

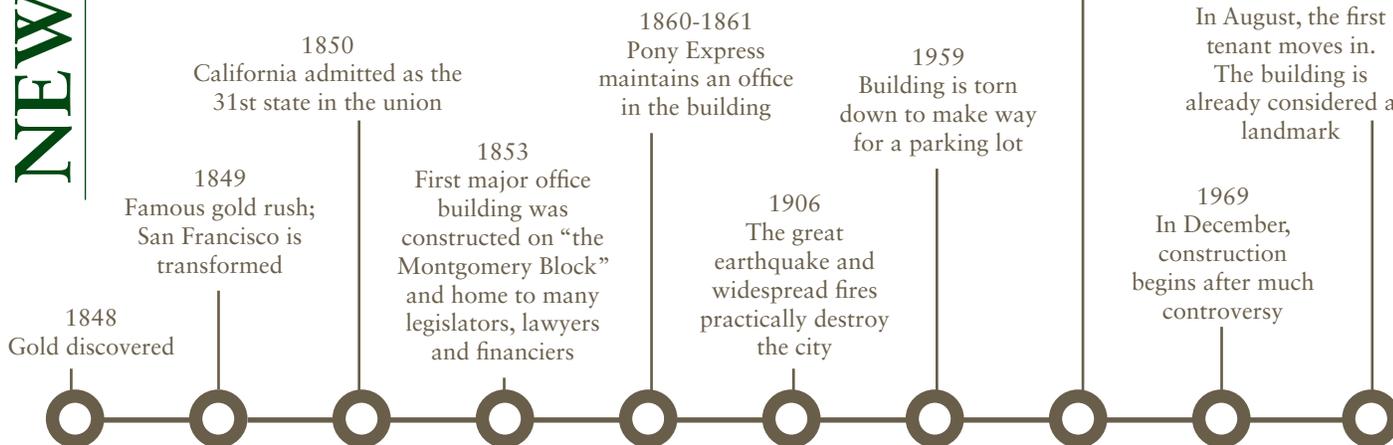


# TRANSAMERICA PYRAMID CENTER HIGHLIGHTS

## NEWS & EVENTS

### FROM WATERFRONT TO FINANCIAL DISTRICT

Historical  
Timeline  
of the  
Transamerica  
Pyramid



160 years ago, if you were standing at the Pyramid's base, you would be standing in water of the open bay. Montgomery Street was the edge of the bay and a main port where ships would dock. Many of the ships were abandoned as crews chose to seek to their fortunes as the gold rush roared at a feverish pitch.

As the abandoned ships sat idle, entrepreneurs of the day purchased them and turned them into the first stores, saloons and hotels and San Francisco became a bustling, lawless town.

But in the fire of 1851, the ships were burned to their hulls and the piers filled in to create what we now know as the financial district.

These old ships still rest beneath the surface of the site, most notably, the Niantic, whose hull sits at the base of the Pyramid with the bulk of the ship lying beneath Redwood Park.

Who would have guessed the bustling port would someday be the bustling Wall Street of the West?

WINTER

# 2013

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## THE AMERICA'S CUP ADRENALIN RACE

Tenants and guests of the Transamerica Pyramid had the unique privilege of witnessing the America's Cup challenge through its dramatic conclusion this September in what many are calling the greatest comeback in the history of sports. ORACLE TEAM USA, after suffering stiff penalties and having to replace key members of their team, were trailing Emirates Team New Zealand, with the Kiwis needing just one more win to take the cup, and ORACLE TEAM USA looking hopelessly defeated.

### How could ORACLE TEAM USA rack up 8 wins in a row to defend the cup?

Alteration to the vessel to make it even faster, and the addition of James Spithill steering their ultra-high-tech catamaran, the Oracle team pulled off an awe-inspiring comeback.

The Pyramid held a special event for brokers that invited former America's Cup racers, Dawn Riley and David Banchfield to add commentary on the history of the race, as well as what we were seeing in the race on the water below. The agility, strength and strategic teamwork required to operate the high-speed catamaran is unbelievable. All who observed the races undoubtedly have a new respect for the sport and those who practice tirelessly to master it.

## AMERICA'S CUP SURPRISING HISTORY\*

In 1851, a radical-looking schooner ghosted out of the afternoon mist and swiftly sailed past the Royal Yacht stationed in the Solent, between the Isle of Wight and the south coast of England on an afternoon when Queen Victoria was watching a sailing race.

As the schooner, named America, passed the Royal Yacht in first position, and saluted by dipping its ensign three times, Queen Victoria asked one of her attendants to tell her who was in second place. "Your Majesty, there is no second," came the reply. That phrase, just four words, is still the best description of the America's Cup, and how it represents the singular pursuit of excellence.

That day in August, 1851, the yacht America, representing the young New York Yacht Club, would go on to beat the best the British could offer and win the Royal Yacht Squadron's 100 Pound Cup. This was more than a simple boat race however, as it symbolized a great victory for the new world over the old, a triumph that unseated Great Britain as the world's undisputed maritime power.

\*From History at [www.americascup.com](http://www.americascup.com).



