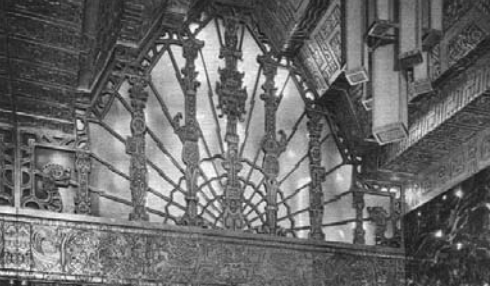


CELEBRATING A CENTURY...

BUILDING ON OUR PAST,
LEADING OUR FUTURE





OUR FIRST CENTURY

BUILDING ON OUR VISION



In our highly transformative world, not many entities exist today that began 100 years ago. So it is instructive to reflect on why and how an institution like the Building Owners and Managers Association (BOMA) of San Francisco that was organized in 1911 is not only still around, but is thriving. BOMA has remained relevant to its members and the industry we serve because we have remained faithful to our organizing principles and mission—enhancing the commercial real estate industry through advocacy, professional development and knowledge-sharing.

We have encountered and met countless challenges over the decades. We have accommodated our area’s economic evolution and demonstrated leadership in providing productive work environments that have made our City a beacon for innovative business practices. Our driving principles reflect our commitment to support those who own, operate and service commercial buildings and to enhance and preserve the value of our members’ commercial assets. We have provided “best of breed” training and professional development, advocated a healthy partnership with public agencies, fostered elite peer networks for our members and worked with other business groups to ensure a vibrant economic climate in San Francisco, San Mateo, Marin and Sonoma counties. And, finally, we have never rested on our accomplishments, but have always focused on the horizon, confident that our principles will endure.



Marc Intermaggio



Anne Stephens



Paul Richards

Warm regards,

Marc Intermaggio, CAE
Executive Vice President
BOMA San Francisco

Anne Stephens, CPM
President
BOMA San Francisco

Paul Richards, RPA, CPM
Chair, BOMA San Francisco
Centennial Committee

Principles driven by vision produce accomplishments. We at BOMA do not simply react to change, but we initiate ideas and provide leadership in order to ensure the continued vibrancy of our commercial community. That means we constantly monitor our environment to capitalize on opportunities and defeat threats to our well-being. We have a long and vital tradition of members volunteering their time, talents and energy to participate in the work of BOMA’s many committees and programs.

MEMBERS ENERGIZE BOMA

Member involvement in more than a dozen committees generates energy that helps BOMA meet its mission and strategic, long-range goals. Members of committees, ranging from Political Action to Codes and Regulations to Energy and Environment, provide leadership and engage civic leaders on a wide range of issues impacting everything from asset values to property operations, to the vitality of our City’s environment for commerce. Other committee members conduct labor negotiations and provide best-practices training on sustainable building operations and emergency preparedness.

By harnessing the efforts of BOMA’s growing membership, these committees focus on strategic issues while at the same time keeping the organization vibrant and members up to date on the hundreds of topics associated with running a modern skyscraper. Other volunteer committees make sure that BOMA members have fun, because an enthusiastic and collegial membership is a productive one that continues to stimulate active and dedicated involvement.



Holiday parties and the annual Giants game outing are enjoyed by BOMA members and staff.

REBIRTH & REBUILDING

DEPRESSION & WARTIME

1906 —
1915

1916 —
1949

A city that sprang up suddenly during the Gold Rush had to be rebuilt almost overnight a half-century later, after it was leveled by the Great Earthquake and Fire of 1906. Learning much from this experience, the City's commercial fathers formed BOMA San Francisco in 1911 to help rebuild San Francisco, regenerate commerce and create a unified voice to express the concerns of building owners. That same year, BOMA members learned that Congress had chosen San Francisco

to host the Panama-Pacific International Exposition in 1915.

In spite of World War I which drew in the United States, San Francisco kept growing into the Roaring '20s, seeing the rise of skyscrapers like the Russ Building, the Pacific Telephone Building, the Hunter-Dulin Building, the California Commercial Union Building and many others that formed a dramatic new skyline.

The year the dramatic 450 Sutter Building opened in San Francisco, symbolizing art deco opulence, the New York Stock Market crashed, touching off a decade of steep depression and challenging U.S. commercial real estate as never before. BOMA responded by assisting members in managing some of the effects of economic decline and negotiating labor contracts amidst an often-confrontational atmosphere.

