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Dr. Upton, the Medical Director of the Anti-Aging Center at PRO Sports Club, has been practicing medicine for over 17 years. He became inspired by anti-aging through this extensive experience with preventative medicine.



AGED TO PERFECTION

I never thought I'd feel excited about turning 70. Like many people, I had some reservations about aging and how I'd be able to maintain my vigor as I got older. Having been a cardiovascular surgeon and seeing many of my patients and colleagues go through the aging process, it wasn't something I looked forward to.

However, at age 75, I can honestly say that I've never felt better. What's my secret? It was learning how to age successfully, with all the right tools and support.

We plan almost every major event in our lives. However, few of us actually plan on how to age well. We assume that aging is something that just happens over time and there's little we can do about it. It begins with the little aches and pains, worsening eyesight, losing interest in sex, or not being able to eat or drink as much as we'd like. And we assume this is normal and there's little, if anything, one can do about it.

I've got news for you. There is something you can do, no matter what your age. Have you considered how your lifestyle habits of eating, exercising, sleeping, and managing stress can affect your aging process? How about the impact of nutritional supplementation and hormone replacement? It is possible to age well and to plan a different outcome as you get older.

I believe that it's possible to continue to experience a high quality of life as you age, if you do the right things.

At 75, I feel healthy, vibrant, strong, alive, and happy. I have a sharp mind and am full of energy. I look forward to each and every day. Having followed an anti-aging regimen for the past 20 years, I'm living proof that it works.

For the past 20 years, I've measured the levels of my hormones and other age-related chemistry. As they began to decline, I supplemented with bioidentical hormones to keep the levels at what you'd find in a 30-40 year old man. I've also taken care of my skin by staying out of the sun and using SkinMedica skin care products and getting regular IPL treatments. Everyone in my family is bald. So I decided, 30 years ago, to fight that with Propecia and Rogaine, and it works.

My secret can be yours too. I've always believed in providing a high quality of life to as many people as possible. That's why I founded PRO Sports Club and that's why I made the decision to open the Anti-Aging Center. I now look forward to every birthday. I hope you do, too.

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Brad Tilden,
Chief Executive
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WE HAVE GREAT PEOPLE

When people ask me why I believe Alaska Airlines has been successful, often against the odds, my answer is simple. We have great people. A lot of companies say that, and like you, I can be cynical when I hear others make this claim. But I have a hunch that you, as our customer—perhaps a loyal customer who has flown with us for years—might agree. Our people, and their commitment to

our customers, are what set Alaska apart from the rest of the industry.

That is why the Legends of Customer Service ceremony we host each May is my favorite event of the year. On that day we pay tribute to the best of the best: the Legends of Alaska Airlines who represent our company's values. The Legend Award is the highest honor anyone can receive at Alaska; less than 1 percent of the people who have worked at the airline since we started recognizing Legends in 1991 have received this tribute.

This May, we proudly celebrated 12 Legends: three flight attendants, two pilots, two reservations agents, one customer service agent, one ramp service agent, one aircraft technician and two folks from our leadership team. Together, they represent a collective 295 years of experience with our airline.

Among them is Duane Gaither, a 29-year veteran of Alaska Airlines' ramp operation in Anchorage. When I first met Duane at the Anchorage airport several years ago, on a cold but sunny visit, I was struck by his generosity and caring spirit. He sported his hair long, in a ponytail, and explained that his daughter Lauren, 11 at the time, was growing her hair out

to donate it to Locks of Love, and he'd decided to join her. (Dad of the year!)

Duane offered to show me around the ramp, giving me the cook's tour of our operation. Duane is economical with his words, but I learned the immense pride he has in his work, and witnessed the respect his teammates have for him. I

noticed he was smiling as we walked around, and he talked comfortably about refinements he and his team had made

SUSAN EWBANK



Duane Gaither on the job and with daughter Lauren. They grew their hair for Locks of Love.



over the years, and about things they were working on.

A stickler for detail, Duane hates to see airplanes leave late, with bags or cargo left behind, or with a load plan that hasn't been optimized for fuel economy. One of his fellow employees says Duane is the one you're hoping will answer the phone, because no matter what the problem, he'll fix it.

When Duane and I spoke again, on the eve of the Legends event, he was

modest about his nearly three decades of accomplishments with our airline. "I feel like you need to know as much as you can about your role," he says.

Jeff Butler, our VP of customer service, is more expansive: "People have been talking about Duane Gaither since I joined the airports division eight years ago." Jeff adds that Duane is committed to excellence and always learning. He can do, and probably has done, every job at our airport operation.

I am reminded every day that Alaska is great because of people like Duane and this year's 11 other Legend Award winners, each of whom embodies our values of Alaska Spirit, resourcefulness, integrity, professionalism and caring. We hope they know how much we appreciate them.

If you encounter one of our 2014 Legends today, or a Legend from a previous year, or even a future Legend, I hope you'll thank them for us.

Barcl

In addition to Duane, the 2014 class of Legends includes Michael Battista, Grace Browning, Brian Di Nielli, Robert Driscoll, Renee Goldfoos, Linda Luhrs, Kay Mitchell, Donnelle Porter, Craig Trounce, David Wheeler and Jim Winkelman. Each month we profile one of these Legends in the "People Behind the Spirit" column on page 15 of this magazine.

El Espíritu de Alaska



Brad Tilden,
Jefe Ejecutivo

TENEMOS PERSONAS EXCELENTES

Cuando la gente me pregunta por qué creo que Alaska Airlines ha sido exitosa, muchas veces contra todo pronóstico, mi respuesta es simple. Tenemos personas excelentes. Muchas compañías lo dicen, y al igual que podría serlo usted, yo puedo ser cínico cuando escucho a otras compañías hacer esta afirmación. Pero como nuestro cliente, tal vez uno de nuestros clientes fieles que ha volado con nosotros durante años,

tengo la intuición de que usted podría estar de acuerdo. Nuestra gente y su compromiso con nuestros clientes es lo que diferencia a Alaska del resto de la industria.

Esta es la razón por la que nuestra ceremonia anual Legends of Customer

Service (Leyendas del Servicio al Cliente), que realizamos cada mes de mayo, es mi evento favorito del año.

Ese día rendimos homenaje a lo mejor de lo mejor, las leyendas de Alaska Airlines que representan los valores de nuestra compañía. El Legend Award (Premio a la Leyenda) es el mayor honor que una persona puede recibir en Alaska Airlines; menos del 1% de las personas que han trabajado en la aerolínea desde que comenzamos a reconocer a las leyendas, en 1991, han recibido esta distinción.

Este mayo, celebramos con orgullo a 12 leyendas: tres sobrecargos, dos pilotos, dos agentes de reservaciones, un agente de servicio al cliente, un agente de servicio de rampa, un técnico de aviación y dos personas de nuestro equipo de liderazgo. Ellos representan, en conjunto, 295 años de experiencia con nuestra aerolínea.

Entre ellos se encuentra Duane Gaither, un veterano con 29 años de antigüedad en Alaska Airlines en operaciones de rampa en Anchorage. Cuando conocí por primera vez a Duane, durante

una visita fría pero soleada en el Aeropuerto de Anchorage hace ya varios años, me sorprendió su generosidad y su espíritu amable. Llevaba su pelo largo recogido con una coleta y explicó que su hija Lauren, de 11 años en ese momento, estaba dejando crecer su cabello para

donarlo a Locks of Love (Cabello de Amor), y él había decidido hacer lo mismo. (¡Padre del año!)

Duane se ofreció a mostrarme la rampa y me llevó a hacer un recorrido rápido por nuestra operación. Duane no derrocha sus palabras, pero descubrí el inmenso orgullo que

siente por su trabajo y el respeto que le tienen sus compañeros de equipo. Noté que sonreía mientras caminábamos y hablaba cómodamente sobre las mejoras que él y su equipo habían hecho durante el correr de los años y sobre las cosas en las que estaban trabajando.

Muy detallista, Duane odia ver que aviones partan con retraso, con maletas o cargamento olvidado, o con un plan de carga que no haya sido optimizado para el consumo de combustible. Uno de sus compañeros de trabajo dice que Duane es el que uno espera que conteste el teléfono, porque independientemente del problema, él lo arreglará.

Cuando hablamos Duane y yo recientemente, fue modesto sobre sus casi

tres décadas de logros con nuestra aerolínea. "Siento que uno necesita saber todo lo posible sobre su papel", expresó.

Jeff Butler, nuestro vicepresidente de servicio al cliente, es más expresivo: "Las personas han estado hablando sobre Duane Gaither desde que me incorporé a la división de aeropuertos, hace ocho años." Jeff agrega que Duane tiene un compromiso con la excelencia y siempre está aprendiendo. Puede hacer, y probablemente haya hecho, todos los trabajos en nuestra operación de aeropuerto.

Todos los días me doy cuenta de que Alaska es excepcional debido a personas como Duane y como los otros 11 ganadores del Legend Award que personifican nuestros valores: Espíritu de Alaska, iniciativa, integridad, profesionalismo y dedicación. Esperamos que sepan cuánto los apreciamos.

Si usted se encuentra hoy con una de las Leyendas del 2014, con Leyendas de años anteriores o, incluso, con futuras Leyendas, espero que les agradezca de nuestra parte. ▲

Además de Duane, la clase 2014 de Leyendas incluye a Michael Battista, Grace Browning, Brian DiNielli, Robert Driscoll, Renee Goldfoos, Linda Luhrs, Kay Mitchell, Donnelle Porter, Craig Trounce, David Wheeler y Jim Winkelman. Cada mes destacaremos a uno de ellos en la columna "People Behind the Spirit" (Las personas detrás del espíritu) de esta revista.

SUSAN EWANK



Duane Gaither.



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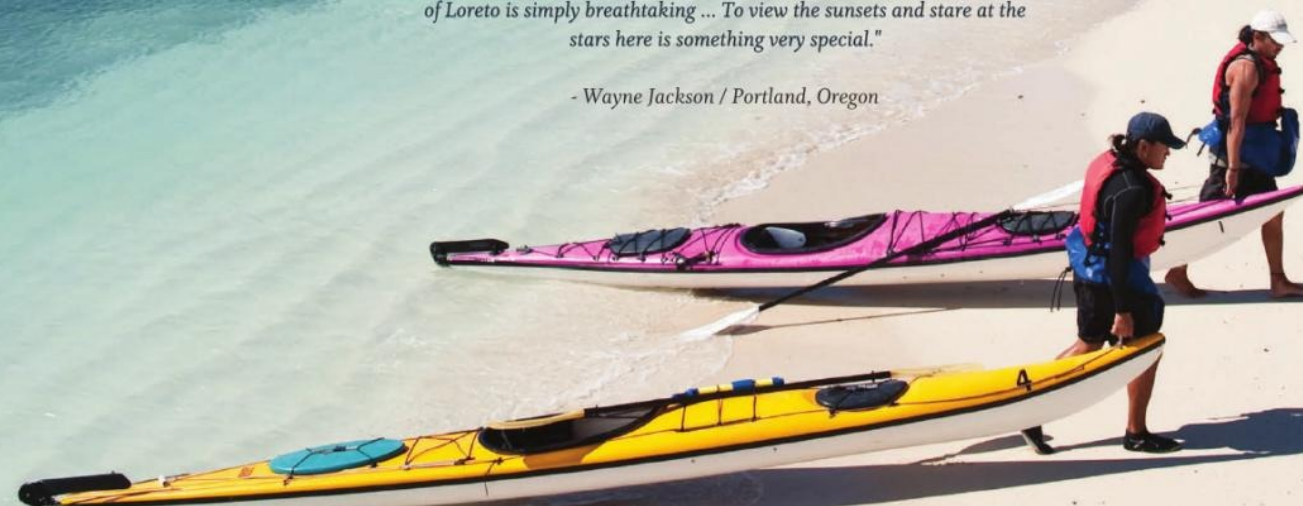

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FOCUS ON SUSTAINABILITY



Alaska Air Group Ranked No.1 in Fuel Efficiency, Third Year in a Row

The International Council on Clean Transportation (ICCT) recently ranked Alaska as the aviation-industry leader in fuel efficiency, citing the airline's use of technology and its young 737 fleet as key

factors in its success. The ICCT found that Alaska used 26 percent less fuel, on a per-passenger-mile basis, than the airlines performing at the lowest end of the efficiency study.

AROUND THE SYSTEM

► **Join us for Jazz on the Plazz,** July 23 in Los Gatos, California, for an evening under the stars featuring jazz artist Ramsey Lewis. We'll be there to listen and provide some fun giveaways. Get more information at jazzontheplazz.com.

► **In Hawai'i,** Alaska will be at the Kaua'i Music Festival, July 30–August 2. Find more information at kauaimusicfestival.com.

First Class on the Flight Deck

Each year, Alaska Airlines recognizes a handful of its most celebrated employees as Customer Service Legends—the airline’s highest honor. We invite you to learn about one of our Legends, Captain Brian Di Nielli.

Brian Di Nielli is doing exactly what he was born to do: flying. One of his earliest memories is traveling from Los Angeles to Ireland when he was very young. These days, vivid scenes of flights between Seattle and Anchorage come readily to mind: taking off at sunrise, cruising up the rugged Alaska coastline where Ket-chikan, Juneau and Sitka glimmer amid green forested slopes that dive into deep blue seas, and where the rumpled white ice of Glacier Bay glows in the morning sun. Brian easily names mountain peaks and glaciers along the entire 1,500-mile route, and as he drops into Anchorage, the sight of Mount McKinley in the distance is a bonus.

“It’s the quintessential Alaska flight, and I’ve been privileged to sit on this high perch and witness all this spectacular beauty,” Brian says. “It’s something I never take for granted.”

Brian was 7 or 8 when he decided he wanted to be a pilot—not to fly the fast jets of the military services, but commercial airliners. By the time he entered high

school in Mission Hills, California, he was working as a busboy, saving money for flying lessons. Shortly after his 17th birthday, he got his private-pilot license, and a year and a half later, he had his instrument, multiengine and commercial ratings. He worked his way through California State University, Northridge, by giving flying lessons.

Brian spent a couple of years flying in the Virgin Islands before getting a call in 1977 from Braniff International Airways, offering him a chance to fly Boeing 727 jets. He was just 22. The opportunity was fairly brief, however. Braniff downsized, and Brian was furloughed in 1981.

In February 1982, Alaska Airlines came calling. The airline was small, with only 13 aircraft and 230 pilots, but it was growing. Brian became a captain within four years.

In addition to serving as a line pilot, Brian has also been a trainer, working with new pilots and with other pilots on their continuing training in flight simulators, as well as aboard regular scheduled flights as a flight check airman.

“I love the training, having the opportunity to share some of what I’ve learned over the years,” he says. “You really give of your substance when you’re training.”

Brian also has worked on a number of special projects, including helping develop safety procedures and fuel-saving techniques. He’s chaired the professional standards committee for the local Air Line Pilots Association, and helped refine conflict-resolution procedures for flight crews.

Those who have flown with Brian consider him the consummate professional. “He demands personal excellence in aviation and in all that he does,” says Captain John Knierim, who has known Brian since their first day in college together. “He’s the guy I’ve been trying to emulate for just about my whole life.”

Brian is more modest about his career. “I’m just a run-of-the-mill airline guy,” he says, “lucky to be doing what I love to do, and at an airline where I was lucky enough to land by chance 32 years ago.” —Paul Frichtl



Brian Di Nielli,
Alaska Airlines
Legend

COMMUNITY SPIRIT

Alaska flights honor veterans

As 46 veterans of World War II waited in Anchorage to board a flight to Washington, D.C., in May, Alaska Airlines Customer Service Agent Denise Snow sang *The Star-Spangled Banner*. It was one of many emotional tributes to the veterans taking an Honor Flight to the nation’s capital to visit the World War II Memorial.

“It makes me want to cry when I think about what they put themselves through for my country,” Snow says. “I appreciate that, and I want them to know that.”

Honor Flight Network is a national organization that



Denise Snow greets an Honor Flight veteran in Anchorage.

transports veterans to Washington, D.C., to visit war-service memorials. Alaska Airlines flew its first Honor Flight in 2012.

“The state of Alaska has a proud military history,” says Marilyn Romano, Alaska Airlines Regional Vice President–Alaska. “We are honored to fly these brave men and women to pay their respects to those who gave the ultimate sacrifice.”

“This generous gift is unprecedented,” says Julie Jones, Honor Flight Alaska’s executive director. “As Alaskans, we feel passionate about arriving on our carrier, Alaska Airlines.” —P.F.

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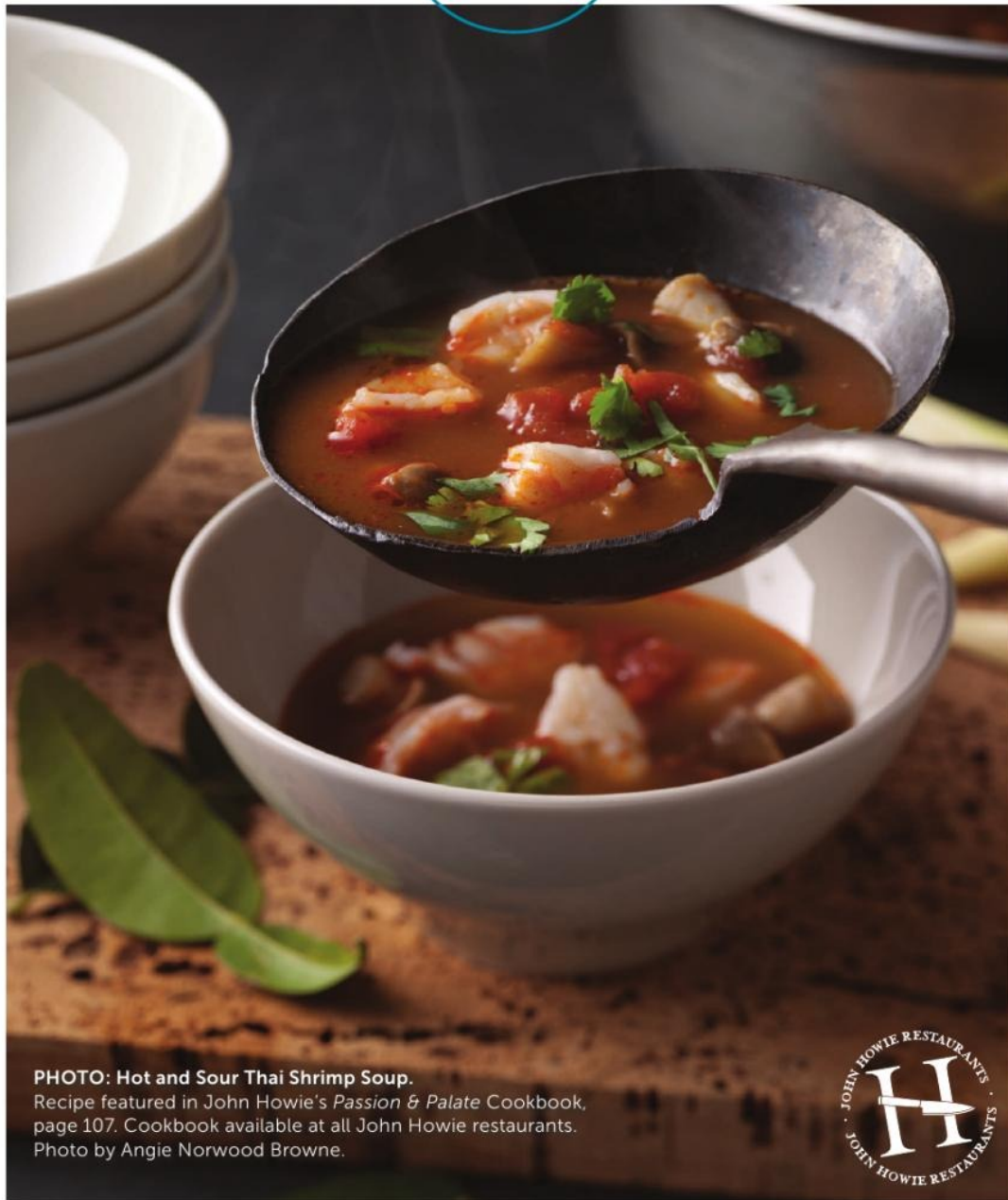


PHOTO: Hot and Sour Thai Shrimp Soup.
 Recipe featured in John Howie's *Passion & Palate* Cookbook,
 page 107. Cookbook available at all John Howie restaurants.
 Photo by Angie Norwood Browne.



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The Art of Hair Restoration



Artistry is what you get when you see Dr. Brian Goertz. As a board certified hair transplant surgeon and the founder of Hair Transplant Seattle, he takes great pride in his artistry of creating natural hairlines, achieving amazingly natural results and helping his patients regain the appearance they've been looking for.



Brian O. Goertz M.D.
Founder of Hair Transplant Seattle

Patients meet directly with Dr. Goertz who takes a very holistic approach to caring for his patients. He counsels each individual on appropriate diet and supplements not only for their "hair health" but also for their general well-being and longevity.

Today there are still many misconceptions about hair transplantation, the results that can be achieved and the process by which the procedure is performed. With Dr. Goertz those misconceptions are gone; people will only know you've had a hair transplant if you tell them.

"It is important for today's patients to understand that the results that can be achieved can look completely natural and amazing when done properly," says Dr. Goertz. But patients should not be

fooled with promises of new machines or instruments doing hair transplants. "The instruments are developed to aid the doctor," says Dr. Goertz. "Ultimately, natural results are achieved by the surgeon who has the surgical and aesthetic skill to create results that are completely natural." When a hair transplant can pass the scrutiny of a hair stylist, you know you have a great hair transplant. "Dr. Goertz has an eye for artistry in making it look natural, which is why I refer my clients to him," says David Cheung, master designer and owner of MARGIDAVID SALON in Seattle.

"My goal is to be sure that my work is completely natural and undetectable," says Dr. Goertz. "I recently had a physician come to me because a mutual patient finally revealed to him that he'd had a hair transplant. When that physician realized that he couldn't detect the transplanted hairs, he decided to come in for his hair transplant. It is a great compliment when a physician chooses me as the hair transplant surgeon for themselves and their patients."

Hair transplantation is not just for men. Many women also experience hair loss or are born with a high hairline that can be treated with hair transplantation. As difficult as it is for men to lose their hair, women often suffer in silence experiencing emotional pain. After all, society tells us that women are not supposed to lose their hair. Hair transplantation can make

a dramatic change in a woman's life. In some cases, hair transplantation is even appropriate for children with areas of hair loss caused by trauma, burns or radiation treatment. Hair transplantation can also be performed for eyebrows, sideburns, mustaches and beards.



eyebrow Transplantation
Before & 9 Days After

Whether you are a man, woman or child, Dr. Goertz is dedicated to creating results that are so natural that the only way someone will know you have had a transplant done is if you tell them.

Visit www.HairTransplantSeattle.com
or Call 1-888-642-4247

11007 Slater Avenue NE
Kirkland, WA 98033



Hair Transplant Seattle



COURTESY: REUBEN H. FLEET SCIENCE CENTER

SAN DIEGO, CA

Magical Science

Visitors to San Diego's Reuben H. Fleet Science Center can now experience artistic tricks of the eyes, ears and mind in the exhibition "**Illusion: Nothing Is As It Seems**," showing through January 11 in its North American premiere. The 21 installations on display, many of them highly interactive, challenge visitors' perceptions, playing on phenomena that have been explored by scientists and exploited by magicians. They use digital media and tangible items to delve into the science and art of sensory deception. One piece, called *Bottle Magic*, involves glass bottles that contain objects such as a ball and tennis shoes. The point of this installation is to spark visitors' imaginations. For more information, call 619-238-1233 or visit rhfleet.org/exhibitions/illusion.

—Zachary Stringham

How did the objects fit in the bottle? Installations from the "Illusion" exhibition challenge visitors' imaginations and test the limits of human perception.

NEW YORK, NY

Mozart and More

The annual **Mostly Mozart Festival** returns this summer to Lincoln Center, home to many of New York City's finest cultural exhibitions. This year's performance series, which takes place July 25–August 23, features 35 events that range from ballet to opera. At the heart of the festival is a set of classical-music concerts celebrating the work of Wolfgang Amadeus Mozart, performed for the most part by the Mostly Mozart Festival Orchestra.

Among this year's non-Mozart highlights will be the world premiere of *Sila: The Breath of the World*, an outdoor, site-specific musical work by Alaska-based composer John Luther Adams, who won the 2014

The Mostly Mozart Festival Orchestra is a highlight of Lincoln Center's summer performance series.



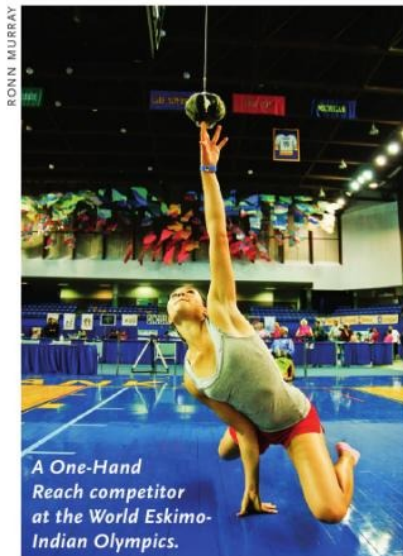
RICHARD TERMINE

Pulitzer Prize for Music. The crowd-pleasing recital series "A Little Night Music" will also return, with six late-night performances in the Stanley H. Kaplan Penthouse. For more information, call 212-875-5000 or visit mostlymozart.org. —Grace Marvin

FAIRBANKS, AK

Summer Traditions in Alaska

An Alaskan tradition continues this year at Fairbanks' annual **World Eskimo-Indian Olympics**, July 16–19. This exciting cultural event reflects native customs and celebrates the history of distinctive sports. This year's lineup includes the One-Hand Reach, a competition that measures the balance and agility used in traditional hunting



A One-Hand Reach competitor at the World Eskimo-Indian Olympics.

activities. In this competition, the athlete supports his or her body with one hand on the ground, while reaching with the other hand for a suspended target. To learn more about the World Eskimo-Indian Olympics, visit weio.org.

Fairbanks also hosts its annual **Golden Days** festival this month (July 16–20), to celebrate the town's history. Festivities include the Kinross Fort Knox Mine Parade, billed as the largest parade in Alaska, with marching bands, antique cars, floats and more. Alaska Airlines is a sponsor of the 2014 Golden Days festival. For more information, call 907-452-1102 or visit fairbankschamber.org/golddays.

—Grace Marvin

The Alaska Airlines Flight Attendant Drill Team performs at a previous Alaska Airlines Seafair Torchlight Parade.

July is a month of many celebrations. Along with the Fourth of July, Americans can observe National Ice Cream Month, National Hot Dog Month, National Blueberry Month, National Picnic Month and National Pickle Month.



Merrill Garbus' band Tune-Yards will perform at MusicfestNW.

PORTLAND, OR

Tunes and Tech in PDX

For three days this summer, the City of Roses will toast great tunes and tech talks. Waterfront Park will be the new setting for **MusicfestNW** (August 16–17). The festival's 18 musical acts will include Girl Talk and Future Islands on August 16, and Spoon and Tune-Yards on August 17. And Portland's famous food carts will offer varied local fare. **TechfestNW** (August 15–16), at the Oregon Museum of Science and Industry (OMSI), will bring together more than 20 influential speakers from startups across the country, including Mike Dubin, co-founder and CEO of Dollar Shave Club, who will discuss effective viral marketing. Two days of programming, lectures and talent/recruitment fairs will provide insights about technology's evolving global landscape. For more information, call 503-243-2122 or visit musicfestnw.com and techfestnw.com. —Jordan Ilarde

SEATTLE, WA

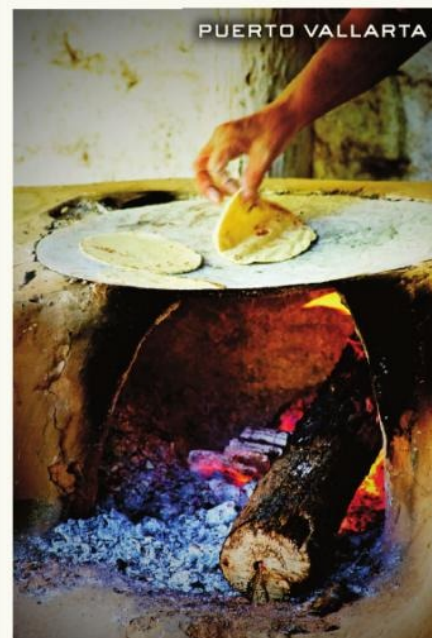
Celebrations by the Sea

This year marks the 65th anniversary of Seattle's **Seafair**, the city's summerlong celebration of boating, aquatic adventures and seafaring culture. The festival runs through August 17 this year, with associated events taking place afterward, including the **Seafair 65th Anniversary Golf Tournament** on September 25. Seafair encompasses everything from appearances by the costumed Seafair Pirates to a coronation of Seafair Royalty to **Seafair Weekend** (August 1–3)

and its annual hydroplane racing. The U.S. Navy Blue Angels also return on Seafair Weekend this year, to thrill spectators with aerial loops and dives over Lake Washington. A nighttime highlight is the **Alaska Airlines Seafair Torchlight Parade** (July 26), which lights up downtown with giant helium balloons, drill teams, marching bands, clowns and pirates. To learn more, call 206-728-0123 or visit seafair.com. —Tyler Hughes



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PROFILE

Connecting with America

A former celebrity columnist travels the nation, taking lessons from everyday Americans

For nine fun-filled years, **Kelly Will** was a celebrity columnist based in New York City. She wrote for publications such as *The New York Times* and the *New York Daily News*. And she traveled the world, attending events such as Eva Longoria's wedding in Paris.

So what made her give it up, sell her possessions—even her Manolo Blahnik shoes and Missoni dresses—and wander America's highways and byways, visiting 50 states in 365 days?

She still wanted to be a journalist, but her new idea was to see America, to collect real stories about real people.

"I only had a vague idea of this country," she says. "I wanted to believe that this country was better than what you see in the news."

Will figured that a year of travel would give her enough time to get a taste of the patchwork of places quilted together as the United States. Her self-imposed budget was tight: \$175 per week, including gas, but she didn't have to pay for accommodations. She connected with family and friends and their networks.

"Seventy percent of the people I stayed with were strangers," she says. "It was the ultimate six-degrees-of-separation web."

What was most eye-opening for Will was experiencing the tremendous generosity of the nation's citizens. One family, in Spokane, felt like they might have little to offer: Her hosts, Janet and Paul, were struggling to find adequate employment. When Will entered their home, she was over-



COURTESY: KELLY WILL

Kelly Will flew on Alaska Airlines at the end of her quest to visit 50 states in 365 days.

whelmed with an incredible aroma: nearly 200 yeast rolls had been baked in her honor. "They wanted to give me something of themselves," says Will.

When Will nearly abandoned a hike to a high camp in the Sierra Nevada out of concern about hiking alone, two families said they'd get her to the top. One of the men took breaks with her so she could take pictures and catch her breath. The reward at the summit: a hot tub for hikers.

"These two families made it happen for me," Will says.

To get to Alaska and Hawai'i, the last two states on Will's trip, she flew Alaska Airlines. She greatly appreciated the flight attendants who saw that she was exhausted from her travels, and showed her kindness. "They took care of me for hours," says Will.

After meeting more than 600 people and staying in 164 homes, Will says that her journey has taught her to value travel for making connections that can change our lives: "Each person we connect with teaches us something important," she says. "And I'm filled with life lessons and new friendships."

Visit kellybroadcastsamerica.com to learn more. —Jeanine Barone

ANCHORAGE, AK

Arctic Sands

Alaska is commonly associated with thick coastal rain forests and snow-topped mountains. The photo exhibit "**Arctic Desert: Kobuk Valley National Park**," showing at the Anchorage Museum through September 7, highlights a lesser-known part of Alaska's environment. The national park, which contains a sculpted desert of sand dunes surrounded by wetlands, is a hidden gem in a remote region north of the Arctic Circle. Half a million caribou migrate through each year. The exhibit features images, taken by the National Park Service, of wildlife, dunes and other natural landforms. The photos also document the research that is underway due to the area's similarities with Mars' terrain. For more information, call 907-929-9200 or visit anchoragemuseum.org.

—Zachary Stringham

Images from Kobuk Valley National Park reveal striking scenes such as bear tracks through Arctic sand dunes.



NATIONAL PARK SERVICE

I Thought I Was on Top of the World

I'd been drinking to excess for years. Being in radio and on the road with rock acts, from Hendrix to Zeppelin, The Beach Boys to Bad Company, cocaine and other things also entered the picture. Oh sure, I thought

I was just fine, but several acquaintances saw it differently. There was an unwelcome intervention where a little group of friends cornered me and demanded that I get treatment. I thought, "Are you kidding? I'm no weak, simpering alcoholic or addict. I just like to drink." The group demanded I go to Schick Shadel Hospital in Seattle, which has a unique ten-day medical treatment that halts addictions. "OK, fine," I said. In ten days, these guys will get off my back and I can drink again, socially of course. Ten days later, I walked out of Schick Shadel Hospital to never have another drink. My habit, the urges, desire and the mixed-up rationale had simply gone, vanished; I was sober, happy and healed. So, may I tell you the rest of the story?

Mr. Charles Shadel of Seattle once said, "Something just isn't right. People are addicted to alcohol. It's wrecking lives. They want to quit, but they can't. Churches, rehab centers, counselors all try to help, but the craving seems impossible to extinguish. Soon, they're right back into drinking

or the drugs. We must be doing something wrong!" He joined with Doctors Lemere and Voegtlin in search of a solution.

It was clear from their studies that the conscious portion of the brain, the portion you're using as you read this, once addicted, lacks the power to erase the overpowering urge of dependency. These latent cravings simply become overwhelming. The doctors concluded, "To truly halt the habit, we must employ a more powerful portion of the brain, the subconscious" — And they did! Their stunning achievement created a medical treatment that has been proven to be very successful. Logically you're asking, "What is it they do?" The answer is that two powerful but painless medical innovations were combined to take away the cravings.

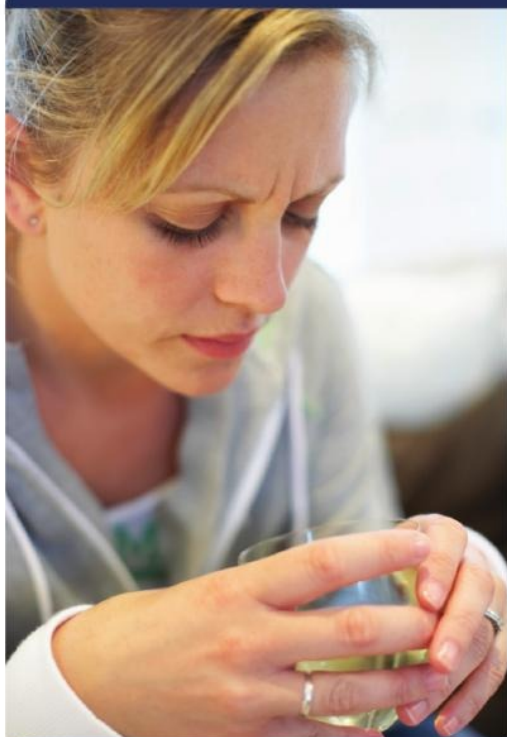
First, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

Photo of Pat O'Day, Seattle radio personality, celebrating the completion of Seattle's Columbia Tower with a broadcast in 1984. (Photo courtesy of Dennis Law)

Second, the doctors introduced a medically administered minimal sedation interview, which is designed to get at the individualized substance abuse triggers for each patient. Schick Shadel's program restores the original wonderful person and gives them a new life in just 10 days. This success is enjoyed by more than 65,000 former patients, including myself!

