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## **The Fallon Company and Shifman honored at NAIOP Mass. annual gala**

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More than 1,000 commercial real estate professionals came together to pay tribute to The Fallon Co., recipient of the 2008 Distinguished Real Estate Award presented at the NAIOP Mass. Annual Awards Gala. The Fallon Co. was selected for achievements in real estate, charitable activities, and community betterment. Also honored that night with a special tribute was Fran Shifman, NAIOP's outgoing COO, who is retiring after nine years with the chapter.

The award was presented to CEO and president Joseph Fallon, who founded the firm 15 years ago. Introducing Fallon was Mayor Thomas Menino, who praised Fallon's commitment to the South Boston Waterfront, most notably through the dramatic Fan Pier development, which spans nine city blocks and is permitted for three million s/f of mixed-use development. Mayor Menino congratulated his longtime friend Fallon for his tenacity, his vision, and his commitment to the city of Boston.

Accepting the award, Fallon thanked the mayor for his kind words and praised his staff, colleagues, and business partners for their shared dedication to the Fan Pier project. "The Fallon Co. is truly honored to be part of this exciting community," said Fallon. "We are privileged to be working with so many of you to help transform this area. Boston's new waterfront will easily compete with some of the most extraordinary waterfront ports in the world."

Also honored that evening was outgoing NAIOP COO Fran Shifman, who received a special tribute for her many contributions to the chapter and to the commercial real estate industry. Praising Shifman for her "endless energy and unyielding enthusiasm", NAIOP's CEO David Begelfer said her impact on the chapter's success was immeasurable. "Fran has been the heartbeat of NAIOP Mass. for almost nine full years," said Begelfer. "She has lived and breathed NAIOP since her first day here, contributing in countless ways, large and small, to its tremendous success."

Thanking her family for their support over the years, as well as her many friends and colleagues in the audience, Shifman said: "I have worked with the best and the brightest in this industry, and have learned so much from each of you. To all of you who have been active in NAIOP through the years and particularly to our board of directors and each and every president of our organization: It has been an honor. You made it interesting and you made it fun, thank you."

Held at the Westin Waterfront Hotel, one of The Fallon Co.'s many area developments, the event was packed with industry leaders eager to show their support for the honorees and to network at what has become one of Boston's premier events. The evening's platinum sponsor was Suffolk Construction Company; gold sponsors included: Anglo Irish Boston Corp., Bank of America, DLA Piper US, Elkus Manfredi Architects, Holliday Fenoglio Fowler, Kortenhaus Communications, MassMutual Financial Group together with Cornerstone Real Estate Advisors, New England Development, and Tsoi/Kobus & Associates.

In honor of The Fallon Co., NAIOP Mass. announced that it was making a contribution to the

mayor's Summer Jobs Program, which helps create jobs for thousands of area teens. In addition, the evening's 100+ floral centerpieces were donated to the Veteran's Hospital in West Roxbury, in hopes of brightening the lives of those men and women who have served their country and are now hospitalized.

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