



Spring 2004

# Corridors

## Tamara Wilson: Seattle's Premiere Hostess



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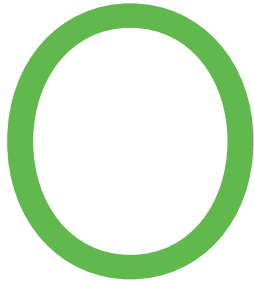
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The Vance Corporation





Tamara Wilson  
Public Relations



**IN A SIZZLING**  
SUMMER  
AFTERNOON  
EIGHT YEARS  
AGO, NEARLY

800 OF SEATTLE'S HIP AND WELL-CONNECTED GATHERED IN DOWNTOWN.

A PARTY—MAKE THAT AN ALL-OUT SHINDIG—WAS ABOUT TO BEGIN. AND TAMARA WILSON WAS THE BRAINS BEHIND IT.

The event? Sazerac, the New Orleans-inspired restaurant located in the Hotel Monaco, was opening its doors. Waiters carried trays of smoked cedar salmon cakes and southern-style hush puppies. Cocktails of every hue were on hand. People donned Mardi Gras masks and danced to Carlos Delgado tunes.

Things got a little wild, and the restaurant got what it wanted: buzz in local newspapers and feature write ups in national magazines.

"That was the party that launched my public relations business," Tamara recalls with a grin. Today, Tamara Wilson Public Relations, which moved into the Tower Building in December, specializes in getting positive press attention for restaurant, hotel, retail, fashion and specialty food clients.



Tamara and account executive Heather Jensvold strategize about an upcoming restaurant event.

## Cooking Up Publicity

Her client list reads like a Who's Who of places you want to be, or be seen, in Seattle: Campaigne, Frontier Room, Il Fornaio, Palisade and PF Chang's China Bistro, to name just a few. Other clients include Metropolitan Market, Kathy Casey Food Studios and From the Heart of Washington, a marketing initiative promoting the state's specialty agriculture and food products.

All turn to Tamara to handle their public relations efforts with panache.

### Media Match Maker

**T**amara knows what will make local, regional and national editors listen. "I go for real, not fake, with editors and producers," she says.

Named one of Seattle's top five people to know by *Seattle Magazine*, Tamara makes PR sound simple. "We are equal parts image maker and media match maker," she says. The company takes its clients' best or unique qualities and puts them into the hands of print, television, radio and event decision makers. "Essentially, my job is to help tell my client's stories," Tamara adds.

Telling that story can take many forms: tipping the *Wall Street Journal-Personal Journal* editor about a food trend; making sure a restaurant knows what to say when the media calls; or even tapping Tamara's private mailing list to help a client stand out in a town crowded with places to dine, shop and "drop" for a night in a hotel.

Tamara's extensive network and background in hospitality has helped her find clients. But it's her unique style and ability to playfully push the boundaries of PR that helps her keep them. Describing herself as an editor's "gal pal," Tamara knows what will make local, regional and national editors listen. "I go for real, not fake, with editors and producers," she says.

It helps that Tamara is approachable, detail oriented and able to respond to emergencies with complete calm. Copywriter Heidi Witherspoon describes her boss as a total package: sincerely nice, funnier than Comedy Central and a natural at developing brilliant ideas. "Breathing her air makes me a smarter person," Heidi adds.

## Settling into New Space

In addition to Heidi, Tamara employs two account executives and an account specialist. All five fit neatly into their new office space in the Tower Building, a functional yet semi-private atmosphere where the team can interact and brainstorm ideas.

"When I called my broker, he immediately suggested the Tower Building. It's a perfect size for my dollar to volume of

### Is This Really Work?

A peek at Tamara's Palm Pilot™ reveals a recent day:

- 7:00 AM Make early calls to editors in New York.
- 8:15 AM Call Evening Magazine producer to discuss Heart of Washington story angle.
- 9:00 AM Make guest appearance on KJR to discuss new food products.
- 11:00 AM Meet with client to discuss new line of suede jackets for *Lucky* magazine feature.
- 1:30 PM Brainstorm creative strategy for Chow Foods' restaurants.
- 4:15 PM Taste test 80 cocktails at Palisade. Choose top three for spring/summer menu.
- 7:00 PM Sample 12 new dishes at Tulio. Determine which should be on seasonal menu.

