

Winter, 2010



Zeller Realty Group*

Zeller Dwellers

LaSalle Plaza



LASALLE PLAZA

Zeller Realty Group

Welcomes

New

LaSalle Plaza
Tenants

Elizabeth Arden

&

Jacobs Marketing



LaSalle Plaza
Goes Green!

Sunny days on the 17th floor!



Vince E. Egan & Friends
And
The "Sesame Street Live Day"
Proclamation

Last month, in honor of VEE Corporation's 30th Anniversary, Mayor R.T. Rybak proclaimed January 13, 2010, as "Sesame Street Live Day."

Founded by Vincent E. Egan in 1980, VEE is known world-wide for its **Sesame Street Live** stage productions. A meeting with the late Jim Henson and executives with Children's Television Network (now Sesame Workshop) led to a long-term, exclusive agreement to create life-size replicas of Henson's *Sesame Street* Muppets for touring shows.

The first **Sesame Street Live** production opened in September of 1980 at the old Metropolitan Sports Center in Bloomington. It went on to play for four weeks at Madison Square Garden and was received by an enthusiastic audience of some 100,000 people. The New York engagement clearly established the show as a success and there was no turning back! In fact, during the past 30 years, **Sesame Street Live** has entertained millions of children and families across the country and in more than 30 countries around the world.

Currently, there are three **Sesame Street Live** shows on the road and also the new Broadway-style musical **Curious George Live!** The company's international headquarters are located right here in LaSalle Plaza. A staff of 40+ people handles all administrative aspects of the business, including production, booking, operations, marketing and public relations.

An additional 50 people are employed by VEE's Production Services and Costumes & Creations divisions, which are located in a nearby, state-of-the-art, 35,000 square-foot facility. The talented staff of artisans who work there design and build all the show sets, props and costumes. They also create exhibits, displays, interactive kiosks, mascots and much more for museums, sports clientele, advertising agencies and event marketing firms representing leading consumer brands throughout the United States.

Visit www.vee.com for more information
about VEE Corporation, Sesame Street Live and Curious George Live!

A LETTER TO LASALLE PLAZA TENANTS



Kelly Lentz,
General Manager

We at Zeller Realty Group trust that you all had a great holiday season and have enjoyed the beginning of the new year. I would like to touch on a few highlights that occurred at LaSalle Plaza this past year, and let you know what projects you can anticipate in 2010.

First, I would like to welcome our two newest tenants to the building, Elizabeth Arden located on the 10th floor, and Jacobs Marketing located on the 20th floor. We are very pleased that both of these companies have chosen LaSalle Plaza for their office needs.

The Zeller Realty Group management team completed several capital improvement projects in the building in 2009. These projects included installation of skirt brushes on all of the escalators, upgrades to the fire life safety detection system, replacement of the Central Sprinkler devices in the parking facility, and fire protection riser code upgrades. We would like to thank you all for your patience while these projects were taking place.

This past year the management staff concentrated on lowering expense levels through the creation of greater efficiencies, changes in work scope, and bid processes. I am pleased to report we were able to lower the cleaning, window washing, security and utility costs for the building in 2009. Managing operating expense levels is a vitally important process in the execution of the property's ongoing operations and we will continue to monitor costs in 2010.

The capital improvement projects we have scheduled for the coming year include upgrades to the security systems in the building, repairs to the traffic coating and concrete in the parking facility, replacement of the side panels on the Hennepin Avenue escalators and upgrades to the elevators due to newly adopted Minnesota State Elevator/Escalator code requirements.

Please check on page 3 of this newsletter for the latest questions in the LaSalle Plaza Trivia Contest and enter for a chance to win a nice prize. I hope you have fun with the contest.

Remember, if there is anything that myself or the ZRG management staff can do for you, or if you have any ideas where you feel we can improve our services, please contact the office of the building or me directly at 612-317-2929.

JUST FOR YOU CONCIERGE SERVICES

The Vikings are done for the season and you need something else to do?



Sara-ann Kasner, Director
Just For You Concierge Services

Wintertime in "MinneSNOWtah" can be a bore or it can be a time to have excitement and fun indoors or outdoors, the choice is yours. If you've a mind to see the rest of the state (or another state entirely) or just go someplace in the Twin Cities, my job is to help you have a great time. I can help with travel plans, company or private party planning, theater, sport and special concert tickets, reservations to a great hotel or dinner out and transportation to get there. Get on the Just For You (emailed) "Wish" List, and I will notify you when there's special ticket opportunities.

Email me at: saraannjustforyou@zellerrealty.com

Or call me at: 612-317-2932

BUILDING POWER SHUT DOWN



Mike Blomberg,
Operations Manager

I would like to take this opportunity to explain the process and the purpose of the electrical shut down that was recently conducted in the building.