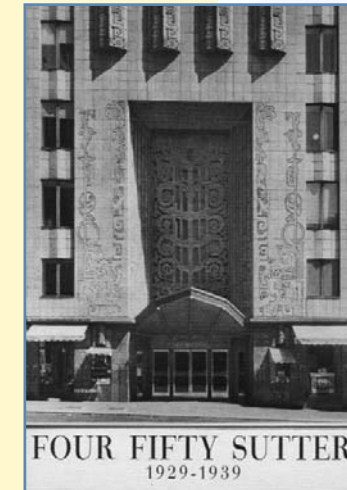
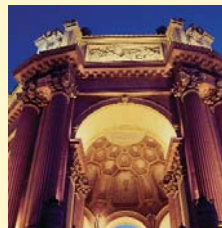
Then, when Japan attacked U.S. territories in the Pacific, the San Francisco Bay Area suddenly became an armed camp with an influx of millions of military personnel and defense industry workers as we waged World War II. Anti-aircraft guns ringed the City's hills. Sandbags protected downtown buildings. Every square foot of commercial space was occupied and also placed under emergency regulations.



Flood Building (above), Merchants Exchange Building (right), Coppola/Sentinel Building (top left corner)



BOMA SF formed 1911



450 Sutter entrance (above left), Russ Building (above right), Mills Building (top right corner)

1904

Flood Building completed

1906

Great Fire and Earthquake in San Francisco



1914

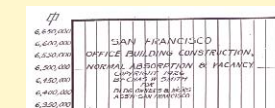
World War I began

1915

Panama-Pacific International Exposition

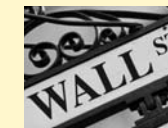
BOMA SF began compiling vacancy statistics

1919



Otis Elevator was first vendor member of BOMA SF

1921



Wall Street Crash (Black Tuesday)

1929

BOMA SF developed actions to stabilize rents

1932

BOMA SF began negotiating labor contracts on behalf of members

1937

Golden Gate Bridge opened

1941

World War II began

1945

World War II ended

POSTWAR TRANSFORMATION

THE 1970s AND 1980s

The postwar era ushered in an economic boom. Millions of people who came to California to work or pass through for Pacific duty fell in love with the region and stayed. With building activity almost nil since the stock market crash, entrepreneurs rushed to erect new commercial structures. California's population almost doubled from 1950 to 1970, when just under 20 million people lived here. Buoyed by expanding U.S. and world markets, corporate headquarters sprung up. Plans were made for the Bay Area Rapid Transit (BART) that would connect the suburbs with San Francisco and feed its vertical growth.

Soaring to prominence were the original Equitable Life Building, Crown Zellerbach's headquarters, the original John Hancock Insurance headquarters, the Bethlehem Steel Building, 650 California, 44 Montgomery, Bechtel headquarters, One California and, by 1969, the 52-floor world headquarters of Bank of America, the tallest building in California. Unbridled growth posed immense challenges for BOMA as an army of people needed to be trained to operate the structures housing an expanding workforce.

One Bush (right), 555 California (center), One Maritime Plaza (top left corner)

Downtown San Francisco sprung into prominence as a global-class commercial destination during these decades marked by the construction of BART, the Embarcadero Center, 101 California and numerous proud structures. Early in that period one of the world's most iconic spires rose amidst the great rectangles when the Transamerica Pyramid branded the City's skyline as a symbol with great commercial appeal. New corporate headquarters abounded, and most of the great firms from around the world wanted an office in San Francisco. It was a heady, progressive time, during which BOMA was at the forefront of this American urban renaissance, working to connect the City with

its suburbs and business capitals everywhere. One key to BOMA San Francisco's success has been its stable leadership. Throughout its 100-year history, there have been only six chief staff executives. The latest is Executive Vice President Marc Intermaggio, who brought a national perspective to the position from his service with BOMA International in Washington, D.C. He has served BOMA San Francisco for nearly three decades.

Embarcadero Center under construction (left), Transamerica Pyramid (above), 101 California under construction (top right corner)

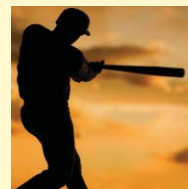
1950 —
1969

1970 —
1989



1950

Korean War began



1958

Giants moved to San Francisco

Downtown PR campaign initiated by BOMA SF

1950s

1964

SF cable cars declared a national landmark



1968

Embarcadero Center groundbreaking



1970

Ferry Service returned to Marin County and East Bay cities followed



1974

BART's opening day of passenger service

1981

Personal Computers (PCs) introduced by IBM

BOMA-SF helped form BOMA California

1985

SF voters passed Proposition M to limit high-rise development



1986

BOMA-SF-PAC created

1987

1989

Loma Prieta Earthquake

1990s—PRESENT

Going Green with BOMA



Following the Loma Prieta Earthquake in 1989, dramatic changes swept the waterfront and the South of Market (SOMA) area of San Francisco. The Embarcadero Freeway demolition led to a beautiful transformation along the Bay, with a scenic walkway, the revitalized Ferry Building, a new ballpark, and residential and commercial high-rises. During the 1990s and 2000s, BOMA San Francisco has been an influential force in shaping the new cityscape and policies affecting commercial real estate. Our first full-time governmental affairs director, Ken Cleaveland, came aboard in 1995. The dot-com economy exploded in the '90s, and technology start-ups made SOMA the epicenter of the new digital economy. BOMA promoted green initiatives and the development of environmentally sustainable buildings, such as 555 Mission, 560 Mission and Foundry Square. As we celebrate our centennial in 2011, BOMA is the leading voice for the commercial real estate industry in our ever-evolving City by the Bay.



