



Bulletin

SPRING 2011

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

President's Message

BOMA Members Lead the Way in Sustainable Building Practices

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Last month BOMA hosted the annual Bay Area EARTH Awards Luncheon. What started almost a decade ago as a recycling awards program has evolved into a joint effort between BOMA San Francisco and BOMA Oakland/East Bay to celebrate the best in sustainable building practices.

As I watched the short films highlighting the outstanding sustainable operating practices of the finalists in each category, I was reminded that each of us can make small changes that dramatically affect the overall operation. Whether you're a building owner, operator, services professional or tenant, there is a role for you to play in creating these efficiencies. I encourage all members to utilize the resources available through membership to maximize the management of resources in your building or tenant space. If you weren't able to attend the EARTH Awards Luncheon, I recommend that you view the films on BOMA's website (www.bomasf.org) and find out how the winners are achieving such impressive results.

Our efforts to achieve and maintain the highest levels of sustainability are, of course, ongoing. BOMA San Francisco is dedicated to continuing to provide the leadership to keep our city and our region among the greenest anywhere in the world. We conduct educational programs that cover every aspect of building sustainability. We partner with other organizations including BOMA International, SF Department of Environment, U.S. Green Building Council, PG&E, and others to offer our members the resources they need to stay on the forefront of operational efficiency.



Anne Stephens, CPM
Paramount Group, Inc.

We are very proud of BOMA's long record of setting the standard for building performance. Our EARTH Awards program shines a light on achievement in sustainability, and we congratulate all properties who competed this year, as well as those recognized as the top performers.

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Effective Negotiations: The Art of the Deal

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Manager Should Know to be Invaluable**

instructed by **Stan Roualdes**, Shorenstein Realty Services

March 10, 2011

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BOMA Young Professionals Leadership Luncheon

April 6, 2011

Sponsored by:

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Skyline Construction**

FORE!!!

**BOMA Associates Committee
hopes to see you on
the links in 2011!**

25th Annual Spring Golf Classic



**Monday, June 13
Marin Country Club
Registration opens in May**

57th Annual Elmer Johnson Golf Classic

**Monday, September 12
Peninsula Golf & Country Club
Registration opens in August**

The BOMA Bulletin

is published quarterly.
Scheduled 2011 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.

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St. Paddy's Day Mixer!

March 2011



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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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2011 Leadership Luncheon

On April 6, BOMA's Young Professionals Steering Committee hosted the 2011 BOMA YP Leadership Luncheon at The City Club. The event brought together the younger members of our 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. **Sandra Boyle** moderated a top-notch panel of industry veterans including **Nancy Gille**, **Tim Ballas** and **Paul Richards**. They discussed a wide variety of topics including what they look for when hiring new talent, how young professionals can add to the value proposition of a property and how to think more like an asset manager and understand the investment strategy of your property.



The success of this program is due in large part to a dedicated Young Professionals' committee led by Chair **Liz Henderson**, **CAC Real Estate Management Co., Inc.**, and Vice Chair **Amber Miller**, **Boston Properties**, and the commitment of 10 leaders from member real estate companies.



Special thanks to event sponsors **Paramount Group, Inc.** and **Skyline Construction** for helping to underwrite the event. We encourage all employees of BOMA-member companies with 0-7 years of industry experience to participate in the Young Professional events. For more information, visit www.bomasf.org, or contact Liz Henderson at ehenderson@cacremco.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:

Sandra Boyle, Director, Corporate Occupier & Investor Services, **Cushman & Wakefield**; **Nancy Gille**, Managing Partner, **W3 Partners**; **Paul Richards**, Director of Property Management, **Wilson Meany Sullivan**; **Tim Ballas**, Managing Director, **CB Richard Ellis**; **Anne Stephens**, Area Asset Manager/General Manager, **Paramount Group, Inc.**; **Tom Cashin**, Senior Vice President, Property Management & Construction, **Shorenstein Realty Services**; **Kathy Mattes**, Director, Asset Services, **CB Richard Ellis**; **Tawni Sullivan**, Vice President, **CAC Real Estate Management Co., Inc.**; **Tom Kruggel**, Sr. Vice President, **Hines**; and **Steve Colvin**, Senior VP, Property Management, **Boston Properties**.



Join us for our
Centennial Gala on
Thursday, May 19, 2011
Palace Hotel, 6-11 p.m.

