

## Outgoing President's Message: Ken Bauer/Alaska Energy Savers

It is my pleasure to introduce your new BOMA Anchorage Officers for 2011:



President:	Andrew Romerdahl
Vice President:	Darin Floyd
Secretary:	Joy Sparrows
Treasurer:	Don Dwiggin

In my past 4 years as BOMA Anchorage President, I have worked with these individuals and feel confident that they will do an outstanding job of continuing and improving the value of BOMA Anchorage membership. There are several things that I am proud we accomplished during my 4 years as President:

- Our attendance at the lunch meetings has doubled to an average of 120 attendees per luncheon. We have strived to provide you with the best speakers on topics that are important to our industry and our economy.
- Our membership has almost doubled as we now have over 150 BOMA Anchorage members.
- Our January Forecast luncheons average over 400 in attendance and has become an event not to miss.
- We have continued to watch several local issues including Title 21 Rewrite, Natural Gas Pipeline, local property taxes, Midtown Development plans, legislative and compliance issues, as well as construction development throughout the State.
- We have held many political debates on both the local and state levels.
- We have presented 3 Annual BOMA Office Market Reports and will be presenting our 4<sup>th</sup> this coming spring.
- Our ever popular golf tournament which benefits Special Olympics continues to be a success.
- We've had updates from Local, State, & Federal officials.

I feel I have learned and grown from my association with the BOMA Board and BOMA membership.

Managers, leaders, & executives have long recognized that great lessons – lessons in leadership, team building, handling adversity, and managing success – can be learned from their peers in the world of sports. The late John Wooden, former UCLA basketball coach and winner of unprecedented 10 NCAA championships once shared this story.

Many people, when they ask Wooden about coaching great players, always ask about the two most famous centers, Lew Alcindor (who became Kareem Abdul-Jabaar) and Bill Walton," the coach said, "But one of the greatest I have ever coached is a player many wouldn't suspect. It was Swen Nater. Nater was cut from his high school basketball team because, even at 6-foot-11, he was too clumsy to offer the team any value. He didn't give up, though, and several years later made a community college team. He became talented enough that several four-year colleges offered him scholarships. At the time, UCLA and Wooden were in the middle of one of the most spectacular runs in all of sports, winning seven of eight national championships. Alcindor had graduated, but Wooden had a new center, Walton, who he thought might be even better. Nater's community college coach asked Wooden to consider his player. "I was told he could, at the very least, be a great practice opponent for Walton," Wooden recalled. "So I spoke with Swen. I was honest. I told him he could go to a small school and play all the minutes he wanted, or he could come to UCLA, where he likely would never start a game, but where he could play against the best center in the country every day. That's the best I could offer him."

Nater didn't flinch. He accepted the opportunity and, as Wooden had promised, he didn't start a single game at UCLA. Swen understood that to become the best, he needed to associate himself with the best he could find," Wooden said. "There was no better than Bill Walton." Or John Wooden. When his three years at UCLA were complete, Nater had been part of a team that won a record-breaking 88 straight games and had played for three more national championships – all as Walton's backup.

Nater then made history when he became the first player selected in the first round of the professional basketball draft without ever starting a college game. He played 12 years professionally and now is a senior executive in the corporate offices of COSTCO. His career is absolutely and directly the result of having made the decision to associate with folks who were the very best.

This is exactly why it is so important to belong to BOMA Anchorage. BOMA members have the opportunity to improve their inner circle, to learn and associate with the very best. You'll be amazed by what you can achieve when you surround yourselves with those headed in the same direction. You'll understand why John Wooden agreed that the value of association is one of the most significant traits of success. I know I have. BOMA Anchorage has and will continue to be a very integral and important part of my life.

—Ken Bauer/BOMA Anchorage President/2007-2010



## Advocacy Issues:

BOMA Anchorage continues to be part of the subcommittee that is working on the Title 21 Rewrite. Mayor Dan Sullivan appointed previous Assembly member Dan Coffey as chairman of a committee to review and edit the proposed Title 21 Rewrite. Board members Shaun Debenham and Don Dwiggin are working on this committee. BOMA is also pushing for a rewrite of the proposed LEED Ordinance. Current requirement that Municipal buildings and leased private buildings by the MOA be LEED certified was determined to be unenforceable. The Board passed a resolution this past Fall requesting that the Assembly give greater clarification and enforcement guidance to the Building Department. The normal public process is not being used. BOMA members should review this ordinance and take advantage of this opportunity to discuss this issue with Assembly members. **BOMA members need to get involved NOW before this ordinance is readopted without your input.**

If you have questions or input on issues affecting the commercial real estate community, please contact BOMA Advocacy Chairman Shaun Debenham at 562-9330 or email him at [shaundebenham@alaska.net](mailto:shaundebenham@alaska.net).

