



Bulletin

SEPTEMBER/OCTOBER 2009

www.bomasf.org

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

President's Message

BOMA International Convention— Your President's Travelogue

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I attended the BOMA International Convention and Office Building Show in Philadelphia this past June. For those of you who have not had the opportunity to attend this annual conference, here is a glimpse into a fun and information-packed four days. Along with a better understanding of BOMA International's work on behalf of our industry, I had an absolute blast exploring Philadelphia with colleagues from the bay area and nationwide. I hope this brief glimpse will encourage you to attend the annual conference scheduled in Anaheim, June 27 – 29, 2010.

Friday, June 26

It was 89 degrees when we landed and I couldn't help but thank my cabbie for the "warm" welcome. The convention hotel was in the heart of downtown which beckoned me out to explore the city. You need your wits about you in Philly, it's a gritty city, especially at night, and I was grateful that my "street smarts" came right back to me.

Saturday, June 27

At 8 a.m. I attended the BOMAPAC (BOMA International's Political Action



Margot Crosman, RPA, CCIM—Unico

Committee) **Council Meeting** and learned that BOMA is the only real estate association actively engaged in energy and water issues. Energy is our top priority.

Then I attended the **Energy & Environment Committee** and was met by the breaking news that the Waxman-Markey climate bill, which has as its centerpiece a cap-and-trade program for reducing U.S. greenhouse gas emissions, was passed the day before. Our BOMA advocate apologized for not having read the whole 1,200 page bill (!) and gave a succinct and expert presentation on what the legislation meant for our industry.

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In memoriam

Longtime BOMA member **Lou Ligouri** passed away on October 6, 2009 after a valiant battle with cancer. To the very end, Lou never gave up his fighting spirit. He died at home with his wife Chris and family members by his side. After 28 years of service with the San Francisco Police Department, he and his wife Christina founded the security firm of Ligouri Associates, Inc., which they operated in northern California for the past 20 years.



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The BOMA Bulletin

is published quarterly.
Scheduled 2009 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 2009 Corporate Sponsors

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

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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 2010

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 2009 program is November 2 through December 10**, and information will be forwarded to all members via email. Questions? Contact **Tory Brubaker at toryb@boma.com; 415-362-2662 x115**.

NEW! On-line Buyers Guide & Web site advertising – See article and ad on opposite page!

Membership Directory Advertising 2010-2011 Edition

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 **Vicki Sherman, Naylor Publications; 800-369-6220 x3417**.

BOMA Bulletin/BOMA Advocate Advertising

The *BOMA Bulletin*, BOMA's quarterly newsletter, is published in January, March, September and December. 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 can be secured by contacting **Ken Cleaveland at kenc@boma.com, 415-362-2662 x111**.

Topical Seminar Sponsorships

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 \$750-\$1500 and are advertised via email when the event is initially promoted. For more information, contact **Tory Brubaker at toryb@boma.com, 415-362-2662 x115**.

Foundations in Real Estate Management Sponsorships

A soup-to-nuts, 5-module, 28-hour entry-level course,

covering the fundamentals of commercial real estate administration, management, building systems, accounting and reporting, contract management, and more. This five module course is presented on five consecutive Fridays. Sponsors will have the opportunity meet new and rising talent taking on more responsibilities and assignments, and be part of the national roll-out of this acclaimed program that seeks to help the industry meet goals for attracting and training new commercial real estate talent. For more information, contact **Francine Anderson at francinea@boma.com; 415-362-2662 x112**, for more information.

BOMA Young Professionals Event Sponsorships

BOMA's Young Professionals, **BOMA^{YP}**, Steering Committee host social networking events and career success workshops designed to provide fun and educational events for members with less than 7 years of industry experience. If you are interested in sponsoring one of our 2010 events, please contact our **Sponsorship Chair Liz Henderson at 415-777-4100, ehenderson@cacremco.com**.

BOMI Course Breakfast Hosts

Provide breakfast for a small group of managers and other property professionals attending 4-day 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 x112**, for more information.

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.

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, BOMA Texas Hold'em, 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 **Howard Fish, Skyline Construction, hfish@skylineconst.com**.

