It was a party that could only happen in New York City when BOMA International celebrated 100 years of commercial real estate during the record-breaking North American Commercial Real Estate Congress® and The Office Building Show, July 21-24. And BOMA Denver is ready to celebrate 101 years at next year’s convention, scheduled for June 21-24.

General Sessions to Remember
BOMA International Chairman Kurt R. Padavano, RPA, CPM, FMA, SMA, and BOMA President and COO Henry Chamberlain, CAE, APR, kicked off Sunday’s general session with their insights into the State of the Industry.

One of the most highly anticipated sessions was Real Estate 360, where the industry’s “who’s who” gave attendees a 360 degree view of the biggest challenges facing property professionals. Bruce Mosler, president and CEO of Cushman & Wakefield, steered the year’s most important commercial real estate discourse among elite panelists—David R. Greenbaum, president, New York Office of Vornado Realty Trust; Robert Merck, senior managing director and head of real estate investments at MetLife; Charles Nobs, managing director of UBS Financial; and Thomas Santiago, managing director of Citigroup.

The panelists touched on several topics including the mergers and acquisitions trend, the recent tightening of the debt market, how near-shoring and off-shoring are affecting the industry, changes in space occupancy and the influx of foreign investment, as well as opportunities to invest overseas.

During the Monday General Session, BOMA welcomed Dr. Alan Greenspan. BOMA Chairman Kurt R. Padavano joined Dr. Greenspan onstage for a one-on-one conversation about Dr. Greenspan’s predictions for commercial real estate and the economy.

Immigration was among the topics discussed. Dr. Greenspan stated that “the rapid pace of innovation is requiring a real need for skilled workers, which we don’t have available.” He went on to
EXECUTIVE COMMITTEE

Kirsten Walraven, RPA, FMA, President 2007
CB Richard Ellis at Pacific Gas & Electric

Stephen Austin, RPA, President Elect
Boston Properties, LP

Margot Grosman, RPA, CCIM, Treasurer
Unico Properties, LLC

Katherine Mattes, CPM, CCIM, Immediate Past President
Flynn Properties Inc.

Marc Intermaggio, CAE, Exec. VP & Secretary
BOMA San Francisco

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CAC Real Estate Management Co., Inc.

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Executive Vice President & Secretary

Ken Cleaveland, CAE
Director of Government & Public Affairs

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Member Services Director

LaMata Lewis
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Mary Anne Bogue
Executive Assistant/Office Manager

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Francine Anderson
Education Program Administrator

On time. On budget.
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40,000 members, 30 local unions, 30 million work-hours a year. And 1 goal. Uncompromising quality, throughout every phase of every project we work on. From the countless quality craftsmen in the field, to the cost control experts in the office, we know that customer satisfaction is what the construction industry is built on.

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www.bomasf.org
Continued from page 1—President’s Message

explain that until the U.S. improves its education system, particularly in the areas of math and science, we will need to keep bringing skilled workers into the U.S. in order to say competitive.

The Office Building Show – the Industry’s Premier Marketplace
Innovation and energy efficiency were repeated themes at this year’s Office Building Show. A record number of top suppliers presented their products and services in one of the largest BOMA tradeshows in recent history now produced by BOMA International and Buildings magazine. Back by popular demand, the BOMA Green Pavilion and ENERGY STAR® Showcase featured the leading providers of environmentally friendly and energy-efficient products and services.

The Industry’s Best Education
With more than 40 education sessions in 11 tracks, property professionals once again came out to participate in the most comprehensive educational forum in the industry. Delegates packed into educational sessions on topics ranging from green buildings to emergency preparedness to globalization. Just prior to the BOMA Congress, the Medical Office Building Seminar, also held in New York City, smashed all prior attendance records with more than 400 delegates.

Continued on page 13
Budget for 2008 BOMA Dues!

Many real estate managers begin drafting budgets this month for the year 2008. While BOMA San Francisco’s Board of Directors won’t make a final determination on dues until later this year, you can anticipate that any increase would be minimal—certainly no more than 5%—and we suggest you budget accordingly. Remember that because your building’s participation in BOMA saves your tenants money, BOMA dues are a legitimate pass-through expense. Your dues support BOMA’s advocacy at the local, state and federal levels, pays for your services from BOMA California and BOMA International, and provider you direct access to an 18,000 member network of commercial property professionals.

