



Corridors

Spring 2006

Building Sustainability into Society



Catherine and Alan Hart of
VIA Suzuki Architecture



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The Vance Corporation



VIA Suzuki
Architecture

Creating Community Through Architecture

LONG BEFORE IT WAS FASHIONABLE TO USE ENVIRONMENTALLY-FRIENDLY PRODUCTS, REDUCE AND RECYCLE, OR EAT ORGANIC FOODS, VIA SUZUKI ARCHITECTURE CONSIDERED SUSTAINABILITY TO BE A CORNERSTONE OF ITS BUSINESS.



Rupert Station

“For decades, our firm has been bringing communities together through master planning, transportation design, and buildings that are functional and integrated with the urban center,” says Alan Hart, principal.

To VIA Suzuki, this means more than using green building materials; it means participating in an often lengthy and intense community process, in which a building is the outcome but the impact is much deeper.

To illustrate his point, Alan cites a three-year process the firm undertook in 2002 to design a two-story building and transportation station at the intersection between the existing Vancouver Expo Line and the new Millennium Line in British Columbia. “The community at the junction of these two transit systems was run down,” says Alan. Through a complex public/private partnership, VIA Suzuki initiated a community repair program, and designed a building to seamlessly accommodate transit functions and commercial space. “Today, people congregate at the junction and the area is thriving,” he adds.



Doug Lundman

Transporting Ideas

Known for its expertise in transportation design around the world as far as Malaysia, Russia and China, the Vancouver-based firm expanded to Seattle in 1998 to work on the Sound Transit Link Light Rail project. The firm also served as lead architect on the Seattle Monorail project. “We worked collaboratively with the City of Seattle, Seattle City Light and five other local architectural firms to develop groundbreaking sustainability ideas for what we considered a 14-mile-long building,” says Catherine Hart, senior architect.

For example, the team proposed harnessing the power of the monorail regenerative braking system and converting it into energy to run the individual transit stations.

“Unfortunately, the project did not come to fruition, but we are hoping to apply the same system-wide sustainability concepts to our new Evergreen Line project in Canada,” Catherine says.

Beyond transportation, the 45-employee firm focuses on community infrastructure projects, such as schools, churches and governmental projects as well as mixed-use residential and hospitality projects. A sampling of current projects includes the Laurelhurst Community Center remodel in Seattle and the Black Rock Oceanfront Resort in British Columbia, which is geared toward the ecotourism traveler.

In addition, VIA Suzuki recently participated in a design collaborative sponsored by Allied Arts of Seattle to envision ways to connect Seattle to the waterfront if the Alaskan Way Viaduct were removed. “We applied much of what we have learned in our work helping make Vancouver a livable city to our vibrant, people-centric vision for the Seattle waterfront area,” Alan says.