New Opportunities for Greater Exposure in the Local Commercial Real Estate Marketplace

On-line Buyers Guide and Website Ads Now Available at www.bomasf.org

BOMA San Francisco has joined forces with Naylor Publications to provide an **on-line buyers guide** and **sell advertising on our website** (www.bomasf.org). Naylor already produces our annual printed membership directory, and they produce on-line buyers guides for several other associations including a few local BOMAs. While people will still be able to view membership information on our website, the online buyers guide gives advertisers the ability to create direct links to their own web sites, share product / service information, etc. Bottom line: more information available more ways to more people, while generating more revenue for BOMA.

Each **BOMA member will receive a basic listing as part of their membership**, but can enhance that listing in a variety of different ways, each at a different price point. (We hope some of our Principal members will take advantage of this opportunity—it's not just for Associate members). Naylor will be responsible for all ad sales, and any questions should be directed to Vicki Sherman, vsherman@naylor.com, 800-369-6220 x3417. Both the on-line buyer's guide and advertising on our website will be available to members and non-members, however non-members will be charged a 20% premium.

ADVANCING THE COMMERCIAL REAL ESTATE INDUSTRY

ANNOUNCING BOMA San Francisco's

Online Buyers' Guide and
Web Advertising Opportunities



BOMA's Online Buyers' Guide is a web-based tool to research and locate products and services. Members receive a free basic listing and have the opportunity to maximize their exposure. BOMA is also accepting advertisements on www.bomasf.org.

For more information on advertising, download the BOMA San Francisco media kit at www.bomasf.org > FAQ or call **Vicki Sherman** at (800) 369-6220 ext. 3417.



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Put Your Company in Good Company—

Be a 2010 BOMA SF Corporate Sponsor

BOMA San Francisco's Corporate Sponsorship program is designed to provide our members with increased visibility, awareness, and profile at all BOMA events. 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.

As the fourth largest local BOMA in North America, our 1100-member network of commercial real estate professionals own and manage more than 75 million square feet of office space in four counties. Over 1100 businesses are housed in member properties, and the office building industry served spends more than \$2 billion annually to service and maintain their properties. Corporate sponsorship of BOMA San Francisco gives your company maximum exposure to industry decision makers. It's a cost effective, relationship building tool.

Sponsorship solicitations will be emailed to all members beginning November 2 and signed commitments are due by December 10. If you have questions about the program please contact Member Services Director Tory Brubaker at 415-362-2662 x115, toryb@boma.com.



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M E M B E R B E N E F I T R E V I E W

Make the Most of Your Membership Investment!

This program is designed for **new and prospective members, or even existing members** who want a better understanding of the benefits and resources available to them through membership.

Topics will include:

- Professional Development & Continuing Education
- Committee / Task Force Involvement
- Informational Resources
- Business Services
- Marketing Opportunities & Relationship Management
- Governmental Relations

Thursday, November 12
11:45 a.m. - 1:15 p.m.
BOMA's Conference Room
Lunch Included

The program is free of charge but space is limited.

Register at
www.bomasf.com/workshops

Questions?
Contact Tory Brubaker
toryb@boma.com

54th Annual Elmer Johnson Golf Tourney

Great Golf, Great Weather, Great Company, Great Prizes!

Elmer Johnson was BOMA's Executive Director from 1945 to 1985. Elmer was the quintessential San Francisco Gentleman who initiated the tournament in 1954, and who dedicated 40 years of his professional life to BOMA San Francisco and the office building industry. In many ways, his professional tenure at BOMA paralleled the growth and development of San Francisco.

The 55th Elmer Johnson Golf Tournament is now one for the record books. Monday morning, August 24th saw the start of a perfect day at Peninsula Golf and Country Club. **Liz Allio (Universal Protection Service)** rounded up her troops and kick-started everyone's heart with complimentary mimosas and a great selection of breakfast pastries guaranteed to bring on a sugar rush. 156 golfers started their engines and headed out to do battle not only with the golf course but also with the food and drink offerings strategically located around the course.