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"I truly felt I had my team on my shoulder, pushing me up the hills and over the finish line."



Photo: Ariene Chambers Photography

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DARCY LOST 10 LBS & 10 YEARS IN 10 WEEKS

I've always considered myself to be active and healthy. For several years, prior to the My Best 10 program, I practiced crew on a local team and competed in small regattas. I also enjoyed hiking and volunteered as a dog walker. Eventually, though, I found that I was taking less care of myself and my weight began creeping up. When I went shopping for a new pair of jeans and realized I needed a larger size, it was a wake-up call.

Whenever I read another My Best 10 story, I was always inspired. Just like these women, I wanted to make a transformation myself. When I found out more about the program, I was immediately sold. I knew that this was a step in the direction I needed to take.

My Best 10 was everything I had expected and more. Having the accountability of the My Best 10 team was a huge contributor to my success. It's a big motivator to have a team of individuals who have your back and truly root for you every step of the way, even when times are tough. By being honest with myself and my team, I was able to overcome challenges and succeed.

My personal trainer has been a constant inspiration to me. I've worked with a number of trainers over the years, but she really got to know me as a person and challenged me in ways I would never have thought possible, encouraging me to step outside my comfort zone. Since completing the My Best 10 program, I've discovered the energy one gets from regular workouts, a passion

for running, and the balance that can be achieved through practicing yoga.

At times, life can be a bit of a roller coaster. About a month into the program, I was in a car accident, which essentially stalled my workout efforts. Had this occurred prior to the program, I may have used it as an excuse to "get back on the horse" only when I felt 100 percent. But you're very rarely at 100 percent, so the trick is to keep moving and keep taking care of yourself. What I learned was how much nutrition plays a role in weight loss. Despite the accident and some unexpected business travel, I was still able to continue to lose weight and keep the momentum going.

In spite of having a torn hip flexor and several other ailments, one of my major accomplishments was successfully running a half marathon. I truly felt that I had my team on my shoulder, pushing me up the hills and over the finish line. This year, my goal is to train harder and beat my time. And I know I'll do it!

mybest10.com

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4455 148th Avenue NE, Bellevue, WA

SEATTLE ART MUSEUM, GIFT OF THE MARSHALL AND HELEN HATCH COLLECTION, IN HONOR OF THE 75TH ANNIVERSARY OF THE SEATTLE ART MUSEUM, 2012.15.3 © GUY ANDERSON AND DERYL WALLS; PHOTO: ELIZABETH MANN



Guy Anderson, *Language Wheel* (1962), oil on wood.

★ *Seattle Art Museum is among more than 2,000 "Blue Star Museums," U.S. institutions offering free admission this summer to military personnel and their families. To learn more about the Blue Star Museums program, visit arts.gov/national/blue-star-museums.*

NEW ORLEANS, LA

Festival to Build a Dream On

The French Quarter—the epicenter of New Orleans jazz—will set the stage for **Satchmo SummerFest** (July 31–August 3), a free event honoring musical legend and New Orleans native Louis Armstrong ("Satchmo"). More than 40 artists will perform on the grounds of the Louisiana State Museum's Old U.S. Mint to celebrate Armstrong's legacy, which includes famous recordings of songs such as *What a Wonderful World* and *A Kiss to Build a Dream On*. Near the music stages, local restaurants will offer favorite dishes. Discussions of Armstrong and New Orleans music will take place inside the museum. Events will also include an opening reception and keynote address (July 31) and a second line parade (August 3) that, per local tradition, allows guests to follow brass bands from St. Augustine Church to the festival grounds. To learn more, call 504-522-5730 or visit fqfi.org/satchmo. —Jordan Ilarde

SEATTLE, WA

Pacific Northwest Modernism

In the 1930s and '40s, a small but dynamic group of Pacific Northwest artists created works that pushed the boundaries of Modernism and developed a distinctive regional feel that became nationally renowned. Artists such as Mark Tobey, Morris Graves, Kenneth Callahan and Guy Anderson turned away from traditional European and American Modernist influences, and moved toward the abstraction and spiritualism found in Asian and Northwest Coast Native American art. Through September 7, the works of these artists and others—who came to be called the Northwest School—are on display at Seattle Art Museum in the exhibition "**Modernism in the Pacific Northwest: The Mythic and the Mystical.**" Seattle Art Museum is the largest repository of work by Northwest School Modernists, and the exhibition includes pieces that were recently added to the museum's collection by the bequest of former SAM trustee Marshall Hatch and his wife, Helen. For more information, call 206-654-3100 or visit seattleartmuseum.org/exhibitions/modernism.

—Grace Marvin



Satchmo SummerFest guests join the Satchmo Salute second line parade, behind a "first line" of performers.

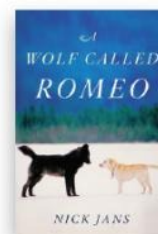
TOP SHELF

A Wolf Called Romeo

By Nick Jans;

Houghton Mifflin Harcourt

Recounting the story of a black wolf that took up residence at the edges of Juneau in 2003, Jans expertly weaves together locals' accounts of experiences with the wolf, Jans' own encounters, and scientific background information. Rendered in elegant prose, this book chronicles the unusual six-year relationships between the city's people, their dogs and Romeo, the wild wolf that became a legend. —Tyler Hughes



A Mouthful of Stars

By Kim Sunée;

Andrews McMeel Publishing

Anchorage-based food writer Sunée takes readers on a culinary journey in this cookbook inspired by world travels. Brilliant photos of food, ingredients and travel encounters accompany 85 recipes representing international cuisines. Dishes range from South Korean-inspired kimchi to Louisiana-style jambalaya in this stellar cookbook-meets-memoir. —Grace Marvin



The Ansel Adams Wilderness

Photographs by Peter Essick;

National Geographic

Acclaimed photographer Essick pays tribute to Ansel Adams with this collection of black-and-white images taken in the Sierra Nevada wilderness bearing Adams' name. Published in collaboration with The Wilderness Society, the book celebrates the 50th anniversary of the Wilderness Act. Adams-inspired photos record stunning landscapes and features, including mountains, meadows, rivers and plants. —Zachary Stringham

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Yoga in the Mountains

The beautiful backdrop of Whistler and Blackcomb mountains creates a serene setting for **Wanderlust Whistler** (July 31–August 4), a celebration of all things yoga. While the festival focuses on workshops, it incorporates a range of activities, including the Wanderlust Spectacular, an acrobatic cirque-style yoga performance. Also featured are farm-to-table dinners; concerts; and lectures on health, mindfulness and other topics. Yoga-oriented events range from explorations of breathing and alignment to more-advanced balance testing and even stand-up-paddleboard yoga. Attendees can also enjoy biking, hiking and rock climbing among Whistler's alpine peaks. To learn more, visit wanderlustfestival.com. —Tyler Hughes

SAN FRANCISCO, CA

Postwar American Art

The exhibition "**Modernism from the National Gallery of Art: The Robert & Jane Meyerhoff Collection**" showcases 46 paintings and sculptures from the post-World War II era, a period in which American artists became particularly prominent. For the first time, this noteworthy collection is being shown outside of the Washington, D.C., area, at San Francisco's de Young Museum (through October 12). The exhibition's centerpiece series, Barnett Newman's 15-painting *The Stations of the Cross: Lema Sabachthani*, is displayed in its own viewing room—one of the only times the series has been shown with every one of its paintings together. Donated to the National Gallery by philanthropists Robert and Jane Meyerhoff, the collection represents the couple's legacy of giving back to the nation. To learn more, call 415-750-3600 or visit deyoungmuseum.org. —Jordan Ilarde



Roy Lichtenstein, *Painting with Statue of Liberty* (1983), oil and acrylic resin paint (*Magna*) on canvas.

Also in San Francisco ...

• **American Craft Council San Francisco Show**, August 8–10; 225 of the top contemporary artisans from across the country; Fort Mason Center; craftcouncil.org/sf

• **San Francisco Street Food Festival**, August 16; festival attendees celebrate with more than 80 food entrepreneurs; sfstreetfoodfest.com

CALENDAR

July 18–19 Copper River Wild!

Salmon Festival, music, arts, food and more; Cordova, AK; 907-424-3334 or copperriverwild.org

July 18–26 Minneapolis

Aquatennial, the 75th-annual official civic celebration of the City of Minneapolis; Minneapolis, MN; aquatennial.com

July 25–27 BAM Artsfair!

more than 300 artists, acclaimed and emerging; Bellevue Arts Museum and Bellevue Square; Bellevue, WA; 425-519-0770 or bellevuearts.org/fair

July 25–27 Capitol Hill Block Party,

six city blocks, 100-plus local and national musical artists; Capitol Hill, Seattle, WA; capitolhillblockparty.com

July 26–August 3 Vans U.S.

Open of Surfing, surf, skate and BMX competitions, plus other events; Huntington Beach, CA; vansusopenofsurfing.com

August 8–10 San Jose Jazz

Summer Fest, jazz and related musical genres; Plaza de César Chávez Park, San Jose, CA; 408-288-7557 or sanjosejazz.org/summer-fest

August 8–24 New York

International Fringe Festival 2014, 200 performance companies, 16 days, 20 venues; New York, NY; 212-279-4488 or fringenyc.org

August 15–16 Pacwest Ghost Tree

Invitational, golf on August 15; "Dinner on the Range," August 16; Pronghorn, an Auberge Resort, Bend, OR; 541-241-6390 or ghosttreeinvitational.com

August 15–17 Made in Hawaii

Festival, a showcase of Hawai'i products; Neal S. Blaisdell Exhibition Hall and Arena, Honolulu, HI; 808-533-1292 or madeinhawaiifestival.com

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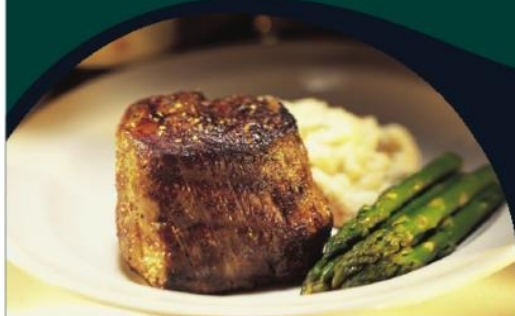


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DC ENTERTAINMENT



Holy 75th birthday, Batman!

DC Entertainment has declared July 23 **Batman Day** to honor the first print appearance of The Dark Knight. Stores nationwide will offer a revised edition of *Detective Comics* #27, Batman's 1939 comic book debut, as well as other collectibles. Visit dcomics.com. DC and Warner Bros. Interactive Entertainment will also host the "Batman: Arkham Knight Cape/Cowl/Create" exhibit at **Comic-Con International**, July 24–27, at the San Diego Convention Center. Visit comic-con.org.

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Alaska Natives bring unique energy
to performance arts BY ERIC LUCAS



CLARK JAMES WISHLER

For many generations Iñupiaq mothers in Kaktovik, Alaska, have sung a calming lullaby to their babies that goes, roughly, *añaña aa añaña aa añaña aa aa aa*. Such singing is called *qunu*, and it may be thousands of years old.

Allison Warden is an Anchorage-based performance artist whose heritage traces back to Kaktovik, on Alaska's North Slope Arctic shore; she fondly remembers her grandmother singing *qunu* to her. So Warden has incorporated the line into one of her songs, *Ancestor from the Future*, an engaging and thought-provoking piece that challenges young people to choose lives with purpose.

"It's time! It's time to wake up and remember why / why you arrived on the earth / not just to survive / but to give birth to your dream / you are worth everything!" she chants, vigorously striding the stage, then smiling and adding, soothingly: *añaña aa añaña aa añaña aa aa aa*.

Ancestor from the Future is definitely not a lullaby. In fact, it's a rap song. But it, and Warden, perfectly illustrate modern Alaska Native performance arts, a rich and dynamic blend of old and new, of indigenous tradition and global invention, that greatly enlivens life in the north.

Alaska Native performers live and work in places ranging from Ketchikan, at the southeast edge of the state, to Barrow, on the Arctic Coast. They might be a band of Yup'ik drummers, singers and dancers circled up on stage

at midwinter's Festival of Native Arts in Fairbanks, thrumming out a centuries-old song-tale about whale hunting. They might be Athabascan fiddlers whose reels and waltzes reflect an art their ancestors adopted from Hudson's Bay Company agents almost two centuries ago. They might be Tlingit village residents showcasing a drum-and-spoken-word allegory about romance between disparate cultures. They might be Alutiiq performers whose guitar-led performances meld Russian folk songs and ancient dances depicting seagull courtship. And they might be members of a modern recording group, Pamyua, performing at the Anchorage Museum, whose danceable world music blends Yup'ik, Inuit, pop and African rhythms.

The ingredients for these types of performances include traditional hand-held animal hide or fabric drums, tapped from below with sticks (Iñupiaq) or from above (Yup'ik); formalized dance moves that, like hula in Hawai'i, symbolize discrete things such as a raven's walk; chants and songs whose steady rhythms ebb and flow like tides; and costumes that range from Athabascan beaded caribou-skin dresses to elaborate Eskimo fancy parkas. Or they might include beatboxes, electric bass guitars, hints of '60s dances such as "the Jerk," and jeans, tennis shoes and ball caps worn backward.

All these, and more, thrive equally in a land where song, dance and chant have filled the air for millennia. Some such performances would be recognizable to one of Allison Warden's ancient ancestors. Some would fit well at a 2014 rave, mashup or world-music concert almost anywhere.

Warden—who performs under the name Aku-Matu—is



FACING PAGE Performers dance to celebrate Quyana during the Alaska Federation of Natives' annual convention in Anchorage.

CLOCKWISE FROM RIGHT Soren Rain Adair fiddles at the Festival of Native Arts at the University of Alaska Fairbanks. // Nunamsuat Dancers perform at the Quyana Alaska celebration in Anchorage. // The popular band Pamyua. // Performance regalia is a blend of practical and traditional. // Hand-held animal-skin drums. // Huna Tlingit performers dressed in regalia share personal stories in the Tribal Dance and Cultural Legends program at Icy Point Strait. // The Suurimmaanitchuat dance group from Barrow at an AFN Quyana performance. // The Troth Yeddha' dance group during the 2013 FNA. // Lyle James, co-leader of the Tlingit Woosh. ji.een Dance Group from Juneau at last autumn's AFN convention in Fairbanks.





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ALLISON WARDEN performs her rap song *Ancestor from the Future*.



INUA BLEVINS

"It's time!
It's time to wake up and
remember why / why you
arrived on the earth / not
just to survive / but to give
birth to your dream / you
are worth everything!
aĩanga aa aĩanga aa
aĩanga aa aa aa."
-allison warden

a globally prominent rap artist whose stage persona features flamboyant plastic headdresses and regalia that suggest a caribou or polar bear. As she's performing *Ancestor*, she's accompanied by prerecorded beats created by a Seattle-based DJ, WD4D, and looks and sounds as 21st century "modern" as anyone you might see on MTV or YouTube. Mention that, and Warden laughs.

"We've always been modern people, we Iñupiaq. Inventive. High-tech," Warden points out. "Believe me, when you've survived for thousands of years in the High Arctic, your technologies are as cutting-edge as any on Earth."

And so are your presentations. Sean Topkok, a Fairbanks resident of Iñupiat, Sámi, Irish and Norwegian heritage, performs with his group, Pavva, a goose-hunt dance that he learned from a Yup'ik dance master and received permission to present—altered slightly to include a move representing a shotgun.

"Some of our songs in Pavva have been passed down through many generations," Topkok explains. "Some are entirely new. I love dancing. I love cross-cultural dancing. If we lose these dances we lose our culture, but we have to keep adapting the dances, and ourselves, to modern times."

Sharing, adapting and changing freely are intrinsic parts of Alaska Native artistic culture, says Aaron A. Fox, a Columbia University ethnomusicologist who has not only studied Native music, he is also the academic guardian of recordings made of traditional Iñupiat songs in Barrow in 1946. Allison Warden has listened to such historical recordings, and some of the sounds she discovered now appear, in modified form, in her 21st century raps.

"Iñupiat society is the original open-source culture," Fox

says. "Modern society has a lot we can learn from them."

Most Alaska visitors experience these complex, robust and colorful arts in a largely traditional form—as commercial presentations at high-traffic visitor venues such as Native heritage centers.

These performances are all marvelous examples of the cultural wealth of people who have inhabited the Great Land for thousands of years. Yet even these presentations represent change—sometimes as simple as the tennis shoes most dancers now wear, and sometimes as culturally distinct as the commercial element that was unknown in Native communities before European contact. The old performance ethic deemed song, dance, chant and story important cultural benchmarks that were meant to be shared at family, village and regional gatherings. The



BILL STEVENS is an Athabascan from Fairbanks who travels the world to play his fiddle.

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modern adaptation is that Native performance arts are deemed completely worthy of recompense.

Though this sort of evolution has sometimes engendered skeptical criticism in Native communities, Alaska's approximately 140,000 Native residents are, for the most part, happy to see their cultural heritage move dynamically into a new millennium.

"There have been some questions from elders about turning our cherished traditions into modern theater shows," acknowledges Russell Dick, chairman of the Huna Totem Corporation, the business arm of the Huna Tlingit people

Performance Gatherings

For centuries, Alaska Natives have gathered to share song, dance, food and camaraderie—often in fall and winter, a practice that continues today. These are splendid opportunities to experience the song/dance/chant tradition. Performances often stretch long into the evening. Food and art are also integral parts of such gatherings, including those listed below:

FESTIVAL OF NATIVE ARTS, FAIRBANKS:

Each winter (March in 2015) Native groups from around the world visit the University of Alaska Fairbanks for a celebration that ranges from art sales to songfests; fna.community.uaf.edu.

QUYANA: A performance event that's part of the annual Alaska Federation of Natives convention each October, this usually takes place in Anchorage, but occasionally convenes in Fairbanks. Every Alaska Native group is represented; www.nativefederation.org.

CELEBRATION, JUNEAU: Tlingit, Haida and Tsimshian dancers, performers, artists and community leaders fill the streets of Alaska's capital in early June; www.sealaskaheritage.org/celebration.

POTLATCHES, FEASTS AND POW-WOWS:

A wide array of other gatherings brings dancers and performers to Native communities around Alaska, often semiannually, from Barrow in mid-winter to the midsummer's World Eskimo-Indian Olympics in Fairbanks; consult local events calendars to find these. —E.L.



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in their eponymous village just south of Glacier Bay. "But most of us recognize—especially the younger generation—that if we don't make sure these cultural traditions are presented to the public, and brought into the 21st century in style and form, they will disappear."

An engaging example of this two-faceted approach catches my attention while I'm watching a dance/song/storytelling presentation at Icy Strait Point, a visitor center operated by Huna Totem that welcomes about 145,000 cruise ship passengers a year.

The Raven Love Song is a simplified version of a traditional tale presented by dancers accompanied by singers, a storyteller and a drummer. Though Raven longs to court the lovely Wolf, she spurns his advances, turning away as Raven prances around her.

"Tough luck tough luck tough luck," chant the three singers at the side of the stage, a Tlingit "Greek chorus" whose counterpoint to the tale engenders laughter from the audience once they recognize it's an ironic chant ... in English.

As mostly traditional as the Huna show may be, it's not hard to draw a line from the Raven's drum-cadenced dance to the irrepressible modern pop of Pamyua, a wildly popular Alaska band whose four members represent Yup'ik, Inuit, Danish and African-American heritage—and whose music is thus likewise influenced. What may be Pamyua's best-known song, *Bubble Gum*, is an effervescent dance tune (the band labels it a "drumsong") that melds Yup'ik language; a deep, slow seal-skin drum beat; '60s pop flavors; and lively West African rhythms. But its most meaningful song, *Pulling*, is about searching for ground squirrels near co-founders Phillip and Stephen Blanchett's home village of Nunapitchuk, near Bethel.

There, as in so many remote Native villages in Alaska, 19th and 20th century missionaries campaigned to stamp out

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traditional song, dance, chant and language, and the Blanchetts' mother, Marie Meade, did not herself perform a traditional dance until she was in her late 30s. Her sons thus consider themselves cultural ambassadors who bear their traditions into the future, call their music "tribal funk," and believe wholeheartedly in the human value of artistic interchange and growth.

"When you hear the Yup'ik language, it's very funky," says Phillip Blanchett. "Lots of glottal stops, extremely percussive. So combining that with African rhythms and harmonies makes perfect sense to me. It's my heritage—all of it."

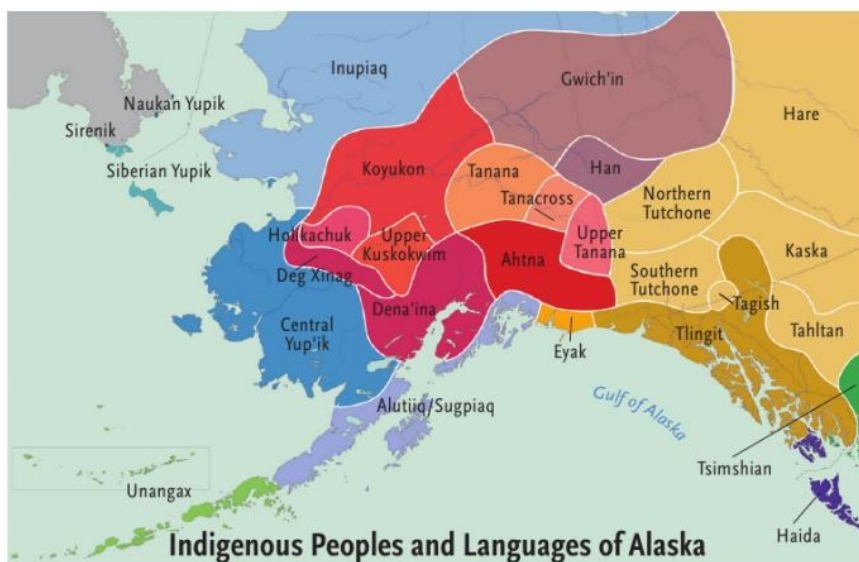
Such a distinct and public identity is intrinsic to the Alaska Native cultural renaissance. One of the Native community's most respected leaders, Athabascan Chief Jerry Isaac, former president of the Tanana Chiefs Conference in Fairbanks and now Alaska region vice president of the National Congress of American Indians, recalls that he learned to drum, sing

and dance as a boy. But Isaac dropped all that as a young adult. Only relatively late in life did he pick up these traditional performance arts again, and he now leads an Athabascan dance group in his home village of Tanacross.

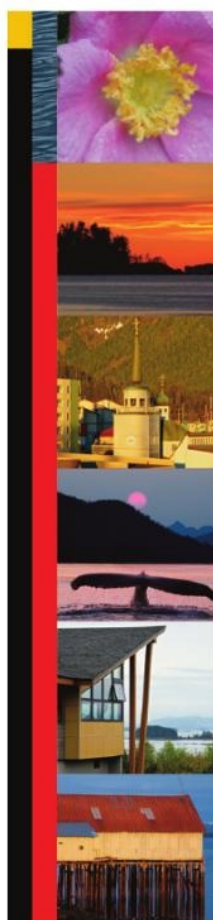
"It's my badge of identity," Isaac declares. "If you don't step out and say

who you are, you participate in letting other people say who you are." Like Pamyua's Blanchett brothers, Isaac can call on multiple musical backgrounds—Alaska's Interior peoples practice and revere both traditional drum, dance and song, and the Scotch-inspired fiddle music they adopted

continued on page 184



Indigenous Peoples and Languages of Alaska



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Slow Rides

Experiencing the West at a natural pace,
taking a cue from the pull of the river, the
curve of the trail, the tug of the breeze

BY TINA LASSEN



A cyclist pedals a quiet lane along the Fruit Loop, near Hood River, Oregon.

“Go West” has always been shorthand for adventure.

There’s an energy that sparkles out here, embodied in entertainment pioneers and tech-industry game changers, big-wave surfers, big-wall climbers and big-mountain skiers.

But sometimes you want to ease back on the throttle. On the following pages, we suggest a dozen experiences that will immerse you in the iconic majesty of the Western landscape—at a pace slow enough to savor it all.

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Bicycles may be increasingly high-tech, but cycling still comes down to the simplest of pleasures: spinning through open air, unencumbered, in an intimate and ever-changing panorama of nature. You can hear the trill of blackbirds, smell the freshly cut hay, feel the brush of a summer breeze.

Even better if you can escape the trappings of a busier world. These rides take you far from busy roads, where you can focus on the surroundings, on nothing but the trail ahead.

Trail of the Coeur d’Alenes, Idaho. This 72-mile paved route (friendsofcdatrails.org) that traverses Idaho’s panhandle might well be the flagship for the nation’s growing network of “rail trails,” nonmotorized,

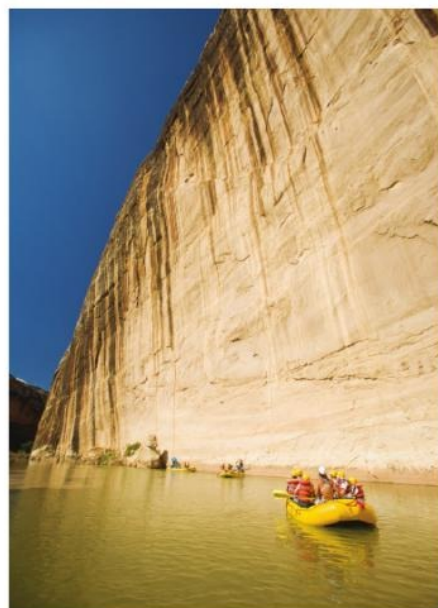
multiuse pathways that follow abandoned railroad routes. From the western trailhead at Plummer (50 miles southeast of Spokane), the trail leads away from roads and into a ponderosa pine-scented canyon. You’ll soon skirt the shore of expansive Lake Coeur d’Alene, cross a

GEG 

50 miles

Plummer, ID

3,100-foot-long railroad bridge, follow the curve of the Coeur d’Alene River, and skip along lakes, meadows and wetlands. The asphalt is smooth, the grades are gentle, and only occasionally do you cross a road or pass a cluster of cabins. Best of all, it can be quite



JUSTIN BAILIE / TANDEMSTOCK (2)

A short floatplane flight from Anchorage into the Alaska Range gives travelers access to unparalleled hiking by day and fine cuisine each evening.

a wildlife show on two wheels: Moose, black bears, porcupines, beavers and a bounty of bird life also frequent this oh-so-scenic corridor.

Hood River Valley, Oregon. Acre after acre of orchards and vineyards seems to unfurl as you spin along the back roads of the Hood River Valley, a lush triangle of farmlands wedged between Hood River, about 60 miles east of Portland, and Parkdale, just north of Mount Hood. In April, the valley erupts in white and pink blossoms of cherry, apple and pear trees. By midsummer, fruit hangs fat on the trees and vines, and the whole valley smells like jam.



The Fruit Loop (hoodriverfruitloop.com) leads visitors on a 35-mile route through the valley, highlighting U-pick orchards, wine-tasting rooms, farm stands, cider houses and bakeries churning out heavy, homemade fruit pies. Use the designated loop as your general guide, detouring off its rural highways onto side roads. Straight Hill Road grinds up a relentless hill, then tops out at the postcard-perfect Hood River Lavender Farms, bookended by the snow-custed peaks of Mount Hood



and Mount Adams. You'll use your granny gears here, but between the views and the tasting rooms, the rewards are many.

Floating Through Time

Whitewater rafting, as it turns out, doesn't have to be all that white. You just need to choose an appropriate stretch of river and the right time of year. Summer flows are typically lower and slower than spring runoff; Class II and III offer pleasant riffles and rapids, but not the hairball whitewater of Class IV or V.

Properly vetted, Western rivers can be

Float trips, ranging from the Gates of Lodore section of the Green River in Utah to the lush gorges of the Rogue River in southwestern Oregon, offer an opportunity to immerse yourself in dramatic scenes of nature.



TYRONE POTGIETER, COURTESY: WINTERLAKE LODGE (2)

exploratory floats, a way to penetrate deep canyons, roadless forests and distant deserts. For the full experience, sign on for a multiday guided trip, which immerses you both in nature and the unique culture of a Western river trip. Away from the intrusions of the outside world, life syncs to the rhythm of the river.

Dinosaur National Monument, Utah.

Near the Utah-Colorado border, the Yampa and Green rivers squeeze through bluffs of ancient sandstone, rising and constricting into a snarl of twisted canyons. A raft trip such as the one with Holiday River



Expeditions (bikeraft.com), out of Vernal, Utah, 170 miles east of Salt Lake City, provides the only real route through this convoluted landscape, much of it protected as Dinosaur National Monument.

Like slicing into a layer cake, the rivers have exposed 23 different rock formations stacked up on the canyon walls. It's a geology timeline dating back a billion years, where you can touch some of the

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The San Juan Islands, easily accessed from Bellingham or an 85-mile drive north from Seattle to Anacortes, are a playground for sailors and all kinds of watersports enthusiasts.



JARED CRUCE, COURTESY: SAN JUAN SAILING

oldest exposed rock on Earth. It's no surprise that these canyons have proved a treasure trove for archaeologists and paleontologists, who have discovered everything from 149 million-year-old dinosaur bones to well-preserved 1,000-year-old rock art. Settle back and enjoy your own discoveries, as ancient turrets, spires and scalloped walls spiral above.

The Lower Rogue River, Oregon. The Rogue is legendary among Western rivers, renowned for its scenic canyon and superb salmon fishing. Western novelist Zane Grey had a cabin along its banks; a string of celebrities from Babe Ruth to Bing

Merlin, OR

45 miles



Crosby came to cast a line. Weaving westward through deep cuts in the rock and the dense fir forests of southwestern Oregon, west of Medford, the Lower Rogue became one of the nation's first Wild and Scenic

rivers in 1968. While the federal designation prohibits shoreline development and motorized uses, the old fishing lodges were grandfathered in. Lodge-to-lodge trips such as the three-day outing with Rogue River Raft Trips (rogueriverraft.com), out of Merlin, give you the best of both worlds: wilderness days and a warm bed at night.

Backcountry Hiking ... with a Bed

Day hikes are terrific, but you can only get so far from civilization in a day's worth of sunlight. Backpacking takes care of that, but also requires a load of spendy specialized gear—tiny tents, finicky stoves, light-

weight everything—that you need to schlep on your back, which also limits how far and fast you can travel.

You have other options in the West, thanks to huts and lodges hidden in the backcountry. You not only get to wake up in the wilderness, but the only sign of civilization you'll face at the end of the day is a comfortable pillow.

Glacier National Park, Montana.

Glaciers and grizzlies are two of the star attractions at this Montana park, which preserves some of the wildest lands in the Lower 48. Hiking through the backcountry, you might be lucky enough to marvel at both. On a three-day hut hike with

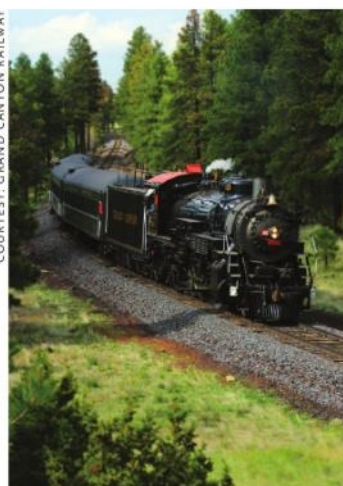
RADIUS / SUPERSTOCK



Kayakers enjoy calm, blue waters along the shore of Carmen Island, in Loreto Bay National Marine Park, off the coast of Loreto, Mexico.



Rail tours, such as those on the Alaska Railroad, left, or the Grand Canyon Railway, below, are carefree experiences for families.



Glacier Guides (glacierguides.com), you'll enjoy day hikes in the high alpine, with nights (complete with home-cooked meals) at the Granite Park Chalet, a

century-old stone lodge on the western flank of the Continental Divide.

Winterlake Lodge, Alaska. The only thing rough about Winterlake Lodge (withinthewild.com) is the peeled pine logs of the guest cabins, which scatter around a lovely lakeside main lodge that serves up fine Alaska cuisine and wellness classes.

Step outside, though, and you're back in the bush—198 mushing miles from Anchorage along the Iditarod Trail, far from roads and farther from towns. You'll arrive by floatplane (about 90 miles from Anchorage) with a roster of bucket-list



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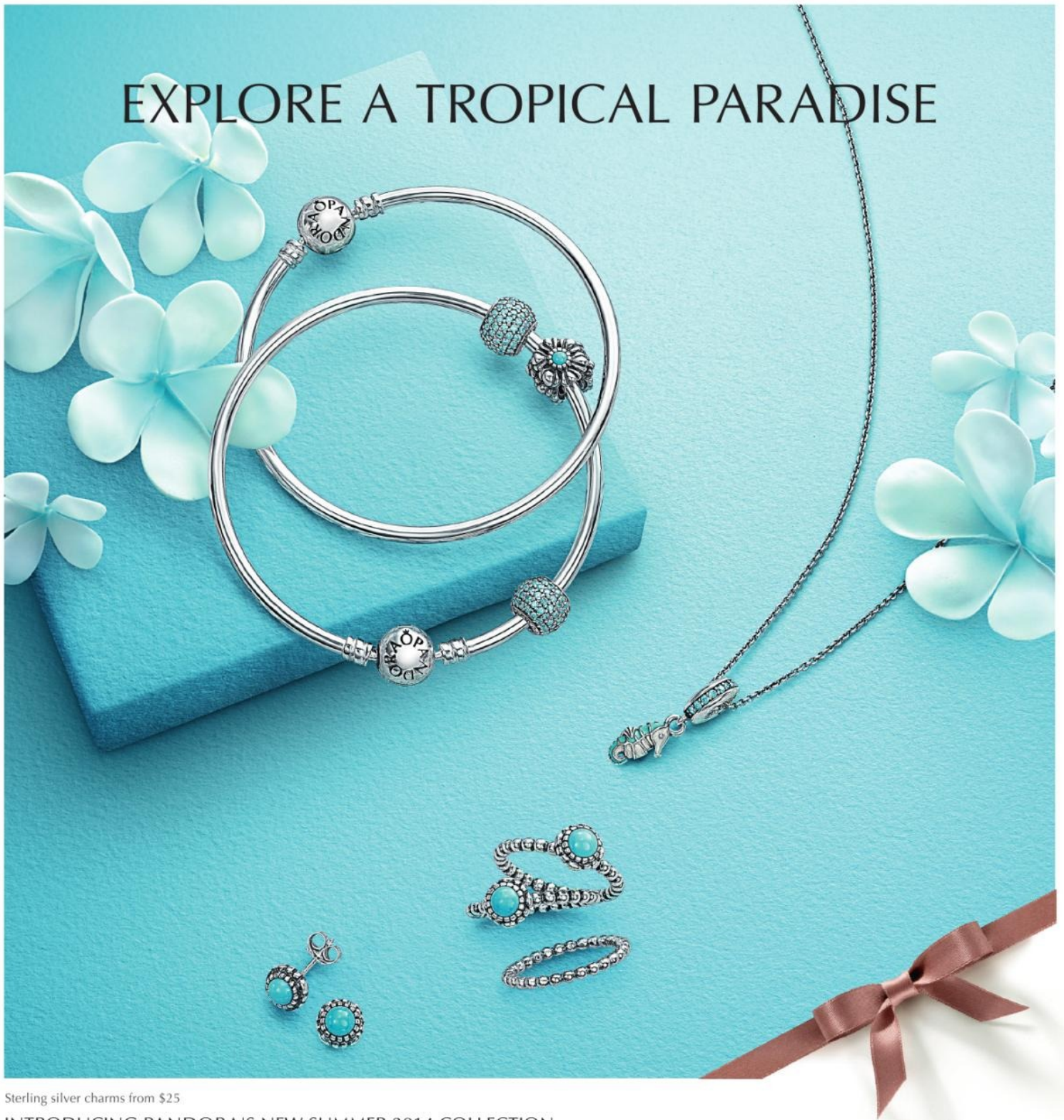
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A LOOK INSIDE THE GATES FOUNDATION VISITOR CENTER

Conveniently located across the street from Seattle Center (home of the iconic Space Needle), the Bill & Melinda Gates Foundation Visitor Center takes visitors of all ages on an interactive journey that brings to life the world's toughest challenges and innovative solutions — and admission is free. Here are three experiences you will find when you visit.