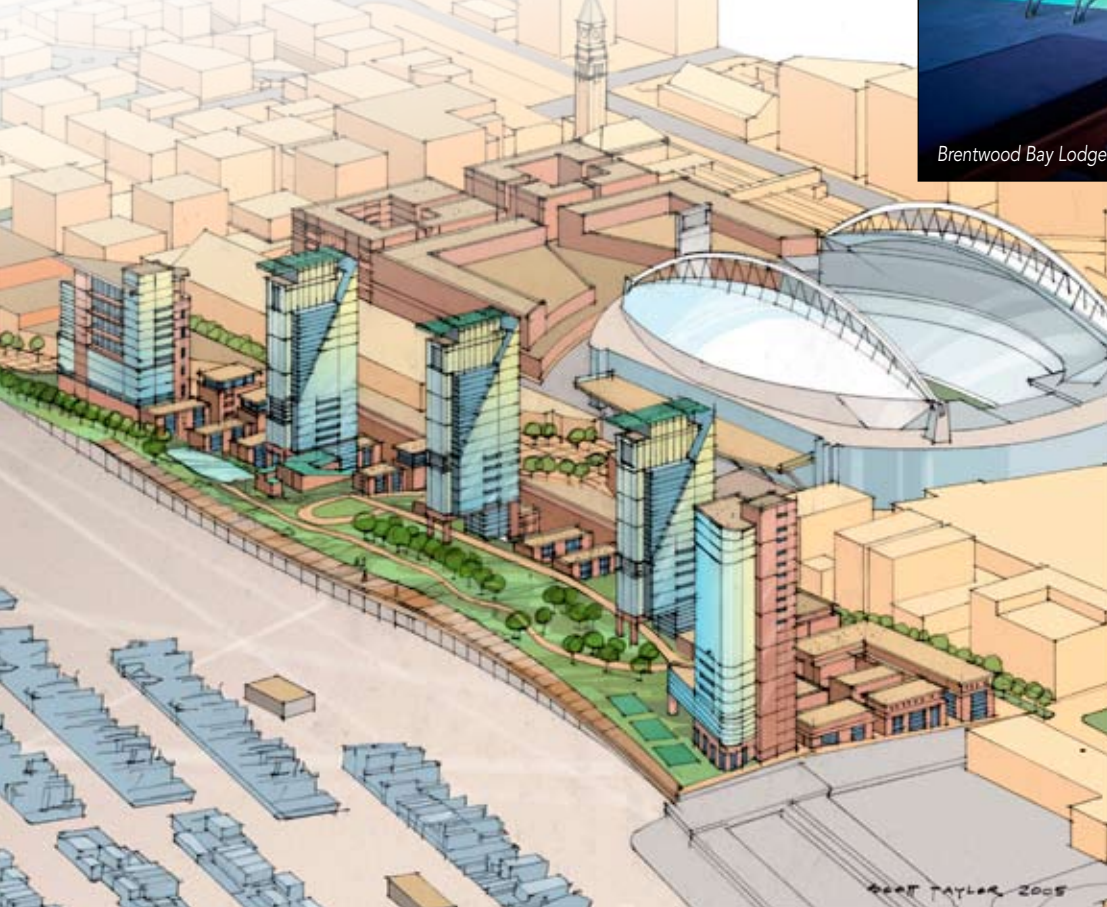
Building A Workplace Community

True to form, VIA Suzuki also instilled a sense of collaboration into its new office space, which is located on the 8th floor of the Tower Building. "We designed an urban great room to nurture individual and shared work," Alan says. Painted canvas white, the office contains virtually no walls and is flanked on three sides with windows.

A polycarbonate divider defines the reception area from the staff area. For functionality, VIA Suzuki added a deadline room where small groups can finish projects, a quiet room for work that requires deep concentration, and a community room that doubles as a meeting room.



Brentwood Bay Lodge & Spa



VIA Suzuki settled into its new space in January 2006. Alan says the architectural firm selected The Vance Corporation as a landlord primarily for the philosophical similarities between the two companies. "Vance is a community – and that fits perfectly for us," he says.

VIA Suzuki's vision for the Seattle waterfront.



MWW Group

LAST SUMMER, HARRY POTTER FANS AROUND THE WORLD WAITED EAGERLY FOR THE RELEASE OF *HARRY POTTER AND THE HALF-BLOOD PRINCE*. WHILE FANS KNEW THE EXACT RELEASE DATE, IT IS UNLIKELY THAT MANY HAD DECIDED



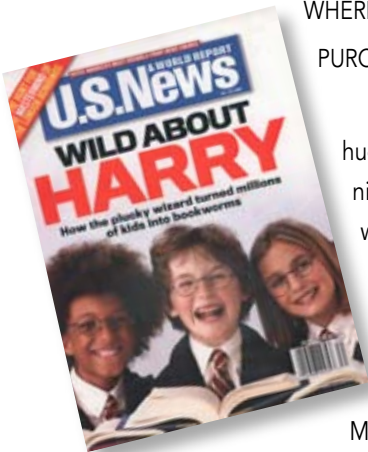
Bob Silver

Prince subsequently broke all previous pre-order records for Amazon.com, becoming one of the company's most successful product launches ever," Silver says.

National Firm, Local Touch

One of the largest public relations agencies in the country, MWW established its Seattle office in 1992 and now has eight offices around the nation. The firm provides professional services ranging from public affairs and corporate communications to investor relations and marketing programs. Major clients include Sun Microsystems, McDonald's and Nikon.

WHERE TO PURCHASE THE BOOK.



Recognizing the huge sales opportunity, Amazon.com was determined to influence people's book-buying decision and turned to the

MWW Group – a

national public relations firm with a Seattle office in the Tower Building – to create a 'buzz' around Amazon.com leading up to one of the biggest literary events in history. MWW has served Amazon.com since fall 2003.

"Through a comprehensive media campaign, we positioned Amazon.com as the preferred retailer for *Harry Potter and the Half-Blood Prince*," says Bob Silver, senior vice

Public Relations Pros

president and general manager of MWW's Seattle office. "Customers could pre-order the book online and have it delivered on the release day instead of waiting in line at a traditional bookstore."

The campaign included a live media event at Amazon.com's fulfillment center in Fernley, Nevada, where Amazon.com spokespeople conducted interviews with Katie Couric of the Today Show as well as with CNN, CBS The Early Show and many more. Print coverage of Amazon.com was equally favorable with features in *The New York Times*, *Wall Street Journal* and *USA Today*.

"In total, we delivered hundreds of millions of print and broadcast media impressions leading up to the book's release. *Harry Potter and the Half-Blood*



Kathryn Heath, Angie Frazier and Ty Rogers prepare for a client presentation.