BOMA limits your property operating expense with our
• Labor Negotiations with Engineers & Janitors Unions
• Legislative, Codes & Regulatory Advocacy
• Scavenger Rate Negotiations

Besides dues, every member should budget for a contribution to BOMA-SF-PAC in 2008 equal to 20% of dues. BOMA-SF-PAC is the political voice for commercial property owners on local issues and candidates. By educating elected officials about our business and why a healthy commercial property industry is vital to our city and our state’s tax base, we help shape public policy that conditions the climate in which we operate.

Listed below are a number of local, state and national issues on which BOMA is representing your interests.

## BOMA International Legislative/Regulatory Issues
- Capital Gains Tax Cut/Elimination
- Endangered Species Act
- Energy Efficient Commercial Buildings Tax Incentives
- Fire Sprinkler Incentives Act
- Leasehold Depreciation
- Roofing Depreciation
- Telecommunications/Forced Building Entry
- Terrorism Insurance

## Codes & Standards Issues
- Accessibility Codes & Standards
- ICC International Codes
- NFPA Building Code
- Window Cleaning Safety Standard

## Other Industry Issues
- Abandoned Cable
- Smoking in Office Buildings
- Energy Efficient Commercial Buildings Tax Incentives
- Green Buildings/Sustainability
- Indoor Air Quality
- Patriot Act and Executive Order 13224
- Security & Emergency Preparedness
- Smoking in Office Buildings

We look forward to your continued participation in BOMA—Your Industry Resource!

---

BOMA proudly welcomes comedian

**TOM RYAN**

*as seen on*

**The Late Show with David Letterman**

Tom Ryan has been a full-time standup comedian for over fifteen years, and has made several appearances on The Late Show with David Letterman.

Tom will serve as MC of this Annual Meeting, and provide great lunchtime entertainment. If you liked Greg Schwem last year, you won’t want to miss this event.

Annual Meeting & Membership Recognition Luncheon

Tuesday, October 23

The City Club

www.bomasf.org
2007 Membership Campaign Wrapup:
Membership Drive Brings in 26 Members and $33K in Revenue

BOMA’s 2007 Membership Campaign came to a successful end at the June 28 Membership Luncheon. The campaign awarded members with a $200 AmEx gift card for every new member recruited by their referral. BOMA awarded 26 gift cards and brought in over $33,000 in dues revenue.

Each gift card recipient was included in the Grand Prize drawing held at the luncheon. The 3rd Prize winner of the $100.00 Perbaco Restaurant gift certificate was Elida Mena, Cushman & Wakefield. The 2nd Prize of a $500 AmEx gift certificate went to Membership Services Committee Chair Justin Riordan, Peacock Construction. And, the Grand Prize of a night at the Ritz Carlton, Half Moon Bay, including dinner for two and choice of golf or spa treatments for two went to Doug Knivetton, Cushman & Wakefield.

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| Quantum Energy Services | Pacific Coast Trane |
| Rainbow Waterproofing | Portland Energy Commission |
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| Recurrent Energy | Rainbow Waterproofing |
| Sabah International | Real Estate Talent Solutions |
| Sanitors, Inc. |リアルタイムツイート |
| SBM Site Services | Recurrent Energy |
| Seyfarth Shaw | Sabah International |
| Siemens | Sanitors, Inc. |
| Smith-Craine Finance | SBM Site Services |
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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 2008
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 2008 program is November through December 2007. Questions? Contact Tory Brubaker at toryb@boma.com; 415-362-2662 x15.

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 Tory Brubaker at toryb@boma.com; 415-362-2662 x15.

BOMA Bulletin/BOMA Advocate Advertising
The BOMA Bulletin, BOMA’s bi-monthly newsletter, is published in January, March, May, July, September and November. 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 are $400 and can be secured by contacting Ken Cleaveland at kenc@boma.com.

Topical Seminar Sponsorship
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 advertised. For more information, contact Tory Brubaker at toryb@boma.com.

NEW!
BOMA (YP) Networking Events & Career Success Series Sponsorships 2008
BOMA’s Young Professionals “BOMA (YP)” Committee plans 3-4 networking events each year to provide fun and friendly opportunities for our members with less than 7 years of experience to mix and mingle. If you are interested in providing sponsorship support in 2008, contact Tory Brubaker at toryb@boma.com; 415-362-2662 x15.

Committee Lunch Hosts
BOMA hosts approximately 8-10 committee meetings each month, most during the lunch hour. Members 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.

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 x12, for more information.