## Calendar of Events:

Friday, December 10<sup>th</sup> Luncheon

### **The Travel Industry & Business:**

Ron Peck/President/Alaska Travel Industry Association  
11:30 AM Monthly BOMA Luncheon/Downtown Hilton Hotel

Friday, January 7<sup>th</sup> Luncheon

### **16th Annual Commercial Real Estate Forecast Luncheon**

11:00 AM Monthly BOMA Luncheon/Downtown Hilton Hotel

## January Forecast Luncheon:

The 16th Annual BOMA Commercial Real Estate Forecast Luncheon will be held on Friday, January 7th at the Hilton Hotel. **Chairman Darin Floyd/Wells Fargo Bank** has secured a terrific group of speakers:

**Neil Fried—State of Alaska**

**David Irwin—Irwin Development**

**Per Bjorn-Roli—Reliant, LLC**

**Brian Meissner—ECI/Hyer**

**Brandon Walker—Bond, Stephens & Johnson**

Sponsorships are due by Friday, December 10th. We will begin advertising for the luncheon after the December BOMA luncheon. BOMA members will be given first opportunity to reserve tables before the general public is sent the information. This is a popular event, attended by over 400 people! Mark your calendars now and look for luncheon details and registration information via email!

## Fall Fling & Seminar:

55 people attended the Building Maintenance & Best Practices Seminar on November 10th. The following companies provided 20-minute presentations: **Siemens** (systems & controls); **CRL Services** (HVAC); **Alaska Energy Savers** (lighting); **Q-1 Corporation** (janitorial); **Action Security** (security); **Business Interiors NW** (space use); **Alaska Waste** (waste disposal); **Otis Elevator** (elevators); and **Chinook Fire Protection** (fire prevention). Thank you to all the presenters and to those who attended the Seminar. Comments were very positive, and we plan to offer another such Seminar in 2011. Let us know if you suggestions for topics and/or would be interested in your company providing tips and much wanted information!

Our FALL FLING followed the Seminar, complete with adult beverages, generous quantities of food and lots of good networking and socializing. A good time was had by the 75 or so who attended. Thank you to Laura Hays/ BiNW for her work on organizing the FLING.

## 3 Minute Speaker:

Thank you to our 3 Minute Speaker **Betty Brady with Brady Design** for her presentation at the October luncheon. If you would like to be a 3 Minute Speaker at an upcoming luncheon and have the opportunity to showcase your business, please let us know. Call us at 343-2662 or send us an email at [boma@cgprop.com](mailto:boma@cgprop.com).





## **BOMA International:**

### **New Proposed Lease Accounting Standards Need Your Comments**

Earlier this year the Financial Accounting Standards Board (FASB) and International Accounting Standards Board (IASB) issued a **joint exposure draft** that, if implemented, will completely revamp the way leases are accounted for by both lessees and lessors. Generally speaking, the proposed changes would move the cost of operating leases from a disclosure in the footnotes onto the balance sheet. Ramifications of the proposed changes could prove harmful to the commercial real estate industry and it's important that you provide your comments on the draft by **Wednesday, December 15** to [director@fasb.org](mailto:director@fasb.org).

BOMA International has supplied other resources to assist in the development of your comments. FASB and IASB are looking for "original" comments from impacted parties and have specifically told the industry that it will discount a flood of form letters. The ultimate intent of the change is to bring additional "sunshine" to lease accounting to items not currently on the balance sheet. BOMA International along with others believes FASB/IASB need to take more time to ensure the final standard is sound and thoroughly vetted.