*Pineapples--the symbol of hospitality--appear on Tamara's office furniture and collectibles.*



business," Tamara says. In fact, Tamara was able to

move into the building within a few weeks of contacting The Vance Corporation. "Everyone at Vance has been so accommodating," she says.

It's from this new light-filled office that Tamara promotes fine dining, fashion do's, and fancy parties. Yet Tamara insists that she has not succumbed to the high life. Instead, she is focused on expanding her business, mainly because it has been a part of who she is since childhood. "In grade school, I told people I wanted to be Seattle's premier

hostess when I grew up; I just didn't know that it was called public relations," Tamara says.

And while she regularly pulls 10-hour days,

Tamara still finds time for philanthropy. This year, Tamara is serving on the executive committee of PONCHO, a Northwest organization

dedicated to increasing resources and community support for the arts. To raise funds, Tamara is collaborating with a large group of people on what she hopes will be the most spectacular gala in recent PONCHO history.

"My role is audience development, as in who to invite to the party," she says with a laugh.



*Daniel Mitchell and Kendall Bingham*







TIMES SQUARE  
BUILDING

Parametrix



ACCORDING TO  
LINDSAY YAMANE,  
PRINCIPAL CONSULTANT AT PARAMETRIX,

THE ENGINEERING, PLANNING AND ENVIRONMENTAL SCIENCES TEAM AT PARAMETRIX THRIVES ON CHALLENGE. "WE LIKE TO TACKLE DIFFICULT PROBLEMS AND WORK WITH OUR CLIENTS TO FIND CREATIVE AND INNOVATIVE SOLUTIONS," HE SAYS.

Once again, Parametrix is living up to its reputation. This time the client is the Washington State Department of Transportation (WSDOT).

The assignment is the State Route 520 Bridge Replacement and High Occupancy Vehicle (HOV) project. And the potential benefits to a heavily used transportation span—also known as the Evergreen Point floating bridge—is long-lasting.

Right now, the project is in the assessment stage. "Parametrix is under contract to complete an environmental impact statement (EIS) for the bridge replacement project," Lindsay says. "Due to be published in the summer of 2005, the draft EIS will be a major factor in how the bridge could be designed and eventually constructed by other firms," he adds.

Leslie Holigores and Scott Palmer discuss SR 520 engineering solutions.

### Working Side by Side With WSDOT

In January, Parametrix established a project management office on the fourth floor of the Times Square Building. "We co-located with our client, the WSDOT team, to expedite the project," Lindsay says. Parametrix, along with its sub-contractors, is occupying two-thirds of the space and subleasing one-third to the State.

On a project of this magnitude, collaboration under one roof is critical. "Working in the same office has improved communication immensely," says Julie Meredith, WSDOT engineering manager. "Our team is really solid," she adds.