1. BUILD SOMETHING THAT CHANGES THE WORLD

Design a billboard for an issue that you're passionate about, or construct an innovative tool out of building blocks at one of the Visitor Center's innovation stations. Share your creations on social media or post them to the Visitor Center's digital gallery.



2. SOLVE PUZZLES TO END POLIO

Global issues like ending polio have complex, integrated solutions. The Visitor Center invites you to approach problems holistically through interactive puzzles, using your elbow grease to crank, lever, and pull displays that simulate the ecosystems needed to make a large-scale project successful.



3. SHARE A STORY AND INSPIRE OTHERS

What inspires you? What small actions can you take to make an impact? Participate in the Share Your Cause Tree — a collective display that elevates the aspirations, causes, and voices of local Seattleites and visitors. Hang your card and take one home — maybe it will inspire you to take action, too.

Learn more or book a free tour at www.gatesvc.org



COURTESY: HONOLULU SOARING

Gliding over O'ahu's North Shore or floating in a hot-air balloon above the vineyards of Sonoma Valley in California lends new perspective to the concept of flight as well as to the landscape.



COURTESY: WINECOUNTRYBALLOONS.COM

itineraries at your disposal: Scale nearby Wolverine Ridge to gape at Denali; hike among the lakes and fish for grayling;

Winterlake Lodge, AK



board a helicopter to trek on a glacier. Is it a splurge? You bet. But not all the best things in life are free.

The Serenity of Salt Water

Ragged describes much of the Pacific coastline, a riddling maze of deep bays, inlets, channels and islands—in other words, protected waters perfect for exploring by boat. From iceberg-studded bays in Alaska to beaches fringed with coral reefs in Mexico's Sea of Cortés, Western coasts can deliver just about any saltwater adventure you can dream up.

Maybe follow the lead of our West Coast gray whales: Spend summers in the wild and fertile waters of the north coast,

then migrate south to loll in warmth and sunshine.

San Juan Islands, Washington. The mainland United States dissolves into a delightful jumble of woods and water in its northwest corner, where the San Juan Islands scatter between the state of Washington and Canada's Vancouver Island.

The region is renowned for its marine life—most notably the resident pods of orcas that regularly make a splashy appearance, feeding on salmon and delighting visitors. Sailors will be delighted here, too, thanks to plenty of anchorages, cute harbor villages, and public lands where you can dinghy ashore to enjoy a hike or nose around tide pools.

While these are idyllic waters for cruising, the area's swirling tides and currents are not for the novice. If you're not quite ready for a bareboat charter, San Juan Sailing

continued on page 186

San Juan Islands





Photo: Gerald Pope

SmartSculpt = FAB ABS!



before



after

Although I have a naturally slender frame, I've always carried weight in my midsection. Then after having two children, it wasn't just about the weight. Skin elasticity became an issue as well. The reality was that my body wasn't the same as before. I became self-conscious and started wearing loose-fitting clothing. I wanted to feel like myself again – comfortable and confident wearing a two-piece bathing suit. So I began exercising, trying to get back to my former self. However, as I approached my next birthday, I realized that I just wasn't getting there on my own. I began to lose my motivation.

Considering Options

I considered liposuction in conjunction with a tummy tuck, which seemed like a much bigger procedure. After visiting some other cosmetic surgeons in the area, I made the decision to have SmartSculpt with Dr. Levy. The other benefit which appealed to me was the skin tightening results. Plus, there were the personal training sessions after the procedure that went along with it. It was a two-fold plan. First, I'd get the excess belly fat off. Then I'd challenge myself further with personal training and we'd see what happened.

The Results

Besides wearing the compression garment for a couple of weeks, there was no downtime. Once the compression garment

came off, I could see the contour almost immediately. After three months, I was over the moon. I thought, "I can't imagine it getting any better than this." Between three to six months, I started to see real definition in my abdomen from the personal training sessions.

While SmartSculpt was part of the equation, the other part was personal training. I've worked hard and I'm proud of that. SmartSculpt gave me back my motivation. I saw the results almost immediately and it's just been gangbusters since then with the personal training. I'm thrilled with the results. It's been nothing short of ABSolutely amazing!

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Backyard Escapes

Simple patios blossom into “outdoor rooms”

| By Debra Prinzing

For many, escaping to the great outdoors means taking a hike or paddling a kayak across a lake, but an outdoor getaway can also occur just steps from your back door in what’s now ubiquitously called an “outdoor room.”

At first glance it may seem this is simply a marketing slogan to sell patio sets, umbrellas, matching pillows and large barbecue/kitchen installations—all worthy ingredients for an outdoor room. But the way we view our alfresco real estate could and should be more than the sum of its parts. An outdoor room connects us with nature, an ever rarer event that cultural anthropologists have begun to promote as essential for our well-being.

My first outdoor room was fashioned from two linen sheets clipped to a clothesline and anchored on either side with rocks, creating a tent of sorts. The impromptu structure was a play fort for my brothers. For me, it was a reading nook where I spent summers devouring my favorite stories.

Decades later, as an adult, I derive similar

Designers at Arterra in San Francisco created three distinct areas for cooking, gathering and growing in this Bay Area yard.



1. Fire pits lend both actual and psychological warmth to an outdoor room; they also create a focus area for people to gather, especially on cool evenings and during shoulder seasons. Yes, they're good for marshmallow roasting too.

2. Fruit trees, kiwi vines and vegetables in galvanized steel troughs provide home-grown food for the three generations of family members who enjoy “The Gathering Table,” the name that designers at Arterra gave this backyard site.

MICHELE LEE WILLSON PHOTOGRAPHY (4)



2.

3.

3. Attractive, durable *ipe* wood benches invite family and friends to seat themselves for intimate conversations, and lend a warm design element to the prevailing concrete and gravel hardscape.

► A gleaming stainless steel barbecue is the centerpiece of the upper-level cooking area, which is located close to the home's back entry to facilitate access to the indoor kitchen, where prep work takes place.



▲ The Gathering Table's fountain is made of weathering steel—also used for bridges and sculptures—which oxidizes to an orange-amber color and needs no preservatives.

▲ Tucked beneath a Chinese elm whose ruddy bark mirrors the decking, the upper-level dining nook provides a measure of privacy for quiet family meals.





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4 HOT IDEAS FOR OUTDOOR ROOMS

Vanessa Gardner Nagel, a Portland-area landscape designer and author of *The Professional Designer's Guide to Garden Furnishings* (Timber Press), shares her ideas on products, finishes and accessories for outdoor living.

1. Modes of heating are best when portable and adaptable, such as fire bowls that can be converted to cocktail tables when not in use.

2. Furniture should reflect your home's style. Far beyond the folding aluminum chair, outdoor furnishings now range from modern to traditional, earthy to flamboyant.

3. Synthetic textiles and new fiber dyeing and weaving techniques are resulting in weatherproof velvet and leather, as well as Persian-style rugs woven from plastic.

4. Lighting can be inspired by interior accessories, such as floor lamps, table lamps and sconces with all-weather shades.

pleasure when curled up in the wicker chair on my covered porch, glimpses of the garden providing cheer and an outdoor fireplace to warm me, even on a rainy night in Seattle.

These experiences are bookends for my lifelong love of fresh air and the sensory gifts of the garden.

Outdoors, we may recall our cherished childhood memories of play, of pretend, of safety and of comfort ... even while we just luxuriate on a chaise with a fancy drink in hand, or entertain friends, family and neighbors on a mild summer evening.

While it's important to plan for grown-up functions (cooking, for instance), it's worthwhile to keep in mind the playful aspects of being outdoors, says Virginia Hand, owner of Seattle-based Virginia Hand Design. She recalls her own childhood adventures: "One of my very favorite things growing up was playing on the sandy bank of our property line. We had miniature cars, toy people, and assorted props that we would use to build 'houses.' These

were, of course, surrounded by gardens, corrals, garages and such—and all connected with paths and roads." Today, her designs may include outdoor cooking areas, fire pits that recall childhood campfires where s'mores were prepared, water features whose sound mimics a neighborhood creek. "Sometimes I think I'm just doing the adult version of that childhood play for a living."

Julie Moir Messervy, principal of Julie Moir Messervy Design Studio based in Saxtons River, Vermont, and author of *Home Outside: Creating the Landscape You Love* (Taunton Press), uses the term "open air rooms" to help homeowners envision their backyard's potential. "People understand how to make an indoor room, so describing a garden in this way helps them visualize outside spaces."

Familiar room attributes are easily replicated under the sky, she says: "A pergola can be the ceiling; a deck or patio is the floor; the walls can be hedges or fences." Such areas are linked together by



◀ Outdoor rooms with covers or canopies provide shelter from rain, sun and heat on the West Coast, enabling many months of use in most locations, as in this Arterra Bay Area design.

paths and can be categorized into “gathering zones” near the house and “getaway zones” farther away.

“It’s best to place getaway zones in a remote location on your property, such as a little hammock under the trees. It can be covered or not, but it’s a

place just for you,” Messervy advises.

“Like a home, you should have several garden spaces—or rooms—that function differently,” adds Kate Stickley, co-founder of Arterra Landscape Architects in San Francisco. Regardless of its size,

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the property outside your door can be organized as a sequence of interconnected destinations. Pathways, gates, arbors and steps connect them, just as a doorway or hallway creates a flow from room to room indoors.

West Seattleite Lorene Edwards Forkner has seen her share of serious outdoor spaces as a garden writer and editor of *Pacific Horticulture* magazine. But she and husband James, a graphic designer, consider their postage-stamp-size backyard a low-key escape from the telephones and computer screens of their home offices.

At first they used a 1961 Lil' Loafer, a diminutive aluminum trailer, parked out back; but eventually that seemed inadequate. So they found a new home for the trailer and recently replaced it with a three-sided shelter. "We started with the concept of a covered porch, just not attached to our house," Edwards Forkner explains. The structure measures 10 by 12 feet and is topped with a corrugated metal roof (raindrops sound particularly lovely when they plop here). A deep, overhanging eave covers a gravel "welcome mat"—a safe surface for the small portable fire pit. Now, the Forkners and up to four guests can gather here, and enjoy the garden, its

scents, colors and bird life, rain or shine.

"The trappings of indoors become more fantasy-like if you take them outside and we truly wanted a place to be in the garden during all the inclement months of the year," she adds. "But more importantly, we can toast our marshmallows here."

To derive a similar sense of shelter and comfort on your property, create a wish list of desired features, urges Santa Barbara landscape architect Billy Goodnick, author of *Yards: Turn Any Outdoor Space into the Garden of Your Dreams* (St. Lynn's Press).

"Whether you want to commune with nature, invite friends over for a meal, or read a book, think about the purposes of each space," he suggests.

Many of Goodnick's residential clients come to him for coaching advice. They're interested in doing much of the work themselves, but they need a plan to get started. He asks homeowners to start with a

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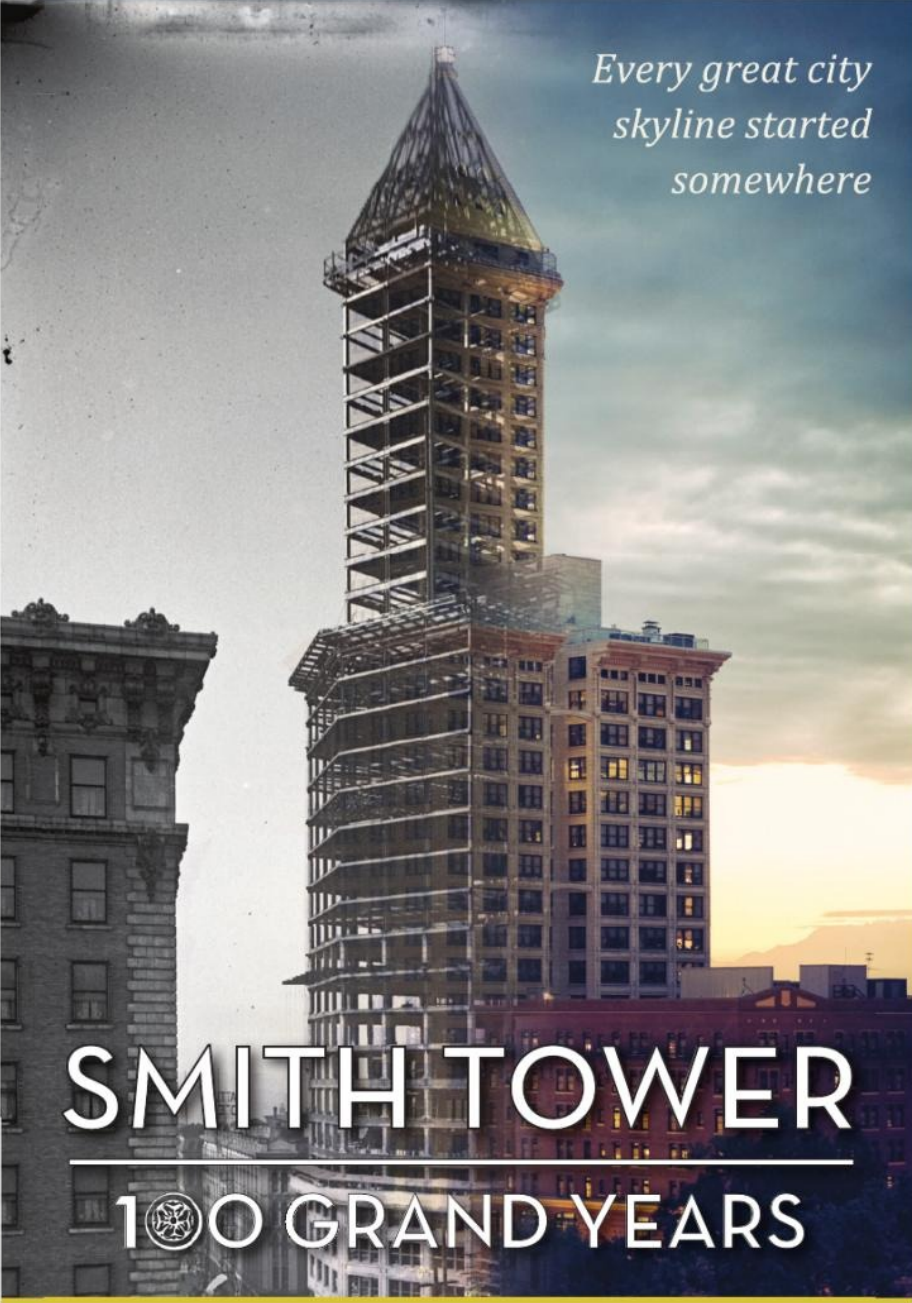
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"concept statement" for each outdoor room. This exercise narrows down features to incorporate, including both constructed elements (such as kitchens) and plants (bamboo for screening, say), Goodnick advises.

"You need three pieces of information—what happens in the room; what it feels like to be in the space; and in a general way, what the room looks like." For example, you might say that "relaxation" happens in the room; the space feels "cool and secluded"; and it looks like a "forest clearing."

Be realistic about the amount of time (and time of year) you will spend outdoors, Goodnick adds. "If you live in Phoenix, you're going to design differently than in Seattle—not much need for outdoor heat in the desert. But you have to start with function and then make climate adjustments."

Another approach is to relate the function of each outdoor area to a corresponding interior room. For example, Hand, the Seattle designer, transformed her clients' 10-by-70-foot side yard into three functional spaces, each of which relates to indoor public and private ones. A door from the indoor kitchen leads to the outdoor grilling and dining areas, giving the home chef easy access to the fridge and spice rack.

Even though the activities vary here, the entire space feels unified, thanks to a floor of alternating concrete and smooth Mexican beach pebbles. Hand situated the water feature, a two-tiered pool, to be observed from the kitchen's picture window. "That way, even when the weather isn't nice, my clients can enjoy the scene from inside," she says.

The sound of spilling water also masks traffic noise from a nearby freeway and provides sensory enjoyment during dinner parties. At the opposite end of the slender garden, Hand established a living room area where four comfortable armchairs are drawn up to a beautiful concrete fire bowl. More patio than garden, its hard surfaces are warmed by contrasting wood fencing and containers filled with lush greenery.

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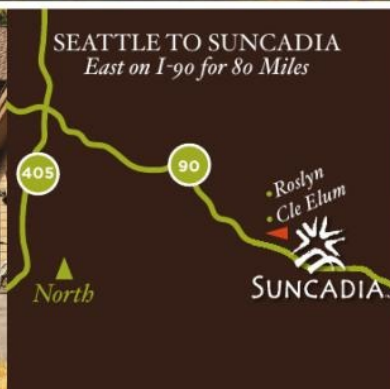
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Black-mesh wall trellises support flowering vines that cloak the home's exterior, creating a verdant "wall" on either side of the dining area.

Because theirs is a corner lot, this side yard is essentially the only private outdoor space for Hand's clients. Her design solution added 700 square feet of living space to the home and ensures nearly year-round moments outdoors.

Finding a better purpose for traditional backyard features—such as a deck or patio—is one way to maximize outdoor real estate. For her clients in Menlo Park, California, Stickley upgraded a little-used deck and a gravel-covered backyard by creating activity zones on two levels. The home's three generations are drawn into the landscape because there's now plenty to do there.

An outdoor kitchen and dining area with "a gathering table" serve as the garden's focal element. An L-shaped bench with cushions embraces a fire pit and the kitchen garden is located in the property's sunniest spot nearby. Raised planters are accessible for both grandfather and grandson. "The garden has become a galvanizing feature, a connection point for the entire family," says Stickley. "They eat meals together based on what they harvest from the garden."

Essentially, the best outdoor living spaces reflect how you live your life, from yoga to socializing to vegetable production. Tap into your visceral memories of childhood, of play, and of shelter. Reimagine that fort, treehouse or picnic table covered with a blanket.

Leave the digital screens behind and engage with your own patch of the planet, advises Messervy. "For so many people, the electronic screen keeps us inside far too much. Outdoor living spaces can be the antidote to a virtual world. It's your contemplative place and what you see there is rich and real. Go outside and enjoy it."

Just as I did when I was a kid—and still do. ▲

Debra Prinzing is a Seattle-based landscape and architecture writer.

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1. Garden plots—on-site P-Patches—align with what Seattle's Greenfire Campus calls "social sustainability," emulating a small-village lifestyle.

2. The Ballard neighborhood complex features a rain-capture system; the flow is stored in this cistern and used for watering the project's landscaping.

3. Greenfire relies greatly on what developers call "sensible sustainability"—such as windows that bring in the sun's light and warmth, yet open for ventilation.



Deep Green

New urban projects build sustainability | By Hannah Wallace

In the Northwest, sustainable building design focuses on warmth—keeping residences and businesses warm in winter, and moderating the warmth of the region's sublime summers. In Seattle and Portland, renewable energy is a key component of new complexes such as Greenfire Campus and Stack House in the Emerald City, and Kiln and Hassalo on Eighth in the Rose City. For example, Greenfire, a new entry in Seattle's Ballard neighborhood, employs an elaborate system of 21 deep wells to extract heat from the ground, and features tall



▲ Greenfire Campus features on-site plantings and access to local amenities such as a public library just steps away.



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At Portland's Kiln apartments, large triple-pane wood-frame windows add to the project's beauty and sustainability—they open wide for natural ventilation during the Northwest's generally mild days.

south-facing windows that let in sunlight and open up for summertime ventilation.

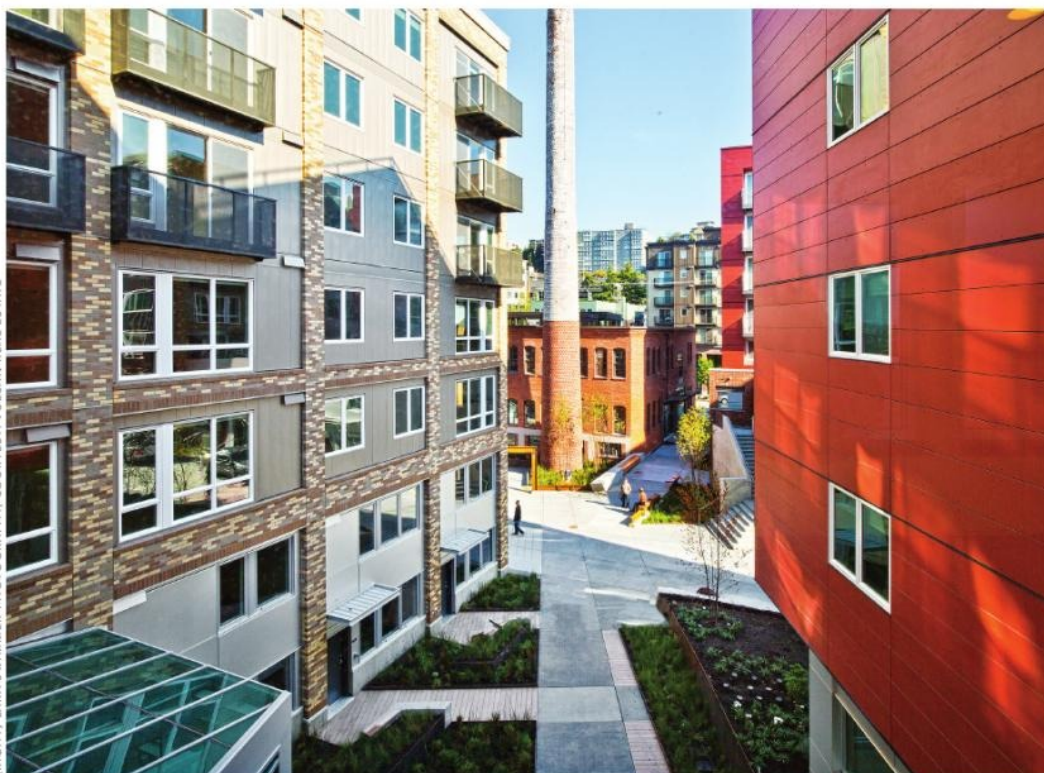
The warmth theme is appropriate for sustainability advocate David Posada's new project, a design-forward 19-unit "Passive House" in North Portland that's among the most energy efficient multifamily apartment buildings in the country—so well insulated and with such airtight construction and high-performing windows that tenants will rarely need to turn the heat on. There is no air conditioning, either—the 7-foot-high tilt-turn windows allow natural ventilation. Posada estimates the building will use barely one-third the energy of a similar, traditionally powered apartment building. Four stories tall, with a bright orange and cedar facade,

Kiln is an impressive sight. But its sustainability features are as memorable as its appearance.

The Passive House concept originated in Germany, where such buildings are promoted and evaluated by the Passivhaus Institute in Darmstadt. "In Europe, there are thousands of multifamily projects built to Passive House standards," says Posada, sustainability manager at Portland's GBD Architects, an early adopter of green building rating systems such as LEED. "In the United States, where it's mostly caught on in single-family homes, I think many developers and builders assumed that the market isn't asking for this." But in cities such as Seattle and Portland, progressive developers now are betting that Passive House apartments catch on.

"Oregon and Washington are really big leaders for us," says Jacob Kriss at the U.S. Green Building Council, which sponsors the LEED certification standard. "There are a lot of sustainability-minded people and they've made building the green environment a priority." And Katrin Klingenberg, executive director of the Chicago-based Passive House Institute U.S., says most U.S. Passive Houses are in

MICHAEL WALMSLEY PHOTOGRAPHY, COURTESY: VULCAN REAL ESTATE; (RIGHT) LARA SWIMMER PHOTOGRAPHY, COURTESY: VULCAN REAL ESTATE

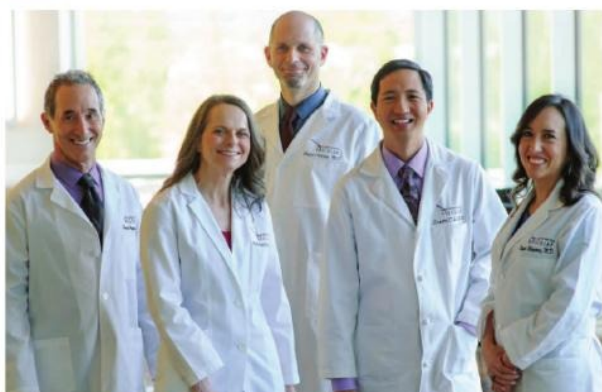


▲ In Seattle's South Lake Union neighborhood, home of the Vulcan Company's Stack House project, walkable shopping is a key lifestyle amenity for residents and workers.

◀ Stack House demonstrates urban sustainability on a large scale: The complex holds 278 residential units, and features rooftop gardens, rain cisterns and energy efficiencies.

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the Northwest. "The Northwest is the closest to the central European climate, so it's no coincidence," says Klingenberg. Though there are only five buildings in the world which have achieved Living Building Challenge status, the Northwest has the highest concentration of registered projects. (The Living Future Institute, which developed Living Building Challenge, requires 12 consecutive months of occupancy before awarding certification.) "It's the progressive nature of these metropolitan areas. It's a part of the world where people take chances," says Jay Kosa, communications director at the Living Future Institute.

Consider the windows in GBD's new North Portland project. Originally, Kiln's owner wanted triple-pane fiberglass windows, which are energy-efficient yet still cost-effective. But then he saw wood-frame windows at a LEED-Platinum building, and fell in love with their graceful beauty. Most wood triple-pane windows are made in Europe; shipping them here adds to a building's environmental footprint. But Posada and his team were able to find a German window builder, now living in Seattle, who crafts triple-paned windows from Douglas fir. To make things even more sustainable, the Doug fir comes from the Oregon Coast.

Kiln is the second multifamily Passive House in the United States; the first, Stellar Apartments, opened this year in Eugene, Oregon. Another multifamily Passive House is underway in the Portland suburb of Hillsboro: the affordable housing non-profit REACH Community Development's 57-unit Passive House. A Passive House makes sense for tenants who make less than \$30,000 a year, says project manager Michael Bonn at Portland's Ankrom Moisan, as energy bills will be very low.

The U.S. Green Building Council's LEED (Leadership in Energy and Environmental Design) certification is the best-known green building standard in the country; its highest-level rating, Platinum, is among the most rigorous. But these days, architects and designers are looking to other benchmarks such as Passive House and Living Building Challenge.

"Nearly 50 percent of our domestic energy consumption in this country comes



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1. Photovoltaic roof arrays, and solar thermal panels on the side of the building generate power and heat water at Portland's EcoFLATS.

2. Tall windows provide daylight and ample ventilation.

3. Secure bike parking in the lobby is provided instead of on-site car parking.

from building usage," says Dan Whitmore, project supervisor and energy expert at Hammer and Hand, Inc., a Northwest contractor that's built six Passive Houses and consulted on a dozen more. "The beauty of the Passive House is that it's a practical way to address energy consumption in our buildings, not just in the short term but in the long term." Instead of focusing on energy-efficient appliances, which can be swapped out when technology improves, Passive Houses focus on permanent parts of the building, such as walls, windows and ceilings.

Living Building Challenge is just that: a challenge. Touted as the most rigorous standard of all, Living Building requires projects to produce all the water and energy they consume (via rainwater collection and solar panels, for instance), incorporate agriculture, and use local materials.

In Ballard, a bustling Seattle neighborhood, a



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year-old 18-unit mixed-use development is setting the bar for other green building projects. Called Greenfire Campus, it has a rainwater harvesting system, geothermal heat pumps, and a green roof as well as garden plots for each tenant. The captured rainwater provides all the irrigation for the green roof, gardens and on-site wetland habitat that includes ferns, wild hyacinths and willows. The campus, designed by Seattle-based Johnston Architects and developed by the Seneca Group, is also home to the Wilburforce Foundation, Skillet Diner, and Parfait Ice Cream. Lead architect Ray Johnston says Greenfire is by far the most energy-efficient building he has worked on. "The single most innovative aspect is the ground-source heat pump," Johnston says, referring to the 21 300-foot wells that extract heat from the ground. "The ground-source heat pump is also a heat sink from the solar panels,"

explains Johnston: When the weather is nice, the solar-thermal arrays transfer warmth to the heat pump, storing it for later use. The system provides about 70 percent of the heat for the apartments.

Close to downtown Seattle, in South Lake Union, the LEED-Platinum Stack House proves that green architecture is feasible on a much larger scale. A mixed-use development designed by Runberg Architecture Group, Stack House includes two 7-story buildings (278 apartments total) and the historic rehab of the 107-year-old Supply Laundry Building. Stack House, like Greenfire Campus, has rainwater cisterns, rooftop community gardens and efficient appliances such as low-flow toilets and Energy Star refrigerators and dishwashers. But instead of geothermal heat pumps, the "west building" employs what's known as a "reverse-cycle chiller." Two and a half times more efficient than a gas-fired boiler,

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this innovative system captures heat from the garage ventilation system to heat tenants' water. Project developer Vulcan Real Estate also partnered with the city to create bioswales—planted areas that receive stormwater runoff—between the sidewalk and the street. “The stormwater from neighboring Capitol Hill currently goes untreated into Lake Union,” says Lori Mason Curran, Vulcan real estate investment strategy director. “All the oil and dirt goes in the lake. But our swales will filter 190

BY THE NUMBERS

- ▶ LEED certification is the most common designation; the highest level, Platinum, includes rigorous standards for materials, resource use and project management. Most of the world's LEED Platinum commercial buildings, 1,105, are in the United States.
- ▶ Passive House standards focus on items such as solar orientation, natural ventilation and building envelope insulation. There are 40,000 Passive Houses in the world; 210 in the United States.
- ▶ Living Building Challenge requires resource self-sufficiency and local materials reliance; there are 200 projects registered worldwide, but just five certified so far.

million gallons of runoff every year.”

And what could be more sustainable than adaptive reuse of a city landmark? “Not tearing a building down is one of the most sustainable things you can do,” says Curran. Stack House won the Green Building Council's award for 2013 Outstanding Multifamily Project of the Year.

Another pioneering large-scale residential project is in Portland. Hassalo on Eighth, developed by San Diego-based American Assets Trust and designed by GBD Architects, will be a three-building, 657-unit project with its own on-site wastewater processing center. The complex won't drain into the City of Portland's sewer system because all waste will be treated on-site. The liquid waste



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and "gray water" will be cleaned and zapped with ultraviolet light and plumbed back into the building for non-potable uses such as flushing toilets, watering gardens, and replenishing the cooling towers. The "sludge" will be taken off-site by a pump truck every two years or so to be used horticulturally.

"It's super exciting," enthuses project architect and design principal Kyle Anderson. "There isn't a multifamily residential project I'm aware of that uses reclaimed water in the building."

Because Hassalo on Eighth won't add to the city's already over-burdened sewer system, Portland gave the developers a 60 percent reduction on development charges—a savings of \$1.4 million. Because of that, the wastewater recycling system will pay for itself in 2.5 years. In addition, with the buildings' high-performance envelopes—added insulation in the roofs and wall cavities—Anderson expects to beat the stringent Oregon Energy Code by 30 percent. The building is seeking LEED Platinum.

Some of the most energy-efficient buildings around don't have any green certification. "Instead of spending \$30,000 for LEED certification, I'd rather use the money to put solar panels on the roof," says Jean-Pierre Veillet, founder and president of Siteworks, a Portland design-build firm. This is precisely what Veillet did with EcoFLATS, an 18-unit rental building on North Williams Avenue. Rooftop solar arrays provide all the hot water and rooftop photovoltaic panels generate electricity. Instead of on-site vehicle parking, the building has a 30-unit wall-mounted bike rack in the lobby.

Veillet made sure to keep the rents in this building affordable, one of the reasons he didn't pursue any certification. EcoFLATS tenants pay market rates—\$1.35 a square foot—and their average monthly energy bill is \$15. "We don't need more trophies or plaques. We need to build housing that's affordable—that people can live in," says Veillet. ▲

Hannah Wallace is based in Portland.



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SUSTAINING

Colorado's New Belgium Brewing Company makes a lot of beer. To be precise, the company produced 792,292 barrels (more than 20 million gallons) in 2013, making it the third-largest craft brewery in America. Brewing at this scale means generating a significant amount of wastewater—a byproduct containing beer, yeast and cleaning agents. Starting in 2002, instead of flushing the waste along to the city of Fort Collins to address, New Belgium invested \$5 million in its own on-site water-processing facility. At the facility, microbes in pools of the brewery water break down the wastes, clean the water and, in the process, produce methane gas. The brewery then captures the gas in two large, bubble-shaped structures and uses it to run an engine that produces heat and electricity that accounts for 15 percent of the company's electricity use annually. The savings of about \$3,000 a month helped the company pay off the project in two years, instead of the projected five, says New Belgium Public Relations Director Bryan Simpson. Overall, this move proved to be better for the brewery, for the environment and for the community.

Other companies have also found ways to succeed by considering a "triple bottom line"—a social, environmental and financial metrics system that measures benefits to people, the planet and profits. Outdoor retailer REI involves its employees, takes careful measurements and invests in infrastructure to stay on top of its sustainability efforts. For Starbucks, seeking input from various stakeholders has led to innovation, and setting transparent goals helps the global company lead its industry. Industrial manufacturer Zidell, a 100-year-old family business, has stayed aware of its changing business environment and as a result has added high-profile green real estate development to its business portfolio. And Hewlett-Packard pursues innovations that help people, the environment and its performance at the same time.

What these companies have in common is a long-term

SUSTAINABILITY

Long-term business success and the "triple bottom line"

By Eric Gold



Planet



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commitment to sustainability and the foresight to build sustainable practices into their operations. They go beyond mere pronouncements of “going green” to follow through and reduce impacts—and even do good—while continuing to boost their brands.

