Join Me in Support of BOMA’s Public Affairs Efforts in 2011!

President’s Message

The level of advocacy activity performed by BOMA San Francisco members and staff in 2010 far surpassed previous levels for numerous reasons. Although many of the outcomes of our efforts were favorable, we must remain vigilant and with your help, expand the work we do to create better business conditions.

There are ample opportunities to get involved in the government and public affairs work of BOMA. Participation on any of our advocacy-related committees, including Codes & Regulations, Emergency Preparedness, Energy & Environment, GAPAC (Gov’t and Public Affairs), and BOMA-SF-PAC (Political Action Committee)—see pages 8-9 for more information—is the best “hands on” way to impact the issues that most closely affect our local commercial real estate industry. YOU can make a difference! Please consider getting involved.

Special Events Scheduled

On February 17, 2011, BOMA San Francisco welcomes BOMA International Chairman Ray Mackey as its membership luncheon speaker. Chairman Mackey will report on the issues BOMA International is addressing at the federal level to protect member interests. We’ll tie this into our members’ local contributions to BOMA International’s PAC… we intend to maintain our leadership in local support of this important activity and we’ll again invite your contribution.

During the week of March 20, 2011, BOMA San Francisco will be organizing special visits with federal elected officials who will be back in their home districts. In the past, many of our members were not able to visit Washington D.C. as part of the BOMA National Issues Conference. Congress’ 2011 schedule will provide opportunities for more member constituents to interact directly with federal elected officials and their staff. Our visits will include meetings with the offices of Senator Feinstein, Senator Boxer, Congresswoman Pelosi, Congresswoman Woolsey and State Senator Jackie Speier… Stay tuned for more details as they become available.

Your commitment to get even more involved with your colleagues to support BOMA’s legislative and regulatory advocacy in 2011 is vital to our long term success. I invite your commitment, and I thank you.
As we close out 2010 and head into a new year, I am struck by several things. First, the tremendous resilience our members have displayed in meeting the challenges of the last 2 years, arguably the most difficult we have seen in our collective careers. Second, the performance and results we have produced as an Association under these conditions and how much better, smarter, productive and VALUABLE we have become as real estate practitioners. What doesn’t kill you will certainly make you stronger and there are testimonials all over the City from anyone you care to ask who will tell you how tough it has been. But the strong do survive and in fact, thrive.

We are currently by all measures moving out of Recession and into Recovery and as a regional economy, leading the nation with technology and access to intellectual capital that is the envy of the industry. We have survived scare tactics like “zombie buildings”, a near economic meltdown, an idling of the capital markets and rampant fear that paralyzed real estate investors. But as we move into 2011, we are re-gaining momentum and one of my favorite words; “Swagger”, that comes from the confidence in knowing you have not only survived but made a significant contribution to your firm, colleagues, clients and customers. And in the process, you upped your game. It’s an American tradition to overcome adverse conditions under long odds and a bleak outlook and we should all take great pride in getting through this together. There are days ahead that will propel us to the other side of the real estate cycle, the one that is much more fun but which also reminds us of how tough things can get thinking back to the downturn we’ve emerged from. When we get there, we should all remember exactly how it tastes in order to maintain our perspective.

The network of BOMA member companies has stood together, weathered a fierce storm and now have stories to share with future generations.

A final thought on turning to the next Chapter is the recognition that we are setting the pace and leading the industry into the future, a future that is accelerating along with the rest of the world. The pace of change is staggering and we will need to continue to educate and challenge ourselves. We are not laggards. We are trail blazers, thought leaders, innovators, optimists, trend setters and cutting-edge professionals who happen to be some of the best people in the world to be associated with. The next time you are at one of our events, take a good look around at the quality and caliber of our members. I wouldn’t trade it for any other Association.
BOMA’s 2011
Corporate Sponsors

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

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Two New Leaders Join BOMA’s Board of Directors

BOMA welcomes Garth Phillips, McCarthy Cook & Company, and Tawni Sullivan, RPA, CAC Real Estate Management Co., Inc. to its board of directors.

Garth Phillips is General Manager with McCarthy Cook & Company. He is responsible for the management of China Basin Landing, a two-building complex located in Mission Bay. Prior to joining McCarthy Cook in 2002, Garth served as general manager for numerous institutionally owned mixed-use development projects in San Francisco that include office, retail, hotel, parking and urban-tourist entertainment uses.