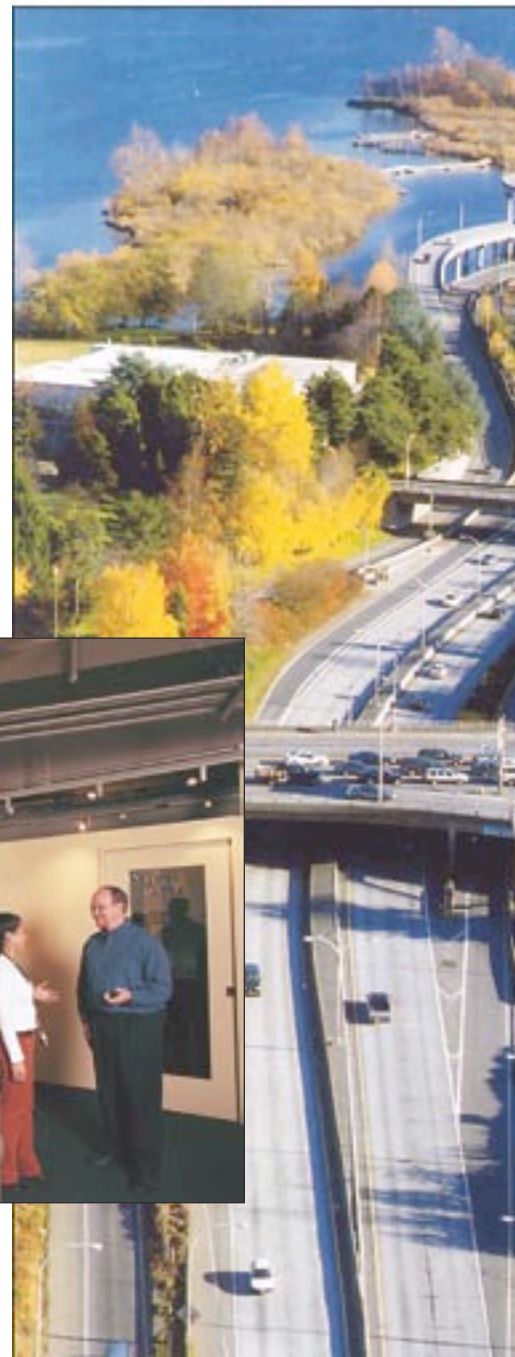
What makes the SR 520 project challenging? According to Julie, it is a floating structure, which is technically difficult to design. It is sitting on Lake Washington and bordering on the Arboretum, which are sensitive natural habitats. Finally, it is running through established neighborhoods on both sides of Lake Washington, which has those communities concerned about the impact.

She adds that the experienced WSDOT/Parametrix team is working toward a solution for each issue. "Engineers are problem solvers, and we can improve the corridor and enhance the community," she says.