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 Rod Howery of AMPCO System Parking, at rhowery@abm.com.
POLITICIANS, BOMA MEMBERS SHARE IDEAS

Mayor Newsom Speaks at June Membership Luncheon

BOMA welcomed Mayor Gavin Newsom as its guest speaker on June 28 at The City Club. The Mayor spoke for over 45 minutes and welcomed numerous questions from the audience. He stressed the need to address the city’s infrastructure needs that include fixing the city’s streets, sidewalks, and parks. He also expressed a desire to establish a Community Court to take care of the minor offenses, so-called “quality of life crimes” such as aggressive panhandling, public intoxication, public urination, graffiti vandalism and the like that ruin the quality of life for residents and tourists alike, but are most often now thrown out due to an over-crowded municipal court system.

District Attorney Kamala Harris Addresses Joint Meeting of GAPAC and BOMA-SF-PAC

Kamala Harris updated BOMA members on her campaign to reduce crime in San Francisco. She stated her biggest hurdle to fighting crime is obtaining assistance and help from the general public, who are often unwilling to come forward with information. She is taking steps to increase the funding for a “witness protection” program in the City. She also is making strides in updating her department, which has been technologically disadvantaged for far too long. She hopes to win re-election in November to a second 4-year term.

State Assembly Candidate Jerry Hill Visits BOMA Office

Jerry Hill visited with BOMA’s Political Action Committee Board recently to discuss his candidacy for the California General Assembly, replacing Gene Mullin, who will be termed out at the end of next year. Hill, a member of the San Mateo Board of Supervisors, and that county’s representative to the Transbay Terminal Joint Powers Authority, stated he was very much a supporter of the free market system, and believed you had to “make the money before you could spend it”. He said he was not interested in raising taxes, opposed any type of split-roll taxation, and would not support reducing the integrity of the Ellis Act, if elected.
### Calendar of Events

For detailed information please visit our website at [www.bomasf.org](http://www.bomasf.org).

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>1</td>
<td>GA PAC</td>
<td>12–1:30 pm</td>
<td>BOMA Conference Room</td>
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<tr>
<td>1</td>
<td>Career Success Series</td>
<td>12–1 pm</td>
<td>650 California St., Lower Conference Rm.</td>
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<tr>
<td>2</td>
<td>BOMA® Steering Committee</td>
<td>12–1 pm</td>
<td>BOMA Conference Room</td>
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<td>2</td>
<td>Environment Committee</td>
<td>12–1 pm</td>
<td>TBD</td>
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<tr>
<td>8</td>
<td>Member Services Committee</td>
<td>12–1 pm</td>
<td>BOMA Conference Room</td>
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<tr>
<td>14</td>
<td>Education Committee</td>
<td>12–1 pm</td>
<td>BOMA Conference Room</td>
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<tr>
<td>15</td>
<td>Budgeting &amp; Accounting</td>
<td>8 am–5 pm</td>
<td>Lower Level Conference Center</td>
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<td>16</td>
<td>Associates Committee</td>
<td>4–5 pm</td>
<td>TBD</td>
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<tr>
<td>20</td>
<td>BEEP Seminar 4 — No &amp; Low-Cost Operational Adjustments to Improve Energy Performance</td>
<td>11 am–1 pm</td>
<td>PG &amp; E Pacific Energy Center 851 Howard Street</td>
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<tr>
<td>21</td>
<td>Member Benefit Review</td>
<td>11:45 am–1 pm</td>
<td>BOMA Conference Room</td>
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<tr>
<td>22</td>
<td>Building Codes Committee</td>
<td>12–1 pm</td>
<td>BOMA Conference Room</td>
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<tr>
<td>27</td>
<td>53rd Annual Elmer Johnson Golf Tournament</td>
<td>9 am–9 pm</td>
<td>Peninsula Golf &amp; CC</td>
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<td>28</td>
<td>Emergency Preparedness Committee</td>
<td>9:30–10:30 am</td>
<td>BOMA Conference Room</td>
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<td>5</td>
<td>GAPAC</td>
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<td>11</td>
<td>Associates Committee</td>
<td>4–5 pm</td>
<td>Contact Chair for Directions</td>
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<td>Member Services Committee</td>
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<td>BOMA Conference Room</td>
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<tr>
<td>17</td>
<td>BEEP Seminar 5 — Valuing Energy Enhancement Projects and Financial Returns</td>
<td>11 am–1 pm</td>
<td>PG &amp; E Pacific Energy Center 851 Howard Street</td>
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<td>24</td>
<td>BOMA-SF-PAC</td>
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<td>27</td>
<td>Membership Luncheon</td>
<td>11:30 am - 1:30 pm</td>
<td>City Club</td>
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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

Tuesday, August 21
11:45 a.m. - 1:15 p.m.
BOMA’s Conference Room
Lunch Included

The program is free of charge but space is limited.