In Garth’s more than twenty-five years in the business he has been responsible for a wide range of leasing, marketing, management, development, construction, and real estate investment management related assignments in California and Texas. He holds a BBA/Real Estate & Urban land Development from the University of Texas at Austin.

Garth also has been an active member of BOMA’s Codes committee and a host of the PAC at the Park party for a number of years. He is a resident of District 10 in San Francisco and has an active interest in SF politics.

Tawni Sullivan is currently Vice President at CAC Real Estate Management Co. Tawni has almost two decades of experience in commercial real estate and has been with CAC since 1995. She holds a Bachelor of Science degree in business, with a concentration in marketing. Her background in sales and customer service is combined with many years of experience in the real estate industry.

At CAC Tawni is responsible for overseeing the development and implementation of policies and procedures for their property management staff, working with group leaders to determine quality standards, and she leads the transition teams for new projects. Tawni’s clients include large institutional owners as well as small investors, which enables Tawni to respond to a variety of ownership issues.

Tawni has been an active member of BOMA, is a past vice-chair of BOMA’s Building Codes Task Force, a Board Member of the Transportation Management Association, holds the RPA designation and is currently a candidate for the FMA designation.

Continued from page 2—Recession and Recovery

Congratulations on surviving the Great Recession and best wishes for your continued success as we move into Recovery and a much healthier 2011 and beyond. The business needs us and I have every confidence that we will again answer the call.

CENTENNIAL CELEBRATION GALA
A CENTURY OF SERVICE

MAY 19, 2011
THE PALACE HOTEL

COCKTAILS - DINNER - DANCING
REGISTRATION OPENS IN APRIL

www.bomasf.org
Anne Stephens, CPM, Paramount Group, Inc. was elected as president of BOMA San Francisco for the 2011 business year. Additionally, Meade Boutwell, LEED AP, CB Richard Ellis, and Steven Ring, RPA, CPM, LEED AP O&M, Cushman & Wakefield, were named president elect and treasurer, respectively. Along with immediate past president Thomas Kruggel of Hines, the three will serve on BOMA’s Executive Committee, which sets policy for and provides overall direction to the association.

Anne Stephens is the area asset manager and general manager for Paramount Group, Inc., headquartered in New York City. She is currently responsible for the oversight of day-to-day operations, financial reporting, capital projects and tenant relations at One Market Plaza in San Francisco. As head of the BOMA-SF board, Ms. Stephens will be responsible for guiding the organization that represents most large commercial buildings in San Francisco, Marin, Sonoma and San Mateo counties.

Meade Boutwell, LEED AP O&M and Senior Vice President with CB Richard Ellis in San Francisco, is a 26-year veteran of the commercial real estate industry, specializing in office leasing with extensive experience in property and tenant representation. He has sold, leased or subleased over seven million square feet of commercial space in the San Francisco Bay Area.

Steven Ring, RPA, CPM, LEED AP, is Director with the Client Solutions group with Cushman & Wakefield. He brings 25 years of experience in the real estate industry in the areas of asset and property management, brokerage, leasing and construction. Currently, Mr. Ring is the City Leader for Client Solutions overseeing nearly 30 million square feet throughout Northern California.

Thomas Kruggel is BOMA’s immediate past president. He is a senior vice president with the international real estate firm Hines, where he oversees real estate activities for over 30 million square feet of projects throughout the Western United States.

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BOMA Announces Members of the Year & Good Government Awards

Congratulations to BOMA’s 2010 Principal Member of the Year, Jim Christian, DRA Advisors, chair of BOMA’s Political Action Committee. During this incredibly busy year for advocacy, as Chair of our political action committee Jim has helped raise funds (we’ve had the best funded PAC in memory); helped create a plan guiding turnover in the membership of BOMA-SF-PAC to enable new people to bring their expertise to our public policy engagement and representation; participated in regular meetings of our coalition in the spring to elect more moderate candidates to the Democratic County Central Committee – a proving ground for supervisory candidates; he has attended regular meetings of our Economic Recovery San Francisco coalition to defeat new taxes; he has participated in several editorial board meetings (Chronicle and Examiner) to argue against new taxes; and he has been involved in organizational efforts of the Alliance for Jobs and a Sustainable Economy – the business/labor partnership in which BOMA is a major player. Jim – a remarkable example of volunteerism!