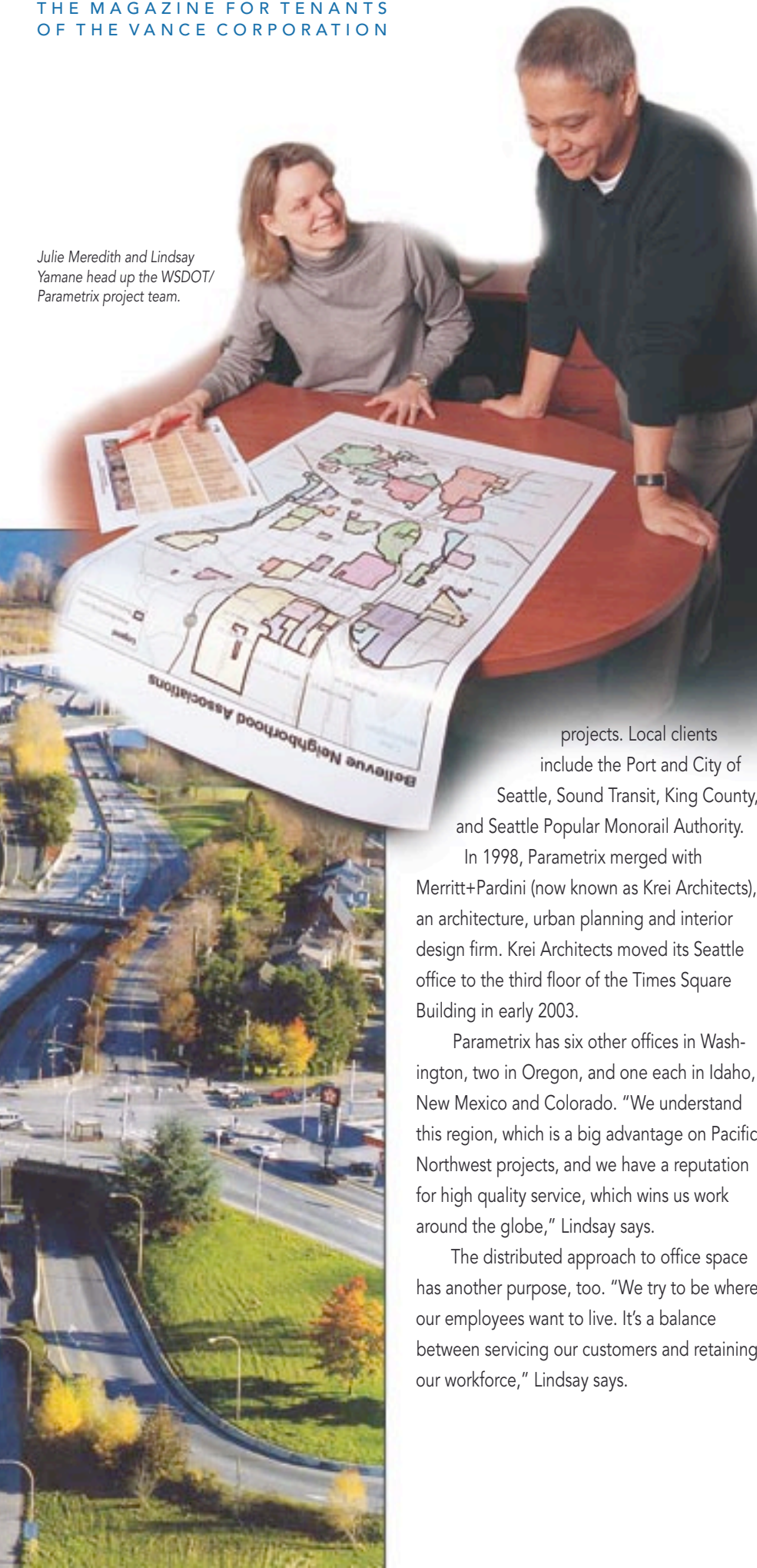
### Close up on the Consultant

Large-scale projects are not new to Parametrix, which has been in business since 1969. The company's 450 scientists, engineers, architects and planners consult with public and private sector clients on natural resources, toxicology and risk sciences, water management, solid waste management, and transportation

# Partnering for a Better Bridge



Julie Meredith and Lindsay Yamane head up the WSDOT/Parametrix project team.



projects. Local clients include the Port and City of Seattle, Sound Transit, King County, and Seattle Popular Monorail Authority.

In 1998, Parametrix merged with Merritt+Pardini (now known as Krei Architects), an architecture, urban planning and interior design firm. Krei Architects moved its Seattle office to the third floor of the Times Square Building in early 2003.

Parametrix has six other offices in Washington, two in Oregon, and one each in Idaho, New Mexico and Colorado. "We understand this region, which is a big advantage on Pacific Northwest projects, and we have a reputation for high quality service, which wins us work around the globe," Lindsay says.

The distributed approach to office space has another purpose, too. "We try to be where our employees want to live. It's a balance between servicing our customers and retaining our workforce," Lindsay says.

This attitude extends to the internal culture at the company. Parametrix is 100 percent employee-owned, and routinely rewards employees with incentive and bonus programs in addition to ESOP share distributions. Parametrix was recognized as national Employee-Owned Company of the Year in 2001 and has appeared on the *Washington CEO* 'Best Companies to Work For' list for the past two years.

## Back to Business

Meanwhile at the project office, Lindsay admits that selecting office space in the Times Square Building was one of the easier items on his to do list. "We had researched the building when Krei Architects set up operations, and we developed a trusting relationship with The Vance Corporation," he says.

With that done, the WSDOT/Parametrix team can move ahead more efficiently on completion of the EIS. Considering the task at hand, Julie says she is proud to serve on the project because it will positively impact the region for a long time. "I want people to drive across SR 520 in the future and think: Wow!"



Impromptu meetings are easy in the new space.





Stoneham/Blakley



Richard Blakley

Tom Stoneham

**H**EADS OR TAILS?  
FLIPPING A COIN IS AN  
ODD WAY TO SOLVE A  
BUSINESS PROBLEM, BUT  
IT HAS WORKED FOR TOM STONEHAM  
AND RICHARD BLAKLEY.

When the job went well, Tom and Richard continued pursuing work as a team.