To understand why the power has to be shut down, I will need to explain how the electrical power is distributed throughout the building. Unlike household systems that are typically comprised of copper wiring run throughout the house, a large office building like LaSalle Plaza uses a Buss Duct System which consists of rigid pieces of copper or aluminum bars and conductors which are incased in an insulated steel enclosure and run the length of a building with tap offs to serve each floor. The buss ducts are constructed in sections of different lengths along with elbows and transition pieces which are assembled by stab in connectors and bolted together for a tight fit.

This is where the maintenance and the power shut down come into play. Over time, these buss ducts can expand and contract due to heating from current flow. These expansions and contractions can loosen the bolts and connections on the buss duct causing overheating, power fluctuations, or a cataclysmic failure causing an unexpected power failure, which we all know is the worst kind.

During the power shut down all of these connections are tightened and inspected top to bottom along with the main switch gear at the power source in the basement.



Opening main switch gear



**Testing of ground
fault switches**



**Tightening of
transformer buss duct**

As in any maintenance performance there are no guarantees that this will eliminate every failure but as a management team, we strive to take each and every action possible to maintain constant flow of uninterruptible power to you, our tenants. We apologize for any inconvenience this process may have caused but we hope you understand that a controlled shut down for this critical maintenance is definitely the lesser of two evils. The good part is this process is only performed every 5 to 6 years.



LASALLE PLAZA TRIVIA CONTEST

**Enter for a chance to
win a fun prize!**

**You must answer both
questions to qualify:**

**#1. How many units of
blood did LaSalle Plaza
tenants donate in
2009?**



**#2. How many
Poinsettias were in
LaSalle Plaza during
the holidays in 2009?**

TO ENTER:

EMAIL:

skasner@zellerrealty.com



THE LASALLE PLAZA SECURITY TEAM



Photo from left: Louis Sorrell V. Joshua Brown, James Jackson, Raydell Wilson, Brandon Loude, and Scott Clemente. Not pictured: Paul Hill, Mark Kachel, Colicia Barnes and Ahmed Ahmed.

LaSalle Plaza prides itself on providing a high level of security for its tenants and visitors alike. A nine-member security team is stationed around the clock in the office tower, building dock and parking ramp, as well as the retail areas of the building. James Jackson, LaSalle Plaza Project Manager, says "our security officers are professionals whose backgrounds are in customer service, retired military and security, as well as the criminal justice system. In addition, they are required to be CPR certified and meet continuing education credit minimums each year while actively participating in ongoing training.

The LaSalle Plaza security team works closely with the Minneapolis Police Department and other downtown properties' security personnel through a special radio link program. The system, which provides immediate and vital information to all of the participating downtown properties, was used in a recent incident involving a lost child who within five minutes was located and returned to an anxious grandmother via the program, preventing a potential Amber Alert. Some of the other services offered to the tenants of LaSalle Plaza include managing the security access to the building and tenant suites during non-core business hours. They also serve as tenant escorts to and from LaSalle Plaza up to a one-block radius of the property (special circumstances can be accommodated as well).



LaSalle Plaza 3rd Shift Security staff:
Nick Cambell and Anthony Dietzler

James Jackson, LaSalle Plaza Project Manager, has worked in the security industry for over eleven years, giving him a vast array of experiences in both pre and post 911. His experience includes private protection of high profile individuals including government and private sectors, the armored services, and patrol division in financial services. James is a native of New Jersey and has lived in Minneapolis with his wife and children for nearly fourteen years.

HS HealthSource™ Chiropractic & Progressive Rehab™

HealthSource Chiropractic and Progressive Rehab is a chiropractic and massage office, serving the downtown Minneapolis area. Our conveniently located LaSalle Plaza office combines the unique talents of chiropractic physicians and therapists to treat a variety of aches and pains such as headaches, neck and back pain, Carpel Tunnel, muscle tension and so much more. At **HealthSource** we are committed to creating a wellness plan catered specifically to the unique needs of each individual. Whether you are interested in providing wellness and preventing future problems through a periodic massage or adjustment or seeking a more comprehensive approach to treat injuries and more severe muscle and joint pain, our priority is returning our patients to optimal health in a timely manner by offering a combination of chiropractic, physical therapy and massage therapy options.

HealthSource offers a no cost consultation and a \$15 introductory 30 minute massage

Call 612-333-9144 or just stop by

LaSalle Plaza Year In Review '09



Pictured top left to right:

Holiday Tenant Appreciation Breakfast, the Angel Tree, Minnesota Science Museum, Golf Seminar, Daffodil Days, The Ivey Awards, Tenant Appreciation Ice Cream Social, Popcorn in the lobby, and the Tenant Halloween Pumpkin Carving/Decorating Contest.

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BREWERY

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ANNETTE FITZGERALD AT 612-332-7350
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LaSalle Plaza #104

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"Zeller Dwellers" is a publication of
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Administrative Assistant
Lead Engineer
Engineer
Engineer
Maintenance Technician