Questions or RSVP?
Contact Tory Brubaker
toryb@boma.com
BOMA San Francisco’s 4th Annual Member of the Year Awards
Recognizing Professional Service Excellence

BOMA San Francisco seeks nominations for its 4th Annual Member of the Year Awards. This professional service award recognizes individuals for outstanding participation, and contributions to the industry and the Association. Last year’s Principal Member of the Year was Beverly Sutliff, Property Manager, CAC Real Estate Management Co., Inc.; and Associate Member of the Year was Manny Fishman, Partner, Cooley Godward Kronish. The 2007 Principal and Associate member will be recognized at the Annual Meeting & Membership Recognition Luncheon on October 23, 2007 at the City Club. Deadline for submission is September 5, 2007.

Nominations should take into consideration:
• committee involvement
• attendance and/or participation in educational/networking events (including event sponsorships)
• contribution of time and talent (i.e. course instructor, newsletter article author, etc.)
• demonstrated leadership skills
• an active role in support of BOMA’s industry advocacy, including support of BOMA’s PACs.

Nomination Forms are available at www.bomasf.org, or by emailing Tory Brubaker at toryb@boma.com.

Beverly Sutliff
2006 Principal Member of the Year

Manny Fishman
2006 Associate Member of the Year

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Students listen intently to Mike Muller’s presentation on Annual Budgets.

Instructor Mike Muller
BOMA San Francisco Honors Special Leaders and Friends
Attendees Exemplify Dedication to the Industry

A celebratory luncheon was held at North Beach Restaurant on June 8th in honor of all BOMA past presidents, Life members and Ray C. Nann Award recipients. It was an opportunity to exchange many experiences and tales from the past and provided a lovely setting to catch up on current news.

Over 20 guests enjoyed a fabulous lunch, including Past President Ray McCullough (1989-1991) who flew in from Georgia, making him the attendee who traveled the greatest distance. Also in attendance were 10 Past Presidents, 2 Life members, and all 5 Ray Nann Award recipients, including Tom Gille, Arnie Hollander, Ray Nann, Bruce Schilling, and Agnes Wyman.

The dedication of these individuals to the commercial real estate industry through their leadership and loyalty to BOMA San Francisco is greatly appreciated.

**BOMA Associates Committee hopes to see you at the**

**53rd Annual ELMER JOHNSON Golf Tournament**

*Monday, August 27*
*Peninsula Golf & Country Club*

Register online at www.bomasf.org

Questions? Contact Fred West 650-266-9464

**EMPOWER YOUR STAFF:**
Share the Value of BOMA’s Knowledge Resources

- Are you an employee of a BOMA SF dues-paying entity?
- Are you interested in being notified via email of all upcoming BOMA SF Events?

Join BOMA’s Blast E-Mail List

To ensure your entire team takes advantage of the benefits of membership, email toryb@boma.com with the names and email addresses of your personnel.

Expanding the Value of Your BOMA Membership

www.bomasf.org
Over 100 BOMA Young Professionals, “BOMA(YP),” enjoyed their 2nd networking event on Thursday, July 19 at Monte Cristo Café in Embarcadero Center. BOMA YP Steering Committee Vice Chair and event coordinator Preston Richards, Boston Properties organized a fun and lively event. In addition to meeting others in their peer group, attendees had the chance to win some great prizes, and participated in a lively ice-breaker to facilitate greater interaction.

Many thanks to Peacock Construction for their exclusive sponsorship of the 2007 networking mixers, as well as the fabulous door prizes given away.

The goal of the BOMA(YP) Steering Committee, led by Chair Kate Sellier, Boston Properties, is to facilitate association awareness and participation opportunities for members in the early stage (0-7 years) of their commercial real estate career.

We need your help in reaching out to these members. Please email Member Services Director Tory Brubaker (toryb@boma.com) with a list of your employees that should be notified of these events. This list should include administrative assistants, tenant coordinators, assistant property managers, and associate members in the early stage of their careers.

Large Local Contingent Celebrates BOMA’s Centennial in NYC

If you missed joining your colleagues for the big BOMA Congress in New York, NOW is the time to budget for next year’s conference and office building show in Denver (June 21 – 24, 2008). The following local industry leaders took advantage of BOMA International’s education, networking and business development opportunities in New York:


Continued from page 3—President’s Message

Probably, the moment of which I am most proud, was witnessing the installation of my sister, and BOMA International’s first female Chairman, Brenna Walraven. BOMA San Francisco will welcome her as our luncheon speaker on November 15 at the City Club.
Technology/IT Tips for Property Management Professionals by Steve Boullianne IPSOFACTO, IT Services

Part 4 of a 6-part series in 2007

PROPERTY MANAGEMENT SYSTEMS

What’s the future for property management systems? Will you still rely on multi-colored paper? Or will you be working with web-hosted, multi-tier integrated CRM systems? The goal is to make your work smart and easy, and there are some great new developments that take operations, accounting, engineering, tenant contact, and other modules and wrap them up into a single on-line system.