Congratulations to BOMA’s 2010 Associate Member of the Year, Fred West, owner of Marble West. Fred has been a long-time volunteer supporter, contributing a great deal of time and sponsorship support over many years on numerous projects, and most importantly in this year of economic strain, has significantly contributed to the financial success of our biggest social event: The Elmer-Johnson Golf Tournament. The event was a multifaceted success – from the congenial atmosphere providing excellent business development and relationship nurturing opportunities, to net profit benefitting our Association.

Carmen Chu was honored with BOMA San Francisco’s Public Official of the Year award for 2010 at the November 18th Membership Luncheon. The BOMA Public Official of the Year award is given each year to someone who epitomizes the principles of good government, which, in these recessionary times, means making job growth and building a stronger local economy a top priority. Supervisor Chu has shown a remarkable degree of sanity, and common sense, while being in the middle of a sea of progressive ideologies and egos on the current Board of Supervisors. While the majority were busy discussing ways to tax business, Chu was thinking of ways to make it easier for businesses to do business with the City. Supervisor Chu is a fiscal conservative, and has consistently opposed raising taxes, and fees. Supervisor Chu has been a champion for small business, and for creating jobs and growing our city’s economy. Supervisor Chu has pushed for more accountability from city government departments, and the services they provide. She supported the recently passed MUNI reform measure (Proposition G) and the civil sidewalks proposition (Proposition L). She opposed the two local tax measures (Propositions J and N).
Helping Downtown Prepare for Emergencies
Earnings BOMA-SF Top Award
Emergency Preparedness Professionals Recognize BOMA Volunteer Force

The next time San Francisco has a major critical incident like an earthquake, a hazardous materials spill, a major crime or any other emergency, workers, shoppers, visitors and residents will be much better able to handle it, thanks to BOMA San Francisco which just received an “excellence” award for its preparedness work.

The Business Recovery Managers Association (BRMA), made up of top corporate planning and business recovery emergency professionals, recognized BOMA for instituting a host of programs to help The City withstand major urban trauma.

Specifically, BOMA’s voluntary Emergency Preparedness Committee has conducted numerous critical incident management workshops and training exercises to help local business quickly and effectively respond and recover from an incident. These activities assist BOMA members in educating the thousands of small business tenants that reside in their buildings about a commercial leaseholders’ responsibility to be prepared for an emergency. They include:

- Business recovery and legal liability workshops;
- Workplace violence incident training;
- Earthquake preparedness drill to protect building occupants;
- Developed city-wide emergency reaction programs, formed close working relationships with all relevant public/private sector agencies, trained scores of people and authored preparedness materials to help save lives.

“Emergency preparedness depends heavily on open communication, protocol, adaptability and cross-pollination of information resources with other emergency preparedness associations like BRMA,” said Peter Franklin, chair of BOMA’s Emergency Preparedness Committee.

“BOMA members work hard to educate their small business tenants about the importance of being prepared. It’s great to see their efforts recognized by the emergency preparedness professionals at BRMA,” said John Bozeman, Legislative Assistant for BOMA San Francisco.

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BOMA Committee Leadership Appointed

2011 Committee Chairs Steer Association Activities

BOMA is a successful organization due in large part to an active and committed base of member volunteers. Over 100 members serve on committees or provide special project support. BOMA is honored to have the following leaders guide the Association through the issues, events and industry challenges of 2011. If you are interested in participating on one of these committees, please contact the chair via the email address shown.

**Associate Committee**
Howard Fish
Skyline Construction, Inc.
hfish@skylineconst.com
The Associate Committee plans and executes the organization’s social events. These events include the Texas Hold’em Tournament, PAC at the PARK, Spring Golf Classic, Elmer Johnson Golf Tournament, Un-Oktoberfest, and the Holiday party.

**Codes & Regulations Committee**
Skip Soskin
Huntsman Architectural Group
skip@huntsmanag.com
The Building Code Committee monitors the current trends in Code Enforcement that may affect the commercial real estate industry at the city and state level. The task force educates the membership on the major code related issues and topics that affect San Francisco and the Bay Area’s commercial real estate industry. The task force also evaluates and provides feedback on behalf of BOMA on proposed building code changes, additions or deletions at city and state levels.

