THE STRENGTH OF THE PYRAMID IS ITS FOUNDATION

The Transamerica Pyramid is one of the most sound structures ever built in San Francisco – a testament to the architectural and engineering teams who were inspired to build it. The purpose of the structural webbing is to provide a base carriage that wraps around the entire build in order to support it.

Think of the webbing system as a tight fitting basket and the building is then inserted inside the basket design. The base of the webbing is comprised of 40 vertical steel columns that are 70 feet tall and start at the second floor level then extend downward through the Plaza, through all three levels of the garage before finally being anchored into the building’s 9-foot deep concrete foundation some 52 feet below the Plaza level. The webbing starts at the two-story level with horizontal and crossbeams that provide the “carriage” support up to the 5th floor. The 5th floor level is the widest part of the Pyramid shape then starts to taper into itself from the 6th floor up to the top of the building at 853 feet above the Plaza.

Along with the structural steel columns, the webbing system contains a total of 16,000 cubic yards of concrete and 300 miles of steel rebar. For more Information on the building’s webbing system go to the link to see our Discovery Channel episode that aired about the Pyramid.

https://www.youtube.com/watch?v=wSyDJLRJxRM
THE PYRAMID GETS SOME ODD REQUESTS

As the most iconic building in San Francisco, it’s no wonder why we get many odd requests. Here are some of our favorites:

• TV’s *The Bachelor* requested the use of the Pyramid for a romantic dinner at the top. We were inclined to say yes until they divulged the couple wanted to scale the Pyramid! That ended the negotiations and they had to look for another venue.

• The Pyramid was built out of toothpicks by a local artist with an obscene price to purchase it. Now what would we do with a Pyramid of toothpicks?

• Chocolates made in the image of the Pyramid.

• Rice Krispy Treats wanting to build a mold of the Pyramid for social media.

• Video games with cars speeding and crashing into the Pyramid.

• A number of charities wanting us to light the Pyramid in their charity colors.

The Transamerica Pyramid is licensed and trademarked as the official logo of Transamerica Corporation, so careful consideration goes into reviewing each request. It’s fun to share the interesting and odd ones!
HOLIDAY PARTIES ANOTHER BIG SUCCESS

This past holiday season, tenants attended the holiday parties and were treated to holiday fare by Chef Ryan Scott and music by McClary Music. It was a great opportunity for friends and neighboring tenants to interact and enjoy the festivities. We’ll see you next year at our annual parties to celebrate the season!

LIGHTNING STRIKES THE TRANSAMERICA PYRAMID. NO DAMAGE WAS DONE.
Callan Associates, an employee-owned investment consulting firm, was founded by Ed Callan in 1973. Ever since, we have empowered institutional clients with creative, customized investment solutions that are backed by proprietary research, exclusive data, and ongoing education. Today, Callan advises on $2 trillion in total fund sponsor assets, which makes us among the largest independently owned investment consulting firms in the U.S. We use a client-focused consulting model to serve pension and defined contribution plan sponsors, endowments, foundations, smaller investment consulting firms, investment managers, and independent investment advisors.

We are based in San Francisco and have offices in Atlanta, Chicago, Denver, and Summit, NJ. We chose the Pyramid because of its iconic status as a San Francisco landmark and for its convenient location for our associates and clients. For more information, or to read our recent research, please visit [www.callan.com](http://www.callan.com). You can also follow us on [Twitter](https://twitter.com) and [LinkedIn](https://www.linkedin.com).
This quarterly column offers safety tips from our Director of Security, Jackson Talbot. Jackson and the Pyramid Security Team are always available to provide resources and/or custom training to Pyramid Center tenants. If you have any questions, contact Jackson at 415.829.5410.

The Audley Hargraves Award

Many long-time tenants will remember Audley Hargraves. For over a decade, Audley held the post at the Inbound Ramp, greeting tenants and passers-by with consistent cheer. What many might not have known about Mr. Hargraves was that he was among our most observant and vigilant security officers. Given his exceptional familiarity with the environment, he was able to spot suspicious behavior consistently and because of his good nature, folks in the neighborhood were more than willing to let him know if anything was amiss “on the block.”

Good security requires the ability to hold the line in the face of extreme pressure and simultaneously offer excellent customer service. It’s no easy feat but Audley struck this balance like no one else. Unfortunately, only a year after his retirement from the Pyramid Center Security team, Mr. Hargraves passed. In his honor, we recognize one officer each year who best exemplifies the qualities he exuded and his legacy at the site lives on. In 2016, that officer was Javier Mercado, a Pyramid Security team member since 2011.

Behind The Scenes

Nicole Price - Property Manager

Nicole is the newly appointed Property Manager of the Transamerica Pyramid Center. She is joining us from her recent position as the Senior Associate at One Market Plaza, where she ran the day-to-day operations of a 1.8M Class A high-rise in San Francisco. Nicole has over 10 years of real estate experience and holds a Master’s Degree in Business Administration from Cal State University Long Beach. Choosing to join one of the most iconic buildings in the country, along with having a great team, was an obvious choice for Nicole. As Property Manager, Nicole will be overseeing the management team and daily operations. She will additionally be managing ongoing projects throughout the building.

During her free time, Nicole serves as a board member for a nonprofit in Oakland, which supports job training for low income single parents. As a Bay Area native she has a passion for both the local community and local business.
POINT OF INTEREST
New Arrivals and Best Selling Items

Transamerica Cap:
$19.99 each

Fleece Vest:
$30.00 each

Fleece Women’s:
$39.95 each

Fleece Men’s Jacket:
$42.99 each

Pyramid Notecard with Envelope:
$3.50

I Heart SF Shot glass: $7.75
I Heart SF Pint glass: $14.95

Black and White San Francisco Card Set: $13.75
Skyline Blue Pyramid Magnet: $4.99
Lit in Blue, and Lit in Red Pyramid Magnets: $3.99

I Heart SF mug: $9.75

Navy and Green Transamerica Golf Umbrellas: $29.99

Pink Executive Journal: $13.99
Pink Executive Pen & Pencil set: $9.99
Pink LED Flashlight: $1.99

For more information, contact us at (415) 829-5423 or online at poi@thepyramidcenter.com

*All prices subject to change.
1. Saint Patrick Day Parade  
March 11  
2nd and Market Street

2. Aventine St. Patricks Day Party  
March 11  
525 Washington Street

3. 1/2 Marathon  
March 26  
Ocean Beach

4. SF Cherry Blossom  
April 8-15  
Japantown

5. Earth Day  
April 22  
SF Civic Center Plaza

6. Union Square Live  
May 5 – Oct 7  
Union Square

7. Cinco de Mayo  
May 6  
Mission District

8. Wine Festival  
May 6  
Ghirardelli Square

9. Bay to Breakers  
May 21  
Embarcadero

www.TransamericaPyramidCenter.com