“Often, companies take a ‘ready, fire, aim’ approach to sustainability; they jump in and start doing stuff,” says Kevin Wilhelm, CEO of Seattle’s Sustainable Business Consulting. “Then they ask,



New Belgium Brewing collects methane for fuel from on-site waste-processing (left); REI uses on-site solar panels (above).

‘How do we add this to our business; how do we sustain this?’”

Wilhelm has spent more than 17 years in his field, working with companies ranging from small businesses to Fortune 500 firms. He teaches in Seattle-based Bainbridge Graduate Institute’s sustainable MBA program and has published two related books, including *Making Sustainability Stick* (Pearson, 2014). So he knows something about companies that build sustainability programs that pay off. The good

SUSTAINING THE SKIES

Alaska Air Group works to integrate a triple-bottom-line focus, on people, planet and performance, into all aspects of its business.

Alaska’s commitment to sustainability turns on its decision to be not just a leader but *the* leader in the airline industry, says Keith Loveless, who retired last month as Executive Vice President and General Counsel, and head of the airlines’ sustainability efforts.

In April, AAG announced aggressive goals for 2020 in its latest Sustainability Report. Key goals include decreasing fuel consumption by 20 percent (in gallons per passenger per flight mile), using a sustainable aviation biofuel at one or more airports and increasing workplace diversity—including more aggressive recruitment of military veterans.

The Alaska Air Group, which includes carriers Alaska Airlines and Horizon Air, has already made significant strides. Since 2011, it has saved more than 10 million gallons of fuel. Fuel-saving measures have included upgrading the fleet with newer,

larger and more-efficient aircraft; installing winglets that improve efficiency; and using advanced navigation procedures. Born out of innovations the airlines made in order to fly into Alaska’s many remote airports, the Greener Skies program, in cooperation with the Port of Seattle, The Boeing Company and the FAA, incorporates sophisticated satellite-based flight guidance technologies to enable shorter, continuous-descent approaches.

“Instead of zigzagging from A to B, it allows aircraft to fly point to point,” says Loveless.

Such approaches reduce noise, improve safety and can save the airline an estimated 2.1 million gallons of fuel annually, decreasing CO₂ emissions by 22,000 metric tons.

In addition, Alaska and Horizon are the only U.S. carriers that recycle on every flight, and the airlines have diverted 2,861 tons of recyclables from landfill since 2011.

Much of the impetus for Alaska’s sustainability programs arises from grassroots employee interests. Alaska’s Green Team efforts continue channeling the



energy of employees who have personal interests in their local environments. In April, for instance, volunteer teams in five states took part in 12 events that benefited their communities.

Other socially oriented achievements include support for 1,300 community organizations totaling \$15.5 million in cash and in-kind donations since 2011—much of that giving directed by employees involved in volunteer and charitable organizations.

Along with its community initiatives, Alaska also has a firm commitment to supporting its employees, and this year

awarded Performance-Based Pay bonuses worth more than five weeks’ pay for most employees. This incentive program involves factors such as safety, customer satisfaction, costs and financial performance; it is another way that Alaska has engaged employees and encouraged improvements for the long haul.

“Sustainability is a great loop,” Loveless says. “You make a good, smart investment, which improves your efficiency and reduces your cost, which allows you to reduce your price, which increases profitability, and which allows you to take care of your employees and your community.”



Sawing away at energy use.

Stimson Lumber Company is one of the oldest continuously operating integrated wood products companies in the United States. With roots dating back to the 1850s, the company remains a family-owned business—a fact that allows it to be more agile in decision-making. It has resulted in an internal culture ever willing to adopt changes to improve operations, including ways to cut energy demands, which is why they maintain a close working relationship with Avista.

Stimson currently owns over 500,000 acres of timberland and six sawmills in Oregon and Idaho. At the company's mill in St. Maries, Idaho, Corporate Project Manager Doug Thompson and his engineering team develop energy-saving ideas to share with other Stimson-owned facilities.

"The St. Maries mill is being used for a pilot program," says Thompson. "We're taking a look at each area

of the mill to see where we can best save energy."

With Avista's help over the last few years, Thompson's team has reduced the mill's energy use by 1.3 million kilowatt hours of electricity—about 15 percent of their annual energy costs. Stimson also received \$143,083 in incentives through Avista to complete its energy-saving upgrades.

Pictured above (left to right):
Scott Sheppard, Corporate Process Improvement Manager, Stimson Lumber Company
Sharmon Schmitt, Regional Account Executive, Avista Utilities
Jon Stevens, Plant Manager, St. Maries Facility, Stimson Lumber Company
Doug Thompson, Corporate Engineer, Stimson Lumber Company
Levi Westra, Commercial/Industrial Engineer, Avista Utilities

One project Thompson and his team completed with Avista's help involved increasing the energy efficiency of their industrial air compressors. The compressors are used to pipe pressurized air throughout the mill, where it can be tapped to run cylinders, actuators, air wands and other equipment. Two compressors were being run at 100 percent capacity continuously throughout the day.

"We didn't need that much air," says Doug, "so we added a variable speed drive [also known as a variable frequency drive or VFD] to one of the compressors."

Now, the VFD compressor runs by itself at only 30-50 percent capacity when the mill's demand for air pressure is low. When demand reaches 80 percent, the VFD shuts off and lets the second compressor kick on at 100 percent. The VFD comes back on only to supplement pressure over 100 percent.

Another collaborative project with Avista involved reducing dust emitted by the saw mill's chip blower—a pneumatic system that uses high-pressure air to propel wood chips and sawdust along pipes to huge storage bins. (These byproducts are later sold and shipped to make other products.)



One energy-saving idea was to simply replace the mill's 200-hp pneumatic chip blower with a 15-hp conveyor.

Typically, capturing particulates would require a filtering system called a bag house, which would use more energy and cost upwards of \$170,000. Instead, the team came up with the

Thompson's team has reduced the mill's energy use by 1.3 million kilowatt hours of electricity—about 15 percent of their annual energy costs.

idea of replacing the 200-hp chip blower with a 15-hp conveyor. This also let them eliminate a 7.5-hp chip feeder used to keep the blower from clogging.

Not only did Stimson lower their energy use, they no longer spent \$6,000 a year rebuilding the chip feeder motor. And with no need for pipes, the conveyor eliminated the cost of replacing pipe elbows worn out by the friction of moving chips.

As a bonus, they also were able to get rid of the noisy cyclone system attached to the byproduct storage bins. Previously necessary to disperse air pressure from the blower pipe, the cone-shaped device would get tiny wood chips inside it, rattling everything including the mill's neighbors. Worse, when the storage bins clogged, the cyclone would quickly fill with wood chips or sawdust that backed up into the blower pipe and shut down the entire operation.

"We used to have 55 to 60 employees waiting up to two hours for the pipe to be cleared," says Plant Manager Scott Shepard. "With the new conveyor system, that's no longer a problem."

Not all of the mill's energy-saving projects were industry specific. Doug and his team partnered with Avista on three lighting projects, as well.

They replaced T12 fluorescents and halides with high-output T5s and LEDs. They also added occupancy sensors throughout the plant.

The new lighting not only lowered energy costs, it reduced fire hazards,

as the older halide lights would often get hot and blow up, says Thompson. Stimson's insurance carrier used to require the lights to be shut off part of each day to let them cool down.

Thanks to increased illumination, worker safety greatly improved—and so did something Thompson's team didn't predict: employee morale.

"With brighter lights inside the mill, everybody could see what they were doing better," says Thompson, "and it kind of brightened the mood."

Of course, increased productivity would make any business smile. And helping companies save on energy brightens Avista's mood, too.

Avista gives rebates and incentives for energy-efficiency upgrades to many types of businesses and organizations, from retail stores and restaurants to manufacturing plants and municipalities. The energy company's goal is to better manage the region's growing energy needs by promoting ways for its large customers to use less. Those that have participated so far have not only saved energy, but have enjoyed increased productivity and safety and lowered their maintenance costs. Avista thinks it's energy well spent.

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news, says Wilhelm, is that these programs really *can* pay off. "If you're not making money on sustainability," he says, "you're not doing it right."

Companies that succeed in sustainability over the long term, Wilhelm says, start by carefully aligning environmental and social goals with business goals: "I get in trouble for saying this, but financial success is the most important one of the three bottom lines," he says. "If you can't pay your bills or keep the lights on, you can't do social and environmental stuff."

The next step, he says, is addressing sustainability fundamentals by implementing projects

such as recycling programs and inexpensive energy-saving strategies that reap "low-hanging fruit" and show rewards quickly. Yet companies that want to lead in sustainability long-term, says

Wilhelm, need to do more—by thoroughly integrating people-planet-and-profit goals into their operations to create lasting value.



COURTESY: STARBUCKS

Starbucks continues to expand cup recycling (left); Manufacturer Zidell added green development to its business (above).



CHRISTINA HERRLE, COURTESY: ZIDELL YARDS

The creation of the water-processing, energy-producing plant at New Belgium reflects a broader interest in sustainability—one that developed under the leadership of founder Kim Jordan and has continued through many people's efforts at the socially conscious 550-person brewery.

A big part of New Belgium's success with sustainability stems from employee involvement, which in turn inspires innovation. For example, PR Director Simpson credits New Belgium line workers with finding a simple but effective way to make the company's packaging more environmentally—and financially—friendly.

Typical beer-case boxes use a cardboard insert to separate the



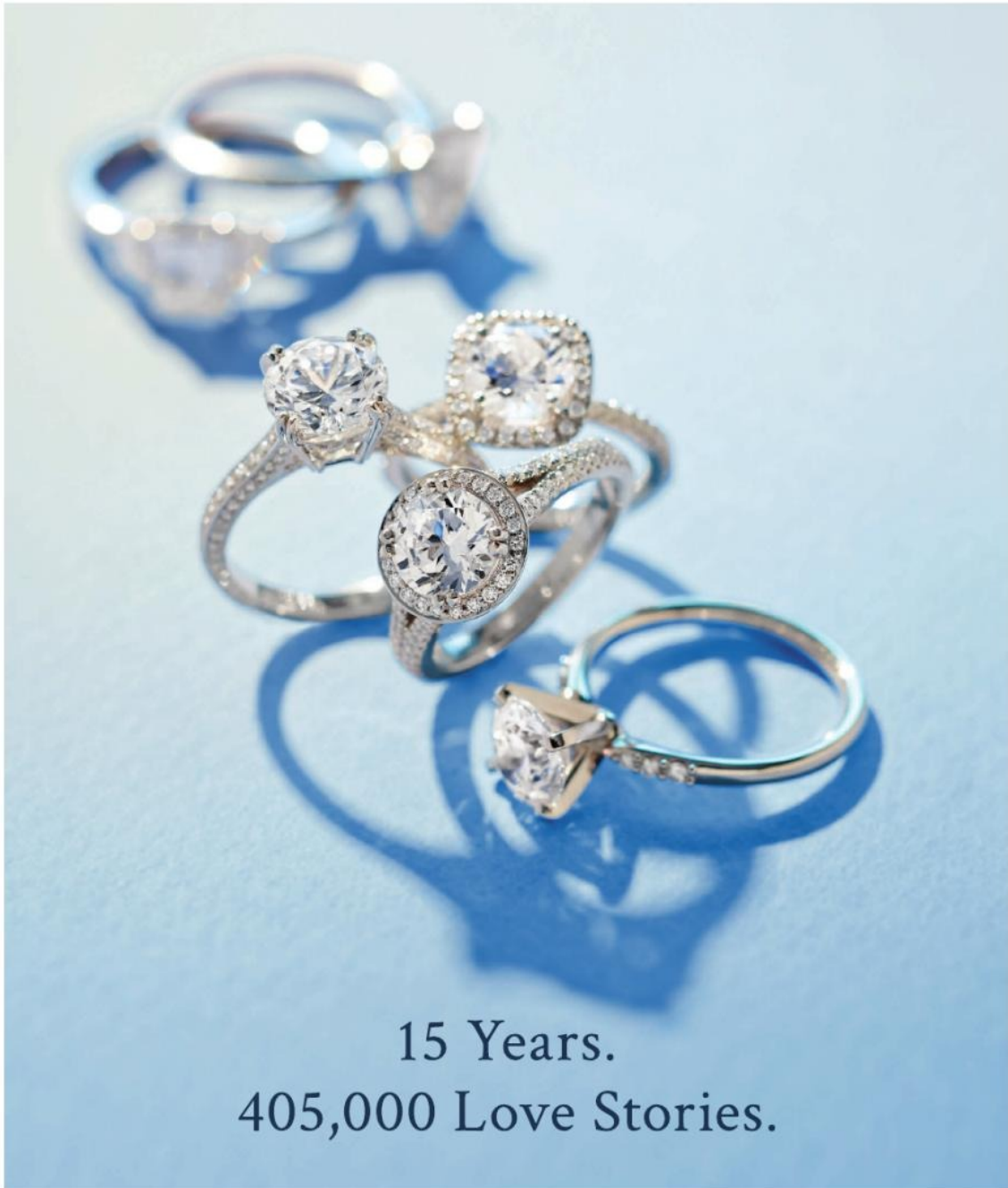
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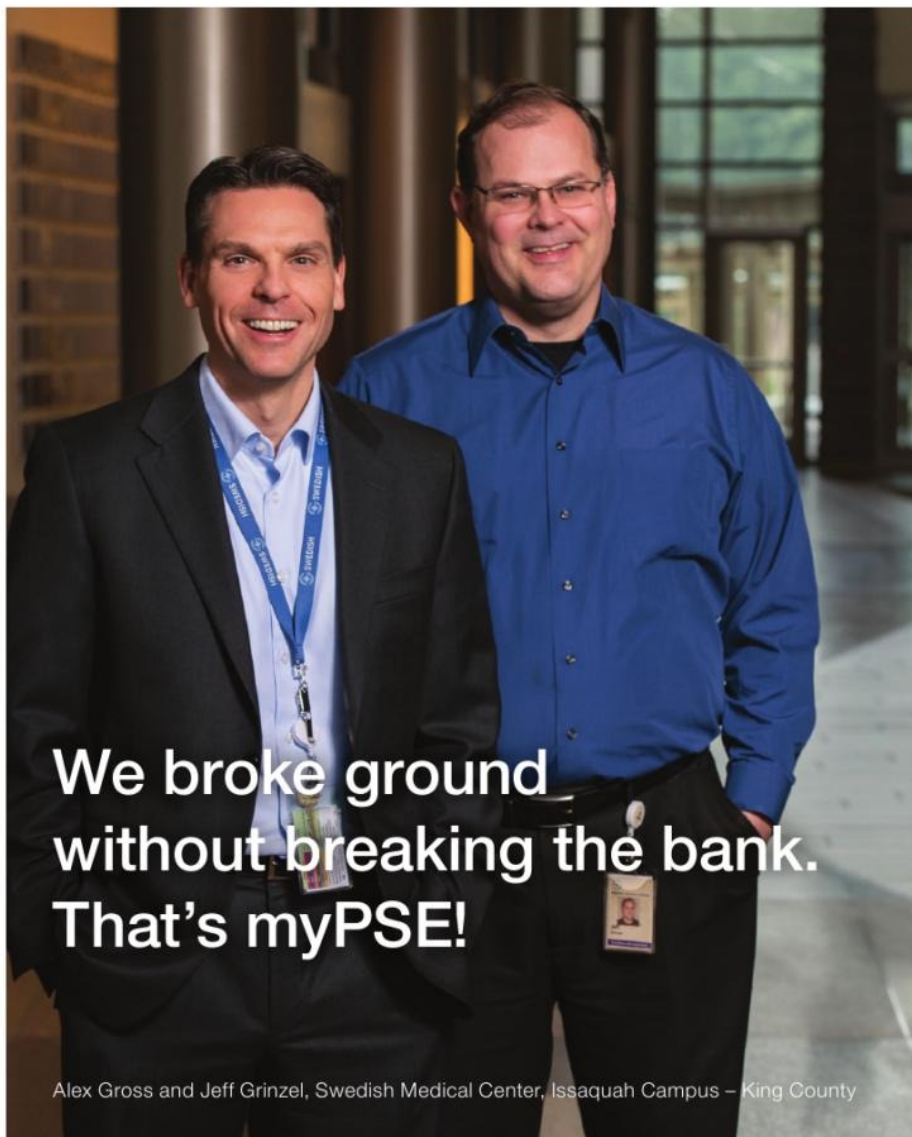




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bottles. "They realized that if you make the case smaller, you can pull out the insert," Simpson says. The move saved the brewery tons of cardboard and about a quarter-million dollars a year.

Simpson also remembers a staff meeting, early in his tenure at New Belgium, when employees voted on whether to buy wind power. The move was going to reduce the company's carbon footprint by a significant amount, Simpson says, but was also going to cost 2.5 cents more per kilowatt-hour. Company leadership explained that the only way to do it would be to dip into the bonus pool.

"I was new to the culture," says Simpson. "I thought this would be a long and contentious meeting." Instead, he was surprised to see a unanimous thumbs-up from the room. By giving its green-minded employees a voice in company policy, New Belgium was able to get buy-in for an environmental initiative—addressing social and environmental bottom lines at the same time. It was a prime illustration of the extent to which sustainability was part of company DNA.

Then, after buying wind power for 10 years under the policy employees chose, New Belgium decided to make another change. Rather than pay more for the renewables, Simpson says, "we decided to invest in ourselves." Today, the company sets aside utility-bill savings to reinvest in energy-efficient technology.

The brewery did not stop at empowering workers through consensus-based decision-making, either. As of December 2012, the company is 100 percent employee-owned, after founder and still-CEO Jordan determined that this was the best route for long-term cultivation of a sustainably oriented culture that has brought the brand tremendous popularity and success.

Outdoor-gear retailer REI, which has headquarters in the Seattle area and nearly 10,000 employees, also boasts environmentally friendly practices, high worker retention and green workplaces. Yet it does not come by its successes without sustained effort.



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One innovation is its internal communications platform, Around the Campfire. This system includes an interactive website and digital network that help gather feedback and keep employees engaged. Using Around the Campfire, company leadership streams a town hall series live, allowing REI's employees in different stores across different states access to executives.

The aim, says Corporate Social Responsibility Manager Kirk Myers, is to let REI employees ask questions and easily learn about the company's sustainability work and other programs.

"We're trying to make this more bite-sized and digestible, so you don't have to parse a big report," says Myers.

REI uses Around the Campfire in part to help ensure employees understand operational improvements and investments in infrastructure—which have been significant as well as rewarding. REI announced in April 2014 that the company is now powered entirely by renewable energy—from its own 26 solar arrays and from renewable-energy certificates it buys. The company is also careful with the energy it uses—as a result of efficiency measures, it reported almost no increase in energy use last year despite adding five new stores.

An energy-efficiency effort at the company's data center in 2013 cut energy use for cooling by 93 percent, enough to power six stores. The project involved equipment retrofits to the servers and the installation of a rooftop cooling tower. Completed through a partnership with Puget Sound Energy, a Bellevue, Washington-based utility, and CLEAResult, an energy-efficiency firm based in Austin, Texas, the project paid for itself in about a year.

REI watches its numbers carefully to find ways to make progress on sustainability goals—and reviewing procedures through a sustainability lens sometimes reveals ways to save money overall, as in the case of the data center. As other leading companies do, REI publishes an annual sustainability report publicly with data about progress *continued on page 201*

*The biggest key to my success
was accountability*

-Jean, 20/20 Alumni

Photos: Gerald Pope

JEAN LOST 33 LBS

Like many people, over the years, my weight has fluctuated. When I first met my husband, he introduced me to weight lifting and healthier eating. As a result, I lost 20 pounds. A year later, we were married. I stopped exercising and my weight began to increase again.

With my first pregnancy, my weight hit a new high. After my son was born, I was determined to lose weight and began exercising again. I achieved my lowest weight and managed to maintain it – until we decided to move homes. As we began packing our belongings, I began packing on the pounds. Over the next seven years, I gained close to 50 lbs.

This time I was determined to make a lasting change in my health. 20/20 LifeStyles was there to support me every step of the way. And so was my husband, who also enrolled in the program.

The biggest key to my success was accountability. I met three times a week with my personal trainers, who kept track of my nutrition, water, stress, and sleep. They helped me become aware of the choices I was making. My dietitian gave me suggestions on how to handle different situations involving food and stressed the importance of meal planning.

Going through the program with my husband allowed us to find activities that we enjoyed together such as hiking, biking, and running.

My high blood pressure has been eliminated and my cholesterol has been lowered into the normal range. When a major stress enters my life now, I make a conscious effort to exercise. I like to stay in a certain weight range and when I get above that range, I track my food more closely and make sure that I'm getting enough exercise.

Even the children joined us on our 20/20 LifeStyles journey by eating like Mom and Dad. It was great to see the changes in them like a decrease in acne, increased energy, and a more even temperament. Our whole family has benefited from 20/20 LifeStyles.



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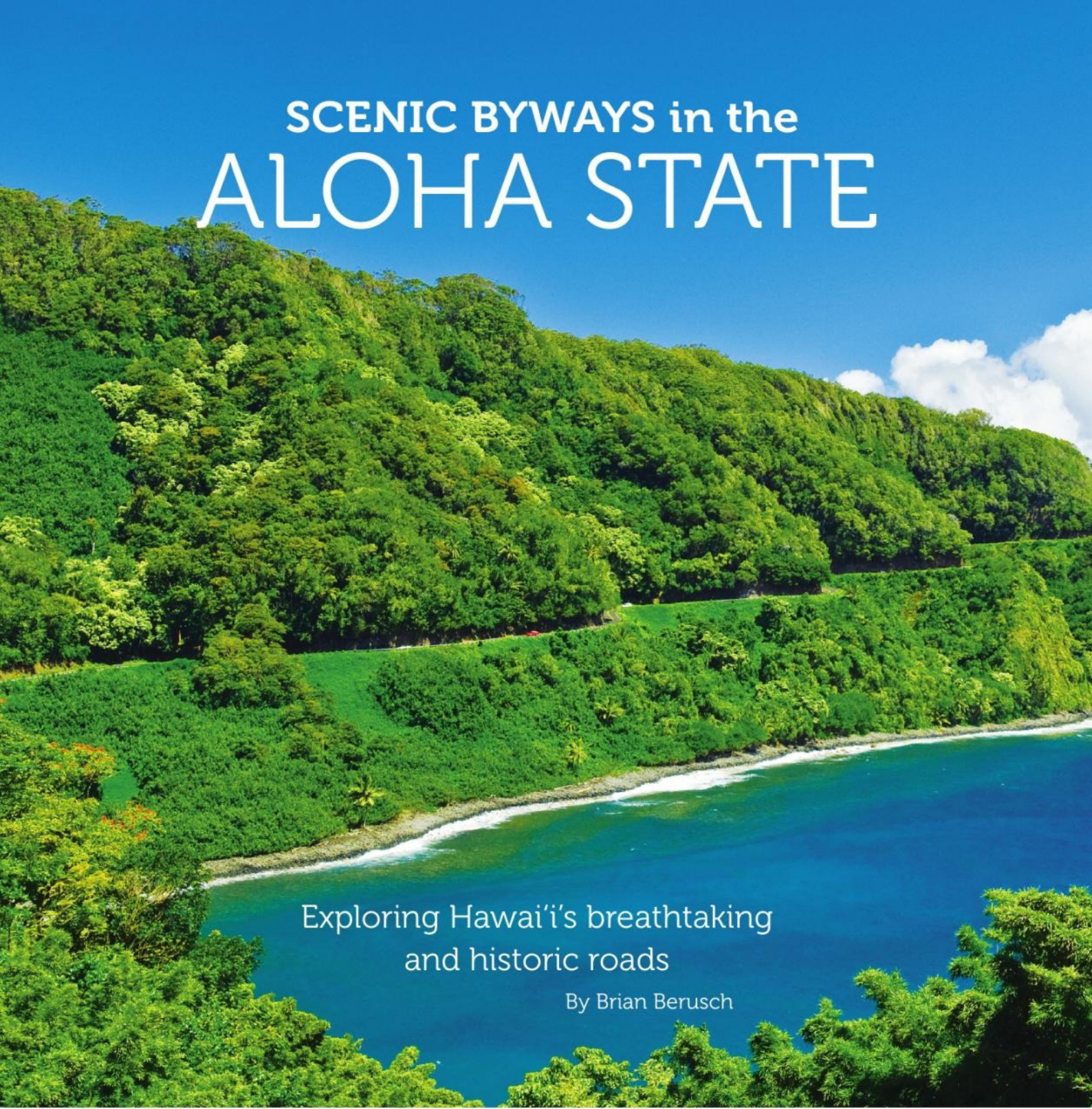


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SCENIC BYWAYS in the ALOHA STATE

Exploring Hawai'i's breathtaking and historic roads

By Brian Berusch

The Ke'anae Peninsula on Maui's northeast shore is surrounded on three sides by Pacific waters that are so deeply turquoise they seem almost to be painted. Except that no artist's canvas is as insistently dynamic as the rollers that sweep into Nua'ailua Bay, surging up onto basaltic outcroppings along the shore.

Visitors often stop on this peninsula to admire

these waves and the bay beyond as they travel along one of the most famous roads in the Hawaiian Islands, if not the United States—the Hāna Highway. Across the narrow bay from where I stand, the roadway cuts through a verdant hillside and then disappears in the dense foliage as it wends its way toward the remote hamlet whose name it bears.

The highway covers just 45 miles from Pā'ia,



GREG VAUGHN / ALAMY



GREG VAUGHN / SUPERSTOCK

near the Kahului Airport, to the town of Hāna. However, in just that short distance, the roadway, which hugs the lower flanks of Haleakalā, travels from sun-baked cane fields to misty rain forests riven with waterfall canyons.

At times the road clings to the sides of cliffs located hundreds of feet above the ocean surf; at other times it narrows to a shaded woodsy lane

curling around countless bends and over innumerable streams. One-lane bridges require drivers to check oncoming traffic before proceeding; glistening pools along mountain streams call visitors to stop and explore. When you open your car windows, birdsong, tropical scents and ocean air combine to tantalize the senses. Ke'anae is a popular—and very sensible—midway stop along this drive to

Above left: The Hāna Highway runs along the Honomanū Bay on the northern coast of Maui. Above: Wailua Falls is one of dozens along the Hāna Highway.



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Hāna, which can take anywhere from two to four hours, depending on how often you stop. Stretch your legs, snap pictures of the mesmerizing ocean scenery and buy a loaf of banana bread at Auntie Sandy's yellow-clapboard food stand. Then, you're ready for the second half of your adventure.

The Aloha State is home to many roads that offer worthy journeys all by themselves, tongues of asphalt that transport thoughtful travelers through myriad landscapes, climates, villages and parks—all of them enjoyable and meaningful—giving visitors a historical and cultural connection to the Hawaiian Islands.

The Road to Hāna is our first excursion as we visit scenic byways located on each of the four main Hawaiian Islands. The byways range from popular and well-traveled routes to lesser-known roads. However, they all offer a special perspective on the people, land and history of the state.

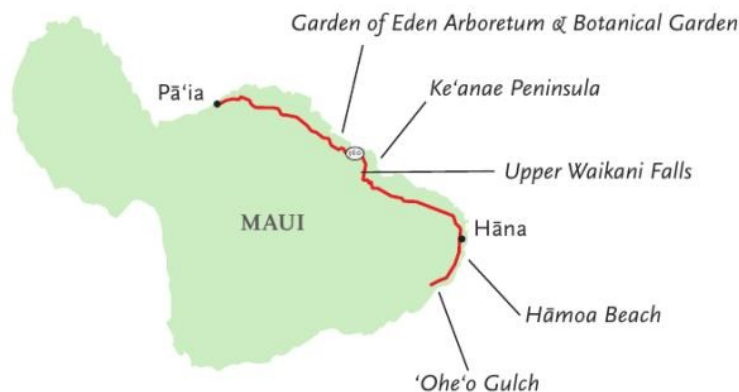
The Road to Hāna MAUI

This twisting road hugs the northern coastline of Maui as it runs between the towns of Pā'ia and Hāna, located on Maui's eastern coast.

As we travel the route, we see breathtaking coastal vistas, waterfalls and roadside attractions, all while maneuvering hairpin turns and crossing more than 50 one-lane bridges. For those who would rather leave the driving to professionals and just enjoy the views, various services offer shuttle, bus and 4x4 tours to Hāna.

However, we decided to go ahead and drive it ourselves. Although there are popular T-shirts touting "I survived the Road to Hāna!" the road has actually been upgraded significantly in the past 10 years, with wider lanes, better signage and clearer markings.

My two kids were secured in their car seats, snacks at the ready; my wife signaled the "thumb's



up" sign; and we began our journey. Only a few miles down the road, just past Mālika Bay, the roadway ran between a towering rain forest—with waterfalls aplenty and lush trees with flowers of every hue—on one side, and the Pacific Ocean, a few hundred feet below us, on the other.

One aspect of the Road to Hāna is that there are so many places to stop and explore. Every few miles, we found ourselves taking an exit to see a natural wonder. The first stop on our trip was at the Garden of Eden Arboretum & Botanical Garden, a 26-acre oasis that features hundreds of flowering plants, fruit trees, a waterfall and even a house of exotic birds. With the goal of helping to restore natural ecosystems and promote indigenous Hawaiian plants, the Garden of Eden includes hiking trails and views of Keōpuka Rock, which was featured in the movie *Jurassic Park*.

A few miles down the road, we drove to Kaunahina State Wayside Park to view some of the most spectacular lagoons on the island. A few miles farther—and many hairpin turns later—we took our break on the Ke'anae Peninsula and enjoyed the banana bread before visiting the Upper Waikani

MAUI: Road to Hāna

Getting there: Car rentals are available in Kahului. There are also bus, van and 4x4 tours available. If you do decide to drive, leave as early as possible to avoid the crowds.

What to see: The Upper Waikani Falls; the Wai'anapanapa Wayside Park with its black-sand beaches; Hāmoa Beach and Pipiwai Trail at 'Ohe'o Gulch.

Not to miss: The tour and tastings at Ono Organic Farms near Hāna.



Above: Visitors tour the Ono Organic Farms near Hāna.
Left: People play at Hāmoa Beach.

Falls (commonly known as Three Bears Falls), a spectacular trio of waterfalls that cascade into a deep blue pond.

Another 15 miles of verdant jungle, ocean views, and numerous waterfalls and bridges bring us to our destination of Hāna and the Travaasa Hāna resort.

Like this small community, the Travaasa is steeped in Hawaiian history. It is common to chat with a Travaasa groundskeeper whose family has worked on the site for four generations. In our case, such a fellow was also a cultural liaison who taught us to “throw net,” an ancient Hawaiian practice of catching fish, while regaling us with tales of trees his father, grandfather and great-grandfather had planted on the immaculate hotel grounds. After my wife and I take turns receiving refreshing massages at the Travaasa spa, we continue on the Hāna Highway to Hāmoa Beach,

An ocean view at the island of Maui's Garden of Eden Arboretum & Botanical Garden.

located in a gem of a cove with a churning surf break in the winter and tranquil, idyllic snorkeling waters in the summer.

Farther south we reach 'Ohe'o Gulch, which is located within the Kīpahulu District of the vast Haleakalā National Park. This legendary hiking area includes trails that lead from the visitor center to a series of waterfalls fed by an idyllic rainforest stream



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A woman with long dark hair, wearing a bright yellow sleeveless dress, is sitting on a large, dried palm frond that lies on a lush green lawn. She has her arms raised in the air and a joyful expression on her face. She is surrounded by numerous pink and white plumeria flowers, some of which are scattered on the grass and others are in a small basket next to her. The background is a dense wall of tropical foliage, including large banana leaves and other green plants, under a clear blue sky with a few wispy clouds.

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that trickles from *mauka* to *makai* (mountain to ocean). However, visitors should know that diving is prohibited and swimming is discouraged in the waterfall pools.

As the day comes to an end, we visit the small graveyard at the Palapala Ho'omau Church where famed aviator Charles Lindbergh is buried. The simple, yet beautiful church and grounds offer views of the ocean and a chance to reflect and relax at the end of this wonderful journey.

Kamehameha Highway to Hale'iwa—North Shore

O'AHU

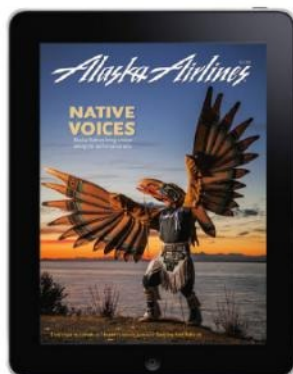
The eastern and north shores of O'ahu are home to roadways that transport travelers into the Hawai'i of yesteryear. The main route, the Kamehameha Highway, is a two-lane road that passes

The Byodo-In Temple includes a giant Buddha, fascinating architecture and beautiful forested grounds, complete with strutting peacocks and pools filled with koi.

through small communities and often runs close to the ocean surf, offering wonderful views. This is an experience that reveals some lesser-known locales, in addition to the popular surf destinations of the North Shore.

We travel northeast from Honolulu, along the spectacular Pali Highway that runs through the Nu'uuanu Valley and the Nu'uuanu Pali Tunnels. Here, the sheer green walls of the majestic Ko'olau Range dominate the landscape as they rise steeply from the valley floor.

Within a few miles, we are near the town of Kane'ohe. We turn onto Kamehameha Highway and quickly arrive at the Ho'omaluhia Botanical Garden, where



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Above: Kualoa Ranch offers tours of the spectacular Ka'a'awa Valley along O'ahu's eastern coast.

clouds of mist roll up the northern face of this striking set of mountains.

The 400-acre garden includes a forest that is home to rare and endemic trees, plants, flowers and wildlife. Those coming here on the weekends can borrow fishing poles from the visitor center for catch-and-release fishing at one of the only freshwater lakes on the island.

A few miles north of the garden we find another

gem tucked into the misty mountains—the Byodo-In Temple, within the Valley of the Temples Memorial Park. The temple, which opened in 1968, is a smaller replica of the more than 950-year-old Byōdō-in Temple in Uji, Japan.

It includes a large Buddha, fascinating architecture, and beautiful forested grounds, complete with strutting peacocks and pools filled with koi. All these elements help create a beautiful and tranquil



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Performers at the Polynesian Cultural Center present the Rainbows of Paradise Canoe Pageant.

environment. We leave the temple and continue north along Kamehameha Highway, past Kāne'ohe Bay, where windsurfers and kiteboarders glide across the surface at bracing speeds.

Moku O Lo'e, located just offshore, also happens to be the former home of the castaways on the *Gilligan's Island* television series.

We pass Kualoa Regional Park, where we see the island of Mokoli'i, which is known for its distinctive shape that resembles a hat. As we drive through the area, we recognize landscapes that were part of famous movies, including those used for scenes in *Jurassic Park*.

Some of the movie sites are on property that is part of Kualoa Ranch, located just north of the park. The ranch offers various tours, including one in which you can see many of the sites where scenes from famous movies were filmed. There are also all-terrain vehicle trips and catamaran tours of the area. However, my favorite reason to stop here is to

O'AHU: Kamehameha Highway to Hale'iwa

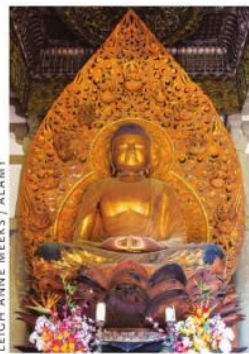
Getting there: From Honolulu, drive northeast on the Pali Highway, which runs through the breathtaking Nu'uuanu Valley.