Waxie's Bob Bielenbeg provided the true "spirit" of this annual tournament by serving jambalaya and rice washed down with a mai tai. **Able Services' Mark Kelly** provided a full bar to serve whatever the golfers wanted to compliment bbq ribs. **Marble West** broke with tradition and bbq'd tri tip sandwiches rather than shrimp, accompanied by premium tequila. **Brad and Grant West** willingly shared their "knowledge" of tequila with anyone who would listen. **ABM**, under the supervision of **Lorrie Hedges**, cooked a variety of sausages with plenty of beer to wash them down. **Skyline Construction's Ben & Jerry's Ice Cream cart** held tasty treats and some of **David Hayes' vodka** that he was keeping chilled for thirsty golfers.

Following the tournament, **Restoration Management** sponsored the 19th Hole. Special thanks to the raffle salespersons extraordinaire – **Kim Tamayo (Restoration Management)**, **Aline Signman (Cushman & Wakefield)** and **Jackie Nolen (Detection Logic Fire Protection)**. **Golden Gate Disposal & Recycling** provided wine for every table to accompany the delicious buffet dinner. To top it off, the crowd helped **Tim Ballas (CB Richard Ellis)** celebrate his 50th birthday with a huge cake and a lively rendition of Happy Birthday.

In case you were thinking that this was just a food and beverage event, some golf – both good and poor – was played. No matter the skill level, everyone agreed this is the preeminent BOMA event to attend each year.



The tournament winners were:

Closest to the Hole (Men) – Bob Martinez (Metropolitan Electric)
Closest the Hole (Women) – Liz Trowbridge (LBA Realty)
Longest Drive (Men) – Lucas Heller (Cushman & Wakefield)
Longest Drive (Women) – Anne Sparks (Hines)
1st Place Team (Men) - Rand Bottom (Kaiser), Kevin Greenlee (McKesson), Stev Yick (JP Edwards) & Fernando Iniguez (Turner Construction)
1st Place (Mixed) - Manny Moreno (PM Realty), Steve Grandin (DPR), Dave Neilsen (Cannon Contractors) & Sonia Bastidas (Giampolini)
1st Place (Women) - Lisa Blanford (Cottonwood Partners), Sandy Brownstone (Hines), Stacia Keisner (CB Richard Ellis) & Lesley Snyder (ABM)
Worst Score - we will not embarrass them, but Ben Nerone (Hastings Law College), Steve Whitcom (RREEF), Wayne Wong and Mike Eurkus (NRG San Francisco) - thank you for being such good sports!

The evening ended with a raffle. The "coup de grace" was the grand prize "Deck of Cards" generously donated by **NRG Energy Center San Francisco**. The prize included a night at the Pebble Beach Lodge, dinner for two, a spa treatment and a round of golf at Pebble Beach. Congratulations to winner Bob Martinez (Metropolitan Electric).

See you at Un-Oktoberfest on November 4th!

SOCIAL EVENTS



THANKS—ELMER JOHNSON SPONSORS

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- Skyline Construction
- ABM Family of Services
- August Supply
- Able Services

Raffle Prize Sponsors

- **NRG Energy Center—\$2,500 Pebble Beach Grand Prize**
- Able Services
- Amtech San Francisco Elevators
- Building Wise
- Caledonian Bldg. Services
- Coit Services
- Detection Logic Fire Protection
- Golden Gate Disposal
- Metropolitan Electric
- Mitch Juricich, "Hooked on Golf"

Thank you "Day of Tournament" Sponsors too!



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End of Summer Networking Mixer at Sens Restaurant

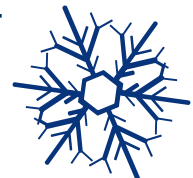
90 Plus Young Professionals Gather on September 17



Thank you to our Event Sponsor



Don't Miss the 2nd Annual BOMA^{YP} Mixer on Ice at the Holiday Ice Rink in Embarcadero Center – register at www.bomasf.org



Thanks to our Seminar & Workshop SPONSORS

Career Success Workshop:
The Leasing Process from Start to Finish
July 29, 2009

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BOMA^{YP} Member Benefit Review
August 19, 2009

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LEED Case Studies Seminar
September 24, 2009

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Continued from page 1—President's Message



In the evening I high-tailed it to the **Leadership Reception** to meet my friends and counterparts from across the country. We decided this was the night to

find the best Philly cheesesteak in Philly!! There seemed to be two contenders, Gino's & Pat's, and we considered a ½ sandwich at each; but opted for the shortest line (45 minutes) and got our cheesesteak fix at Pat's. Afterwards we walked back through the streets on a warm summer night and enjoyed all the mosaics and murals available for public view.