Register at
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Questions? Contact
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BOMA San Francisco: 100 Years of Accomplishment

We have helped add value and enhance returns for investors, improve efficiency and create best practices for operators and deliver the most desired workspace for business. Results include:

- Operating income and expense benchmarking, leading to cost-effective performance and better ROI
- Legislative and regulatory compliance guidance
- Private property rights advocacy and protection
- Improved fire and life safety, ventilation and tenant comfort
- Emergency preparedness training for property operators and tenants
- Leadership and training on sustainable, environmentally responsible operating practices
- A collaborative community in which members share knowledge and work together to improve industry conditions for the benefit of owners, investors, real estate managers, service providers, tenants... and the communities we all serve

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A Half Century of BOMA Memories

By Ray Nann



Ray Nann was recognized for extraordinary industry service through years of active involvement in BOMA San Francisco in June 1991. He was presented the first "Ray Nann Distinguished Service Award" created by the BOMA Board of Directors to encourage and recognize exceptional member involvement in BOMA, and leadership of the industry BOMA represents. Since then, BOMA has honored five individuals with this prestigious award: Agnes Wyman, Bruce Schilling, Tom Gille, Arnie Hollander, and Paul Richards.

In the summer of 1957, I became the assistant building manager for the Robert Dollar Building at 311 California St. The building manager at that time was Hugh Brittan, a past president of BOMA San Francisco (1940-41). He had the distinct honor of having the reputation of being "The Dean of the Building Managers." Mr. Brittan took me to my first BOMA meeting at the Sir Francis Drake Hotel, where I met Elmer Johnson. I guess at that time I was the youngest member of BOMA.

My first exposure to downtown was in 1951 when I joined the Robert Dollar Company as the office boy. I remember when the Crown Zellerbach Building (1 Bush St.) was under construction and The Equitable Building (100 Montgomery St.) with its pile driving causing so much noise.

During the early years of management (1957 through the 1960s) as a member of BOMA, I had the opportunity to meet many of the old-time building managers who took me under their wings. If I had a problem and needed answers, I could call them and they were extremely helpful in solving my problems. I became the building manager in 1960.

During the 1960s and 1970s life as a building manager was not as complicated as it is today. Getting building permits was not difficult in those days. You could call the building inspector, and he would come down and look over the project and in most cases would tell you to start immediately. The paperwork would follow later. Compare this to today.

In those early days, the so-called Financial District boundaries were Battery Street to California Street to Kearny Street to Market Street. When the Standard Oil (now Chevron) Building and the International Building (601 California St.) were built, the boundaries were broken.

One of the major challenges the industry faced was the high-rise fire and life safety issues, which included elevator recall and elevator lobby containment. Shortly after, fire sprinkler systems became mandatory.

During my five-plus decades of involvement in BOMA San Francisco and BOMA International, attendance at various meetings and conferences were my educational tools to assist me in becoming a successful and professional building manager. My advice to a young professional entering the field today is to get active in BOMA, participate, get involved in committee work, utilize social events and get to know your counterparts.

San Francisco has become the West Coast headquarters for the building industry and should continue its growth in the 21st century. I cannot be more proud of my contributions to advance the programs of BOMA San Francisco.

Happy 100th Birthday!

11th Annual PAC at the PARK

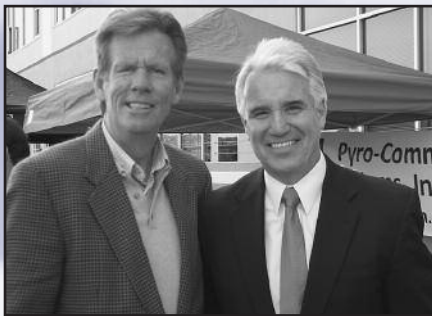
A big thank you to the **BOMA Associates Committee**, in conjunction with the **BOMA-SF-PAC Board**, for organizing and hosting the **11th Annual PAC at The PARK**. For the past decade, this event has always been a unique way to bring members together for some great food and fun, while raising funds to support our local political action committee.

The event grossed over \$20,000 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 Chairs, **Rod Howery**, **Ampco System Parking**, and **Howard Fish**, **Skyline Construction**, the entire Associates Committee, and the BOMA staff. In addition, BOMA extends a huge thank you to **McCarthy Cook & Co.** who has graciously provided the wharfside venue at China Basin for 11 years. We owe a debt of gratitude to **Randy Valdez**, **Operations Manager at China Basin** 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
- Ampco System Parking
- Marble West
- McCarthy Cook & Co
- Perfection Sweeping Co., Inc.
- Pyro-Comm Systems, Inc.
- Skyline Construction, Inc.
- Universal Protection Service
- Waxie Sanitary Supply

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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BOMA SAN FRANCISCO & BOMA OAKLAND/EAST BAY

EARTH Awards Expands to Honor BOMA Member Buildings on Both Sides of the Bay

BOMA San Francisco congratulates all applicants, finalists and winners of the **BOMA Bay Area EARTH Awards** which were announced April 21, 2011 at the Hotel Nikko. 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. This year, BOMA San Francisco joined forces with BOMA Oakland/East Bay to expand the geographical territory.

The *San Francisco Business Times* included a BOMA Bay Area EARTH Awards supplement in their April 22-28 issue. This special supplement recognizes 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 professional produced film documenting the best practices of the category finalists. The film is possible 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.