What to see: The Ho'omaluhia Botanical Garden and the Byodo-In Temple, both of which offer tours. Observe some of the finest surfers in the world at the Banzai Pipeline on the North Shore.

Not to miss: Snorkeling at Shark's Cove or horseback riding at Kualoa Ranch or Turtle Bay.

enjoy a horseback ride through the ranch's vast property.

About 12 miles north of Kualoa Ranch is the Polynesian Cultural Center,



LEIGH ANNE MEERS / ALAMY

The Byodo-In Temple includes a nine-foot-tall carved Buddha that is covered in gold leaf.

one of the island's most popular attractions. The center re-creates various Polynesian communities and offers information on seven different Polynesian cultures and the

influence they have had on Hawai'i. The center is known for its regular lū'aus, which are not to be missed. Visitors should check the center's website for information.

The surfing along the North Shore varies greatly, depending on the season: In winter, the area's massive waves can reach 30 feet high and are a sight to behold.

It's time for lunch, and we drive north to the famous Giovanni's Shrimp Truck located about six miles north of the center. We enjoy our meal at the nearby Mālaekahana State Beach Park, where midday surfers and longboarders can be seen riding the waves.

A few miles north of the park we come to Turtle Bay Resort and the beginning of "the big three" surfing breaks of the world-famous North Shore. The vast Turtle Bay Resort property offers many activities, including horseback riding, hiking and surfing.

The surfing along the North Shore



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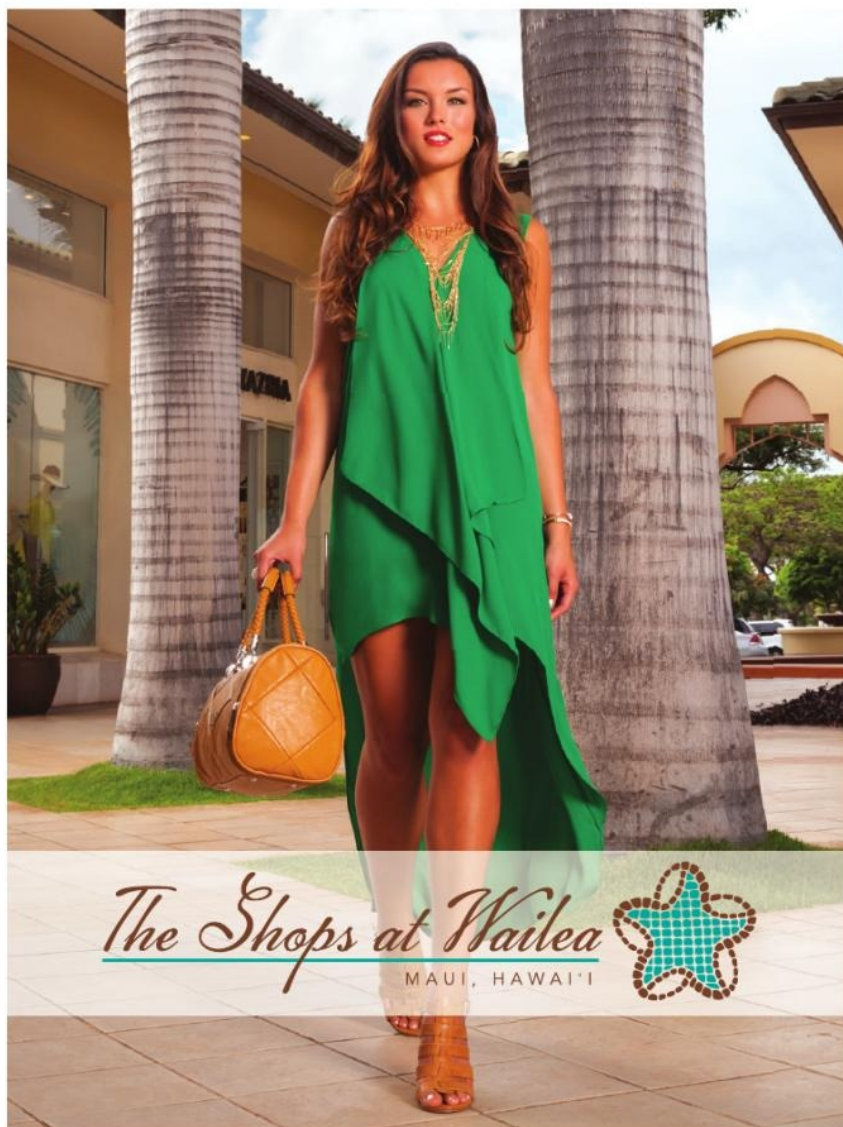
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varies greatly depending on the season: In winter, the area's massive waves can reach more than 30 feet high and are a sight to behold. In summer, North Shore waves are smaller and are more accommodating for those who like to snorkel in the many idyllic coves along the coast. However, visitors should always be careful when swimming in the ocean.

Our first North Shore stop is on Sunset Beach, where surfing contests are held mainly in the winter to take advantage of the barreling waves. Just down the road is the Banzai Pipeline, home to some of the world's most famous waves.

In summer, you can stop just past Banzai at the marketplace and fin-up for a snorkel at Sharks Cove. A series of underwater tunnels and a shallow reef make for unforgettable fish watching.

Finally, we see the church tower that signifies Waimea Bay—home to the famous "The Quicksilver In Memory of Eddie Aikau" giant wave contest, held only when waves reach more than 40 feet in height. Aikau was a surfing legend on the island who lost his life in 1978 while attempting to get help for his fellow crewmembers after their Tahiti-bound canoe capsized in rough seas.

We continue traveling west and soon reach the town of Hale'iwa, where we stop at Matsumoto Shave Ice for a cooling treat. We stroll the streets and marvel at the dozens upon dozens of surf shops that make up so much of this small town, which has become one of the world's great surf communities.

Shipwreck Beach to Kalalau Lookout KAUAI

Kaua'i is the oldest and northernmost of the major islands that compose the Hawai'i archipelago, and was often the first of the islands to be spotted by explorers, including Captain James Cook and Captain George Vancouver.

Our route on Kaua'i begins at Shipwreck Beach on the fertile and green southern coast of the island and continues up the relatively dry western coast. Named for a shipwrecked schooner that

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was once lodged nearby, the beach boasts an offshore reef that produces waves that are popular with local surfers.

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DAVID R. FRAZIER PHOTOGRAPHY INC. / ALAMY

Salt Pond Park, located on the southern coast of Kauai'i, is known for its sandy beaches and calm waters.

Market, we travel to the Allerton Garden, which is managed by the National Tropical Botanical Garden organization and is home to hundreds of native species of plants. We learn about Hawaii's Queen Emma who planted varieties that still flourish a century and a half later. The garden offers what officials describe as outdoor "rooms," containing various plants, pools and statues. The feel is a fascinating mix of European and Hawaiian artistic styles. Breathe deeply here. The salty and perfumed blend of smells from the nearby sea and the flora that have been carefully chosen (most are endemic to Hawaii'i) make for a memorable experience.

We leave the garden and travel about eight miles along the Kaunualoi Highway to Kauai Coffee's 3,100-acre Koloa Estate, the largest coffee farm in the United States. Tours are frequent and sampling is encouraged. My wife and I try to decipher the nuances of Kauai Coffee's different brews and are amazed at how far coffee cultivation and roasting in Hawaii'i has come in the past decade.

About three miles west of the plantation is the town of Hanalei, an artists'



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KAUA'I: Shipwreck Beach to Kalalau Lookout

Getting there: Car rentals are available at the Lihue Airport and other communities on the island.

What to see: Tour the Kauai Coffee Company plantation and the Allerton Garden. Visit the artist haven of Hanapēpē.

Not to miss: The Waimea Canyon State Park, with its more than 3,000-foot canyon and the Kalalau Lookout, where you can see the Nā Pali Coast meet the ocean.



DENNIS FRATES / ALAMY



COURTESY: KAUAI COFFEE COMPANY

Top Right: The stunning Kalalau Valley at sunset. Above: The Kauai Coffee Company owns a 3,100-acre coffee plantation on Kaua'i.

enclave that every Friday night sponsors an art walk, with the galleries opening their doors and serving appetizers, wine and live music. Galleries vary from plein art and landscapes (at Robin McCoy and Angela Headley Fine Art) to photography (at Island Reflections) and eclectic, island-inspired imagery (at The Bright Side Gallery). Our next stops are at Salt Pond Park and for a refreshing afternoon dip at Lucy Wright Beach Park before heading inland toward Waimea Canyon State Park, Hawai'i's "Little Grand Canyon."

The route along the steep ridge offers awe-inspiring views of the 3,000-foot-deep canyon and a stunning array of red and orange bands on the cliffsides created through centuries of erosion. Here you can ponder that a short distance to the east from this semiarid location, you can see the handiwork of the relentless rains that pour down nearby Mount Wai'ale'ale—one of the wettest places on Earth. This is one location where I truly grasp the wonder of Hawai'i's many climate zones.

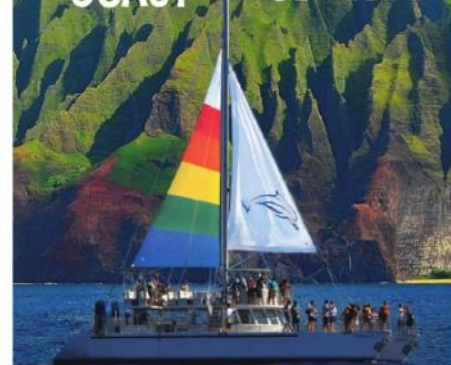
We continue north and arrive at Kōke'e State Park, a green highland oasis whose peaceful vales are bordered by Hawaiian white ginger and rustic visitor cabins.

From here, the road heads into the upland plateau that holds the Alaka'i Swamp, an otherworldly place where constant rain has forged a mossy forest of compact trees in which yellow songbirds dart like butterflies. A short distance farther on is the Kalalau Lookout, where we end this trip observing the vast blue ocean as it meets the jagged Nā Pali Coast

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thousands of feet below. Rain showers drift across the erosion-fluted cliff faces, and vivid white birds ride the thermals that rise when the sun replaces the rain. The birds wing their way through rainbows that appear to hang over the surrounding cliffs.

Royal Footsteps and "The Kona Coffee Belt"

HAWAII ISLAND

While probably best known for its volcanoes, Hawaii Island is also a center for the state's history. Along the island's Kona Coast is a region that is steeped in the ancient history of Hawai'i.

It was near the village of Kailua more than 400 years ago that Umi from Waipi'o solidified his rule over Hawai'i Island. In 1779, the future King Kamehameha, who would eventually unite the Hawaiian archipelago into one empire, joined a group of young chiefs visiting Captain James Cook's ship, the HMS *Resolution*, in Kealahou Bay. Later that year, Cook would die in the area. In his honor, a white obelisk was erected on the shores of Kealahou Bay. The monument is only accessible by a walking path and has become a popular spot with swimmers.

We begin our tour of the Kona Coast at Manini'owali Beach, located on the north end of

Kekaha Kai State Park. This spot offers sandy beaches between the fingers of land that jut into the turquoise-blue waters. We drive south along Queen Ka'ahumanu Highway to the town of Kailua and travel along Ali'i Drive.

Here, we explore the history of this area by following the Royal Footsteps along the Kona Coast. This relatively short route, from Kailua Village to



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Coffee beans drying
at Greenwell Farms.

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Keauhou, offers beautiful views and scenic vistas while also leading to archaeological sites and many of the ancient royal centers where the island's kings once ruled. Some of the sites have



The Pu'uhonua O Hōnaunau National Historical Park.

been re-created and tours explain the history of this area and of the royal families who once lived here. Farther south, Ali'i Drive becomes the Māmalahoa Bypass road, which connects with Māmalahoa Highway. Continuing south on the highway and turning onto Keala O Keawe Road, we visit the impressive Pu'uhonua O Hōnaunau National Historical Park—a must-see for any visitor. The site, which is known as the Place of Refuge because anyone who had broken the law would be safe within its boundaries, includes a meticulously re-created temple and huts.

Today, coffee is king on the Kona Coast, which is known for growing some of the world's finest coffee beans. In fact, a stretch of the Māmalahoa Highway, located to the east of Ali'i Drive, is now known as "The Kona Coffee Belt" and winds through the area's terraced hill-sides that rise up to 4,000 feet along the slopes of Mount Hualālai, where much of Kona's award-winning coffee beans are grown.

After visiting the national historical park, we drive back to Māmalahoa Highway and follow the signs to Greenwell Farms, a coffee plantation located just above Kealahou Bay.

Dating back to 1850, Greenwell Farms is now under the management of the family's fourth generation. The farm still exports coffee around the world (as it has since the 1870s). The large opera-

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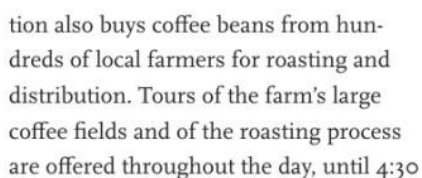
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The Pu'uhonau O
Hōnaunau Nat-
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District is the coffee plantation Mountain Thunder, which advertises itself as the highest-elevation coffee plantation on the island. Visitors can pick coffee, watch while beans are processed, and then roast

their own to take home.

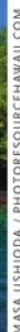
We end our trip at the Holualoa Inn. A striking wood and stone home with meandering pathways, surrounded by lush palms and fruit trees, the inn is a study in architecture that fits in beautifully with the countryside.

Relaxing at the inn gives us the opportunity to reflect on Hawai'i's unique blend of

dramatic landscapes, history and beauty—all aspects we have found along the state's many scenic byways. ▲▲

Brian Berusch is a Honolulu-based freelance writer.

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The Captain James Cook Monument.

P.M. Tours go into the fields on the hill-sides to show how coffee is grown.

Less than two miles north on the highway, we stop for lunch at Annie's Island Fresh Burgers. The restaurant lives up to its reputation for extraordinary burgers and an excellent wasabi local-fish sandwich accompanied by tempura-battered onions. In the town of Hōlualoa, we visit the Kimura Lauhala Shop. The local institution is known for its woven baskets, bags, mats and other handmade Hawaiian items. At the far northern end of the Kona

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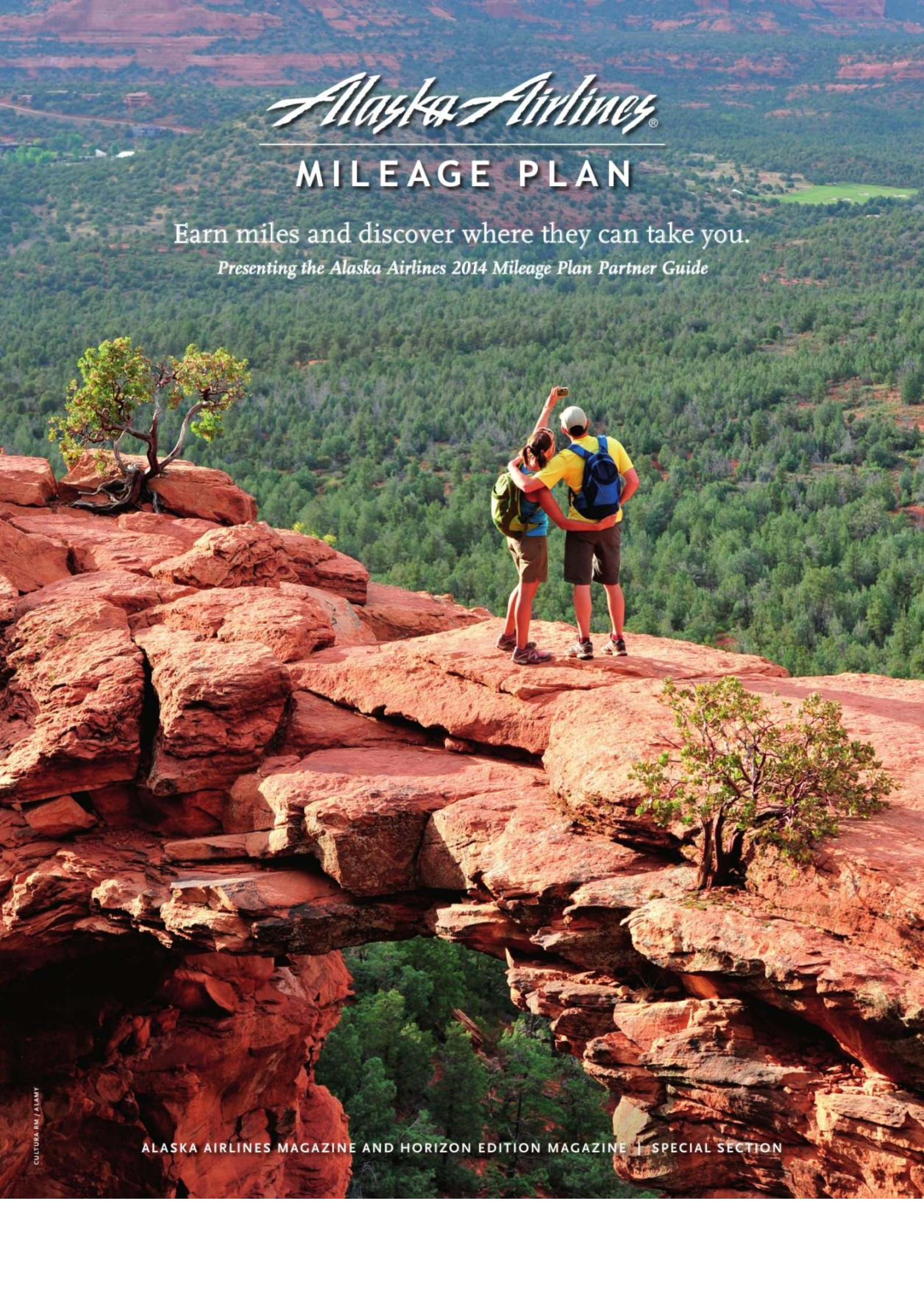
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	CATHAY PACIFIC AIRWAYS	Hong Kong-based airline offering scheduled passenger and cargo service to more than 180 destinations worldwide (including Dragonair and codeshare services).	Earn 50% of actual miles flown for L, M and V classes of service; actual miles flown for B, H, K and Y classes of service. Earn a 10% bonus for travel in Premium Economy Class; a 25% bonus for travel in Business Class; and a 50% bonus for travel in First Class.*	800-233-2742 from the U.S. 800-268-6868 from Canada www.cathaypacific.com
	DELTA	Atlanta-based airline with hubs in Amsterdam, Atlanta, Cincinnati, Detroit, Minneapolis-St. Paul, New York-JFK, New York-LaGuardia, Paris-Charles de Gaulle, Salt Lake City and Tokyo-Narita.	Earn a minimum of 500 miles or actual flight miles, whichever is greater, on Delta, Delta Connection carriers, Delta Shuttle and Delta subsidiary flights; 25% bonus for purchased Business Class; 50% bonus for purchased First Class.*	800-221-1212 www.delta.com
	EMIRATES AIRLINE	Dubai-based airline serving more than 140 destinations across six continents, with flights from Boston, Chicago, Dallas/Fort Worth, Houston, Los Angeles, New York, San Francisco, Seattle and Washington, D.C.	Earn 50% of actual miles flown in B, H, K, L, M, Q, T, U, V and X classes in the Economy Class. Earn 100% of actual miles flown in E, R, W and Y classes in the Economy Class. Earn actual miles flown, plus a 25% bonus on a Business Class ticket in the C, I, J and O classes of service. Earn actual miles flown plus a 50% bonus on a First Class ticket in the A, F and P classes of service.*	800-777-3999 www.emirates.com
	FIJI AIRWAYS	Fiji's international airline, with a route network that spans 15 destinations in 10 countries.	Earn 1 mile for each actual mile flown on eligible Fiji Airways flights; 25% bonus for Business Class.*	800-227-4446 www.fiji Airways.com
	KOREAN AIR	Seoul-based airline serves 125 destinations in 45 countries, offering more than 400 flights per day.	Earn 70% of actual miles flown for discounted Economy Class and 100% of actual miles flown for Economy Class. Receive a 25% bonus for discounted Prestige (business) Class; a 35% bonus for Prestige Class; a 50% bonus for First Class; a 65% bonus for Premium First Class (First Class Kosmo Sleeper Seat/First Class Sleeper Seat); and a 100% bonus for Premium First Class (First Class Kosmo Suites).*	800-438-5000 www.koreanair.com

*Miles earned count toward Alaska Airlines Mileage Plan MVP, MVP Gold or MVP Gold 75K status.

PARTNER	PROFILE	MILES	CONTACT	AIRLINES
LAN	Santiago-based airline offers service to Brazil, Colombia, Chile, Argentina, Peru, Ecuador and Paraguay, and connects South America with Europe, Oceania and North America.	Earn a minimum of 500 miles or actual flight miles, whichever is greater; a 25% bonus in Business Class; a 65% bonus in P class; and a 100% bonus in R class.*	866-435-9526 www.lan.com	
PENAIR	Anchorage-based airline serving 11 destinations in the state of Alaska; also serving select points in the Northeastern U.S.	Earn actual flight miles flown.	800-448-4226 www.penair.com	
QANTAS AIRWAYS	Australia-based airline serving more than 220 destinations in more than 50 countries (with its codeshare partners), including Australia and New Zealand.	Earn a minimum of 500 miles or actual flight miles, whichever is greater; 10% bonus for Premium Economy; 25% bonus for Business; 50% bonus for First Suite.*	800-227-4500 www.qantas.com	
RAVN ALASKA	Anchorage-based airline providing service within the state of Alaska.	Earn actual flight miles flown on most routes; certain exclusions apply.	800-866-8394 www.flyravn.com	

PARTNER	PROFILE	MILES	CONTACT	FINANCIAL
BANK OF AMERICA ALASKA AIRLINES CREDIT CARDS—U.S.	Alaska Airlines Visa Signature® card and Visa Business Card.	3 miles per \$1 spent on purchases of Alaska Airlines tickets, vacation packages, cargo and in-flight purchases; 1 mile for every \$1 spent on all other purchases. Earn 25,000 Bonus Miles upon Visa Signature Card approval, and 25,000 Bonus Miles on new Business Card after you make your first purchase. For information about rates, fees, other costs and benefits, or to apply, call or visit the website.	Visa Signature Card: 888-924-7343 Existing credit card: 800-552-7302 Visa Business Card: 866-786-9928 www.myalaskacard.com	
MBNA ALASKA AIRLINES CREDIT CARDS—CANADA	Alaska Airlines Platinum Plus MasterCard® credit card and World Elite MasterCard® credit card, for Canadian residents.	3 miles per \$1 spent on eligible purchases of Alaska Airlines tickets, vacation packages, cargo and in-flight purchases; and 1 mile for every \$1 spent on all other eligible purchases. Earn 25,000 Bonus Miles upon approval.	877-428-6060 www.mbna.ca	
DINERS CLUB	A card-based rewards program. Even after more than 20 years, it's easy to see why Club Rewards, from Diners Club, remains a highly acclaimed program.	Earn Club Rewards points for every eligible purchase charged to your Diners Club Card and redeem them for Mileage Plan Miles.	800-234-4034 From the U.S. 800-663-0798 From Canada www.dinersclubnorthamerica.com	

PARTNER	PROFILE	MILES	CONTACT	SHOPPING & DINING
MILEAGE PLAN DINING	Thousands of participating restaurants, bars and clubs throughout the United States.	Earn up to 5 miles per \$1 (USD) spent on dining (food, drinks, tax and tip included).	888-419-6683 http://mileageplan.rewards-network.com	
MILEAGE PLAN SHOPPING	Online, one-stop shopping portal offering more than 800 merchants.	Miles earned per \$1 (USD) spent vary by merchant; bonus miles may apply when using an Alaska Airlines credit card.	www.alaskaair.com/mileageplan-shopping	
CARRS/SAFEWAY	One of the largest food-and-drug retailers in North America.	Earn 100 miles for every \$300 in eligible purchases with your CarrsPlus/Safeway Club Card at participating stores in the state of Alaska.	877-SAFEWAY (723-3929) www.carrsqa.com	

PARTNER	PROFILE	MILES	CONTACT	CAR RENTALS
ALAMO	Operates locations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia.	50 miles per rental day on all qualifying rentals at participating locations.	800-462-5266 www.alamo.com	
AVIS	More than 2,000 locations in the United States, Canada, Australia, New Zealand, Latin America and the Caribbean region.	At participating Avis airport locations around the world, earn 50 miles per rental day on qualifying rentals of 1–4 consecutive days, and 500 miles per qualifying rental of 5 consecutive days or longer.	800-331-1212 www.avis.com/alaskaairlines	
BUDGET	More than 1,800 locations in the United States, Canada, Latin America, the Caribbean, Australia and New Zealand.	At participating Budget airport locations around the world, earn 50 miles per rental day on qualifying rentals of 1–4 consecutive days, and 500 miles per qualifying rental of 5 consecutive days or longer.	800-527-0700 www.budget.com/alaskaairlines	

	PARTNER	PROFILE	MILES	CONTACT
CAR RENTALS	DOLLAR	570 locations in 61 countries, including more than 260 U.S. locations.	50 miles per rental day on qualifying transactions at participating locations.	800-800-4000 www.dollar.com
	HERTZ	10,070 locations in 150 countries.	50 miles per rental day on qualifying rentals of 1-4 days and 500 miles for qualifying rentals of 5 days or longer at participating locations.	800-654-3131 www.hertz.com
	NATIONAL	Operates locations throughout the United States, Canada, Mexico, the Caribbean, Latin America and Asia.	50 miles per rental day on all qualifying rentals at participating locations.	800-CAR-RENT (227-7368) www.nationalcar.com www.emeraldaisle.com
	THRIFTY	Locations throughout the United States and Canada, and in 77 other countries.	50 miles per rental day; 250 miles for 3 qualifying parking stays.	800-THRIFTY (847-4389) 888-400-8877 to enroll in Blue Chip Program www.thrifty.com www.thriftyparking.com

	PARTNER	PROFILE	MILES	CONTACT
SPECIALTY	1800FLOWERS.COM	1800Flowers.com can arrange to send a beautiful flower arrangement or a wide range of unique gifts worldwide for any occasion.	15 miles earned for every \$1 (USD) spent when using Promo Code AKA3.	800-FLOWERS (356-9377) www.1800flowers.com/ alaskaairlines
	CRUISES ONLY	Cruises on AmaWaterways, Avalon Waterways, Azamara Club Cruises, Carnival Cruise Lines, Celebrity Cruises, Compagnie Du Ponant Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Disney Cruise Line, Holland America Line, MSC Cruises, Norwegian Cruise Line, Oceania Cruises, Paul Gauguin Cruises, Princess Cruises, Regent Seven Seas Cruises, Royal Caribbean, Seabourn, SeaDream Yacht Club, Silversea Cruises, Uniworld River Cruises, Viking River Cruises and Windstar Cruises.	Earn up to 2,500 Mileage Plan Miles with the Cruises Only program. Choose from hundreds of destinations on 24 of the most popular cruise lines. Enjoy the cruises you've been waiting for, at the best prices, guaranteed, and earn Mileage Plan Miles.	800-215-3796 www.ak.cruisesonly.com
	E-MILES	e-Miles members can earn hundreds of Mileage Plan Miles each week by viewing and reacting to marketing messages that interest them.	Each time members visit their e-Miles home page, they can earn additional miles when they view and react to earning opportunities.	www.e-miles.com/alaskapartner
	E-REWARDS	e-Rewards members earn e-Rewards Currency for participating in market-research surveys that have been selected to match member interests.	Earn up to 24,000 miles per year with e-Rewards when redeeming e-Rewards Currency.	www.e-rewards.com
	GCI	A leading provider of local and long-distance phone services, Internet, GCI TV and wireless communications in Alaska.	Earn 1 mile per dollar spent on various qualifying monthly plans and/or bundles of services.	800-800-4800 Residential 800-800-7754 Business www.gci.com
	POINTS.COM	The world's leading loyalty-program-management site. Online miles purchases, gifts and transfers.	Alaska Airlines Mileage Plan requires a minimum of 4,000 miles per gift card transaction.	www.points.com/mileage-plan
	TELEFLORA	Teleflora is the largest floral wire network service in the world.	10 miles earned for every \$1 (USD) spent.	800-260-9157 www.teleflora.com/alaska
	VINESSE	Vinesse is America's premier wine-club source, bringing wines from all over the world right to your door. A variety of different clubs is sure to satisfy every wine drinker's tastes and preferences.	Earn 2,250 miles for enrolling in any of Vinesse's wine clubs, as well as 5 miles per \$1 (USD) spent on all purchases, including wine-club selections, single bottles and wine accessories.	800-823-5527 www.vinesse.com/alaska

	PARTNER	PROFILE	MILES	CONTACT
HOTELS	ASTON HOTELS & RESORTS	27 hotels and condominium resorts on O'ahu, Maui, Kaua'i and Hawai'i Island; and in South Lake Tahoe, California; Lake Las Vegas, Nevada; and Orlando, Florida.	500 miles per qualifying stay at 27 hotels and condominium resorts.	866-774-2924 www.astonhotels.com
	BEST WESTERN INTERNATIONAL	More than 4,000 hotels in more than 100 countries and territories worldwide.	250 miles per stay on qualified rates.	800-WESTERN (937-8376) www.bestwesternrewards.com
	CHOICE PRIVILEGES	More than 6,000 locations in the United States, Canada, Europe, the Middle East, Mexico, Central America, Australasia and the Caribbean.	250 miles per qualifying stay at any Comfort Inn, Comfort Suites, Quality, Sleep Inn, Clarion, Ascend Hotel Collection, Cambria Suites, MainStay Suites, Suburban Extended Stay Hotel, Econo Lodge or Rodeway Inn hotels.	800-4CHOICE (424-6423) www.choiceprivileges.com

PARTNER	PROFILE	MILES	CONTACT
COAST HOTELS	More than 40 hotels in British Columbia, the Northwest Territories and Alberta, Canada; Alaska, California, Oregon and Washington.	500 miles per qualifying stay.	800-663-1144 www.coasthotels.com
FAIRMONT HOTELS & RESORTS	Hotels and resorts in the United States, Canada, Mexico, Bermuda, Europe, the Middle East, Africa and Asia.	500 miles per qualifying stay.	800-441-1414 www.fairmont.com
HILTON HHONORS	More than 4,000 hotels & resorts worldwide, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn, Homewood Suites by Hilton, HOME2 Suites by Hilton and Hilton Grand Vacations.	1 mile per eligible \$1 (USD) spent (maximum 10,000 miles per stay; maximum 100 miles per stay at HOME2 Suites by Hilton).	800-HHONORS (446-6677) www.HHOnors.com
IHG REWARDS CLUB	More than 4,700 properties worldwide, including InterContinental Hotels & Resorts, Crowne Plaza, Hotel Indigo, Holiday Inn, Holiday Inn Express, Staybridge Suites and Candlewood Suites.	Earn 2 Mileage Plan Miles for every \$1 (USD) or local-currency equivalent paid on eligible charges at Crowne Plaza, Hotel Indigo, Holiday Inn and Holiday Inn Express. Earn 1 mile per \$1 (USD) or local-currency equivalent paid on eligible charges at Staybridge Suites and Candlewood Suites hotels. Earn 2 miles per \$1 (USD) or local-currency equivalent paid on eligible charges at InterContinental Hotels & Resorts in the United States, Canada, Mexico, Latin America and the Caribbean. Earn 500 miles per qualifying stay at InterContinental Hotels & Resorts outside of the United States, Canada, Mexico, Latin America and the Caribbean, and at all InterContinental Alliance Resorts worldwide.	888-211-9874 www.ihgrewardsclub.com
LA QUINTA INNS & SUITES	More than 800 properties across 46 states, Canada and Mexico. All locations offer a free Bright Side Breakfast and free high-speed Internet. All this helps you wake up on the bright side at La Quinta Inns & Suites.	Earn a minimum of 250 miles per qualifying stay. Check www.LQ.com/AlaskaAir for bonus mile offers.	800-SLEEPQ (753-3757) www.lq.com/alaskaair
MARRIOTT	More than 3,800 participating hotels around the world.	Marriott Rewards members earn 2 miles per \$1 (USD) spent on all qualifying charges at JW Marriott, Autograph Collection, Renaissance Hotels, Marriott Hotels and Marriott Vacation Club; 2 miles per \$1 (USD) spent (room rate only) at The Ritz-Carlton, EDITION and Gaylord Hotels; 1 mile per \$1 (USD) spent (room rate only) at Courtyard by Marriott, AC Hotels by Marriott, SpringHill Suites by Marriott, Fairfield Inn & Suites by Marriott, Residence Inn by Marriott, TownePlace Suites by Marriott, Marriott Executive Apartments and—starting in September 2014—Moxy Hotels.	Marriott Rewards: 800-450-4442 www.marriottrewards.com Marriott Rewards Enrollment: 800-367-6453 Reservations: www.marriott.com
PREFERRED HOTEL GROUP	Miles awarded at all participating locations.	500 miles per qualifying stay.	877-323-7505 www.preferredhotelgroup.com/ alaskaair
STARWOOD HOTELS & RESORTS	More than 1,100 hotels and resorts in nearly 100 countries, including St. Regis, The Luxury Collection, Le Méridien, W Hotels, Westin Hotels & Resorts, Sheraton Hotels & Resorts, Four Points by Sheraton, Aloft Hotels and Element Hotels worldwide.	2 miles per \$1 (USD) spent on all eligible charges for Starwood Preferred Guest program members.	Starwood Preferred Guest program: 888-625-4988 www.spg.com Reservations: 800-521-9672
WESTMARK HOTELS	5 year-round and 2 seasonal properties, in Alaska and Canada's Yukon.	Two miles for every \$1 (USD) spent on accommodations; one mile for every \$1 (USD) spent on food and beverage purchases, excluding alcohol. Miles may not be earned on food and beverage purchases at the Westmark Sitka.	800-544-0970 www.westmarkhotels.com
WYNDHAM REWARDS	Wyndham Hotel Group offers more than 7,000 properties around the globe.	Wyndham Rewards members who've elected to receive Mileage Plan Miles in their Wyndham Rewards profiles earn 500 Mileage Plan Miles per qualifying stay at the following participating hotels: Wyndham Hotels and Resorts, Wyndham Grand Collection, Wyndham Garden, Hawthorn Suites by Wyndham, TRYP by Wyndham, Dream Hotels and Night Hotels. At other Wyndham participating hotels, Mileage Plan members earn 2 Mileage Plan Miles per dollar (USD) spent on qualifying stays.	866-996-7937 www.wyndhamrewards.com

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Alaska Airlines Cougar Visa Signature Card

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- **Earn 2,500 EXTRA Bonus Miles** upon approval by applying between June 1, 2014 & August 31, 2014**
- **3 miles per \$1** on Alaska Airlines purchases including tickets, vacation packages, cargo and in-flight purchases
- **1 mile for every \$1** spent on all other purchases
- **Use your miles** on Alaska Airlines or any of our 14 airline partners

The benefits above apply to Visa Signature® accounts only and different benefits apply to Platinum Plus® and Preferred accounts. Card type is determined by assigned credit line.