“Eventually we formalized the partnership and Tom squeezed into the Times Square office with me,” Richard says. “Yes, our firm came about through dumb luck,” Tom adds with a chuckle.

**Common Sense Advertising**

**Serious Advertising, Serious Fun**

Partners since 1992 in their two-man advertising shop of Stoneham/Blakley, located on the fifth floor of the Lloyd Building, the pair uses the technique if they come to an impasse. “We’ve only had to do it twice in 12 years of business,” Tom says.

Despite this banter, the two mean business when it comes to advertising. “We do common sense advertising backed up with plenty of marketing research,” Tom says in all seriousness. Stoneham/Blakely’s work has appeared via television, radio, newspapers, magazines and outdoor billboards. The team also creates marketing strategy, product positioning and graphic identity programs.

Summing up their approach, Tom says: “Our strength is in how we communicate with our clients. We translate what a client wants to say into what a consumer wants to hear. Then we figure out where and how to say it.”

Currently, Stoneham/Blakley is serving a number of clients in the medical device products industry, all of which are located in the Bay Area. Many past clients have been located here, too.

Stoneham/Blakley is the firm behind the Microsoft education division ‘What to feed a growing mind’ campaign, featuring a young girl holding a stack of Microsoft software products. Tom and Richard also worked with the Seattle Boat Show to produce the hard-to-forget jingle, ‘We have long boats, short boats, tall boats, skinny boats...’

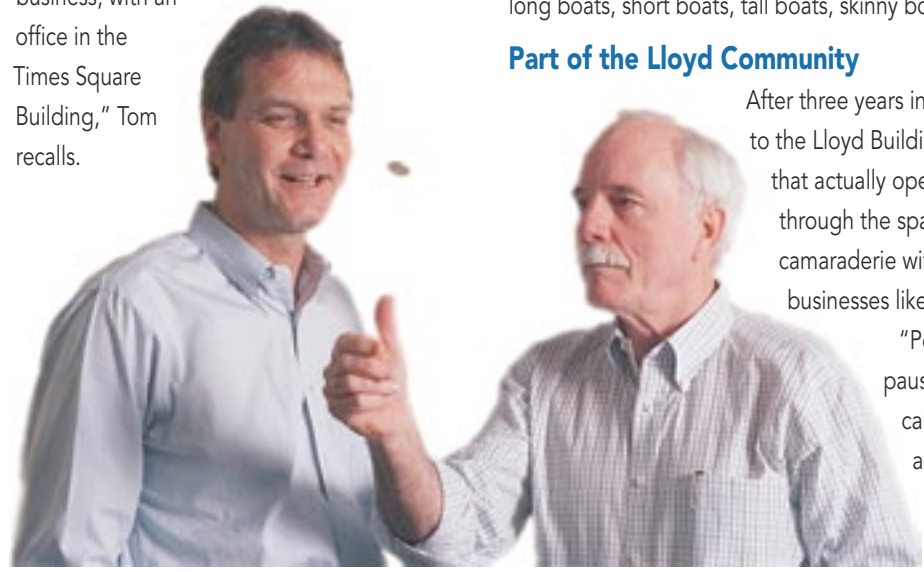
**Part of the Lloyd Community**

After three years in the Times Square Building, Stoneham/Blakley moved to the Lloyd Building in 1995. “We love it here. Our offices have windows that actually open,” Tom says, noting that they can catch a good breeze through the space on a hot day. The advertising team also enjoys camaraderie with the neighboring tenants, many of whom are small businesses like themselves.

“People do stop by and chat,” Richard says, and then pauses to think. “But it’s probably because we’re strategically located by the restrooms and the water fountain,” he adds with a wink.

That’s Stoneham/Blakley: serious advertising and serious fun.

The two men met when Tom, who specializes in art direction, needed a copy writer for a job. “Richard had his own creative services business, with an office in the Times Square Building,” Tom recalls.





# Plaza 600 Lobby Gets Makeover



**S**TYLES CHANGE, AND BUILDING INTERIORS ARE NO EXCEPTION. IN FEBRUARY, THE VANCE CORPORATION BEGAN A REMODEL OF THE PLAZA 600 LOBBY, WHICH WAS LAST UPDATED IN 1989. THE COSMETIC CHANGES MODERNIZED THE SPACE AND MORE CLOSELY MATCHED THE STYLE OF THE BUILDING.