Sunday, June 28

I got up bright and early to sign up for the local **building tours**. The host city always pulls out the stops, and we get to visit the newest and most interesting



sites. Philly did not disappoint. We toured the brand new Comcast Center (see the heights and depths in photo's) and the Friends Meeting House circa 1856 as examples of sustainable properties. It was especially interesting that the Quakers pursued sustainability for spiritual reasons. As pacifists, they believe the use of fossil fuels leads to war, so they invested in geothermal energy, a living roof and a closed loop water system,



among other things, to get off the grid and conserve. Our guide humorously noted that the first area that requires greening "is your head".

Sunday's **Opening General Session** included a good panel discussion of market conditions and I really enjoyed getting a national perspective. In the evening, BOMA Philadelphia hosted a wonderful **Welcome Party**, another great event at every BOMA International. It took place in Constitution Hall and featured excellent actors strolling around as our founding fathers. I particularly enjoyed my half hour conversation with Thomas Jefferson, along with all the music, food and spectacle presented with a patriotic theme.

Monday, June 29

Today's **General Session** featured Fareed Zakaria, editor of Newsweek International, author of *The Post-American World* and television pundit. His analysis of America's current state of affairs revealed an incredible breadth and depth of knowledge that he skillfully wove together in an understandable and refreshingly positive way. Perceiving our recent crisis as a great morality play is overly simplistic – our situation is more a result of our successes, which can be traced back to the 50's and 60's, than our failures. It was an insightful and inspiring presentation.

In the afternoon I spent a good amount of time exploring the **Office Building Show**. I appreciate the new products and meeting both potential and existing providers. Right now I am very focused on how to use what I have more effectively, so I had lengthy conversations with my national reps. The show has raffles and prizes and (my personal favorite) complimentary massage!

Tuesday, June 30

There are tons of educational offerings throughout the convention and I get to as many as I can. This year I was proud that seven members of BOMA SF presented or served on educational panels. I found *Sustainability – Navigating the Green Maze* by Mike Steele and Carlos Santamaria of Glenborough particularly worthwhile.

Looking forward to the BOMA International Conference and Office Building Show next June in Anaheim, I encourage you to attend. Anaheim is convenient, affordable, and a great place for west coast companies to gather, learn and enjoy.

“Identity thieves getting more clever”

The San Francisco Chronicle, May 29, 2009

New Member Benefit Saves Money & Offers New Tenant Amenity

On May 29 this year *The Chronicle* business page published a report with the headline above. The story warned “Identity thieves are getting more clever and are increasingly using stolen information to get driver's licenses, employment and government assistance, according to a new report.”

Recology Golden Gate already offers BOMA member buildings a discount on their garbage and recycling collection service. Now, Shredding & Destruction Services, a subsidiary of Recology, offers confidential destruction services to BOMA member buildings and their tenants at exclusive pricing.

In addition, they offer a one-time, FREE, On-Site Shredding from 11 am to 1pm one day a week (usually on Tuesday) through March 2010. During the FREE

shredding, each tenant and the property manager may shred up to two banker boxes weighing 40 lbs. each. A certificate of destruction will be issued. Spaces are limited so call (415) 621-6200, or visit www.shreddinginc.com to reserve your confidential shredding appointment.

Shredding & Destruction provides locked containers and consoles ensuring materials are secure and will tailor a program to work for each business. As a member of NAID, ARMA, ASIS and IAPP, they certify that your documents will be destroyed. All material collected through this program counts toward San Francisco’s recycling goals.



Members on the Move

Skyline Construction is pleased to announce they received national recognition as one of the **Top 15 Small Workplaces in 2009** by *The Wall Street Journal*. Last fall *The Wall Street Journal* received over 450 applications for this prestigious award. Skyline was presented with this honor based on its 100% Employee Stock Ownership Plan (ESOP) and its open book, inclusive company culture. On September 30, 2009 five delegates from the Skyline Construction staff traveled to Chicago to accept the award and participate in a leadership conference.