Few issues have enthused our members and ignited their energies more than BOMA San Francisco's leadership in creating and implementing more environmentally responsible business practices that save energy, reduce pollution and generally result in better global citizenship. Ecological ethics translated into practical programs have attracted young and seasoned property executives alike. The results:

- The BOMA EARTH Awards Program, recognizing member companies for their resourcefulness and diligence in developing a more sustainable workplace by increasing recycling, reducing energy and water consumption, and introducing other sustainable best practices into their properties.
- BOMA 360 that goes beyond LEED to measure a full range of green programs and certifies companies that practice the highest standards of operational excellence.
- The BOMA SF Energy and Environment Committee, which promotes environmentally sustainable business practices and transportation policies and educates building owners and operators about emerging issues.
- Promotion of EPA Energy Star Benchmarking and energy audits.
- BOMI classes, providing education in facility management.
- Green Leases that engage tenants to do their part in reducing consumption and forging a green partnership between landlords and tenants.
- BOMA Energy Efficiency Program, a partnership between BOMA and the Environmental Protection Agency to educate building owners, operators and tenants about current energy usage while identifying ways to reduce excessive consumption.



The Orrick Building at 405 Howard Street, the 2010 EARTH Award 1st Place winner in the medium commercial category

1990 — 2011

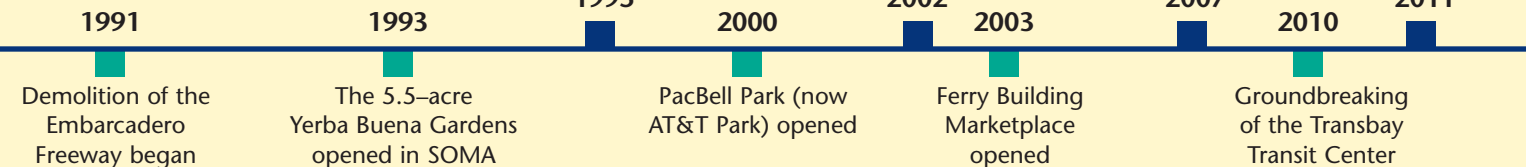
555 Mission Street (above), 560 Mission (right), plaza at 560 Mission (top left corner)

BOMA SF hired a full-time governmental affairs director

EARTH Awards (then known as CORY Awards) launched

BOMA SF Young Professionals Committee started

BOMA SF celebrates its Centennial





WHAT BOMA SAN FRANCISCO MEANS TO YOU



An investment in a BOMA membership pays dividends in a variety of ways. The list below briefly describes the primary benefits of involvement in what is one of the world's most rewarding business associations.

▲ Education

From the Foundations of Real Estate Management classes, to certification as a Real Property Administrator (RPA), Facilities Management Administrator (FMA), Systems Maintenance Administrator (SMA) or Systems Maintenance Technician (SMT), we're training our industry's current and future workforce.

▲ Professional Development

Membership advances your operational expertise, enabling the most efficient and cost-effective property operations possible.

▲ Networking

BOMA provides invaluable networking opportunities. Membership facilitates collaboration with other professional, non-competing organizations and gives you access to trusted business referrals.

▲ Prestige

It is a plus to be associated with an organization that is highly respected locally, throughout the state,

nation and world, and to be able to interact with leaders in your field.

▲ Experience

You can benefit from BOMA's national activity as well as deepen your understanding of your local commercial marketplace.

▲ Exclusivity

No other organization offers such a high level of access to the owners, operators and investors in the commercial real estate industry.

▲ Services

BOMA's core knowledge of building operations makes it a valuable resource for building owners, operators and service companies. It also offers comprehensive commercial real estate information and data that give you valuable market intelligence.

▲ Advocacy

BOMA's familiarity with government structures, processes, zoning regulations and local requirements are an asset in keeping projects on time and on schedule. And our collective voice has influenced building codes and legislative issues that impact property operations and value on the local, state and national levels.



BOMA members enjoy networking and learning about our industry (above), BOMA staff with former San Francisco Mayor Gavin Newsom (top left corner)



BOMA San Francisco staff and members visit our legislators on Capitol Hill.



BOMA San Francisco is a founding member of BOMA California
and is federated with BOMA International

233 Sansome Street, 8th Floor • San Francisco, CA 94104
415.362.8567 • www.bomasf.org

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San Francisco Convention & Visitors Bureau photos: Pier 7, Palace of Fine Arts,
Coppola/Sentinel Building and Transamerica Pyramid. Thank you to BOMA
members who made photos of their buildings available.