Michael Canatsey Associates, an architectural firm in the Tower Building and a Vance tenant for 15 years, designed the remodel. Vance replaced brass fixtures and elevator doors with stainless steel, installed wood wall panels and wall-mounted light sconces, and hung pendant lighting.

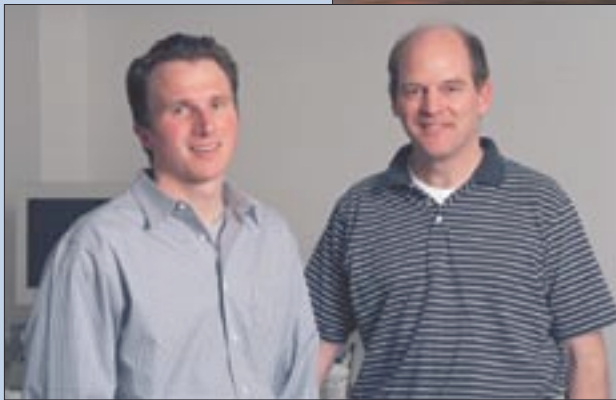
Vance also installed a plasma television in the lobby. During the day, the TV will display CNN, daytime sports games, or messages applicable to all building tenants, such as a blood drive announcement. In the off-hours, beginning at 5:30 PM, the TV will serve as an additional security device, displaying images from security cameras positioned around the Plaza 600 Building.

"Our intent with the remodel was to create a warmer, well-lit and inviting space for tenants and building guests," said Mark Houtchens, president of The Vance Corporation. The remodel was done with minimal interruption to tenants and concluded at the end of March.



# Heard in the Elevator

## Welcome New Tenants



Shown above (left to right) are: Mike Stegmann, Kelle Louaillier and Karla Capers from Infact Incorporated, now in suite 400 of the Lloyd Building.

At left: Dave Norrie and Pete Sandall enjoy their new home in suite 711 of the Lloyd Building.

## New Guard On Duty

**W**ELCOME TO GARY BARNETT, THE NEW SWING SHIFT SECURITY GUARD FROM NORTHWEST SECURITY SERVICES (NWSS).

Gary will work Monday through Friday from 11:30 AM-8:00 PM. As part of The Vance Corporation's ongoing safety efforts, Gary will rove between all five Vance properties. His role is to monitor building access, ensure security, and greet tenants and visitors.



**T**HE VANCE CORPORATION WISHES TO WELCOME THE FOLLOWING NEW TENANTS:

**Lloyd Building:** Infact Incorporated, suite 400, Natural Bodycare, suite 500, Doug Frick, suite 703, Sandall Norrie Architects, suite 711, Project Alchemy, suite 915. Professional Typing has moved their offices to suite 516. And Pacific Coast Realty has also relocated to suite 919.

**Plaza 600 Building:** New tenants are: Nielsen Shields, suite 1703, and Gradient Corporation, suite 803.

And the James Rigby Law Firm has relocated to suite 1908.

**Times Square Building:** Parametrix has moved into suite 400. Merritt Pardini has changed their name to Krei

Architects. And Bowman Price has relocated to larger offices in suite 205.

**Tower Building:** We welcome Tamara Wilson Public Relations to suite 1403.

## New Name, Same Destination

**I**N DECEMBER, AZUMANO TRAVEL, OREGON'S LARGEST FULL-SERVICE TRAVEL AGENCY BASED IN PORTLAND, PURCHASED AMERICAN EXPRESS TRAVEL SERVICES, A LONG-TIME TENANT IN THE PLAZA 600 BUILDING.

Azumano is the official travel agent of the Mariners baseball team. The company provides corporate, leisure and meeting management services, and the move into Seattle expands Azumano's regional presence. The travel office will now be known as American Express Azumano Travel. And you will find the same friendly staff to handle professional or personal travel needs, plus to offer an array of travel values.