

POINT OF INTEREST – COMING SOON

The Transamerica Pyramid is pleased to announce that this Spring, we will open POINT OF INTEREST, a visitor center, historical display and gift shop on the plaza level on Clay street adjacent to the Tenant Lobby.

This undertaking will give the Pyramid the chance to tell the amazing story of the Pyramid's conception by famed architect William Pereira and the collaboration and vision of then Transamerica Corporation chairman and president John R. Beckett to create a one-of-a-kind building for the headquarters of the Transamerica Corporation. The design, first mocked by the likes of famed columnist Herb Cain, the County Board of Supervisors, and many others, soon became the inspiration of the city, and a landmark building worldwide, recently copied by London architect Renzo Piano.

will be informed in advance. Thank you for your patience as we proceed with build-out, and your patronage as we open POINT OF INTEREST!



Construction began in 1969 and was completed in 1972.

But the building, the site, and those that helped make its vision a reality come with a rich history. From its unveiling in 1969 to its completion in 1972 through today, the building remains one of the most architecturally iconic and recognized buildings in the world, and has been progressive through the years with constant upgrades, improvements and environmental awards, including LEED Platinum, keeping it a leader as a world-class business address.

We look forward to showing off this special building with a Grand Opening celebration, and all tenants will be invited to attend. Dates are to be determined, but you

WINTER 2012

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A SIGHT TO BEHOLD

The Space Shuttle Endeavor makes its final flight aboard a 747 and past the Pyramid – It passed through the city at approximately 10:15 am on September 21 to the cheering and clicking cameras of thousands to reach its final destination as an exhibit at the California Science Center in Southern California.



THE AMERICA'S CUP AND THE BLUE ANGELS

It was a week to remember! The America's Cup World Championship sailed the seas this October, while the Blue Angels, the Navy's elite flying daredevils, buzzed the skies of San Francisco! The city was bustling, and tenants had a first hand view of the festivities.

GOOD-BY AFTER 13 YEARS OF DEDICATED SERVICE

Beloved security officer Audley Hargraves retired this year. Audley has served the Transamerica Pyramid Security Team faithfully for over 13 years. He knew the vast majority of tenants and contractors on a first name basis and never failed to greet those passing by with warm words.

In July, a special presentation was made to Audley for his commitment to the Transamerica Pyramid Center and its tenants and guests. He was the first recipient of the Audley Hargraves Perpetual Award for Exceptional Customer Service, created on his behalf, and an honor that will be given annually to the security officer that best exemplifies the characteristics that Audley embodied.

If you would like to correspond with Audley, please contact Director of Security, Jackson Talbot jtalbot@thepyramidcenter.com.



TENANT SPOTLIGHT



PMB Helin Donovan
CONSULTANTS & CERTIFIED PUBLIC ACCOUNTANTS



PMB Helin Donovan

PMB Helin Donovan is a CPA firm with services and ideas that are progressive and intuitive. They deliver personalized, cost effective, high quality engagements that help businesses and protect investors, even in the most volatile markets. They are a PCAOB registered firm. With a diverse client base composed of individuals, publicly traded companies, closely held businesses, non-profit organizations, government agencies, and hedge and investment fund entities from six continents,

doing business in 30 countries, with more than 120 professionals and offices throughout the United States.

“We chose 505 Sansome at the Transamerica Pyramid Center as the location for our West Coast presence because we understand the importance of the market here in the Financial District of San Francisco,” said Donald McPhee, Partner at PMB Helin Donovan.



PG&E

This Fall, PG & E filmed a special training video atop the 48th floor featuring our own Doug Peterson, Director of Engineering, and Dennis Latta, Director of Construction. The film was produced to educate employees of PG & E and other businesses and corporations throughout the state about how they can be more cost efficient and environmentally responsible. Through the utilization of Green resources such as a Cogeneration Plant, tenant cooperation in recycling, using public transportation, energy saving measures during Spare the Air days, and other means, buildings can create more cost and energy efficient environments. On average, the Pyramid, for example, produces approximately 70% of the building's electricity and 100% of heating and domestic hot water needs, through its CoGen System, saving an average of \$700,000 a year in energy costs.

PG & E is hoping the education will encourage other building owners to make the initial investment for huge payouts not only in dollars, but in environmental benefits!

See the video at www.transamericapyramidcenter.com

WINTER HOLIDAY CELEBRATION

The dates are set for this year's tenant holiday parties:

505 & 545 SANSOME

THURS, DEC 6TH, 3:30 PM - 5:30 PM
THE WINTERGARDEN LOBBY OF 505 SANSOME

600 MONTGOMERY

THURS, DEC 13TH, 3:30 PM - 5:30 PM
THE 20TH FLOOR OF 600 MONTGOMERY

Enjoy delectable holiday treats from Chef Ryan Scott and the sounds of the season featuring McClary Music.

For more information email Louisa Juarez-Tang at
415.829.5408 or ljuareztang@thepyramidcenter.com



HDTV UPGRADES AT TRANSAMERICA PYRAMID CENTER!

The Pyramid Center has recently completed an upgrade to the TV services at both 505 Sansome and 600 Montgomery. This entirely new infrastructure enables tenants to receive full High Definition (HD) programming from DirecTV.