BOMA also thanks our event sponsors for their support of the awards luncheon. Thank you to **Recology Golden Gate, Always Green, LLC/ Biagini Waste Reduction Systems, Inc.** and **Baker’s Floor Care.**

Information and applications for the 2012 BOMA Bay Area EARTH Awards will be available in November 2011. Please feel free to contact BOMA’s Energy & Environment Committee Chair Blake Peterson, Ashforth Pacific of California, LLC., if you have questions. She can be reached at bpeterson@ashforthpacific.com.

2011 EARTH Awards Winners

Large Commercial
(600,000 square feet or over)

1st Place
560 Mission
CommonWealth Partners Management Services

2nd Place
Post Montgomery Center
Cushman and Wakefield

3rd Place
Letterman Digital Arts Center
Letterman Digital Arts Ltd.

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

1st Place
1111 Broadway
CB Richard Ellis

2nd Place
100 Montgomery
Hines

3rd Place
One Bush Street
Tishman Speyer

Small Commercial
(under 300,000 square feet)

1st Place
Adobe Systems/Baker & Hamilton Building
Cushman & Wakefield

2nd Place
150 California Street
CB Richard Ellis

3rd Place
1300 Clay Street
CB Richard Ellis

Buildings Recognized for Continued Excellence in Sustainable Practices

The Orrick Building
405 Howard Street
Ashforth Pacific

50 Fremont
Hines

111 Sutter
CAC Real Estate Management Co., Inc.

369 Pine Street
The Swig Co.

101 California Street
Hines

Members on the Move

Several of our members have recently earned designations from the BOMI Institute. **Preston Richards, RPA**, assistant property manager of One and Two Embarcadero Center with **Boston Properties**, earned his Facilities Management Administrator (FMA) designation and is now a dual-designation holder. **Liz Henderson**, property manager of 275 Battery with **CAC Real Estate Management Co., Inc.** and **Amber Miller**, assistant property manager of Three and Four Embarcadero Center with **Boston Properties**, have earned their Real Property Administrator (RPA) designations.

Waxie Sanitary Supply is pleased to announce the promotion of **Tiffany McLaughlin** to Sales Manager in the Northern California division effective May 1, 2011. **Kim Tamayo** has joined Waxie's Northern California division sales team effective April 4, 2011. Waxie Sanitary Supply also congratulates account executive **Fred Kalbrosky** for earning 2010 Sales Person of the Year for the Northern California Division.

Sandra L. Boyle, CPM, LEED AP, has joined **Cushman & Wakefield** as a Director of the Corporate Occupier & Investor Services group in the San Francisco office. Previously with Glenborough, LLC, Boyle brings with her over 25 years of real estate experience.

Skyline Construction is pleased to announce **Nancy Michaels** has joined the firm as Director of Business Development in their Silicon Valley office. Nancy Michaels has 20 years of business development experience and brings to Skyline many strong relationships with firms ranging from high technology to life science and professional services.

Har-Bro, Inc., is celebrating 50 years in business as a full-service mitigation, restoration and reconstruction provider for properties damaged by water, fire, flood and other disasters. The company is now the oldest privately-owned restoration company on the West Coast, as well as the largest.

Post Montgomery Center is proud to be the first Class A high rise in San Francisco with Electrical Vehicle (EV) Charging Stations. With the installation of the Coulomb Technologies ChargePoint stations in the

garage, Post Montgomery Center is actively participating in the effort to reduce emissions, improve overall health, and reduce the nation's dependence on foreign fuels.

The **Orrick Building/405 Howard Street**, managed by **Ashforth Pacific of California, LLC**, was named the 2010-2011 Pacific Southwest TOBY winner in the Earth Award category. The project now enters the 2010-2011 International TOBY competition where the winners will be announced during the June conference in Washington, D.C. The property was also recently awarded San Francisco Green Building of the Year 2010 by the San Francisco Business Times Deals of the Year program.

BOMA San Francisco Director of Government and Public Affairs **Ken Cleaveland** has been appointed to the San Francisco Finance Corporation, which provides oversight to the revenue bonds issued by the City. BOMA Executive Vice President **Marc Intermaggio** has been appointed to the San Francisco Police Department's Business Advisory Forum. The Forum provides input to the Chief of Police and assists SFPD with community problem solving.

BOMA San Francisco received recognition from BOMA International at the Winter Business Meeting in January 2011. The photo below shows BOMA Int'l Chief Elected Officer Ray Mackey presenting BOMA SF President Anne Stephens and BOMA's Director of Government & Public Affairs Ken Cleaveland with the government affairs award. BOMA SF was also recognized for growth in Experience Exchange Report (EER) participation, and kudos for a huge portion of BOMAPAC donors who were BOMA SF members.



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