**BOMA-SF-PAC (Political Action Committee)**
Jim Christian
DRA Advisors LLC
jchristian@draadvisors.com
BOMA-SF-PAC is the separately incorporated political action arm of the association. BOMA-SF-PAC endorses and supports local candidates for public office, local ballot initiatives and independent expenditures on behalf of issues or candidates. Due to State and local regulation of Political Action Committees meetings are open to BOMA members as observers only. The Committee is governed by a board of directors that is elected to a 2 year term. If you would like to be considered for a board position, please contact the Chair to discuss your interest and qualifications.

**Education Committee**
Sheila Murphy
Shorenstein Realty Services
smurphy@shorenstein.com
The Education Committee selects speakers and topics for membership luncheons. The committee also discusses educational topics for the membership and the best format for dissemination of useful information, including seminars, newsletter articles, website links, brown bag forums, etc.

**Emergency Preparedness Committee**
Misa Gidding-Chatfield
PM Realty Group
mgidding@388market.com
The Emergency Preparedness Committee identifies exemplary safety, security, emergency preparedness and incident prevention practices in the commercial property field, and educates members about the security and life safety assessment and planning tools, and range of preparedness options available to them.

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**Join a Committee in 2011**

Contact Chair directly or Member Services Director Tory Brubaker
415-362-2662 x115, toryb@boma.com

www.bomasf.org
The Environment committee encourages and supports environmentally sustainable business practices in the commercial real estate industry. The committee helps members achieve their sustainability goals, including, but not limited to LEED Certification, LEED Accreditation, recognition in the EARTH Award Program, recognition in other programs and awards, cutting expenses through energy conservation and waste diversion, and sharing best practices in smart management with like-minded members. This committee manages the EARTH Awards program which considers the entire spectrum of programs and practices that constitute an effective sustainability program for office buildings including what policies and procedures should be adopted that can help move a property toward becoming “green”.

GAPAC plays a very important part in accomplishing BOMA’s advocacy goals. Along with the BOMA-SF-PAC, this committee is dedicated to representing BOMA members’ interests before every government body or public policy forum as required. An integral part of BOMA’s advocacy effort directly involves determining impact of proposed governmental policies and regulations on BOMA members and formulating appropriate responses to such policies or regulations.

The Leadership Development Committee identifies qualified candidates for consideration as future directors of the Association.

In 2011, BOMA San Francisco will celebrate its first century of service to commercial real estate owners, operators and service professionals. Over the past century BOMA San Francisco has stood as the most influential and effective advocacy, recruitment and training organization for the commercial real estate industry. The Centennial Planning Task Force is busy planning numerous activities and information sessions to educate members on our history, culminating in a Centennial Celebration Gala on May 19, 2011 at the historic Palace Hotel.

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Networking Mixer on Ice!
November 2010

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Fall/Winter 2010

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Restoration Management Company
Universal Protection Service

2010 Election Forecast Forum
October 6, 2010
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S.F. Chamber of Commerce

BOMA Young Professionals Career Success Workshop:
Getting & Giving Feedback
October 6, 2010
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Restoration Management Company

The Annual Codes Seminar:
2010 Codes Update & Overview
Nov. 4, 2010
Sponsored by:
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The BOMA SF Energy & Environment Committee is pleased to announce the

**BOMA San Francisco**

**2011 EARTH Awards Competition!**

Applications due February 14, 2011

The BOMA San Francisco Earth Award was created as an opportunity for BOMA members to consider the entire spectrum of programs and practices that constitute an effective "sustainability program" for office buildings including what policies and procedures should be adopted that can help move a property toward becoming "green".

In a move designed to generate additional participation in this key industry awards program, BOMA Oakland/East Bay and BOMA San Francisco are now collaborating to the EARTH Awards. BOMA San Francisco has expanded the EARTH Awards to include commercial properties in Oakland/East Bay.

We invite you to participate in the **2011 BOMA San Francisco Earth Award** program. The application is available BOMA’s home page, www.bomasf.org. The deadline to return all applications is **February 14, 2011**. Winners will be recognized at the April 21, 2011 membership luncheon.
BOMA San Francisco thanks all member buildings that participated in the 2010 BOMA San Francisco Toy Drive to benefit the San Francisco Fire Department Toy Program. Their support and tenants’ generosity will help brighten the holidays for thousands of children throughout the area.