The infrastructure installed by the building includes a High Definition backbone that runs vertically in the building telecom closets. The system is operated by B2B TV – a certified DirecTV reseller with the installations coordinated by Montgomery Technologies.

We are including some material B2BTV as well as the DirecTV programming options for your review and have attempted to address some Frequently Asked Questions below.

FAQs

1. How does this impact my current TV service?

- This new system is being run in parallel and will not impact current programming or service provided by the existing system.
- Therefore, you can stay with the current HD-Enhanced system or have the option of upgrading to full HDTV.
- Please note that if you wish to switch from the existing service that you will need to contact the building office at (415) 829-5400 to cancel that service.

2. What is the cost of connecting to this system?

- The cost components involve a horizontal coax cable run from the proposed TV location(s) in your space to the building telecom closet where the backbone is located. This pricing can be provided by Montgomery Technologies after a site survey. Note that if you have existing service then it is likely that this horizontal run can be re-used.
- A DirecTV Receiver is required at the TV location – with options based on Standard, HD, and DVR requirements.
- Monthly programming charges vary based on the channel package selected and are paid to DirecTV. See the attachment with pricing information.

ANNUAL HEALTH FAIR A GREAT SUCCESS!

Thanks to all of those who attended and to the vendors that participated as well! We couldn't have done it without your support and knowledge. Special thanks to:

American Heart Association	Recology Golden Gate
Body Focus Health Center	San Francisco Department of the Environment
Community Health Resource Center	YMCA – China Town
Club-One Fitness	Walgreen Vaccination Services
E-Recycling	Seva Foundation
Farm Fresh To You	California Pacific Medical Center
Leong Dental	Top Chef Ryan Scott
Nu-Skin	

BEHIND THE SCENES



MIKE VAN PELT GARAGE MANAGER

the Navy. He met and married his wife and moved to the Bay Area in 1976 where he got his first job at a parking garage. He soon became a manager through hard work and the discipline for service to others he had learned in the Navy. He went on to manage other garages at Union Square, and Golden Gateway before landing the position at the Pyramid Garage.

Mike has a wife of 38 years, two sons, and three grandsons. After he retires, he plans to move to Utah to be closer to relatives.

We all wish you well, Mike, and thank you for your smile and friendly service over the years!

For almost two decades, Mike Van Pelt has been serving the tenants and guests of the Transamerica Pyramid Center. He'll be retiring in January after 37 years as a garage manager.

Mike says his favorite part of the job, one he's held at the Pyramid since 1993, is "being able to work with tenants and help them with their needs."

Mike started working at a newspaper as a pressman at the age of 16. At 19 he joined

CONCIERGE'S CORNER

By J.C. CUAYET • 415.829.5340



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TRANSAMERICA PYRAMID CENTER

Classy & Classic Tadich Grill

Tadich
Grill



When it comes to dining out we often overlook the 'tried and true' in favor of the new and fashionable. I was reminded of this last week when a friend invited me for lunch at the Tadich Grill, nearby at 240 California St. Though I walk by Tadich's several times a week, I haven't been there for years. What a mistake! The 1920's wood and brass interior is a work of art (deco with real class), the food is fabulous, and the white-jacketed waiters are models of professionalism. Started during the Gold Rush, Tadich's made its name grilling seafood over wood coals, a Dalmatian Coast tradition it carries on today.

The focus of the menu is fresh fish, perfectly prepared in any number of ways--mesquite grilled, deep fried, sauteed, poached, en casserole, etc. I'm particularly fond of pan fried rex sole, calamari steak and sauteed scallops. The cioppino is, hands down, the best in town, guaranteed to give you a warm glow on the coldest winter day. Fish specials vary each day, depending on what's in season.

For starters, try the classic Caesar salad with anchovies, dungeness crab cocktail, or my favorite, the octopus salad. The Boston and Manhattan chowders are both chock full of clams and can either serve as a starter or full course. For a light lunch, complement the chowder with a side of spinach sauteed in garlic. Tadich's signature sourdough bread is served with every dish.

Prices are in the moderate to high range. Reservations are not taken, so go early or late to avoid the lunch rush. At dinner, if there's a wait for a table, you can dine at the great circular bar, or enjoy a classic martini.

For more information, visit <http://www.tadichgrill.com>



EVENT CALENDAR



1



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3



4



5



6



7



8



9

1. Union Square Ice Rink
Nov 7 - Jan 13
Union Square
unionsquareicerink.com

2. SF 49ers Football
Nov - Jan 2013
Candlestick Park
49ers.com

3. A Christmas Carol
Nov 30 - Dec 24
ACT Theater
act-sf.org

4. Nutcracker Ballet
Dec 7 - 28
War Memorial Opera House
sfballet.org

5. Colors of Christmas
Dec 12
SF Symphony
sfsymphony.org

6. New Year's Eve Fireworks
Dec 31 Midnight
Port of San Francisco
sf-port.org

7. The Lion King Musical
Nov - Jan 13
Orpheum Theater
shnsf.com

8. Anniversary of the Sea Lion's Arrival
Jan 19
Pier 39
pier39.com

9. America's Cup
July 4 - Sept. 22
2013
San Francisco
americascup.com