Dawn Riley and David Blanchfield, Former Am Cup Racers Give On-Lookers a Play-By-Play



ORACLE TEAM USA Pulls Off A Stunning Victory!

# GIFT CATALOG FOR TENANTS NOW AVAILABLE FROM THE POINT OF INTEREST!



The Pyramid's historical display and retail venue Point of Interest, is now offering a Gift Catalog. In this catalog you will find a variety of gift items that you can purchase and customize with your company logo. You can also view samples of each item by visiting the Point of Interest today!

### ORDERING IS EASY!

- 1) Review the catalog and select the items and quantity you wish to order.
- 2) Email your selections to POI@thepyramidcenter.com along with your logo in a .AI or high resolution Jpeg file.
- 3) A price estimate will be sent to you for your order. Price may vary based on decoration, shipping, and taxes.
- 4) Once you approve the order, a 50% deposit will be required and your order will be placed.

### Below is a sample of the Gift Catalog:

ITEM	DESCRIPTION	QUANTITY
	Plush 10" teddy bear with logo t-shirt.	
	White ring black brass body rollerball and ink pen with cap off design.	
	Medium size eco-tote.	
	Large hing top tin with mints inside. 3 1/2 inch height.	
	Logo playing cards.	
	Elegant, heavy bottom shot glass is a festive gift for any recipient. 4" height	

For more information on the Gift Catalog or to place your order contact Cid Banayat-Weinberg at 415-500-6637 or POI@thepyramidcenter.com

## MAKING SECURITY HIS TOP PRIORITY

On July 25th, Security Director of the Transamerica Pyramid Center, Jackson Talbot moderated an informative and insightful luncheon discussion with SFFD Chief Joanne Hayes-White and SFPD Chief Greg Suhr. The event was hosted by the Building Owners and Managers Association (BOMA) of San Francisco. In addition to his duties at the Transamerica Pyramid Center, Jackson is the Chair of BOMA SF's Emergency Preparedness Committee. Over his seven years at the Transamerica Pyramid Center, he has made it a



priority to establish strong connections with the first responder community through participating in large scale emergency exercises, training events and other innovative collaborations.

# TENANT SPOTLIGHT:



**ATEL**  
Capital Group®



Inside ATEL's new conference room.

## ATEL CAPITAL GROUP

ATEL Capital Group is committed to providing the funding needed to fuel the growth of American industry. By maintaining its focus on financing business-necessary equipment, they have developed the resilience to respond quickly to the changing needs of their clients and grow in new directions. Today, ATEL provides everything from venture debt for promising new firms, to large-scale equipment financing for some of the world's most respected corporations.

As an international financial services company, ATEL Capital Group offers its clients an impressive array of financial solutions. Among their services are equipment leasing, asset-based lending, venture debt, lease administration, and asset management. Over more than three decades since their founding, ATEL has developed broad access to the capital markets, including a network of FINRA-registered broker-dealer firms through which they provide alternative investment capital to corporate clients in the U.S. and abroad.

The family of ATEL companies includes subsidiaries specifically dedicated to providing flexible equipment financing solutions for their corporate accounts, equipment vendors, lease brokers and banking institutions. These subsidiaries have since their inception, priced, structured, and arranged over \$30 billion dollars of lease transactions.

This powerhouse company chose to house their headquarters in the Pyramid because according to ATEL's president, Dean Cash, "The Pyramid is, in my opinion, THE ADDRESS in San Francisco. When I travel around the U.S. and abroad and people ask where we are headquartered, I am proud to tell them we are in the Transamerica Pyramid. They have all seen the building and know exactly where we are."

Cash was also a major force in crafting ATEL's new sleek and contemporary offices.

For more information on ATEL, go to [www.Atel.com](http://www.Atel.com) or call 415-989-8800.



# Winter Holiday Celebration

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

## 505 & 545 SANSOME

Thurs., Dec 5th • 3:30 - 5:30 PM

The Winter Garden Lobby of 505 Sansome

## 600 MONTGOMERY

Thurs., Dec 12th • 3:30 - 5:30 PM

The 20th Floor of 600 Montgomery

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

For more information contact Louisa Juarez - Tang at [ljareztang@thepyramidcenter.com](mailto:ljareztang@thepyramidcenter.com) or 415.829.5408.

## BEHIND THE SCENES

### THE PYRAMID CENTER ENGINEERING CREW

The Transamerica Pyramid Center's crew consists of nine engineers who maintain the Pyramid, 505 Sansome, 545 Sansome and Redwood Park. Engineers are on site around the clock Monday through Friday and from 6:00am to 2:00 pm on Saturdays.

Their responsibilities include providing a safe and comfortable working environment for tenants, maintaining and operating the Co-Generation plant at a high level of efficiency, and to implement capital improvement projects.

- To execute these duties, engineers perform all levels of Life Safety System testing that is required by the San Francisco Fire Department and the State of California NFPA standards. The Life Safety Systems involve hundreds of system components that need to be tested on an annual basis and are performed after hours to minimize tenant disruptions.
- Engineers also perform regular preventative maintenance and repair duties on all building standard and tenant equipment during all hours of the day. These PM tasks are necessary in order to keep all equipment running at a high level of operating efficiency and reliability. All of our buildings have a certain level of building automation and these systems help engineering with operating the various plants at high energy efficiency and also provide operational redundancy.