Schirmer Engineering, an Aon Global company, was ranked #14 (out of the Top 50 engineering firms) on Building Design + Construction's Giants 300, an annual survey of the country's largest architecture, engineering and construction firms. Their ranking is up from #16 in 2008.



Cole Professional Cleaning Supplies (Cole Supply Inc.) is proud to announce **Sandy Baxter** has joined the company as our San Francisco/East Bay Territory Manager. Formerly with ABM Janitorial and August Supply, Sandy brings her 17 years of quality industry experience back to the Bay Area market. **Justin Goldstein** has re-joined the company as the South Bay/East Bay Territory Manager. Justin spent the last 4 years as a District Sales Manager with LG Electronics-Digital Appliance Division. Justin brings 10+ years of industry experience.

Optimum Energy, LLC, provider of Ultra High Performance HVAC software solutions that set a new standard in energy efficiency, was chosen by AlwaysOn as one of the **GoingGreen Top 100 winners**. Inclusion in the GoingGreen 100 signifies major developments in the creation of new business opportunities in the green technology industries. Optimum Energy was selected based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz.

Real Estate Talent Solutions has opened an office at 71 Stevenson in downtown San Francisco. The local representative is **Mark Johnson**. RETS specializes in

the staffing and placement of interim, permanent and executive positions targeted to the commercial real estate industry.

Arborwell Professional Tree Management, a commercial and residential tree care company located in Hayward, appointed **Andy LaVelle** as chief operating officer. Formerly Arborwell's Vice President, General Manager, Mr. LaVelle has more than 20 years in the tree and landscape business, and he brings direct experience in developing business and relationships with commercial property managers and owners. As the Chief Operating Officer, Andy is directly involved in recruiting and managing the talent of Arborwell's expanding management team and 75 field employees.

City Park is please to announce that it has been awarded contracts to manage the prestigious Harsch Investment parking properties in San Francisco. The Harsch properties comprise 2 major facilities with over 1,550 parking spaces in San Francisco's world famous Union Square District. The portfolio includes the historic 450 Sutter Building. The second facility is the mixed-use Mason O'Farrell Garage, one of the largest free standing parking facilities in San Francisco serving hotels, retail, rental cars and offices in the Union Square/Mid-Market area. City Park is proud to add these renowned facilities to its portfolio of over 75 locations throughout San Francisco, including; the Union Square Garage, Transamerica Pyramid, The Westin St. Francis Hotel, and Candlestick Park.

Universal Protection Service (UPS), the largest provider of security services to the commercial real estate market in Arizona, California, Colorado and Washington and a division of Universal Services of America, introduces **Geoff Craighead**, CPP, as its newest Vice President. Craighead will be responsible for analyzing security programs, overseeing training and professional development, and continuing to develop new security processes and procedures for the commercial real estate industry throughout California, Arizona, Colorado and Washington. He brings over 25 years of successful experience in security and life safety operations to the company.

Continued from page 14—Members on the Move

Tammy Key has joined **Gachina Landscape Management**'s business development division. She brings 30 years of experience to her new role, and has made great strides in the green industry over the course of her career.



Glenn P. Zwang has joined **Buchalter Nemer**'s San Francisco Litigation Practice Group as shareholder. Glenn Zwang's litigation practice is national in scope and focuses on business and real estate clients with an emphasis on real estate issues. He has successfully prosecuted and defended matters involving commercial leasing, construction, development, commercial lending, business fraud, securities, and officer and director liability. Zwang also has extensive experience representing clients in mediations, arbitrations and appeals.

Cushman & Wakefield is pleased to announce that **Post Montgomery Center** has achieved and has been awarded **LEED Gold** rating by the USGBC. Congratulations to the entire management team.

It iss that time of year again
and ve haaff to celebrate!



Break out der Oom Pah Pah,
put on der Lederhosen,
und join uss for some great funn.

Boma San Francisco's
un-Oktoberfest!

Save the date - November 4, 2009

Schroeder's
240 Front Street

Invitations to be sent soon!



Don't Forget to Budget for BOMA International Meetings in 2010

February 1-4, 2010

Winter Business Meeting and National Issues Conference
Hayatt Regency Capitol Hill
Washington, D.C.

June 27-29, 2010

Annual Conference and The Office Building Show
Long Beach Convention Center
Long Beach, CA

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