Why?
To the executive we ask, “Want a full building of well managed tenants?” If they respond, “Yes!”, then we ask what kind of property management systems they use. If they don’t have one, that’s a great place to start.

IPSOFACTO likes PM Systems because:
Web Based Mobility
In San Francisco the Internet is everywhere. No longer are you tied to a desk to be considered ‘working’. Many Project Management Systems are web enabled, which means you can use any computer anywhere to log in and work. You can also use VPN to log in for the same interface at your desk. The choice is yours.

On Line Rent Payments
The days of late payments will soon be ending. Have your tenants sign a lease that includes ACH or EFT check processing. Let your systems dip into their accounts each month to pull out rent payments. What if there’s no money? At least you know it on the 1st and don’t need to wait around for excuses.

Tenant Communications
Email messages to your tenants using templates like, “We’re fixing tiles in the lobby”. Upload photos and movies to promote your properties on-line...show a picture of your new elevators to both tenants and investors. The time saving possibilities are endless!

PO’s, Budgeting and Shopping
With Property Management Systems you can: 1. Create a PO using a template, 2. Base it on an itemized budget you can manage, and 3. Click on items in YOUR system- items which were downloaded automatically from your vendors’ catalogs. Awesome!

Costs
The cost range is huge. There are low end ‘desktop’ systems for small property managers and high end, ‘web ready’ systems for multinational PM firms. Always do your homework before selecting a PM system. Variations can be both surprising and disappointing.

IPSOFACTO, IT Services, a PM Management Solutions Resource
Please contact us with any questions about this article. We’re happy to serve as a resource to fellow BOMA members who want to learn more about efficient and productive IT solutions.

IPSOFACTO, IT Services—providing business IT services since 1995.
http://www.ipsofacto.info/ 415-322-2922 x114

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Members on the Move

**Arnie Hollander** has joined **Architectural Resources Group, Inc.** Based in Portland, Oregon, Arnie will provide project management for ARG’s Pacific Northwest projects. Arnie has over 25 years of experience representing property owners by establishing and managing programs for the repair, maintenance, seismic upgrade, adaptive reuse, and restoration of their historic properties. Arnie was previously the VP & Project Director, Lurie Management, LLC.

BOMA Associate Member **Bruce Schilling**, Chairman & CEO of **August Supply**, has received special recognition from the BOMA California Board of Directors. At its recent meeting in Sacramento, BOMA California presented Bruce with an Award of Merit, in recognition of his tireless support for BOMA and the office building industry. Bruce serves as one of BOMA San Francisco’s five representatives to the Board of our statewide association.

**Gachina Landscape Management** is proud to announce the results of the 34th annual CLCA (California Landscape Contractors Association) Bay Area Landscape Awards. Gachina won four awards in the Bay Area competition and is looking for more in the State awards still to come. The addition of these four awards brings our their total to 111 local, state and national awards since 1988.

**Manny Fishman** has joined the law firm of **Cooley Godward Kronish** as a partner in the real estate practice group. Manny focuses his practice in representing real estate developers, owners and secured lenders in the acquisition, sale and financing of commercial properties, and the interface between landline and wireless telecommunications and Internet-based services with commercial real estate. Formerly with Stoel Rives, Manny currently serves on the BOMA CAL Board of Directors and was the recipient of BOMA’s 2006 Associate Member of the Year Award.

**Able Engineering Services (AES)** has named **Paul Saccone** as President. He will be responsible for the company’s 350 million-square-foot portfolio under management, as well as for generating new business. Saccone has nearly 20 years of commercial real estate engineering experience, and most recently served as the vice president of Engineering and Energy at Equity Office, once the nation’s largest office building owner. During his tenure there, he was responsible for the strategic direction and management of the company’s engineering and energy functions, which included a staff of 485 employees.

Paul Boschetto, CEO of Able Services announced at the BOMA International Convention in New York City the promotion of **Richard Mulkerrins** to President of **Able Building Maintenance** effective August 1, 2007. Rich will be assisting Paul Boschetto as they continue to grow the business and the Able Services brand.

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**Been Promoted? Received an Award? Appointed to a Leadership Position?**

Let your colleagues know!
Email all submissions or press releases to toryb@boma.com, attn: Members on the Move

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