Operating with 10 employees, the Seattle office can tap the expertise of 250 public relations professionals in MWW's networked offices as well as MWW's tested methodologies to deliver results to clients. "We offer local clients a hands-on, boutique approach backed by the strength of a much larger firm," Bob says. Beyond Amazon, MWW's local clients include Perkins Coie, D.A. Davidson, American Seafoods Group and the WSA (formerly Washington Software Alliance).

Bob joined MWW in 2004 after operating his own Seattle-based public relations firm for 13 years. Before that, he worked in journalism for more than a decade, including a four-year stint as sports editor for the *Seattle Times*. "In 2004, MWW president Michael Kempner approached me and we agreed to merge our public relations businesses. The team has jelled and now we're in growth mode," Bob says. He mentions the Seattle office has ramped up its public affairs practice and is looking at additional office locations in the greater Northwest.



resentation.



Sally Fouts, Stacey Page and Katie McFadzean in MWW's media library.

Bob believes that an effective public relations program is essential for companies today. "The marketplace is crowded with companies and products; people are inundated with messages. We help our clients raise awareness and increase credibility in ways that support their goals and objectives," he says.

Evolving Strategies

Bob also acknowledges that the field of public relations has changed greatly since he started his career, especially with recent technology advances. "The Internet certainly altered how we communicated with the media and how our clients interacted with customers. But more recently, blogs, RSS feeds and wikis are making it possible for companies to communicate one-to-one with customers. It's causing us to rethink how we approach our clients' problems," he says.

Bob provides the example of yesterday's public relations professional, who wrote a press release and distributed it via a wire service, whereas today's professionals are considering ways to bypass the media altogether and communicate directly to target audiences, such as via short-messaging service directly to an individual's mobile phone. "It's a fascinating time to be in this business," Bob says.

Before moving to the 6th floor of the Tower Building in April 2005, MWW had offices on the waterfront. "We wanted to be in the heart of the commercial business district and the Vance team has helped us become quite comfortable here," Bob says.





PONCHO

A TRIP TO THE KENTUCKY DERBY WITH A TOUR OF THE BREEDER STABLES. A WILLIAM CUMMING PAINTING

VALUED AT \$25,000. A JOURNEY TO COPENHAGEN TO ATTEND THE ROYAL DANISH BALLET, ACCOMPANIED BY PETER BOAL, ARTISTIC DIRECTOR FOR PACIFIC NORTHWEST BALLET.

PONCHO Celebrates the Arts

These are just a sampling of the once-in-a-lifetime experiences and indisputably unique items up for bid at the annual Patrons of Northwest Civic, Cultural and Charitable Organizations (PONCHO) gala auction. The theme for this year's elaborate affair is Derby Dreams, a subject dear to PONCHO president Michael Alhadeff, whose family owned Seattle Longacres.

For the April event, PONCHO will transform a hotel ballroom into a horse racing track with a winner's circle in the center.



Steve Vitalich, Inna Shmelyova, Jean Fukuda, Hilary Wilson, Gordon Hamilton, John Linder and Whitney Burdsall

Buglers and a track announcer will introduce the events of the evening. Spotters will dress in riding coats and jockey silks. And an exclusive group of Seattle's performing and visual art patrons will sip mint juleps, dine on



Gordon Hamilton

a three-course meal and bid generously until late in the evening.

But what matters most is the cause: Every dollar raised at the PONCHO auction

will go toward funding the arts community in our region.

Growing an Arts Community

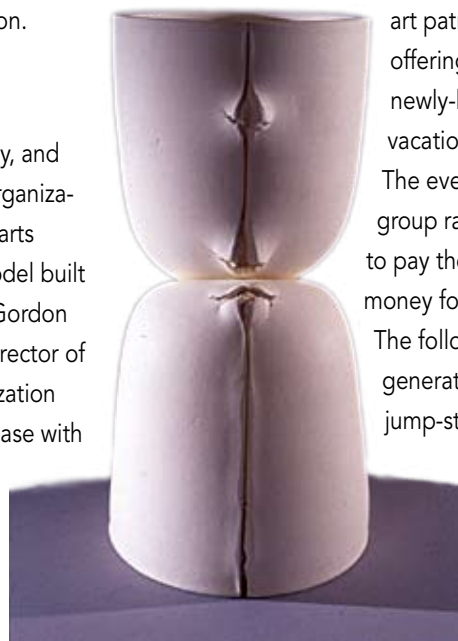
"PONCHO is today, and always has been, an organization that supports the arts through a business model built around events," says Gordon Hamilton, executive director of PONCHO. The organization recently renewed its lease with

The Vance Corporation after 14 years in the Lloyd Building.