For information about the rates, fees, other costs and benefits associated with the use of this credit card, refer to the disclosures accompanying the application.

*Bonus Miles offer is 25,000 miles for approved Visa Signature accounts, 5,000 miles for approved Platinum Plus® accounts or 3,000 miles for approved Preferred accounts. Bonus Miles will be credited to your Alaska Airlines Mileage Plan™ account 1–2 weeks after approval. Visa Business card points are awarded after first purchase. This one-time promotion is limited to new customers opening an account in response to this offer and is valid for a limited time only. 25,000 Bonus Miles valid for a round-trip Coach Saver award ticket in the continental U.S., Alaska or Canada on Alaska Airlines when booked at alaskaair.com. The value of this reward may constitute taxable income to you. You may be issued an Internal Revenue Service Form 1099 (or other appropriate form) that reflects the value of such reward. Cardholder is responsible for any applicable taxes and fees from \$5.00 per award ticket.

**Additional Bonus Miles offer is 2,500 miles for any approved application submitted June 1, 2014 through August 31, 2014. The potential miles earn for this time frame is 27,500 miles for approved Visa Signature accounts, 7,500 miles for approved Platinum Plus accounts, or 5,500 miles for approved Preferred accounts.

*Cardholders that qualify for the Visa Signature card will receive an annual coach Companion Fare from \$118 (\$99 base fare plus taxes and fees from \$19 depending on your Alaska Airlines flight itinerary).

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PARTNER PROFILES

Use your Mileage Plan Miles for your next adventure.

It's never been easier to collect miles toward your next adventure using the Alaska Airlines Mileage Plan. Dozens of Mileage Plan partners throughout North America and beyond allow you to quickly earn miles toward free award travel to more than 700 destinations—both on Alaska Airlines and on our 14 Global Partners.

We've put together a guide to help you explore the many ways you can earn airline miles—both in the air and on the ground—to help you reach your next award trip even faster. Be sure to provide your Mileage Plan card or number when making purchases or reservations, and our partners will take care of the rest.

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AIRLINES



800-237-6639

WWW.AEROMEXICO.COM

Aeromexico, at its main hub in Terminal 2 at the Mexico City International Airport, offers domestic and international flights to more than 80 destinations throughout Mexico, the United States, Canada, Central and South America, Europe and Asia.

Aeromexico's fleet, which has an average age of nine years, has been renovated to offer passengers the latest in technology. The airline operates a fleet of Embraer 145, 170, 175 and 190 models, and Boeing 787, 777, 767 and 737 jet airliners.

Earn Mileage Plan Miles while enjoying the award-winning service of this Mileage Plan airline partner. In the Economy cabin, Mileage Plan members earn 50 percent of actual miles flown in W, R, N and V classes of service, and 100 percent of actual

miles flown in Y, B, M, U, K, H, L, Q, T and E classes of service.

Mileage Plan members earn actual miles flown plus a 25 percent bonus in Premier Class (Business Class) in the J, C and D classes of service. Eligible Aeromexico flight numbers are 1 through 1,799, and 2,000 through 3,799. Mileage Plan Miles earned on Aeromexico count toward your MVP, MVP Gold and MVP Gold 75K status.



AIR FRANCE 800-237-2747 FROM THE U.S.

800-667-2747 FROM CANADA

WWW.AIRFRANCE.COM

KLM 800-447-4747

WWW.KLM.COM

Air France and KLM have teamed up to offer Mileage Plan members access to more than 243 destinations in more than 103 countries around the globe.

Operating out of Air France's home base at Paris-Charles de Gaulle International Airport and KLM's home base at Amsterdam Airport Schiphol, the two

airlines bridge the world. Their modern aircraft fleets combine to create Europe's leading airline group.

Mileage Plan members can earn one mile for each actual mile flown on Air France- and KLM-operated flights, including in First Class, Business Class, Premium Economy Class and Economy Class. Varying mileage-earning levels apply to varying classes of service and fare classes purchased, so be sure to inquire before making flight reservations.

In addition, on Air France you will earn a 25 percent bonus for purchased Business Class travel, a 25 percent bonus for purchased Premium Economy Class travel, and a 50 percent bonus for purchased First Class travel.

On KLM you will earn a 25 percent bonus for purchased Business Class travel. Mileage Plan Miles earned on Air France and KLM count toward your MVP, MVP Gold and MVP Gold 75K status.



800-433-7300

WWW.AA.COM

On April 15, 1926, a young aviator named Charles A. Lindbergh stowed a bag of mail in his little DH-4 biplane and took off from Chicago for St. Louis. Lindbergh was then chief pilot for Robertson Aircraft Corporation.

It was one of the scores of companies that eventually consolidated to form the modern-day American Airlines.

American Airlines (NASDAQ: AAL), the holding company for American Airlines and US Airways, focuses on providing an exceptional travel experience across the globe. Together with wholly owned and third-party regional carriers operating as American Eagle and US Airways Express, the airlines operate an average of nearly 6,700 flights per day to 339 destinations in 54 countries from their hubs in Charlotte, Chicago, Dallas/Fort Worth, Los Angeles, Miami, New York, Philadelphia, Phoenix and Washington, D.C.

American is a founding member of the oneworld alliance, whose members serve nearly 1,000 destinations with 14,250 daily flights to 150 countries, including important markets such as London, Madrid, São Paulo and Tokyo.

With more than 500 new planes scheduled to join the fleet, including continued deliveries of the Boeing 737 family of aircraft, and new additions such as the Boeing 777-300ER and the Airbus A320 family of aircraft, American is building toward having one of the most modern fleets among major U.S. carriers.

Mileage Plan members earn one Mileage Plan Mile for each actual mile flown on a purchased eligible-fare ticket on American Airlines, American Eagle or AmericanConnection.

In addition, Business Class travelers earn a 25 percent bonus, and First Class travelers earn a 50 percent bonus. Mileage Plan

Miles earned on American Airlines count toward your MVP, MVP Gold or MVP Gold 75K status.

Elite-level Mileage Plan members have access to priority check-in and boarding, express security lines, preferred seating and waived checked-baggage fees on American Airlines flights.

From the lights of Paris to the elegance of Buenos Aires, from the wonder of Japan to the bustle of New York City, fly American Airlines and earn Mileage Plan Miles.



800-AIRWAYS (247-9297)

WWW.BA.COM

Mileage Plan members flying on British Airways receive 100 percent of the actual miles flown in all classes of service. In addition, they also earn a 50 percent bonus for First (First Class), a 25 percent bonus for Club World (Business Class) and a 10 percent bonus for World Traveller Plus (Premium Economy Class).

Flight redemption awards start at just 65,000 miles for a roundtrip Economy Class ticket between North America and most cities in Europe.

British Airways features fully flat beds in Business Class on flights between North America and London, which allow customers to get a good night's sleep so they can arrive refreshed and ready for the day ahead. World Traveller Plus, British Airways' Premium Economy Class, offers wider seats with 20 percent more legroom, leg rests, personal video screens and laptop power—all in a separate, quieter and more spacious cabin.

British Airways World Traveller (economy) customers enjoy personal TV screens, ergonomically designed seats and three-course meals with complimentary drinks. For families, dedicated audio and video channels and activity packs keep kids entertained. And for the ultimate in privacy

and control, First features a private cabin where customers can sleep undisturbed in a fully flat, 6-foot-6-inch bed, or use their buddy seat and share a private meeting or meal with another customer.

Mileage Plan Miles earned on British Airways count toward your MVP, MVP Gold and MVP Gold 75K status.



800-233-2742 FROM THE U.S.

800-268-6868 FROM CANADA

WWW.CATHAYPACIFIC.COM

Cathay Pacific Airways is one of the world's leading passenger and cargo airlines, serving more than 2 million passengers a month with flights to more than 180 destinations worldwide (including Dragonair and codeshare services).

Cathay Pacific Airways offers the most nonstop flights from North America to Hong Kong, with convenient connections to more than 70 destinations across Asia, including more than 20 cities in China.

On board, you'll enjoy the world-class service and traditional Asian hospitality for which Cathay Pacific Airways is known—in whichever class you choose.

First Class suites include an individual wardrobe and a 6-foot-9-inch bed for a wonderful night's rest. The new Business Class is a perfect balance of privacy and openness, and its seats transform into comfortable, fully flat beds.

Premium Economy Class is a welcome enhancement to the Economy Class, both on the ground and in the air. And the new Economy Class offers better comfort and more personal storage space.

You'll also enjoy the StudioCX entertainment system, featuring a personal TV with audio and video on demand, and a rotating library of more than 100 movies, 500 TV shows, 70 games, some 888 music CDs and 22 radio channels. With pro-

grams in 10 languages, you're sure to find something you like. The goal is to create a level of quality and attention to detail that exceeds the ordinary—to give passengers the finest air-travel experiences possible.

Mileage Plan members earn 50 percent of actual miles flown for L, M and V classes of service, and actual miles flown for B, H, K and Y classes of service. Members earn a 10 percent bonus for travel in Premium Economy Class, a 25 percent bonus for travel in Business Class and a 50 percent bonus for travel in First Class. Mileage Plan Miles earned on Cathay count toward your MVP, MVP Gold and MVP Gold 75K status.



800-221-1212

WWW.DELTA.COM

Delta Air Lines serves more than 165 million customers each year. With its industry-leading global network, Delta and the Delta Connection carriers offer service to more than 320 destinations in 65 countries on six continents. Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with hubs in Amsterdam, Atlanta, Cincinnati, Detroit, Minneapolis–St. Paul, New York–JFK, New York–LaGuardia, Paris–Charles de Gaulle, Salt Lake City and Tokyo–Narita.

Mileage Plan members earn one mile for each actual mile flown on Delta, Delta Connection carriers, Delta Shuttle and Delta subsidiary flights, with a minimum 500-mile credit. They also earn a 25 percent bonus on a purchased Business Class ticket and a 50 percent bonus on a purchased First Class ticket. Mileage Plan Miles earned on Delta count toward your MVP, MVP Gold and MVP Gold 75K status.



800-777-3999

WWW.EMIRATES.COM

Emirates Airline, based in Dubai, UAE, flies to more than 140 destinations across six continents. Travelers can connect to the Emirates network from nine gateway cities in the United States: Boston, Chicago, Dallas/Fort Worth, Houston, Los Angeles, New York, San Francisco, Seattle and Washington, D.C.

Since its launch in 1985, Emirates has maintained consistent growth. Today, Emirates operates a young and technically advanced fleet of more than 200 aircraft that offer unsurpassed levels of customer service. Renowned for its excellence and innovation on board and on the ground, Emirates holds an impressive array of prestigious awards.

Earn Mileage Plan Miles while you enjoy world-class service throughout your Emirates journey. In Economy Class, you'll earn 50 percent of actual miles flown in B, H, K, L, M, Q, T, U, V and X classes of service and 100 percent of actual miles flown in E, R, W and Y classes of service.

When you fly Business Class, you'll earn actual miles flown, plus a 25 percent bonus in C, I, J and O classes of service, with a 50 percent bonus on First Class travel in A, F and P classes of service.

Mileage Plan Miles earned on Emirates count toward your MVP, MVP Gold and MVP Gold 75K status.



800-227-4446

WWW.FIJIAIRWAYS.COM

Fiji Airways, formerly operated as Air Pacific, has been connecting the world for more than 60 years. With a route network

that spans 15 destinations in 10 countries, the airline provides unequalled access to the Pacific through its hub in Nadi, Fiji.

Destinations include Australia, New Zealand, Samoa, Tonga, Vanuatu and other exotic Pacific islands. Travelers from North America will find convenient flights departing to Fiji from Los Angeles and Honolulu—gateway cities served by Alaska Airlines. With up to 10 flights each week from North America to Fiji, customers are offered world-class service in both Business Class and Economy Class as they travel aboard Airbus 330 and Boeing 737 aircraft.

Air Pacific re-branded itself as Fiji Airways in June 2013, introducing a new identity, a brand-new fleet of Airbus 330-200 aircraft and an enhanced inflight experience. Mileage Plan members earn one mile for each actual mile flown on eligible Fiji Airways flights, with a 25 percent bonus for travel in Business Class.

Mileage Plan Miles earned on Fiji Airways count toward your MVP, MVP Gold and MVP Gold 75K status.



800-438-5000

WWW.KOREANAIR.COM

Korean Air continues to impress travelers with its emphasis on Excellence in Flight and its focus on quality operations, cutting-edge innovation and exemplary service.

With a fleet of 147 aircraft, Korean Air is one of the world's top 20 airlines. It operates more than 400 flights per day to 125 destinations in 45 countries.

It is a founding member of SkyTeam, an alliance of 19 member airlines that offers its 531 million annual passengers a worldwide system of more than 14,986 daily flights covering 993 destinations in 186 countries.

Service is Korean Air's differentiator.

First Class and Prestige (business) Class are known for attentive inflight service and an array of entertainment options, making long flights more peaceful. Comfortable surroundings, movies and music on demand, and award-winning food and wine are what you can expect with Korean Air.

On Korean Air flights, Mileage Plan members earn 70 percent of actual miles flown for discounted Economy Class service; 100 percent of actual miles flown for Economy Class service; actual miles flown plus a 25 percent bonus for discounted Prestige (business) Class service; actual miles flown plus a 35 percent bonus for Prestige Class service; actual miles flown plus a 50 percent bonus for First Class service; actual miles flown plus a 65 percent bonus for Premium First Class service (First Class Kosmo Sleeper Seat/First Class Sleeper Seat); and actual miles flown plus a 100 percent bonus for Premium First Class service (First Class Kosmo Suites).

Mileage Plan Miles earned on Korean Air count toward your MVP, MVP Gold and MVP Gold 75K status.



866-435-9526

WWW.LAN.COM

LAN Airlines is now a member of LATAM Airlines Group S.A., which flies to 40 destinations in Brazil, 20 destinations in Colombia, 16 destinations in Chile, 14 destinations in Argentina, 14 destinations in Peru, five destinations in Ecuador and two destinations in Paraguay, and connects South America to Europe, Oceania and North America.

Mileage Plan members earn a minimum of 500 miles or actual flight miles when they fly with LAN Airlines. Members earn a 25 percent bonus for travel in Business Class, a 65 percent bonus for travel in P class, and a 100 percent bonus for travel in R class.

Mileage Plan Miles earned on LAN count toward your MVP, MVP Gold and MVP Gold 75K status.



800-448-4226

WWW.PENAIR.COM

PenAir—one of the largest regional airlines in the state of Alaska—takes travelers into the smaller and more remote towns and villages of Alaska beyond the usual Alaska Airlines routes, serving communities from PenAir's main base of operations in Anchorage with its fleet of comfortable Saab 340 aircraft. "The Spirit of Alaska" is written on the side of every airplane in its fleet, and its pledge is to provide customers a level of service above the industry standard. PenAir provides service to 10 destinations in southwest Alaska from Anchorage, including Aniak, Cold Bay, Dillingham, Dutch Harbor/Unalaska, King Salmon, McGrath, Sandpoint, St. George, St. Paul and Unalakleet. In addition, PenAir operates service in the northeast United States, between Boston and Islip, New York; Plattsburgh, New York; Bar Harbor, Maine; and Presque Isle, Maine (seasonally). Mileage Plan Members earn one mile for each actual mile flown on PenAir.



800-227-4500

WWW.QANTAS.COM

Fly to Australia in style with Qantas, which offers more nonstop flights from North America to Australia than any other airline. You can depart from New York (JFK), Los Angeles, Dallas/Fort Worth or Honolulu, with convenient connections from many other U.S. cities. Founded in the Queensland Outback in 1920, Qantas

is the world's longest continuously operating airline and is an industry leader in service and innovation. Today, the airline and its codeshare partners serve more than 220 destinations in more than 50 countries. This year marks the 60th anniversary of Qantas services to the U.S., and the U.S. remains vital to the airline's network. Qantas is the only airline to fly the award-winning Airbus A380 with First Suites from Los Angeles to Melbourne and Sydney.

Beginning in September 2014, customers will be able to enjoy the luxury of the A380 on direct service from Dallas/Fort Worth to Sydney—the world's largest aircraft flying the world's longest route. The A380s from Los Angeles and the airline's newly refurbished Boeing 747s (which operate from New York–JFK, and currently from Dallas/Fort Worth) offer the award-winning fully flat Skybed in Business, as well as spacious Premium Economy and Economy classes. All Qantas trans-Pacific flights offer complimentary inflight meals in all cabins, with First- and Premium-class meals inspired by Qantas Consulting Chef Neil Perry. The flights also offer premium Australian wines, amenity kits, pillows and blankets. U.S. mainland departures include personal seatback entertainment screens with on-demand programming and more than 1,500 entertainment options.

Customers traveling in First and Business classes also receive additional benefits, including priority check-in and boarding, additional lounge baggage allowance, complimentary lounge access and onboard pajamas. Because Alaska Airlines and Qantas are codeshare partners, customers need to buy only one ticket to travel from Seattle or Portland to Sydney, Melbourne, Brisbane and Auckland, via Australia.

Mileage Plan members earn one mile for each actual mile flown on Qantas. Premium Economy customers receive a 10 percent bonus; Business custom-

That business trip has a silver lining:

Turn business
miles into your
next vacation.



**Alaska Airlines®
Visa® Business Card**



See your Flight Attendant to
complete an application in-flight
or call 1.866.786.9928 to apply.

* 25,000 Bonus Miles after you make your first purchase

* Annual coach Companion Fare from \$118 (USD)
(\$99 base fare plus taxes and fees, from \$19 depending
on your Alaska Airlines flight itinerary)

¹25,000 Bonus Miles offer valid only on the Alaska Airlines Visa Business Card. Offer valid for a limited time and is subject to change without notice. Bonus Miles available 6-8 weeks after your first purchase.

²Cardholders that qualify for the Visa business card will receive an annual coach Companion Fare from \$118 (USD) (\$99 base fare plus taxes and fees, from \$19 depending on your Alaska Airlines flight itinerary). The Companion Fare e-certificate is issued upon approval of a new account and on each anniversary thereafter. Individual Level Earning Plan cardholders will receive one Companion Fare e-certificate per account each year. Only one Companion Fare e-certificate will be provided each year to the Company in the Company Level Earning Plan. Mileage Plan miles cannot be used as a form of payment, however both the paying customer and the companion may accrue Mileage Plan miles. Passenger and companion are responsible for applicable checked baggage fees. Applicable taxes and fees are subject to change. The Alaska Airlines Mileage Plan program is offered by Alaska Airlines and Alaska Airlines is solely responsible for the program. All Mileage Plan program terms and conditions apply. Complete rules will be sent with account opening materials.

To receive the most recent information, please write to Bank of America, P.O. Box 53137, Phoenix, AZ 85072-3137. FIA Card Services, N.A. is the issuer of this credit card program.

ers receive a 25 percent bonus; and First Suite customers enjoy a 50 percent bonus. Mileage awards on Qantas to Australia or New Zealand, via Australia, begin at 85,000 miles. Mileage Plan Miles earned on Qantas count toward your MVP, MVP Gold and MVP Gold 75K status.



800-866-8394

WWW.FLYRAVN.COM

Ravn Alaska and its family of partner airlines have for decades been connecting some of the Last Frontier's most famous destinations, including Anchorage, Bethel, Cordova, Fairbanks, Homer, Kenai, Kodiak, Nome, Valdez and beyond. Combined, their companies—Era Aviation, Hageland Aviation and Frontier Flying Service—have been flying in Alaska for about as long as Alaska's been a state. Offering scheduled passenger and cargo service to more than 100 communities statewide, Ravn Alaska's team of professionals on the ground and in the air has the history and experience to offer the highest level of customer satisfaction today—and for the future. Mileage Plan Members earn actual flight miles on Ravn Alaska, with a minimum of 500 miles on flights between Anchorage and Cordova or Kodiak. Mileage may not be earned on flights from Anchorage to Barrow, Bethel, Dillingham, Fairbanks or Prudhoe Bay; from Fairbanks to Barrow, Kotzebue, Nome or Prudhoe Bay; or between Barrow and Prudhoe Bay.

FINANCIAL



888-924-7343

WWW.MYALASKACARD.COM

Alaska Airlines Visa Signature® card: Receive 25,000 Bonus Miles upon approval. Cardholders also receive: an annual coach Companion Fare from \$118 (USD) (\$99, plus taxes and fees from \$19); three miles per \$1 on purchases of Alaska Airlines tickets, vacation packages, cargo and inflight purchases; one mile for every \$1 spent on all other purchases. These terms apply to Visa Signature accounts only. Different terms apply to Platinum Plus and Preferred accounts. Please refer to the application for details. To apply, call toll-free 888-924-7343 or visit www.myalaskacard.com.*

Alaska Airlines Visa® Business Card: Turn everyday business expenses into travel with the Alaska Airlines Visa Business Card. Whether it's office supplies, a new computer, airline tickets or hotel reservations, miles add up fast. Enjoy valuable benefits: 25,000 Bonus Miles after you make your first purchase, and an annual coach Companion Fare from \$118 (USD) (\$99, plus taxes and fees from \$19). Cardholders earn three miles per \$1 spent on purchases of Alaska Airlines tickets, vacation packages, cargo and inflight purchases, and one mile for every \$1 spent on all other purchases. Call 866-786-9928 or visit www.bankofamerica.com/alaska-business for more information about the Alaska Airlines Visa Business Card.*

For information about rates, fees, other costs and benefits associated with the use of the Alaska Airlines Visa cards, including the bonus-miles offer, visit www.myalaskacard.com for the Visa Signature Card and www.bankofamerica.com/alaskabusiness

for the Visa Business Card.

*Bonus Miles is 25,000 miles for approved Visa Signature accounts, 5,000 miles for approved Platinum Plus® accounts or 3,000 miles for approved Preferred accounts. Bonus Miles is 25,000 miles after first purchase for Visa Business Card accounts.

These credit card programs are issued and administered by FIA Card Services N.A. Visa and Visa Signature are registered trademarks of Visa International Service Association and are used by the issuer pursuant to license from Visa U.S.A. Inc. Platinum Plus is a registered trademark of FIA Card Services, N.A. ©2014 Bank of America Corporation.



877-428-6060

WWW.MBNA.CA

Alaska Airlines Platinum Plus MasterCard® credit card and World Elite MasterCard® credit card: Mileage Plan members receive 25,000 Bonus Miles upon approval. Cardholders also receive an annual coach Companion Fare from \$118 (USD) (\$99 base fare, plus taxes and fees from \$19); three miles per \$1 spent on eligible purchases of Alaska Airlines tickets, vacation packages, cargo and inflight purchases; and one mile for every \$1 spent on all other eligible purchases. Cardholders also receive a \$50 discount on a new Alaska Airlines Board Room membership initiation fee.

To learn more, visit www.mbna.ca or call toll-free 877-428-6060.

For information about rates, fees, other costs and benefits associated with the use of Alaska Airlines MasterCard credit cards, including the Bonus Miles offer, visit www.mbna.ca or call 877-428-6060.

Club Rewards® Diners Club®

800-234-4034 FROM THE U.S.

800-663-0798 FROM CANADA

WWW.DINERSCLUBNORTHAMERICA.COM

Club Rewards, from Diners Club, offers the flexibility and personal choice you expect from an elite rewards program. Only Club Rewards offers the opportunity to convert your points to frequent-flier miles, world-class merchandise and tailored travel simply by using your Diners Club Card. As a Diners Club Cardmember and an Alaska Airlines Mileage Plan member, you can redeem your Club Rewards points starting in increments as low as 1,000 points.*

Book air travel or car rentals in the convenience of your home 24/7; call a Club Rewards travel specialist who will be more than happy to assist you with your travel needs; and convert points to miles easily online or over the phone.

**Your Diners Club account must be current, open and in good standing to redeem Club Rewards points. Points may be subject to forfeiture if your account is closed or delinquent for more than 60 days.*

Redemptions for frequent-flier miles must be made in 1,000-mile increments for U.S. Cardmembers and 1,250-mile increments for Canadian Cardmembers. Full Club Rewards Terms and Conditions apply. See complete details at www.dinersclubnorthamerica.com, or call 800-234-4034 (U.S.) / 800-663-0798 (Canada). Diners Club, Diners Club International with the Split Circle Device and Club Rewards are trademarks of Diners Club International Ltd.

SHOPPING & DINING



888-419-6683

HTTP://MILEAGEPLAN.REWARDSNETWORK.COM

Mileage Plan Dining is an easy-to-use program that allows Mileage Plan members to earn miles coast-to-coast when they visit participating restaurants, bars or clubs. Enrollment is free and can be completed either by visiting the website or by calling Member Services. Alaska Airlines Visa cardholders are automatically enrolled.

Mileage Plan Dining members can earn up to five miles for every \$1 spent on the entire bill—food, drinks, tax and tip—at thousands of participating restaurants, bars and clubs throughout the United States. Earning rewards is automatic and discreet. Miles are automatically credited to each member's Mileage Plan account. There are no additional cards to carry, coupons to print or numbers to remember.

Mileage Plan members who enroll today can start turning every meal into thousands of miles toward travel on Alaska Airlines or any of the other awards offered through the Mileage Plan program.



WWW.ALASKAAIR.COM/MILEAGEPLANSHOPPING

Mileage Plan Shopping is an online, one-stop shopping experience where shoppers can purchase products from more than 800 online merchants and receive Mileage Plan Miles for their purchases.

Miles earned per \$1 (USD) spent vary by merchant; bonus miles may apply when using an Alaska Airlines credit card. Access the site by logging on through [alaskaair](http://alaskaair.com).

com/mileageplanshopping. When you click any online merchant's listing, you'll be directed to the merchant's website.



877-SAFEWAY (723-3929)

WWW.CARRSQC.COM

For almost 80 years, neighborhoods have relied on their local Carrs/Safeway for everything they need, from the freshest produce and meat to specialty items unique to their community.

Shoppers enjoy innovative products from exclusive Safeway brands as well as exceptional quality down every aisle, not to mention the friendly customer service and comfortable, easy-to-shop stores. Most importantly, Carrs/Safeway helps shoppers save money with Club Card specials and low everyday prices.

Mileage Plan members who shop at participating Carrs/Safeway stores in the state of Alaska earn 100 Mileage Plan Miles every time they spend \$300 in eligible purchases with a CarrsPlus/Safeway Club Card. Link your Mileage Plan number and CarrsPlus/Safeway Club Card number at www.carrsqc.com/alaskaair to start earning miles. For questions about enrollment, please visit www.carrsqc.com/alaskaair or call Safeway's Customer Service Center at 877-723-3929.

CAR RENTALS



800-462-5266

WWW.ALAMO.COM

As a Mileage Plan member, you can receive 50 miles per rental day on qualifying rentals from Alamo Rent A Car in the

United States and Canada. At Alamo, you can get to the fun faster with self-serve check-in.

Skip the counter, check in at the kiosk and drive away. All you need is a valid driver's license and a major credit card. It's that easy.

AVIS®

800-331-1212

WWW.AVIS.COM/ALASKAAIRLINES

Avis offers Mileage Plan members a winning combination of miles, savings and personalized attention with each and every rental.

At participating Avis airport locations around the world, members earn 50 Mileage Plan Miles per rental day on qualifying rentals of one to four consecutive days, and 500 miles per qualifying rental of five consecutive days or longer. Members can also enjoy savings of up to 25 percent off daily, weekend and weekly rates when they mention Mileage Plan/Avis Worldwide Discount (AWD) number K197800.

Miles and savings are just two of the ways Avis tries harder to make each rental experience as rewarding as possible. Alaska Airlines Mileage Plan members can also enjoy the latest in technology, products and services. Avis' programs include:

Avis Preferred Service: A fast and easy counter-bypass program with added benefits and special amenities, such as the best parking spots and more vehicles.

Garmin GPS: A state-of-the-art GPS system that guides you through every mile of your trip, giving you clear, simple directions, real-time road conditions and much more.

Avis e-Receipts: Within 24 hours of returning your vehicle, you'll have your Avis receipt emailed to you, free of charge. It's a convenient way to avoid lost receipts, to complete expense reports and to save time when returning your car.

Signature Series: Turn your rental into a unique and memorable driving experience with Avis' Signature Series fleet. You can choose from a whole range of BMWs, as well as the Cadillac XTS.

Avis e-Toll: Leave those long toll lines behind. Starting at only \$2.95 per day plus tolls, you can pay electronically while driving through designated electronic toll-collection lanes.

These services are optional, subject to availability at select locations, and may require an additional fee.

Budget®

800-527-0700

WWW.BUDGET.COM/ALASKAAIRLINES

Alaska Airlines Mileage Plan members can save up to 20 percent on every Budget rental by using Budget Car Discount (BCD) number U072200. At participating Budget airport locations around the world, earn 50 Mileage Plan Miles per rental day on qualifying rentals of one to four consecutive days, and earn 500 miles per qualifying rental of five consecutive days or longer.

Get smart and go Budget with these great products and services:

Fastbreak: With Budget's enhanced paperless rental service, you can skip the lines and Get In, Get Out and Get Going fast. Because your preferences are kept on file, reservations are a snap with one-click booking online, and your paperwork will be waiting for you when you pick up your rental. And with Rapid Return service, you can drop off your car while your receipt is printed right in the lot.

Budget e-Receipts: It's the paperless alternative to rental receipts. Within 24 hours of returning your vehicle, your receipts will be emailed to you, free of charge. This eliminates lost receipts and makes it easy to complete expense reports on time.

Garmin GPS: Discover new destinations with audible turn-by-turn directions, real-time traffic updates, information on local restaurants and attractions, and more—all at your fingertips. It's available with any Budget rental at participating locations.

Budget e-Toll: No more waiting in long toll lines. Now you can pay your tolls electronically while driving through designated electronic toll-collection lanes. And it starts at \$2.95 a day plus tolls. These services are optional, and some are available at select locations for an additional fee.

DOLLAR RENT A CAR

800-800-4000

WWW.DOLLAR.COM

Dollar Rent A Car is pleased to offer Mileage Plan members 50 miles per rental day on qualifying transactions. Alaska Airlines customers will benefit from Dollar Rent A Car's philosophy of providing exceptional customer service and low rates to discriminating business and leisure travelers.

Those who are not currently Dollar Express members may wish to sign up at www.dollar.com. Dollar Rent A Car has on-airport and suburban locations in all major cities throughout the United States, with a significant presence in Canada, the Caribbean and Latin America.

Hertz®

800-654-3131

WWW.HERTZ.COM

Mileage Plan members can enjoy special discounts and benefits when renting from Hertz, the world's largest general-use car-rental brand, which operates from 10,070 locations in 150 countries worldwide.

Mention Mileage Plan/Hertz Discount number CDP 321739. At participating Hertz locations, earn 50 miles per rental day on qualifying rentals of 1 to 4 days, and 500 miles for qualifying rentals of 5 consecutive days or longer.

Hertz is the No. 1 airport car-rental brand in the United States and is at 86 major airports in Europe. It operates locations in cities and airports in North America, Europe, Latin America, Australia and New Zealand. In addition, Hertz has licensee locations in cities and airports in Africa and the Middle East.

Products and services such as Hertz Gold Plus Rewards, the NeverLost customized in-car GPS system, SIRIUS XM Satellite Radio, and unique cars and SUVs offered through the company's collections set Hertz apart from the competition.



800-CAR-RENT (227-7368)

WWW.NATIONALCAR.COM

WWW.EMERALDAISLE.COM

National Car Rental offers Mileage Plan members 50 miles per rental day for all qualifying rentals at participating locations in the United States and Canada.

Elevate your rental experience—join the Emerald Club. As a member of the Emerald Club, you can choose your own car in three easy steps at any of National Car Rental's Emerald Aisle locations.

1. Reserve a midsize: Always reserve a midsize car to begin your Emerald Aisle experience.
2. Bypass the counter: Go straight to the Aisle—the keys are in the cars.
3. Choose any car: Any size, color, make or model on the Aisle is yours at the

reserved midsize rate.

Visit www.emeraldaisle.com to learn more and see a current list of Emerald Aisle locations.



800-THRIFTY (847-4389) FOR RESERVATIONS

888-400-8877 FOR BLUE CHIP PROGRAM

WWW.THRIFTY.COM

WWW.THRIFTYPARKING.COM

Mileage Plan members earn 50 miles per rental day at Thrifty Car Rental. Members can also earn 250 miles at Thrifty Parking after three qualifying parking stays at the same location in a 12-month period.

For speedy service, Mileage Plan members can enroll in the free Blue Chip Express Rental Program. Members who provide their Blue Chip account number when booking enjoy faster service at the counter.



Anchorage	Coast International Inn
Seattle	The Roosevelt
	Coast Gateway
Bellevue	Coast Bellevue*
Wenatchee	Coast Wenatchee Center
Portland	The Benson
Santa Barbara	West Beach Inn
Burbank	The Safari Inn
	Coast Anabelle



We are also proud to offer 34 distinct properties in Western Canada and the U.S.

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MILEAGE PLAN

coast rewards™

COASTHOTELS.COM / 1.800.663.1144

*photo - Coast Bellevue Hotel

Thrifty operates on-airport and suburban locations throughout the United States and Canada, and in 77 other countries.

SPECIALTY



800-FLOWERS (356-9377)

WWW.1800FLOWERS.COM/ALASKAAIRLINES

Sending smiles is easy with 1800Flowers.com. Make any occasion special with truly original flower arrangements, vibrant roses, beautiful blooming plants and more gifts guaranteed to brighten the day.

In addition to floral arrangements and plants, choose from a wide selection of gift baskets, fruit baskets, Cheryl's cookies, Fannie May berries and unique offerings from The Popcorn Factory. Same-day delivery is available.

Mileage Plan members earn 15 miles per \$1 (USD) spent at 1800Flowers.com when using Promo Code AKA3.

CRUISES ONLY

World's Largest Cruise Agency

800-215-3796

WWW.AK.CRUISESONLY.COM

Mileage Plan members can earn up to 2,500 Alaska Airlines Mileage Plan Miles with Cruises Only, a preferred provider of Alaska Airlines. Members can choose from hundreds of destinations on 24 of the most popular cruise lines: AmaWaterways, Avalon Waterways, Azamara Club Cruises, Carnival Cruise Lines, Celebrity Cruises, Compagnie du Ponant Cruises, Costa Cruises, Crystal Cruises, Cunard Line, Disney Cruise Line, Holland America Line, MSC Cruises, Norwegian Cruise Line, Oceania Cruises, Paul Gauguin Cruises, Princess Cruises, Regent Seven

Seas Cruises, Royal Caribbean, Seabourn, SeaDream Yacht Club, Silversea Cruises, Uniworld River Cruises, Viking River Cruises and Windstar Cruises.

Members earn 1,000 miles if the total cost of the cruise is between \$1 and \$2,999, and 2,500 miles if the total cost of the cruise is \$3,000 or more.

Cruises Only caters to a wide variety of lifestyles and budgets, and each cruise line offers an exceptional vacation experience.

Expert cruise consultants are available 24 hours a day, seven days a week to help members plan the perfect cruise vacation. Mileage Plan members can enjoy the cruises they've been waiting for, with a best-price guarantee, and earn Mileage Plan Miles.