We have a very small window of opportunity to get our voices heard as the comment deadline is Wednesday, December 15. The Exposure Draft, talking points and background materials are posted to the [BOMA Web site](#). Note FASB will not accept "form letters," but the [talking points](#) will help your members in crafting their message to the board. If you have any questions please contact either Brian Green ([bgreen@boma.org](mailto:bgreen@boma.org)), Jason Todd ([jtodd@boma.org](mailto:jtodd@boma.org)) or Lisa Prats ([lprats@boma.org](mailto:lprats@boma.org)) at BOMA International.

### **Welcome New Members!**

**Amber Circosta/State of Alaska  
Jeanna Evans/ThyssenKrupp Elevator  
Mike Evans/ThyssenKrupp Elevator  
Jill Phelps/Coastal Villages**

### **2011 Membership Dues**

BOMA Anchorage currently represents over **31,000,000** of office space in Anchorage! Established in 1983, BOMA strives to represent and promote the commercial property industry in Anchorage. In June 1985, BOMA Anchorage officially became a Federated Association of BOMA International which represents more than **nine billion square feet** of office space, more than 80% of the prime office space in North America!

We encourage you to renew your BOMA Membership! BOMA Invoices were mailed out the 2nd week of November. Dues for 2011 are \$460 for the 1st member of a business, \$360 for the second, \$280 for all additional. Dues include BOMA Anchorage and BOMA International! If you have not received your invoice, please email Judy Dwiggins at [judy@dondwiggins.com](mailto:judy@dondwiggins.com).

### **2011 BOMA Board of Directors:**

We are pleased to have the time and commitment from a great group of BOMA Members. The 2011 BOMA Board members are:

**President:**

**Andrew Romerdahl/Pfeffer Development**

**Vice President:**

**Darin Floyd/Wells Fargo Bank**

**Secretary:**

**Joy Sparrow/Otis Elevator**

**Treasurer:**

**Don Dwiggins/ Don Dwiggins Associates**

**Directors:**

**Ken Bauer/Alaska Energy Savers**

**Shaun Debenham/Debenham Properties**

**Mike Gould/Excel Construction**

**Randy Morris/Lincoln Property Company**

**Serena O'Donnell/Willodell Enterprises**

**Mark Rowley/PTP Management**

**BOMA & YouTube!!** Tune into BOMA's YouTube Channel to view BOMA President Henry Chamberlain's latest Board Briefings, a monthly video message addressing BOMA's key issues!



## **TOBY AWARDS:**

The **Office Building of the Year (TOBY) Awards** are the most prestigious and comprehensive programs of their kind in the commercial real estate industry. Presented annually by BOMA International, these awards recognize outstanding quality in office buildings and excellence in office building management. During the competitions, all facets of a building's operations are thoroughly evaluated. Buildings are judged on everything from community involvement and site management to environmental and "green" policies and procedures. The competition consists of three levels. The judging begins at the BOMA local association level, with winning entries advancing to the regional level. The winners of the regional judging are then advanced to the international level. The international TOBY Awards are presented at the BOMA International Conference, which is being held in Washington D.C. on June 28<sup>th</sup>, 2011.

### **Local Entry Fees & Deadlines**

**BOMA Anchorage** has a **\$50 entry fee** that is due with the completed application by **5 p.m. on Tuesday February 1, 2011**. Rules and submissions outline have been attached for your review.

### **Regional & International Entry Fees**

A total of \$300 in entry fees are paid to BOMA International for each submission entering the regional competition. These fees will be collected during the online submission process. Fees are broken down as follows:

- \$25 data-submission fee will be collected for each building added to the online system.
- Buildings may be added regardless of whether they have won at the local level or not.
- Adding a building does not enter that building in the regional or international competitions.
- \$275 entry fee must be paid in order to submit a building for consideration in the regional and international competitions.
- An additional regional competition fee may apply. If applicable, the regional competition fee will be collected online along with the \$275 entry fee above.

### **Regional Deadline**

Pacific Northwest deadline is **March 8, 2011**.

### **International Deadline**

Regional winners will be submitted by each region to BOMA International by **April 8, 2011**.

Celebrate the highest honors the commercial real estate industry can bestow; enter your building today. You can find out much more information about the TOBY Awards on the BOMA International website at **[boma.org](http://boma.org)** or contact BOMA Anchorage President Andrew Romerdahl for an application and any questions at (907) 440-8771 or **[aromerdahl@pfefferdevelopment.com](mailto:aromerdahl@pfefferdevelopment.com)**.