The Pyramid Center's Engineering Crew (from left to right), Saul Algaba, Brian Murtagh, Rafael Ramirez, Nathan Rybczynski, Norayr Kalpackjian, Anthony Giannini, and Douglas Peterson.

- Engineering partners with building and asset management to develop and implement a long term building improvement plan that is typically known as a "Five Year Capital Plan". This Five Year Capital Plan will touch on all aspects of building operations such as assessing existing equipment operations, performance and equipment "life" duty cycles. Engineering also keeps a close eye on any emerging state of the art technologies that improve the buildings' energy efficiencies that result in lower operating costs and reduce our carbon footprint.

The Transamerica Pyramid Center engineers have many years of experience in the financial district and all of them have a great passion for their profession. They feel it is truly a pleasure to serve and work with some of the best companies and tenants in the world.

**TRANSAMERICA  
PYRAMID**

600 Montgomery St.  
San Francisco, CA 94111

**505 SANSOME**

505 Sansome St.  
San Francisco, CA 94111

**545 SANSOME**

545 Sansome St.  
San Francisco, CA 94111

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TRANSAMERICA PYRAMID CENTER

# CONCIERGE'S CORNER

BY J.C. CUAYET • 415.829.5340

## COQUETA



An easy eight-block walk from the Pyramid takes you to Coqueta, Michael Chiarello's new Embarcadero hot spot featuring Spanish tapas and creative drinks. The space is divided into two rooms with a reception area between: on the right, a large, open-beamed dining room (reservations required), and on the left, an open seating

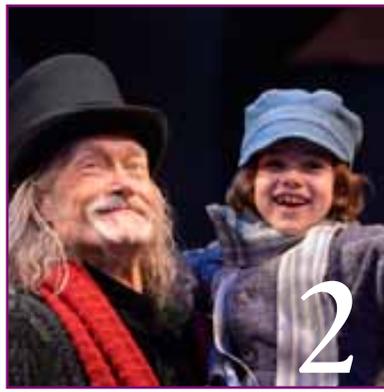
enclosed patio overlooking the bay and Embarcadero, with a communal table at the center and narrow serving shelves on the periphery. The menu is the same throughout. The cozy patio/bar fills up fast--try to grab a seat at the communal table where the seats are more comfortable than the bar stools. The patio has an atmosphere of communal conviviality, and though noisy, it's possible to carry on a conversation because, given the close quarters, your listener's ear is only about a foot away. The dining room is more sedate, with a feeling of airy, rustic elegance.

The libations include a nice selection of Spanish and California wines, cervezas, Spanish and Basque sangrias, sherry mixers, ciders, and handcrafted cocktails, including my favorite, the Spanish gin and Fever Tree tonic served with juniper, lime, and rosemary.

The food includes a wide array of hot and cold tapas, some of which are truly spectacular. In that category, I'd put Grilled Albondigas (duck and pork meatballs), the Baby Beets with watercress and blue cheese, the Chicken and English Pea Croquetas, the Roasted Padron Peppers, and the Grilled Iberico Secreto (a special cut of pork). For larger dishes, both the classic Paella and the Whole Grilled Branzino are best in class (serving 2 or more). Very popular are the bite-size skewers (Pintxos) for \$2.50 each, but I find them a bit short on flavor compared to the other tapas. For more information or reservations visit [www.coquetasf.com](http://www.coquetasf.com) or call 415-704-8866.



# EVENT CALENDAR



**1. Holiday Ice Rink & Macy's Tree Lighting**  
 Nov 29  
 Union Square  
[unionsquareicerink.com](http://unionsquareicerink.com)

**2. Charles Dickens' A Christmas Carol**  
 Dec 6-28  
 ACT Theater  
[act-sf.org](http://act-sf.org)

**3. San Francisco Ballet's The Nutcracker**  
 Dec 11 - 29  
 War Memorial Opera House  
[sfballet.org](http://sfballet.org)

**4. 4th Annual Ha Ha Ho Ho Comedy Show**  
 Dec 20  
 Palace of Fine Arts  
[sherpaconcerts.com](http://sherpaconcerts.com)

**5. Renegade Craft Fair**  
 Dec 21-22  
 Fort Mason, Pavilion  
[renegadecraft.com](http://renegadecraft.com)

**6. New Year's Eve Masquerade Ball**  
 Dec 31  
 Davies Symphony Hall  
[sfsymphony.org](http://sfsymphony.org)

**7. Winter Fancy Food Show**  
 Jan 19-21  
 Moscone Center  
[specialtyfood.com](http://specialtyfood.com)

**8. Chinese New Year Parade**  
 Feb 15  
 Chinatown  
[chineseparade.com](http://chineseparade.com)

**9. The Art of Bulgari**  
 Now through Feb 17  
 DeYoung Museum  
[deyoung.famsf.org](http://deyoung.famsf.org)