st Place – Large Commercial Property
560 Mission managed by Hines

L-R –Senior Property Manager Mark Buckingham, Engineering Manager Gary Walters, Administrative Assistant Molly Jones, Assistant Engineering Manager Joe Tormos, Asst. Property Manager Michelle Funkhouser and Assistant Property Manager Josh Bukstein.



1st Place – Medium Commercial Property
The Orrick Building/405 Howard managed by Ashforth Pacific
L-R Vice President of Property Management Wade Lange, Chief Engineer Tom Fahey, Property Administrator Elle Vega and Senior Property Manager Blake Peterson.



1st Place – Small Commercial Property
The Pyramid Center – 505 Sansome managed by Cushman & Wakefield
L-R Asst. Property Manager Louisa Juarez-Tang, Property Manager Nate McCarty and Asst. Property Manager Peggy Sheehan



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Members on the Move

Hines announced that **560 Mission Street** has received **Platinum certification** under the U.S. Green Building Council's LEED® 2009 for Existing Buildings: Operations & Maintenance Rating System. It is the first multi-tenant building in California to achieve this distinction. 560 Mission Street is Hines' sixth LEED certified property in downtown San Francisco. As a group, 560 Mission Street, 101 California Street, 55 Second Street, 101 Second Street, 100 Montgomery Street and Hawthorne Plaza represent approximately 20 percent of all LEED certified commercial office space in the CBD.

The historic **Bentley Reserve**, formerly the San Francisco US Federal Reserve Bank, has received **Silver certification** in Core and Shell Development (LEED Silver CS). This certification makes the Bentley Reserve San Francisco's first LEED Silver certified special event and conference center, as well as one of the City's greenest commercial spaces — a landmark achievement for both the owner, **Bentley Holdings**, and the city of San Francisco.

Dome Construction Corporation is celebrating its 40th anniversary and has grown to be one of the country's leading builders of pharmaceutical facilities as well as a respected regional contractor in complex industries like healthcare, biofuels, higher education and animation studios. In 2009, Engineering Record listed Dome as 11th in the nation in providing construction services to the biotech and pharmaceutical industry, one of the most demanding areas of construction. Dome's client list in this field includes Genentech, Bayer, Baxter, Novartis, BioMarin and many others.

Leslie Murphy, CEO is pleased to announce that **WBE** was recently certified as a Women Owned Business Enterprise by the Supplier Clearinghouse. Leslie has over 25 years of experience in the electrical contracting business. Certification validates that the business is majority owned, controlled, and managed by a woman. Woman owned electrical contractors make-up less than 6% of the electrical contractors in the United States.



Paul Boschetto CEO of **Able Services** promoted **Mark Kelly** to the position of President of Able Services. For the past six years, Mark has grown the Able companies and brand to national recognition and prominence. In his new role, Mark will continue to support Able Building Maintenance and Able Engineering Services throughout the United States.

The Pyramid Center is pleased to announce the appointment of **Nate McCarty** as property manager. Owned by AEGON U.S.A. and managed by Cushman & Wakefield, The Pyramid Center is comprised of the internationally prominent Transamerica Pyramid, 505 and 545 Sansome Street. Under his new role as property manager, McCarty is responsible for the overall operation of The Pyramid Center, including preparing of annual budgets and monthly reporting to AEGON U.S.A, interfacing with the Cushman & Wakefield leasing team, supervising all tenant build-outs and capital projects, managing tenant relations, and bidding out all service contracts on a periodic basis.

Universal Protection Service is pleased to announce the promotion of **Liz Allio** to Regional Vice President of Sales in Northern California. Liz opened Universal's San Francisco Branch in 2001 and will continue to manage business development downtown as well as oversee all of Northern California growth opportunities. Universal Protection Service is also pleased to announce that **Terry Abbey** has joined its organization. Terry's career has spanned several diverse companies, positions and facets of security and he has developed an expansive knowledge of security from physical, executive protection, investigations and systems.

JMA Ventures, LLC (JMA) is pleased to announce the appointment of **Rita Hernandez, CPM** to the VP Property Management position for the San Francisco based real estate investment company. Hernandez has been with JMA for 23 years, performing property and construction management for JMA's office portfolio. Most recently she held the position of general manager of San Francisco's historic Ghirardelli Square, which completed a multi-million dollar

revitalization in 2008. In her new role, Hernandez will be heading business development for the company to expand its third party management portfolio.

Peter Copriviza has joined **Skyline Construction**, the San Francisco based general contractor selected by The Wall Street Journal and Winning Workplaces as one of the 15 Top Small Workplaces in America. As director of operations, Copriviza will assume responsibility for project planning and logistics, as well as the firm's overall construction process—ranging from estimating to document control to personnel training. He will also assist the business development and marketing department with job selection, client presentations and client satisfaction.

Christine M. Mann, RPA, senior property manager of One and Two Embarcadero Center with **Boston Properties** received her LEED GA designation.

After 25 years in commercial real estate, **Norm Dito** retired from Boston Properties in April. Most recently, Norm served as Senior Retail Property Manager for Embarcadero Center. BOMA wishes Norm all the best in his new ventures.

RETS Associates (previously known as Real Estate Talent Solutions, Inc.), the premier commercial real estate recruitment and staffing firm on the West Coast, has named **Cheryl Thornburg** as Director in its San Francisco office. RETS Associates was founded in 2002 by Kent Elliott and Christopher Lee and later joined in 2008 by partner/principal Jana Turner, a former top executive at CB Richard Ellis.



Jeff Spicker recently joined **Parking Concepts** as the Manager of Business Development for Northern California. In this new role, Jeff will be responsible for the growth of new parking facilities under management within the region.

The Orrick Building, located at 405 Howard Street, has been certified LEED Platinum for Existing Buildings: Operations & Maintenance Version 3. BuildingWise and WSP Flack + Kurtz provided consulting services on the project. The Orrick Building is owned and managed by **Ashforth Pacific of California, LLC**.

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Captain Bill Mitchell, SFFD, retired from service in February 2010. BOMA San Francisco recognized him for his dedicated service to San Francisco's office building industry as a valuable longtime participant on BOMA's Codes and Regulations Committee and as a frequent presenter at BOMA member briefings and seminars.

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