WWW.E-MILES.COM/ALASKAPARTNER

Mileage Plan members are invited to join e-Miles—a new program that rewards members with Mileage Plan Miles for the time spent viewing and reacting to marketing messages.

Members of e-Miles can earn hundreds of miles each week that can be deposited into their Mileage Plan accounts and redeemed for award travel. Membership is free—and it takes only a few minutes to join.

New members earn hundreds of bonus miles when they enroll and activate their account. Plus, each time they visit their e-Miles home page, they can earn additional miles when they view and react to earning opportunities. To learn more, visit www.e-Miles.com/alaskapartner.



WWW.E-REWARDS.COM

As members of e-Rewards, Mileage Plan members earn e-Rewards Currency for participating in market-research surveys that

have been selected to match their interests. e-Rewards Currency can be redeemed for up to 24,000 Mileage Plan Miles per year.

Members may qualify to receive an email invitation to join the e-Rewards Opinion Panel, or they can enroll by visiting the e-Rewards listing on the Alaska Airlines Mileage Plan specialty partners Web page at www.alaskaair.com.



800-800-4800 RESIDENTIAL

800-800-7754 BUSINESS

WWW.GCI.COM

GCI is the top provider of voice, data and video services in Alaska, through which consumers can experience entertainment everywhere. GCI is proud to offer Mileage Plan Miles on a variety of services, including Wireless, Broadband, GCI TV, and local and long-distance phone services.

Mileage Plan Members can earn one mile for every dollar spent on monthly plan fees for every qualifying GCI service, which can include re:D Broadband, Simply Share Wireless plans, GCI TV powered by TiVo plans, and local and long-distance plans. Details can be found online at www.gci.com/alaska-airlines-miles.



WWW.POINTS.COM/MILEAGE-PLAN

Points.com is the world's leading loyalty-program-management site. Points.com allows Mileage Plan members to track all of their balances in one place.

Other services available include redeeming Mileage Plan Miles for gift cards, with more than 100 options to choose from. Join Points.com today and enter for a chance to win 1 million Mileage Plan Miles.



800-260-9157

WWW.TELEFLORA.COM/ALASKA

Teleflora makes sending flowers fast and easy, and you'll always earn valuable Mileage Plan Miles each time you place an order through www.teleflora.com/alaska. Mileage Plan members earn 10 miles for every \$1 (USD) spent, and the gratitude of that special someone.

From overflowing, lavish vases of flowers to fun-filled gift baskets, Teleflora offers the most innovative keepsake products and floral arrangements to suit every occasion, taste and budget. As the largest and most extensive floral wire network service in the world, Teleflora provides prompt same-day delivery on all products anywhere in the United States and Canada. Each Teleflora arrangement is handcrafted with special care and delivered by a local neighborhood florist. No overnight shipping, no flowers to "unbox"—just the freshest flowers personally delivered to the recipient's home or office. That's the Teleflora difference!

Whether you're celebrating a birthday, a holiday, an anniversary or a new baby, or simply saying "thank you," a Teleflora bouquet is the perfect way to express your heartfelt sentiments. Order today online or call 24 hours a day, seven days a week, and make your Mileage Plan Miles bloom.



800-823-5527

WWW.VINESSE.COM/ALASKA

The Vinesse partnership in the Alaska Airlines Mileage Plan allows members of any Vinesse wine club to enjoy fine wines from all over the world, delivered straight to their doors.

Earn 2,250 miles for enrolling in any

Vinesse wine club, as well as five miles per \$1 (USD) spent on all purchases, including wine-club selections, single bottles and wine accessories. Vinesse offers Mileage Plan members a variety of wine clubs designed with every type of wine drinker's tastes and preferences in mind. Whether you enjoy lighter whites, full-bodied reds, domestic, international, California or sweeter selections, Vinesse is sure to have a wine club for you. Vinesse also offers a Wine Shop that features quality wine selections that have passed the test with its buyers. All wines are backed by a 100 percent Satisfaction Guarantee.

The wines that are featured through Vinesse are handcrafted gems produced by lesser-known or small boutique wineries. All are compelling selections that the average wine lover wouldn't find anywhere else unless he or she visited the winery or was a personal friend of the winemaker's.

HOTELS



866-774-2924

WWW.ASTONHOTELS.COM

With a large and diverse range of accommodations, from hotels and condominium resorts to villas and plantation cottages, Aston Hotels & Resorts offers something to suit any lifestyle, taste or budget.

Choose from 27 hotels and condominium resorts on O'ahu, Maui, Kaua'i and Hawai'i Island, and in South Lake Tahoe, California; Lake Las Vegas, Nevada; and Orlando, Florida.

It's never been easier to bring the extended family and friends along for a vacation. With one- to five-bedroom condominium suites and villas, many with fully equipped kitchens, private lanais (patios), and on-site

laundry and housekeeping services, you can relax and enjoy your vacation without giving up the comforts and conveniences of home.

Play a round of golf at nearby courses or simply relax in the sun all day. Every Aston property is located near top attractions, meaning you're that much closer to kicking back and starting your vacation. With a long list of on-site recreational amenities at each property—such as swimming pools, jet spas, saunas, tennis courts, barbecue areas, exercise facilities and putting greens—there's always plenty to do, no matter where you stay.

Mileage Plan members earn 500 miles per qualifying stay on O'ahu at Hotel Renew by Aston, Aston Waikiki Beach Tower, Aston Waikiki Sunset, Aston at the Waikiki Banyan, Aston Waikiki Beach Hotel, Aston Waikiki Circle Hotel, Aston Waikiki Beachside Hotel and Aston at the Executive Centre Hotel. On Maui, stay at Aston Kaanapali Shores, Aston at The Whaler on Kaanapali Beach, Aston Mahana at Kaanapali, Aston Maui Kaanapali Villas, Aston at Papakea Resort, Aston Paki Maui, Aston at the Maui Banyan, Aston Maui Hill and Aston Maui Lu. On Kaua'i, options include Aston Islander on the Beach, Aston at Poipu Kai, Aston Waimea Plantation Cottages and Aston Aloha Beach Hotel. And on Hawai'i Island, experience Aston Waikoloa Colony Villas, Aston Shores at Waikoloa and Aston Kona by the Sea.

In South Lake Tahoe, California, stay at Aston Lakeland Village; in Lake Las Vegas, Nevada, at Aston MonteLago Village Resort; and in Orlando, Florida, at Tuscan Resort Orlando by Aston.



800-WESTERN (937-8376)

WWW.BESTWESTERNREWARDS.COM

With more than 4,000 hotels in more than 100 countries and territories, Best Western International is The World's Biggest Hotel

PARADISE AWAITS

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With Hilton HHonors, you can transform points into free nights, premium merchandise and experiences you can't help but share. As an HHonors member, you can earn both HHonors Points and Alaska Airlines Mileage Plan Miles for the same stay, and enjoy hotel rewards with no blackout dates at more than 4,000 hotels and resorts within the Hilton Portfolio of brands, including Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Inn, Homewood Suites by Hilton, HOME2 Suites by Hilton and Hilton Grand Vacations. Members earn one Mileage Plan Mile and 10 Hilton HHonors Points per eligible \$1 (USD) spent (maximum 10,000 miles per stay; maximum 100 miles per stay at HOME2 Suites by Hilton).

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With more than 4,700 hotels around the world, InterContinental Hotels Group (IHG) gives members a world of choices. The IHG family of nine trusted brands offers hotels in nearly 100 countries, and more rooms than any other hotel company. From an award-winning InterContinental resort to a city center Holiday Inn hotel, IHG has the right choice for all your travel needs.

Mileage Plan members who enroll in IHG Rewards Club and stay at Crowne Plaza Hotels & Resorts, Hotel Indigo, Holiday Inn and Holiday Inn Express hotels earn two Mileage Plan Miles for every \$1 (USD) or local-currency equivalent paid on eligible charges. Earn one mile for every \$1 (USD) or local-currency equivalent paid on eligible charges at Staybridge Suites and Candlewood Suites hotels. Eligible charges include qualifying room rates, food and beverages, telephone, laundry and in-room movies. Earn two miles per \$1 (USD) or local-currency equivalent paid on eligible charges at InterContinental Hotels & Resorts in the United States, Canada, Mexico, Latin America and the Caribbean. Earn 500 miles per qualifying stay at InterContinental Hotels & Resorts outside of the United States, Canada, Mexico, Latin America and the Caribbean, and at all InterContinental Alliance Resorts worldwide.

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Marriott Rewards features more than 3,800 participating hotels around the world. From state-of-the-art meeting facilities to health clubs and fine dining, the Marriott family of hotels offers guests a wide range of high-quality hotels. Alaska Airlines Mileage Plan members will get closer to their next vacation faster by making the Marriott family of hotels their exclusive choice every time they travel. Mileage Plan members must be members of the Marriott Rewards program and indicate Mileage Plan as their earning preference to earn Mileage Plan Miles.



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Extending into 85 countries, Preferred Hotel Group represents more than 650 of the finest hotels, resorts and serviced residences in the world. Its brands include Preferred Hotels & Resorts, Preferred Boutique, Summit Hotels & Resorts, Sterling Hotels, Sterling Design and Summit Serviced Residences. Travelers gain valuable benefits through branded

programs including Preferred Residences, Preferred Golf, iPrefer points-based loyalty program and Preferred Family—a collection of hotels and resorts certified to provide a rich experience for travelers of all ages.

Mileage Plan members can earn 500 Mileage Plan Miles per qualifying stay. A shared commitment to individual service characterizes the partnership between Preferred Hotel Group and Alaska Airlines. Through this partnership, Mileage Plan members receive all of the distinctive services that are hallmarks of Preferred Hotel Group, along with the added bonus of Mileage Plan Miles.



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Starwood Hotels & Resorts has more than 1,100 hotels and resorts in nearly 100 countries, encompassing nine exceptional brands worldwide, including St. Regis, The Luxury Collection, Le Méridien, W Hotels, Westin Hotels & Resorts, Sheraton Hotels & Resorts, Four Points by Sheraton, Aloft Hotels and Element Hotels.

Mileage Plan members can join the Starwood Preferred Guest program and select Mileage Plan as their currency of choice to earn Mileage Plan Miles for Starwood hotel stays.

Mileage Plan members earn two miles per \$1 (USD) spent on all eligible charges worldwide, including room charges, food and beverages, and more.

As members of the Starwood Preferred Guest program, Mileage Plan members enjoy generous rewards and personalized service at the world's finest hotels and resorts. Additionally, Starwood Preferred Guest program members can convert Starpoints directly into Mileage Plan Miles

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Westmark Hotels has been a Mileage Plan partner since 1987. Westmark Guest Rewards members earn two miles for every \$1 (USD) spent on accommodations, and one mile for every \$1 (USD) spent on food and beverage purchases, excluding alcohol. (Mileage Plan Miles may not be earned on food and beverage purchases at the Westmark Sitka.)

Westmark Hotels can be found in Alaska in Anchorage, Fairbanks, Juneau, Sitka and Skagway, and in the Yukon Territory in Whitehorse and Dawson City. At all of these destinations, each hotel offers a convenient downtown location and reflects the personality of each community.

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Wyndham Hotels and Resorts, Wyndham Grand Collection, Wyndham Garden, Hawthorn Suites by Wyndham, TRYP by Wyndham, Dream Hotels and Night Hotels.

Two Mileage Plan Miles per \$1 (USD) spent: Ramada, Days Inn, Super 8, Baymont Inn & Suites, Microtel by Wyndham, Howard Johnson, Travelodge and Knights Inn.

Additionally, Wyndham Rewards points may be transferred into Mileage Plan; for details, visit www.wyndhamrewards.com.

Alaska Airlines
MILEAGE PLAN

For information or to enroll in Mileage Plan, go to alaskaair.com or call 800-654-5669.

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FOODS for THOUGHT

By Leslie Forsberg

FESTIVALS DISH UP CULINARY CELEBRATION

THE STARRY NIGHT CRACKLES WITH ENERGY as warm Maui breezes bobble orange lanterns round as pumpkins. We fill our plates with small bites from a dozen Kā'anapali Resort chefs, join others at a lively table, and begin an epicurean odyssey around the island: piquant goat cheese in Surfing Goat Dairy chevre ravioli; sweet, tangy Maui Gold pineapple transformed into pineapple "sandwiches"; coffee-infused beef tidbits. Lively slack key music threads the air; my husband, Eric, samples four different kinds of *poke* (sesame-marinated tuna); chefs explain in person what distinguishes their dishes.

Fast-forward four months, to January: "Oh, you're out of crab—let me bring some more!" chirps the Fort Bragg teenager as she spies the empty ceramic platter in front of us. We've polished off a heaping dish of fresh-caught Northern California Dungeness crab, cleaned and steamed just moments before, as evidenced by the juices dripping down our elbows and our broad smiles. "More? Are you serious?" I ask, elbowing Eric, as Emily hustles off on her mission; she hadn't been asking. Eric just grins.

Half a year later, at Northern Idaho's Monastery of St. Gertrude, the success of the annual

Raspberry Festival is measured by the bowls of raspberry shortcake consumed by the ever-growing crowds at this one-day celebration on the first Sunday in August. Last year, 3,000 indulged in the ruby-red dessert, while listening to old-time fiddle music and perusing an arts-and-crafts fair, quilt show and kids' carnival, on a plush lawn in the shade of towering pines.

And at the venerable Seattle Center, just north of the Emerald City's downtown, thousands of culinary fans will flock this month to dozens of food stands to sample local chefs' creations at the Groupon Bite of Seattle, one of America's oldest urban food festivals. From alder-grilled salmon to Snoqualmie Valley strawberries, Puget Sound's bountiful foodstuffs are the foundation of the offerings at more than 100 tables. Here, festivalgoers not only enjoy good food, they get to marvel at the broad scope and inventive character of Northwest cuisine.

These four events exemplify a phenomenon repeated thousands of times across North America and throughout the seasons, as cities, towns and communities large and small celebrate the harvest of salmon, strawberries, rhubarb, garlic—whatever a region is known for—at one

The mango topping on this savory crabcake helped Fort Bragg's Cliff House restaurant win third place in the annual competition this year at the Mendocino Crab, Wine & Beer Festival in Northern California. Festivalgoers often advertise their support with 'crabby' red headdresses (below).



BRENDAN MCCUIGAN, COURTESY VISIT MENDOCINO COUNTY



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of the travel industry's most popular attractions, food festivals.

If it seems like culinary festivals are springing up everywhere these days, you're right. According to Steve Schmader, president and CEO of the International Festivals & Events Association, "People love to eat. It's a great way to mix and mingle. People don't need much of an excuse to enjoy a nice park in a city on a pretty day and spend time with food and drink."

"There are currently hundreds of food festivals throughout the nation every month," notes Susan Swetnam, retired professor at Idaho State University, food historian and expert on Intermountain West foods. "The catalyst for many of today's food festivals can be traced to the Smithsonian's Folklife Festival," she says. Held every summer since 1967 on the National Mall in Washington, D.C. (July 2–6 this year, spotlighting Kenya and China), the Smithsonian festival celebrates a different nation or two each year. Since food is such an integral part of human culture, the traditional foods of these countries play a major role at the event, with festivalgoers offered the opportunity to try foods they wouldn't normally encounter.

"Those who put on the foods part of the festival saw what a huge attraction it was," says Swetnam, and the concept spread outward to communities across the nation, which began hosting food-centric festivals, often ethnically flavored. Greek festivals served up delicious baklava, Oktoberfests proffered grilled sausages, and Mexican festivals dished up fragrant, steaming tamales. Today, ethnic festivals are among the best opportunities to learn about authentic foods from around the world; odds

**'IF MORE OF US VALUED FOOD AND
CHEER AND SONG ... IT WOULD BE A
MERRIER WORLD.'** —J.R.R. Tolkien

CHRISTOPHER NELSON, COURTESY: BITE OF SEATTLE



The decades-old Bite of Seattle was among the first urban food festivals; at Kā'anapali Fresh, chefs such as Maui's Chris Schobel serve guests their preparations.

are likely the cuisine is handmade, using traditional recipes, and it may well be crafted by those who grew up making and eating these foods.

The idea has grown far beyond tamales and brats: Virtually every urban center is home to new-concept celebrations of food. Brewfests and wine-tasting festivals are a hot new trend. "There are wineries almost everywhere these days," notes Schmader, "and wine festivals are very popular, because people appreciate an opportunity for sampling. Now with microbreweries spreading just as fast, it's driving a lot of people to brewfests to sample new products," he adds. Local foods accompany local vintages in virtually every case—salmon at many West Coast wine and beer fests, for instance.

Another new twist in urban food festivals draws on the food truck craze. No more settling for humdrum corn dogs or elephant ears sold from food carts. Today's "foodie" trucks often offer creative, sophisticated cuisine; in fact, some of the proprietors use the trucks as test runs to create and refine menus that attract patronage prior to opening a restaurant. These trucks are no last-minute

JESSICA PEARL PHOTOGRAPHY, COURTESY: KĀNAPALI BEACH RESORT



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add-ons to a festival. They *are* the festival. By “circling the wagons” at a specific time and place and advertising it, food truck roundups in cities such as Seattle, Portland and Houston are changing the very concept of festivals. As posited by Houston’s “Haute Wheels” event website, “This is not your typical food truck festival; this event will offer cutting-edge culinary flavors from chefs who want to take your palate on a journey you won’t soon forget.”

Another urban innovation, the popular “taste of ...” or “bite of ...” events, comprise affordable, community-wide gatherings that attract locals for small plates of food from a broad array of restaurants, accompanied by music and family-friendly activities. According to Alan Silverman, founder of the Bite of Seattle (July 18–20 this year), “These festivals bring together great food and entertainment in a picnic-in-the-park atmosphere, where people can come for free and enjoy themselves.”

The first such festival was held in Chicago, in 1980. Taking inspiration from this, Silverman kicked off the Bite of Seattle two years later; it’s turned into a major community event. “You could take a poll of every office within walking distance of Seattle Center, and on Friday afternoon of the Bite nearly everyone closes his or her office and everyone goes,” he says.

Attendance last year reached 425,000 throughout the free, three-day festival. The best part? Everyone looks forward to The Alley (sponsored by Alaska Airlines), where for \$10 guests can sample from a selection of the city’s top restaurants, with proceeds benefiting Food Lifeline, a local hunger-relief organization.

Back on Maui, at the Kā’anapali Fresh Festival (August 29–31 this year), each local chef is paired with a local farm, using that farm’s ingredients in their dishes. I instantly recognize the flavors of a couple farms I’d visited just the day before: In the hands of Maui Fish & Pasta, piquant goat cheese forms the basis for Surfing Goat Dairy cheese ravioli; and sweet, tangy Maui Gold pineapple has been transformed into Hāna bar & Maui Gold pineapple “sandwiches” by CJ’s Deli.

The dishes we savor are a lovely marriage of fresh flavors and culinary expertise. Yet the event goes far beyond enjoyment of chefs’ creations. Just a decade ago, most chefs throughout the state imported the vast majority of their ingredients from the mainland. Riding a resurgence of interest in local products, Kā’anapali Fresh

COURTESY: HAWAII FOOD & WINE FESTIVAL



A Feast of Festivals

There are an estimated 8,300 festivals worldwide in which food plays a significant role (above, Hawai’i Food & Wine). Here are a few of our favorites across North America:

SEATTLE, WA

Groupon Bite of Seattle July 18–20

Sample the best Emerald City creations and enjoy four stages of music during this celebration at Seattle Center; www.biteofseattle.com.



CORDOVA, AK

Copper River Wild! Salmon Festival

July 18 & 19

Indulge in Alaska’s salmon bounty at this summer food and music festival in the charming small town at the mouth of the Copper River; www.copperriverwild.org.

GILROY, CA

Gilroy Garlic Festival

A celebration of all things garlic—including the famous garlic ice cream—this event turns up the heat with cooking demonstrations at the main attraction, Gourmet Alley; gilroygarlicfestival.com.

COTTONWOOD, ID

Raspberry Festival

August 3
A pancake breakfast kicks off this family-friendly celebration at Northern Idaho’s Monastery of St.



Gertrude; www.myraspberrylfestival.org.

MAUI, HI

Kā’anapali Fresh

August 29–31

Kā’anapali Beach Resort’s annual gathering features Maui-inspired cuisine using the freshest local farm ingredients; kaanapalifresh.com.



O’AHU, HI

Hawai’i Food & Wine

August 29–September 7

Hawaiian culinary talents, as well as chefs from around the globe, serve up memorable dishes with Island flair; hawaiiifoodandwinefestival.com.

AUSTIN, TX

Texas Monthly Barbecue Festival

September 14

Texans consider barbecue a near-religion, and this annual Austin convocation attracts throngs of fervent fans and cooks; www.tmbbq.com.

PORTLAND, OR

Feast Portland

September 18–21

A showcase of Portland culinary talent and Pacific Northwest ingredients, this year’s festival will

include coffee samplings and craft brew tastings; feastportland.com.

SALT SPRING, BC

Salt Spring Island Apple Festival

September 28

Salish Sea breezes nurture heritage orchards on this peaceful island near Victoria; apple pie, juice, cider and just plain fresh fruit are the festival’s delights; saltspringapplefestival.org.

NEW ORLEANS, LA

The New Orleans Oyster Festival

Late May–Early June

The best oyster purveyors in the Big Easy come together for a weekend of shellfish celebration, with dozens of different preparations of the tasty bivalve; neworleansoysterfestival.org.

MENDOCINO COUNTY, CA

Mendocino Crab, Wine & Beer Festival

January 16–25, 2015

The scenic coastal setting and small town atmosphere set this Northern California seafood fest apart; visitmendocino.com.



—Grace Marvin

Recipe for Success

Hyatt Regency Maui Chef Gregory Grohowski won the Kā'anapali Fresh contest with this seared beef preparation:

BEEF TENDERLOIN: 10 ounces

MARINADE: 1 tablespoon Ali'i Kula Lavender Gourmet Seasoning; 2 ozs lemon juice; 2 ozs lime juice; 2 ozs sugar; 1 oz fish sauce

SALAD: Arugula, mint, cilantro, basil and romaine

VINAIGRETTE: 1 pinch fresh, ground lavender buds; 4 ozs fish sauce; 2 ozs lime juice; 2 ozs sugar; ¼ teaspoon sambal oelek hot sauce; 4 ozs rice vinegar; 4 ozs water; 2 ozs garlic, minced; mix until sugar dissolves

GARNISH: 2 tablespoons green onions, sliced thin; 4 tablespoons dry-roasted peanuts, chopped; 3 tablespoons fried shallots; shrimp chips

SEASON THE TENDERLOIN with the lavender seasoning and sear it in sauté pan



with oil until all sides are nicely browned. Set aside until cool. Place cooled tenderloin on one end of the plastic wrap and roll up tightly, tucking in the wrap after each roll of the meat. Cool in refrigerator about 3 hours. Meanwhile, mix marinade ingredients until they are well incorporated. Slice tenderloin very thinly across the grain, and place it in a bowl. Pour marinade over and toss. Marinate for about 45 minutes. When ready, drain liquid; beef is ready to use in salad.

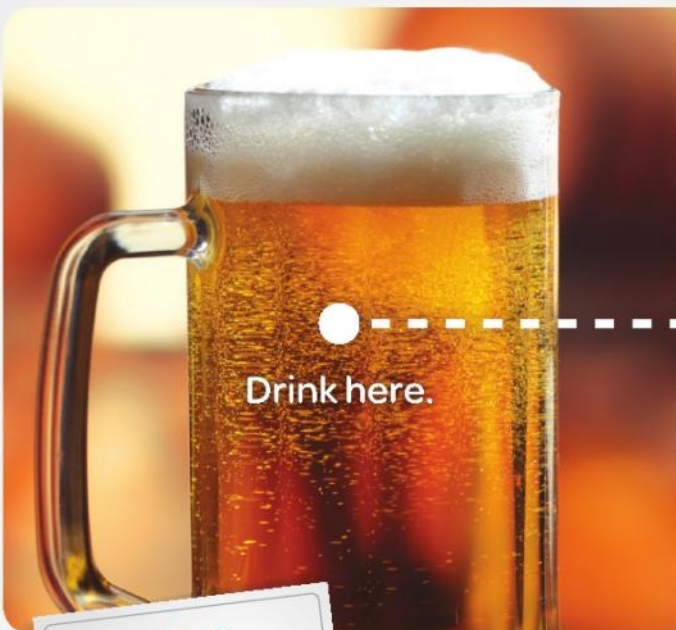
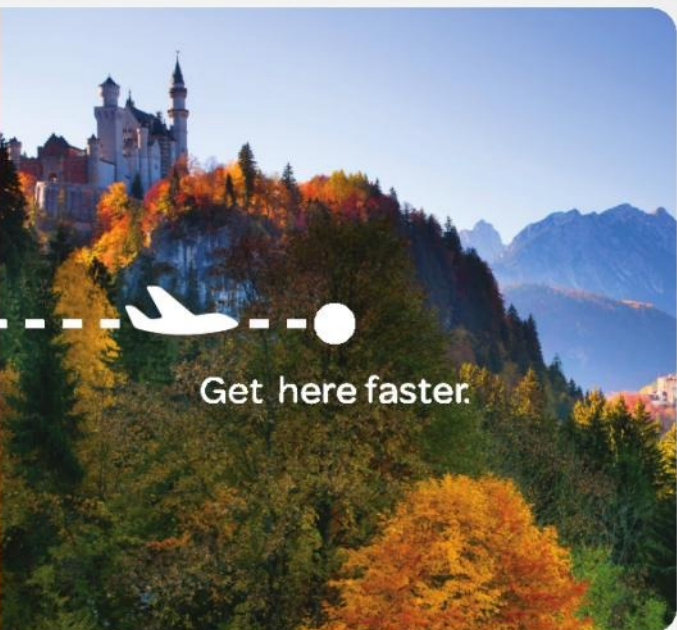
PLACE SALAD GREENS ON PLATE, top with marinated beef, drizzle all with vinaigrette and garnish with onions, peanuts, shallots and shrimp chips.

underscores how today's leading Island chefs are working with small farmers across the state, enabling producers and growers to thrive economically.

While most regional food festivals are based on fruits and vegetables, seafood and meats that have historically been grown or harvested nearby, often since pioneer days; Hawai'i's food festivals, including the high-profile Hawai'i Food & Wine Festival—held annually in September on O'ahu—represent a foray into the future of what can be grown in the fertile soils and semitropical climate of the Islands. With the decline of most big sugar cane and pineapple plantations, small farms are the wave of the future on Maui and other Hawaiian Islands.

According to Kā'anapali festival founder Shelley Kekuna, planning for each year's event even offers "speed dating" between farmers and chefs, to introduce chefs to products the farmers are raising, such as varietal coffees, pasture-raised beef and heritage pork; and to revive interest in traditional foods such as breadfruit. Kā'anapali Fresh is thus the perfect recipe for

FROM LEFT TO RIGHT: HYATT REGENCY MAUI RESORT & SPA; PETER LIU

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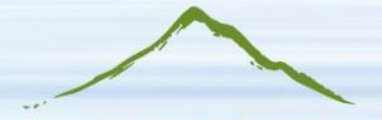
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success, as it benefits farmers, resort restaurants and diners—with a dash of traditional Hawaiian culture added.

Northern California's Mendocino Crab, Wine & Beer Festival celebrates a favorite West Coast seafood, Dungeness crab. Festival events range from wine-



COURTESY: MONASTERY OF ST. GERTRUDE

Sister Agnes Reichlen taps into St. Gertrude's raspberry lemonade.

paired sit-down dinners to a hugely popular gourmet crabcake contest in which two dozen local chefs compete.

Despite the princely food, the festival is no stuffy affair: The crabcake contest takes place in a large tent; and the counterpoint to this recipe-based approach to crab is an all-you-can-eat boiled crab affair down the street at the Fort Bragg Fire Hall. Feasters relax in metal folding chairs at long tables swathed in white plastic sheets, the scene framed by firemen's jackets hanging on pegs along the walls. Entire families catch up on local gossip while tucking napkins beneath the chins of the smallest, and savoring all-you-can-eat crab, salad and garlic bread, as Beach Boys music blares from a boom box. High school girl volunteers, taking a break between serving duties, boogie to *California Girls*, while casting sideways glances at the boy volunteers, clustered together, goofing off near the boom box.

"Well, when will we ever find ourselves at an all-you-can-eat crab feed again?" Eric asks. "This is just this side

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An Insider Look at Dating in the Modern World

Why does dating often times seem so difficult and daunting? With all the dating websites and social networks out there, you'd think it would be easier than ever for singles to meet someone special. But that's not the case. Meeting the right people seems harder than ever. To get the latest on real-time dating trends, we caught up with Melissa Brown, one of the many dating experts at *It's Just Lunch*.

Q: So what does today's dating scene look like?

A: Dating today is an interesting paradox: we're more connected than ever through social media and online networking, yet we're also more disconnected than ever. Today's technology makes communication faster, but I'm not sure it's better. You can't make a genuine connection with someone by texting, emailing or friending. When you meet someone in person and share a meal together, you see how that person interacts with you and the people around you. You observe their body language and how they carry themselves. That's where the true chemistry happens: face-to-face, one on one. At *It's Just Lunch*, our focus is to get people out from behind their computers and out making connections with real people.

Q: What's the biggest frustration singles have with modern dating?

A: I hear the same thing over and over: "it was like a second

job spending all that time looking over online profiles trying to find someone who could be a match". It just takes all the fun out of dating. Most singles don't have a problem finding dates, but they can't find "good" dates. After a round of bad matches and a busy schedule, it's easy for one to feel like giving up on dating all together.

Q: So why do people come to you at *It's Just Lunch*?

A: People hire specialists such as financial advisors and personal trainers to handle so many aspects of their lives, so why not use a professional to help you find someone special. We specialize in dating—we've made more than two million matches over the past 22 years!

Q: What differentiates *It's Just Lunch* from other dating sites out there?

A: We believe that the best way to get to know someone is face to-face. We meet every IJL client in person to get a feel for his or her personality, preferences and relationship goals. In addition, our clients meet their dates face to face at a local restaurant. All they have to do is show up and have fun meeting someone new. No wasted time with emails, winks and on-line chats.

Q: Does it work?

A: Answer: 22 years, 150 cities and over two million first dates. Get in touch with *It's Just Lunch* at 800.858.6526 or ItsJustLunch.com.

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of Shangri-La for me," he adds as Emily sets yet another sturdy ceramic platter before us piled high with a russet tangle of halved crabs. Surrendering, I dip a chunk of crab into melted butter, the silken, briny morsel tasting like the sea itself, whose waves dash against the base of the bluff a stone's throw away.

Crabbing is an iconic industry in Northern California, the season beginning in November and running through spring. It stands to reason that locals look forward to celebrating the abundance of this regional delicacy each year with a crab-centric festival. Importantly, the festival draws visitors during the low season, helping out local businesses, which benefit from tourism dollars.

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Even better, proceeds from the festival's many events support nonprofits throughout the region.

At the Monastery of St. Gertrude, in Cottonwood, Idaho, near Lewiston, the annual Raspberry Festival honors a popular small fruit that thrives in the area's Rocky Mountain foothills climate.

Why raspberries? It's not that they were historically grown here. The story is much more interesting. Decades ago (no one knows exactly when), laypeople gave the monastery's Benedictine Sisters raspberry canes. The sisters planted them on a hillside, and today the facility is fairly awash in the organically grown raspberries, according to Susan Swetnam, who has researched and written about the monastic culture. "The nuns have all these wonderful rituals of picking," says Swetnam. "They pick early in the morning, in silence," as the sun turns wheat fields below amber.

In St. Gertrude's steamy basement kitchen the berries are washed, and

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some are combined with sugar and pectin, then boiled down to become preserves sold at the festival. Others are washed and frozen in 5-gallon buckets, to be added to raspberry shortcake later, at the festival. The air grows warmer and sticky sweet as golden angel food cakes are pulled out of ovens; these form the base for the shortcakes. The nuns' latest, highly popular, innovation is chocolate angel food cake, over which the lightly sweetened raspberries are tumbled.

Swetnam, who has also studied food festivals, believes that our need to attend such gatherings is deep-seated, a longing for what used to be. "These festivals are celebrations of what people think of as our American roots. It's sort of like listening to *Prairie Home Companion*; food festivals offer us a taste of pleasant, authentic culture where everyone gets along. We re-enact and are touched by the wholesomeness of it all," she says.

Indeed, many food festivals, this one included, hark back to the rosier memories of our past. "They haul out the old tractors once a year at lots of food festivals," notes Swetnam. "At the Raspberry Festival, old-time fiddlers play, there's a quilt show, an old-car parade and a lady who whistles *Listen to the Mocking Bird*." This longing for a simpler time is likely why many travelers look forward to savoring cherries or blackberries, catfish or okra, at a legion of festivals both urban and rural.

The fact that food is a focus for celebration and joyful gatherings isn't mysterious. We humans have gathered to celebrate the bounty of the harvest for so many thousands of years, the act is likely written into our cultural DNA. Consider the cherished tradition of Thanksgiving in America. Fortunately, these days we have myriad opportunities year-round to indulge in the richness of land and sea at a wide array of food festivals across the nation. It's hard to beat something that's tasty—and meaningful. ▲

Leslie Forsberg is a Seattle-based food, natural history and travel writer.