This program owes much of its success to the efforts of our member companies who provide the vehicles and personnel to pick up and deliver barrels in November and to collect barrels and toys and deliver them to SFFD in mid-December. This year, eight member companies provided streamlined pickup and delivery, making the process run smoothly for BOMA, our members and SFFD. Several of these companies are long-time veterans of the program, and some are brand new. Thanks to the listed companies and their teams who helped make this year another success.

Together, we have delivered over 1 million toys in the twenty-four years BOMA has been participating in the San Francisco Firefighter’s Toy Program. Today, the Toy Program distributes over 200,000 toys each year and serves more than 40,000 families.

Toy barrel reservations and volunteer driver solicitations for next year’s program will be sent to the entire membership in mid-October 2011.

Thank You!

Able Services  
Driver Coordinator: Francisco Franco

Cole Supply  
Driver Coordinator: Michelle Stringer

Commercial Interior Builders  
Driver Coordinator: Jim Bruntz

McNevin Cleaning Specialists  
Driver Coordinator: Nate Osgood

Montincelli Painting & Decorating  
Driver Coordinator: Nickie Benjamin

Restoration Management  
Driver Coordinators: Karen Cowan & Kim Tamayo

RN Field Construction  
Driver Coordinator: Tracy Coletta

Rosendin Electric  
Driver Coordinator: Marilyn Olson

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Happy Holidays

Over 500 members celebrated the season at BOMA’s Annual Holiday Party at the Julia Morgan Ballroom on December 8, 2010. Thanks to the Associates Committee and event chairs Gary Faleschini, Waxie Sanitary Supply and Rennie Ediger, Perfection Sweeping for organizing this festive event and securing such a wonderful new venue. Many thanks to the generosity of our members in donating toys to the annual San Francisco Firefighters Toy Program.
NETWORKING
Members on the Move

After 22 years in the San Francisco market, Stephen Austin relocated with Boston Properties to the Big Apple. Starting November 29, Steve is managing two buildings on Madison Avenue in midtown Manhattan. BOMA San Francisco wishes him well in his new endeavor, and is grateful for his many years of service to our Association in a variety of different roles including serving as a board member from 2004 to 2010, and president in 2008.

CAC Real Estate Management Company, Inc. is pleased to announce the promotion of Kate Sellier to Property Manager of 88 Kearny Street. Kate was previously the Assistant Property Manager at 275 Battery Street.

On October 1, 2010, Schirmer Engineering Corporation became Aon Fire Protection Engineering Corporation (Aon Fire Protection Engineering). This name change fully aligns the company and brand with that of its parent company, Aon Corporation. This long-planned evolution positions the company to move forward as one united, global company with a shared vision.

Karla Erovick, LEED AP, has joined Unisource Solutions as Director of Business Development, Northern California. Erovick brings 20 years of marketing and business development expertise from the design and construction industry. At Unisource, Karla will be responsible for expanding the firm’s client base in Northern California.

Margot Crosman has joined CB Richard Ellis as an Associate Director in charge of a portfolio of properties in connection with CBRE being awarded the management of 100 Pine Street. Jane Echlin has also joined CBRE as General Manager of Ghirardelli Square, which CBRE was awarded in October.

Robert I. Cord, III has joined Cassidy Turley as Senior Managing Director of Property Management. In this role, Mr. Cord will be responsible for the overall leadership, strategic focus and profitability of the property management division in Northern California.

BOMA Bay Area TOBY Award Winners Announced

This year, BOMA Oakland / East Bay and BOMA San Francisco joined forces to co-host The Outstanding Building of the Year (TOBY) Award program. This collaboration expanded the program to include commercial properties throughout the membership territories of BOMA Oakland / East Bay and BOMA San Francisco.

In early November, the BOMA Bay Area TOBY Award winners were announced. Three of the four TOBY’s awarded were given to BOMA San Francisco-member buildings. Those buildings included 505 Sansome and The Transamerica Pyramid, both managed by Cushman & Wakefield; and The Orrick Building/405 Howard, managed by Ashforth Pacific.

These winning entries will advance from local competition to the regional level and, finally, regional winners will advance to the International level. The BOMA International TOBY Awards will be presented at the BOMA International Conference in Washington, DC, June 26-28, 2011.

The Outstanding Building of the Year (TOBY) Awards are the most prestigious and comprehensive programs of their kind in the commercial real estate industry recognizing quality in buildings and rewarding excellence in building management.

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