Gordon delves into a bit of history to illustrate the origin of PONCHO and its penchant for event planning. "In 1962, the Seattle Symphony had just finished performing Aida at the Seattle World's Fair. It was a huge production. They even had elephants on the stage," he says.

But despite the show's popularity, the symphony incurred \$35,000 in debt by the final curtain. At the time, the symphony was one of only two arts venues in Seattle. The Seattle Art Museum was the other.

To retire the debt, a group of Seattle art patrons organized an auction, offering among other items a newly-built home, a Polynesian vacation and a cuddly puppy. The event was a success and the group raised \$101,000 – enough to pay the debt and provide seed money for the Seattle Opera. The following year, the auction generated enough money to jump-start the Seattle Repertory Theater.



Today, PONCHO has given more than \$31 million to the arts community in Seattle and nearby cities. "In this sense, PONCHO has been the genesis for the range of performing and visual arts we enjoy today," Gordon says.

Expanding the Gift

Over the years as the gala grew, Gordon acknowledges that the number of auction items and event length tested even the most hearty art patron. To refocus the event, PONCHO spun off a separate wine auction in 1991 and an invitational



fine art auction in 2002. Last year these three auctions raised more than \$1 million for arts, which PONCHO allocated to 58 organizations.

Although the majority of this money was distributed to well-established arts groups, PONCHO now is making a concerted effort to fund more mid- and small-tier organizations. "We recognize that supporting the entire ecosystem of arts makes the whole community stronger," Gordon says.

Last year, for example, money went to the Espy Foundation, a residence program for writers and visual artists; Music of Remembrance, a group dedicated to remembering Holocaust musicians and their art through musical performances and educational activities; and Wing-It Productions, an improvisational theater group with a school program geared at helping kids gain self-confidence using improvisation techniques.

Whether helping arts group large or small, Gordon believes his primary role as the organization's executive director is to be a guardian. "PONCHO has a legacy. It's in our hands to protect and extend it for everyone's benefit," he says.

Welcome to Dave Hoare

THREE DAYS PER WEEK, DAVE HOARE, VANCE'S NEWEST MEMBER OF THE ENGINEERING TEAM, PUTS HIS MECHANICAL APTITUDE AND CUSTOMER SERVICE TRAINING TO USE, HELPING KEEP THE MECHANICAL SYSTEMS OF VANCE'S BUILDINGS RUNNING OPTIMALLY.

The other two days (and on nights and weekends), Dave has an important role as a stay-at-home dad, raising his two sons while his wife Alicia works. "My oldest, Braden, is three and Andrew is one," he says.

As a family man, Dave enjoys spending quality time with his wife and children; they just returned from a trip to Maui. "We made sand castles taller than my boys," he says, noting that engineering skills can come in handy outside of work, too.

Dave also plays a number of sports, including basketball, soccer and softball. "The softball team I play with just celebrated five seasons together, and I've been playing soccer on a co-ed team for four years," he says.

Before Vance, Dave was employed as a water maintenance worker with the City of Bellevue. "I maintained and repaired the City's delivery system for drinking water and also installed new water systems," he says.

At Vance, Dave reports to Neal Whitney, chief engineer, who says he is excited to have Dave on staff. "Dave has a strong work ethic, and I believe our tenants will find him a pleasure to work with," Neal says.





Recycling Reminders

FOR 18 YEARS, VANCE HAS OFFERED AN ACTIVE RECYCLING PROGRAM IN ITS FIVE BUILDINGS. OUR PROGRAM COMPLIES WITH SEATTLE'S PROGRESSIVE RECYCLING EFFORTS AND REQUIREMENTS FOR BUSINESSES WITHIN THE CITY LIMITS. HERE ARE A FEW REMINDERS FOR TENANTS TO HELP KEEP THE PROGRAM SUCCESSFUL.

- You can toss all types of paper, cardboard, plastic, aluminum and clean tin into the recycle box supplied by Vance. (See side of box for a full list of accepted materials.) If you need more recycle boxes, please call the Vance offices.
- There has not been a high demand for glass recycling by Vance's tenants; therefore, we are not currently accepting glass for recycling. However, please let Vance know if your office requires a consistent level of glass recycling, and we will explore options that may be available through Allied Waste, our recycling company, or through our janitorial crew.
- All other non-recyclable material goes into your garbage container.
- When Vance's janitors clean in the evening, they empty the recycled materials into one container and garbage into another. Then the janitorial staff takes the recyclables to a compactor. When the compactor is full, Allied Waste hauls the recycled materials to an offsite sorting center.
- If you have additional questions about Vance's recycling program, please call 206/623-8030.

New Vance Tenants

We wish to welcome new tenants Susan Luong of **Luong Law**, (right) and Pam Salazar and Shelby Maly from **Secure Computing**, (far right) to the Plaza building.

Below is some of the team from **Vizrea** in the Tower Building.



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