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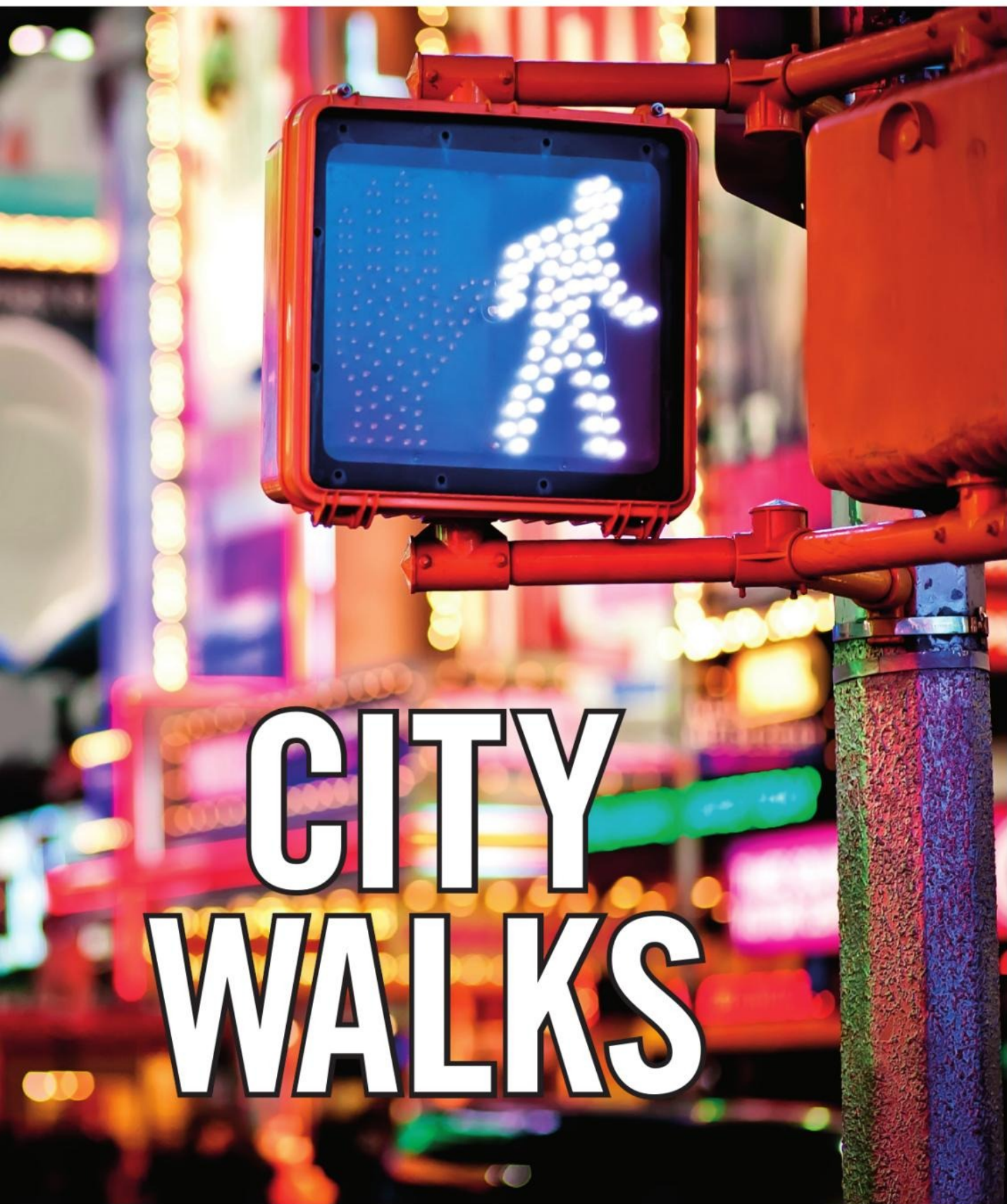
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Great urban strolls of the United States | By Eric Lucas

Elvis lives.

Skeptical? Let me invite you to my current location, the Las Vegas Strip, where the King is demonstrably alive and well. On my early evening stroll this spring night in Vegas, I've seen Elvis three times—in three different incarnations—and now I see him yet again in front of Caesars Palace, which is an appropriate spot for the King to post himself, when you think about it.

I'm practicing what I think is the most appropriate way to encounter travel treasures such as a seemingly living Elvis—walking the streets of a city. Some city walks, such as the Strip in Vegas, are well-known. Fifth Avenue in New York, the National Mall in Washington, D.C., the San Antonio River Walk (Paseo del Rio)—these urban rambles yield delights ranging from the grand (Tiffany diamonds, Rockefeller Center and the Empire State Building on Fifth Avenue), to the pastoral (Theodore Roosevelt Island in D.C., just to the west of the National Mall), to the quaint (Venetian-style vessels gliding by along the River Walk). And right now I'm looking at the legendary: Elvis.

This King is handing out souvenir neck scarves to admirers who contribute to his "shoebox retirement fund." He's attired in what looks to be his trademark gold lamé suit, spangled and spiffy, and



Among the attractions of a stroll along the Las Vegas Strip are the Fountains of Bellagio, with free daily shows timed to music of many genres. Another common sight on the Strip? Elvis Presley impersonators.



While walking along New York's Fifth Avenue, one has opportunities to buy from luxury retailers as well as classic streetside vendors.



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his shock of ebony hair aspires to reach the stratosphere—although, here in Vegas, he's closer to the Stratosphere (the casino-hotel with a 1,149-foot tower).

Elvis aside, strolling the Strip is not only among the best experiences Vegas has to offer, it illustrates perfectly the general virtues of urban walking. One can't fail to be dazzled by famous landmarks such as the Fountains of Bellagio bursting skyward with the glorious backdrop of the Bellagio Hotel. One can't help but be dazzled, as well, by the simple ingenuity of setting fountain pulses to music and thereby creating delight in the hundreds of tourists who visit the hotel to watch the dancing water.

Of course, Vegas is just one of many American cities where footwork is a stellar approach to exploration. Travelers who set out to walk the cities they visit can encounter many other famous landmarks—the Lincoln Memorial, St. Patrick's Cathedral, the Golden Gate Bridge. Seeing other sights may be utterly serendipitous, such as the time I traipsed across Manhattan from Times

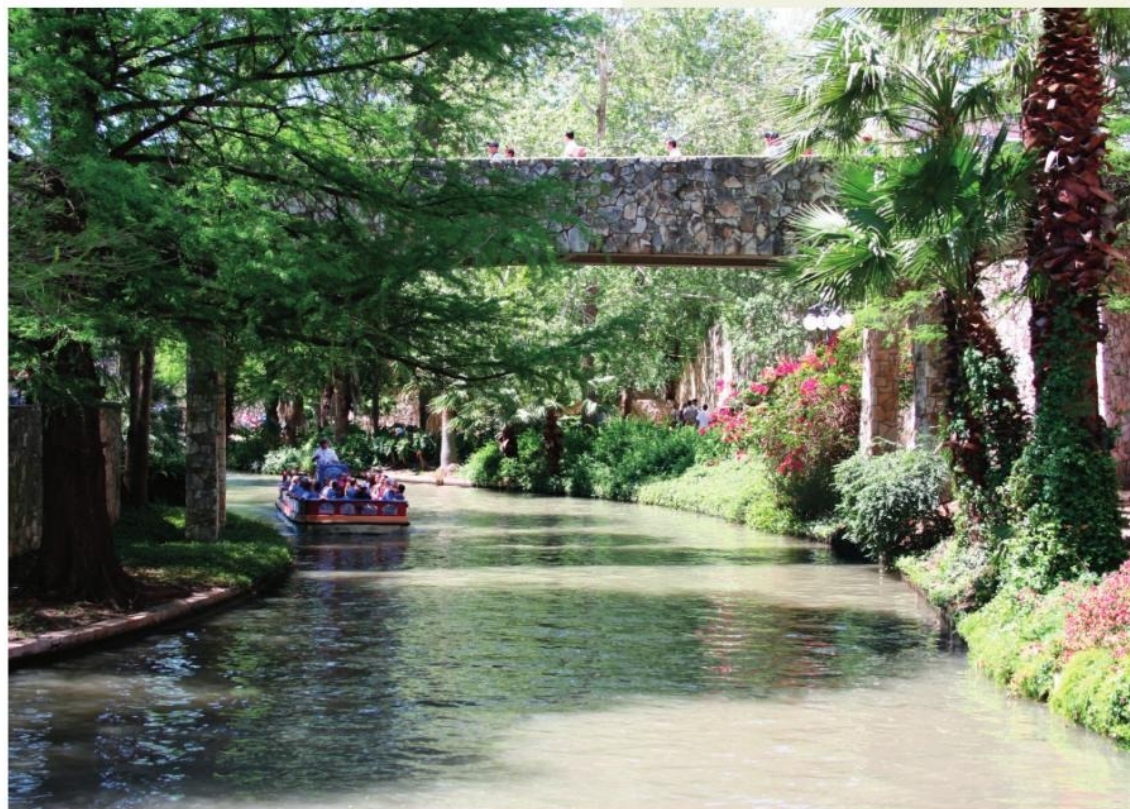


Square to Wall Street, passed through the Garment District and discovered that workers there still haul wheeled clothing racks with fur coats swaying on the bars. They walk up and down the streets, hustling along as if they were characters on an old-time movie set.

Some walking experiences offer wondrous manifestations of local culture or cuisine: Stroll along the Turquoise Trail in downtown Tucson, for example, and you'll likely come upon a food cart offering the locally legendary



The Turquoise Trail is an urban trek through Tucson marked by a blue-green line along walkways. As they follow the trail, walkers can find examples of local architecture and foods such as the Sonoran hot dog.



Set below the level of surrounding streets, the San Antonio River Walk offers an urban oasis enhanced by riverside greenery.



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Sonoran hot dog, an artful blend of Bronx and Northern Mexico fast foods.

In most cities I've visited in North America, I have enjoyed an urban stroll that yielded discoveries. The first—and perhaps most puzzling—discovery is that I'm often told not to do this. Walk from here to there? It's too far, too hard, too cold, too hot, too steep, too complicated, too different ... too unseemly. "Why would you do that?" people ask. "Just hop the subway; it takes 10 minutes." It took an hour and a half for me to reach Wall Street from Times Square, but it was well worth it.

Along with seeing spectacular sights, the walking traveler transcends ordinary visitor experiences. A city walk in its purest

exploratory form has the goal of coming upon unknown wonders rather than seeking out specifics. Naturally, it's important for a newcomer to check ahead to ensure that a walking route is safe; but once this concern is satisfied, it can be advantageous to keep a plan flexible. And the experiences are there to be found for the traveler who slows the pace—such as seeing the garment carts in the middle of a Manhattan avenue.

In Vegas, I can't say I was surprised to see Elvis. But Batman? Mickey Mouse? Jimi Hendrix? The Statue of Liberty? I saw the last one twice—once as a half-scale statue at New York–New York, a hotel-casino, and again as a *tableau vivant*



Other Great Urban Strolls

➔ **Seattle waterfront:** Begin at the Washington State Ferry docks near Pioneer Square, head north



along the waterfront, and you'll pass by several classic seafood restaurants and Miners Landing at Pier 57, where you'll find the Seattle Great Wheel, and where a steamer from Alaska docked with the first Klondike gold in 1897. Continue past the Seattle Aquarium and the Olympic Sculpture Park, and then along Elliott Bay Trail through Myrtle Edwards Park, a shoreline promenade among grassy knolls.

➔ **Anchorage downtown:** The Anchorage Light Speed Planet Walk starts at the Alaska Center for the Performing Arts at Fifth and G streets, and winds its way toward the waterfront and the Tony Knowles Coastal Trail, one of the nation's finest urban recreation trails. The walk is scaled so that as you proceed, you pass "planets" at a representative distance from "the sun" (the path's start) and finally reach Pluto at Kincaid Park Chalet, 10.3 miles away.



The trail's designers seem unconcerned about the debate over whether Pluto is a planet;



The National Mall and Memorial Parks, in Washington, D.C., offer visitors a wealth of history and significance in a concentrated section of the nation's capital.



the focus is the walk, and it's lovely, leading past breezy birch forests and overlooks that reveal Cook Inlet and the snowy bulk of Denali in the distance.

➔ **San Francisco Golden Gate:** The city's waterfront is as compelling as Seattle's or Portland's (particularly along the piers of the Embarcadero), but the premier bayside stroll stretches from the bucolic parkland of the Presidio north across the Golden Gate Bridge toward Marin. The iconic bridge stretches gracefully between San Francisco Bay's two headlands, and walking across it (or, if you like, only halfway across) is a profoundly different experience from driving it. Clusters of visitors gather by the guardrails for souvenir portraits while massive cargo ships or, occasionally, Navy ships pass below. Often, ribbons of mist curl beneath the bridge, and it's easy to see the bay's powerful tides swirling around the bridge's central piers. Alert observers will find paint crews working overhead—sometimes far overhead—as the bridge is so large and exposed to the elements that the

structure is literally always being painted.

➔ **Boston's Freedom**

Trail: Weaving its way past 16 historical sites and through two and a half centuries in about 2.5 miles, the Freedom Trail is one of the oldest and most heritage-rich walking tours in the United States. Visitors follow a red line that alternates between red paint and red brick and connects such landmarks as Boston Common, Paul Revere House, Old North Church, the restored ship *USS Constitution* (on the harbor) and the Bunker Hill Monument. Guided and self-guided tours are available, with visitor centers at Boston Common, near the Old State House, and across the Charles River near the Bunker Hill Monument. —E.L.



GETTY IMAGES / LONELY PLANET IMAGES

("living picture") mime motionlessly representing Lady Liberty.

Liberty, the concept, is also represented well by the variety of human personas, behaviors and commercial activities along the Strip, from vacationing retirees clad in polyester bowling-alley jackets to young brides, attired in full wedding regalia, skipping down the sidewalk, shoes in hand. These visions are among my favorite images of Vegas—and I only came upon them by traveling slowly, at street level.

A somewhat different—though also quite varied—slice of humanity is revealed by a stroll along New York's Fifth Avenue. From the Empire State Building at East 33rd Street to the Metropolitan Museum of Art entrance at East 82nd lie nearly 50 blocks of urban diversity. Here the world's largest community of professional dog-walkers plies its trade, and if you have never seen a lone person herding six jouncy shar-peis, each separately leashed, you've never seen true performance art. *continued on page 161*

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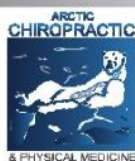
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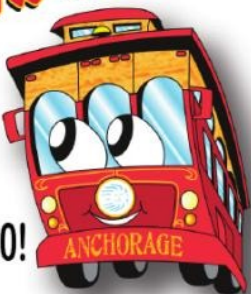
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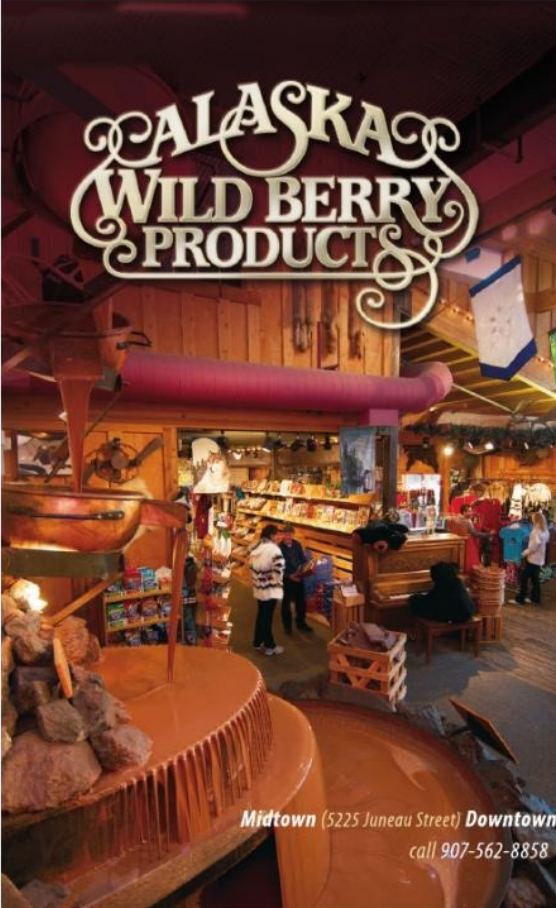
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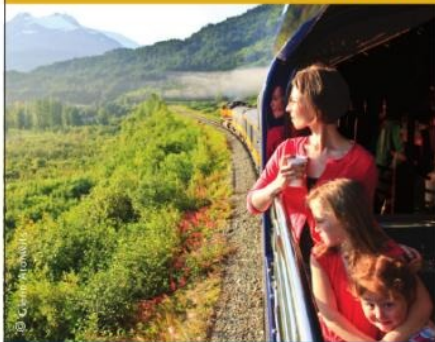
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from page 156 Also here (*Here! Here!*) are food vendors offering \$5 falafel burgers and street sellers offering fancy-looking \$5 purses.

"Closeout sale?" I ask one of the sellers. "Seems like a bargain."

"No. Regular everyday price," he tells me, smiling.

Up the ave a bit is a row of jewelry stores that collectively represent far greater value. I gape at the window displays of Tiffany & Co., De Beers and Cartier—and I head inside when I reach Harry Winston. Once upon a time, the world's most famous jewel, the Hope Diamond, was owned by Winston, who donated it to the Smithsonian Institution in 1958.

I'm after sapphires, and I take note of a lovely tennis bracelet featuring the antique, old-fashioned purple-tinged stones my wife and I both prefer. This one's \$28,000.

"Regular everyday price?" I ask the woman at the counter.

"No, that's marked down from \$32,000," she tells me, as if anyone would know.

To see the Hope Diamond today, another urban stroll is in order, the marvelous walk along Washington, D.C.'s National Mall, with side trips to adjacent memorial parks. The National Mall, which stretches for about two miles and is officially administered by the National Park Service, represents one of the best ideas from America's early years. The original concept was part of a plan for the city created in 1791 by Pierre L'Enfant; the concept was revitalized when the McMillan Commission of 1901–02 called for the relandscaping and expansion of the Capitol Grounds and Mall.

Today the Mall is lined with numerous museums, statues, monuments and historic landmarks: Here's where Martin Luther King Jr. stood to deliver his *I Have a Dream* speech (from the steps of the Lincoln Memorial); here's where an unassuming statue of FDR in his wheelchair resides (at the Franklin Delano Roosevelt Memorial); here's where the Hope Diamond glistens inside the Smithsonian Museum of Natural History; here's where painter Thomas Moran's *Green River Cliffs, Wyoming* (1881) introduces National Gallery of Art visitors to the stunning chromatic light of the West.



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Yet the National Mall is best enjoyed not merely as a walkway flanked by museums and monuments but also in accordance with the word *mall's* original meaning—as a “grassy public area where people walk.” Saunter along the mall and you will see sights as moving and monumental as any on Earth: Nearby are the etched granite walls of the Vietnam Veterans Memorial, where for 32 years visitors have used paper and pencil to take rubbings of their loved ones’ names as mementos. Here are well-established gardens and plantings from Germany and Japan to remind us that friendships

A statue on Theodore Roosevelt Island depicts Roosevelt during an oration. “Keep your eyes on the stars and your feet on the ground,” T.R. once advised.

between nations are more lasting than antagonism. Here is Lincoln looking down kindly, immortalized in marble and flanked by the eternal words of his Gettysburg Address and Second Inaugural Address.

If you have hiked as far west as the Lincoln Memorial, perhaps you’ll do as I do: Spy the placid, broad Potomac River, and take a trail leading to the Theodore Roosevelt Memorial Bridge, a broad, balustraded span, then turn upstream to Theodore Roosevelt Island, a memorial Teddy himself would no doubt have endorsed. It’s a nature preserve, with peaceful trails in serene woods and a minimum of constructed memorializing. One statue depicts Teddy during an oration; deer wander past a small fountain; boardwalks lead across wetlands; songbirds sprinkle notes and calls in the still air—gentle echoes, I decide, of



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Roosevelt's fiercely protective love for the natural world. "Keep your eyes on the stars and your feet on the ground," T.R. once advised.

Thousands of miles away, geographically, climatically and culturally, the Turquoise Trail (formerly called the Presidio Trail) through downtown Tucson is a path that takes visitors past the city's historical sights. The path is marked with a vivid painted line, along sidewalks and across streets, that guides walkers from place to place; the color, of course, is turquoise. The path starts at the reconstruction of the Presidio San

Visitors stroll the San Antonio River Walk between bald cypress trees, under bridges and around bends. It's a completely different city experience here.



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Agustín del Tucson, the city's original settlement that dates back to 1775. Nearby Old Town is a quiet section of cloistered adobe compounds housing artisans and cafes.

Not far away, at the Hotel Congress, John Dillinger was holed up in 1934 when a hotel fire forced him and his gang out onto the street. The firemen who collected their bags from within the hotel were puzzled by the one that had bundles of cash (\$23,816, according to the hotel) and reported this to the police, who soon arrested the famous outlaw nearby, without incident.

The park across from the old Pima County Courthouse has a farmers market where fresh tamales vie with Sonoran hot dogs for my attention—the dogs consisting of plump frankfurters laid into a soft Mexican *bolillo* and layered with mustard,

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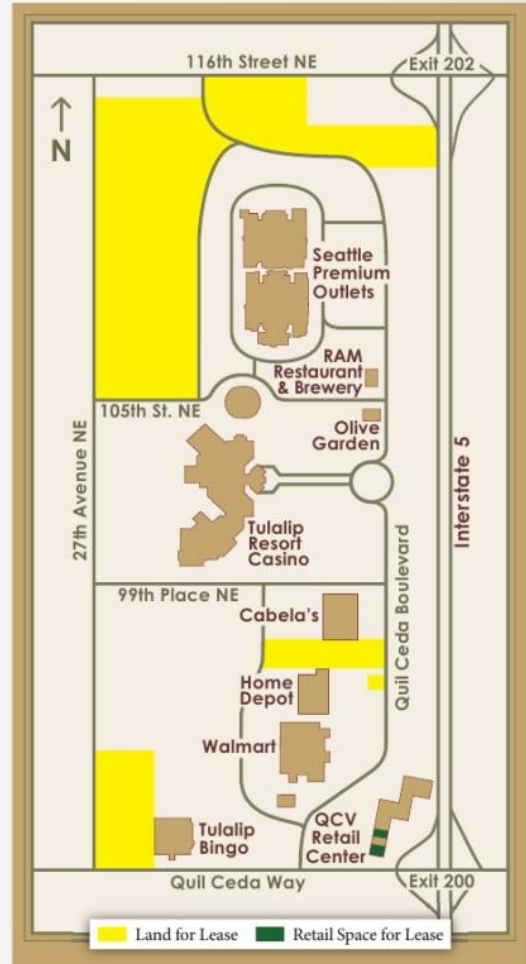
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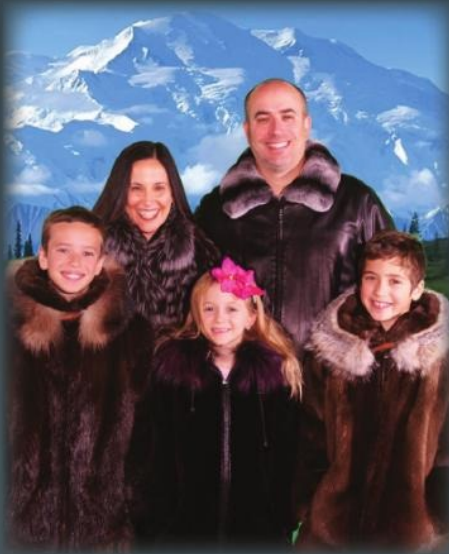
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History rings the famous River Walk (Paseo del Rio) in San Antonio, too. This delightful pathway winds along both sides of what's actually a dammed side channel of the San Antonio River—essentially a limited-flow oxbow lagoon that resulted from flood-control projects. The river and flanking walkways are set below the street level of much of the city; above, the streets of downtown San Antonio buzz with traffic and business activities. Below the bustle, cafes are clustered along the pathways, and visitors stroll the promenades between bald cypress trees, under bridges and around bends. It's a completely different city experience here, and so appealing that you may lose track of where you are, exactly, and the commotion of the outside world that proceeds apace above.

I cannot linger in this alternate world forever, though, and one of the walk's numerous stairways calls me back up to emerge near a broad plaza fronting San Fernando Cathedral, a 1731 stronghold of faith and the oldest standing church building in Texas, whose sturdy walls seem ready to withstand three more centuries of change. Inside is a 24-foot-tall, 18th century-style *retablo* side altar of gilded wood, handmade in Mexico City in 2002 and assembled on-site in 2003. The *retablo* is ornate and memorable—a physical manifestation of the altar artists' deep spiritual faith.

It's almost impossible to turn away from this treasure, which among other things reflects the great dream of mineral wealth that brought Spanish explorers to this part of the earth centuries ago. I can't help but muse that I've made discoveries of a far more valuable kind—at least in terms of experiences—simply because I went for a walk. ▲

Eric Lucas lives in Seattle's Ballard neighborhood.

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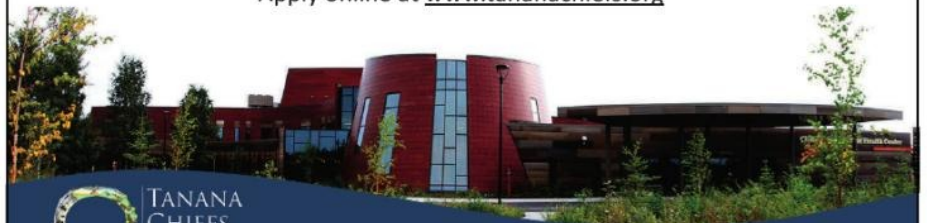
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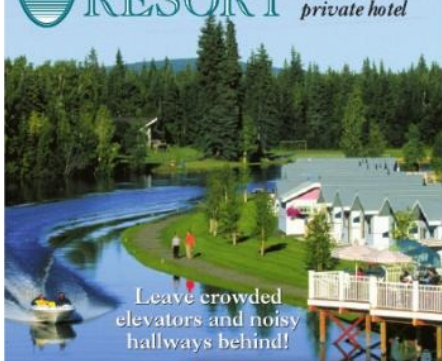


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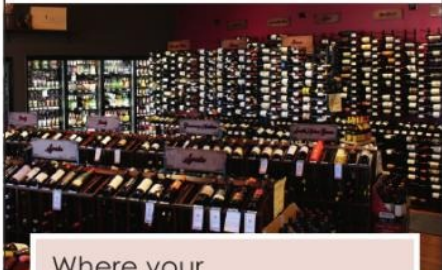


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Packing Smart

By Candace Dempsey

As a travel writer who spends much of my life living out of a suitcase, I've developed a knack for packing. ■ However, certain destinations can still catch me by surprise. Last year, for instance, I flew to Southeast Mexico, dreaming of the tropical sea breezes coming off the Gulf of Mexico, only to discover I hadn't packed enough warm clothing. ■ I was headed for Pico de Orizaba—North America's

third-highest mountain—to kayak on nearby rivers, and zipline and hike around the stunning 18,854-foot volcano, located about 120 miles west of the coastline. After exploring the mountain, I planned to snorkel in the blue waters of the gulf, enjoy the white-sand beaches, and feast on halibut and other local specialties. Even with my experience as a traveler, I forgot that high altitude usually means snow, even

when you are this far south. Luckily, the weather was warm, and our guide, Edgar Acosta of the outdoor company Safe Adventure helped us avoid frostbite by supplying parkas, snow pants, wool hats and gloves on the day my group hiked above the snow line on the mountain.

My Mexico trip reminded me once again of the importance of packing carefully for every contingency on a trip that

takes you far away from the convenience of urban centers. Today, all travelers, whether flying for business or for pleasure, are trying to reduce their amount of luggage. However, we still want to carry the appropriate clothing, whether we're going to dinner at a fancy restaurant or exploring the upper slopes of a volcano.

The following are some lessons I've learned about packing light, looking my best, staying comfortable and being prepared while traveling.

1. TAKE ONLY ONE SUITCASE. I mastered the art of light packing in 2007 during repeated trips to Italy to research a book. The experience taught me to limit myself to an inex-



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pensive carry-on "spinner" suitcase with four wheels. For those seeking a high-quality suitcase, I recommend one of the ultra-durable Rimowa Salsa models. I also pack a Deuter backpack with a thin Coach Legacy Weekend Signature Nylon Hippy shoulder bag, medicines, books, cosmetics, hairbrush, eyeglasses and camera equipment. When I reach my destination, I empty the Deuter backpack, which doubles as a computer case and overnight bag, and use it for hiking.

Before you start packing your carry-on, check the weather report for each stop. Then go over your activities. What will you need to look good and be comfortable? Bring attractive clothing that won't easily wrinkle, and make sure that the different articles of clothing go well together. If you need to cut back, start with toiletries. Most items can be bought in most countries.

Spread what you think you will need for your trip on the bed. Go through your items and throw nonessentials into a laundry basket. Those are rejects. Now start to pack. Test your suitcase periodically. If it's crammed, toss more things into the reject basket. While packing light is the goal, you can always pack a bigger bag and check luggage for your flight, if required.

2. BRING CLOTHING THAT FITS MULTIPLE

PURPOSES. I love Keen Newport H2 rubber-soled sandals. Ideal for kayaking and other watersports, they're designed for both sexes, come in bright colors and double as walking shoes.

Fellow travel writer Haley Shapley likes the flexibility of comfortable Champion running tights, which she wears on the plane. "You can dress them up or down, and they even look good at dinner," she says. Paris-based travel writer Casey Hatfield-Chiotti won't leave home without Lululemon yoga pants. For men, khaki slacks and dark jeans offer the same versatility.

3. USE ACCESSORIES TO LOOK YOUR BEST.

Recently, I completed a seven-day foodie tour of Costa Rica, carrying only one

bag. I had to look stylish night and day because I stayed in luxurious accommodations, including Hotel Grano de Oro and Finca Rosa Blanca Coffee Plantation Resort, in San José, and Arenas Del Mar Beachfront & Rainforest Resort located close to Manuel Antonio National Park.

To look upscale in those enchanting Costa Rican resorts, I simply added more dresses, some pretty cardigans and chic Aravon Sonia-AR medium-heeled sandals by New Balance. Sandals or sparkly flats take up little room, are kind to your feet and look better at dinner than flip-flops or running shoes. The same formula works well for cruises to Alaska.

Men will need a dark sports jacket and nice shoes to pair with slacks or dark jeans. Polo shirts or plaid button-downs will work with everything.

I also like to buy inexpensive hand-crafted jewelry I discover while traveling. It works as both a souvenir of the trip and a way to dress up my outfits. And, if you take the time, you can often make some great finds. In Costa Rica, I bought an exquisite and reasonably priced pink-stone necklace from a collection of jewelry made by local women artisans.

4. PLAN FOR THE COLD NO MATTER WHERE YOU'RE GOING. Airports and airplanes can sometimes be chilly. So can tropical paradises at night, especially at high altitudes or during storms. After my Orizaba experience, I always carry a lightweight Patagonia Nano Puff jacket, a stylish, compressible unisex garment that doubles as a pillow.

In Mexico, I had most of the right attire: prAna Bliss capri women's pants paired with Outdoor Research's colorful T-shirts for hiking, and a Gottex swimsuit, sarong and Chaco flip flops—lines available for both men and women.

For warmth, I brought ExOfficio's Vona Cardigan Sweater, paired with a rainproof but breathable Outdoor Research Reflexa jacket, REI's Sahara Convertible pants and Brooks Cascadia trail running shoes (a popular choice for Pacific Crest Trail trekkers). Although the clothes weren't adequate for hiking



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in the snow, they were perfect for lower-elevation adventures.

Another cold-weather item I like is the Marmot Variant vest, which has kept me warm in the Cascade Range and Yosemite National Park. I also suggest Outdoor Research's waterproof and breathable Clairvoyant jacket for women or the Revel jacket for men. The jackets are made of a soft Gore-Tex material that feels like cotton. If you are looking for warm undergarments, Outdoor Research makes unisex "base layers"—sleek, warm, quick-drying tops and tights for men and women.

5. EMBRACE NEW TECHNOLOGY. Modern high-tech fabrics are being used to make clothing that doesn't easily wrinkle and also can protect wearers from the sun and insects. "People are looking for clothing that serves multiple purposes," says Alexa Licata, a spokeswoman for adventure-apparel company ExOfficio. "That means you're going to pack light. You want to take clothes that are functional, good-looking, wrinkle-resistant and quick-drying. People also look for clothing that offers protection. Sun protection is a big factor, and, in some cases, people are looking for bug protection, especially on safaris."

For men, Licata suggests the light and breathable Minimo shirt, which offers UPF 50 sun protection. She recommends pairing the shirt with ExOfficio's quick-drying Nomad pants. She says women will like the breathable long-sleeve Percorsa shirt (UPF 30). It can be paired with the Camina skirt, which is very fashionable and offers sun protection. Women can also wear the skirt in the evening out to dinner.

Whether you are an experienced traveler or a novice, it's always important to plan ahead, travel light and look good. The more you travel, the easier it will be to choose functional, attractive and comfortable apparel. Your adventure awaits. It's time to get packing. ▲

Candace Dempsey is an award-winning journalist and author.



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2015 Jeep Renegade Latitude and Trailhawk Models.

Global Entry

By Bengt Halvorson

Jeep has come to symbolize that which is uniquely American—much like familiar brands such as Coca-Cola, Levi's and Harley-Davidson. ■ That's what a major New York branding research firm found last year, based on a poll of U.S. households. What's more, Jeep is an influential brand recognized around the world. ■ Looking back on its history, Jeep has a long list of classics—from Jeepsters, CJs and

Wranglers to Wagoneers, Cherokees and Grand Cherokees—that have all inspired generations of modern sport-utility vehicles here and abroad. Yet until this year, the brand hadn't paid as much attention as it could to this global recognition, or to two especially popular sport-utility market segments: what we call compact crossovers in the United States (vehicles such as the Honda CR-V, Subaru Forester and Ford Escape); and the growing class of subcompact crossover wagons (including the Kia Soul and Nissan Juke, or the upcoming Chevrolet Trax and Honda HR-V).

For those two segments, Jeep has a couple of all-new vehicles: the 2014 Jeep Cherokee, which began reaching dealerships last fall; and the 2015 Jeep Renegade, which will be in showrooms this fall.

Both of these new smaller Jeep models have global underpinnings, and are built with some mechanical components and expertise from Fiat, Jeep's cousin across the newly formed Fiat Chrysler Automobiles. Fiat completed its purchase of Chrysler, Jeep's longtime producer, this past January.

THE CHEROKEE is built on the Compact U.S. Wide platform, developed between Chrysler and Fiat, that is also the foundation of the Dodge Dart and Chrysler 200 sedans. And for those concerned about its pedigree: Much of the Cherokee's engineering and development was done here in the United States, and it's assembled in Toledo, Ohio, where Jeeps have been made for about 70 years.

Admittedly the new Cherokee has some

big shoes to fill. The original "XJ" Cherokees—introduced for 1984 and produced through the 2001 model year—were tough, yet economical. Their charming simplicity arguably shaped the future of sport-utility vehicles. They earned a loyal following, and evolved in the 1990s to become a popular family-vehicle choice.

This new model makes a clean break from its Liberty predecessor—which replaced the Cherokee in 2002—and brings back the Cherokee name. In a lot of ways, the Cherokee answers the needs of today's market, while also giving props to the success of the larger Grand Cherokee.

Jeep has in recent decades carried its models along two design tracks—one angular and chiseled (the Wrangler and Patriot), the other more contemporary and smooth. The new Cherokee definitely follows the latter, from the front wheels back. At first glance, it can seem surprisingly modern in its styling and details. That polarizing front-end design—with its multitier, three-lamp design and smooth, sculpted version of Jeep's seven-slot grille—is a completely new look for the brand. At the rear, it looks like a more compact companion to the Grand Cherokee, appearing like something chiseled yet smoothed-over.

Across the lineup, the new Cherokee has some impressive running gear. There's a choice between a 184-horsepower, 2.4-liter four-cylinder engine or a 271-hp, 3.2-liter V-6—with the latter, you can tow up to 4,500 pounds. In either case, the Cherokee has a new nine-speed automatic transmission that allows better on-the-road performance than you might expect—even from the four-cylinder engine—given this model's spacious interior that's good for five adults. The nine-speed permits a top gear that provides relaxed freeway cruising, and EPA fuel economy ratings that range up to 31 mpg on the highway.

Inside, the Cherokee takes after the luxurious Grand Cherokee, and pushes Jeep design in a more lavish direction, especially for a budget-minded vehicle

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such as this. It has lots of soft-touch surfaces, plenty of storage spaces for small items, and impressive Uconnect infotainment systems. On top models, Uconnect can be upgraded to an attractive 8.4-inch color touch screen with navigation and smartphone-app connectivity for streaming audio (Pandora, Slacker, Aha, and iHeartRadio). High-power (506-watt) Alpine audio, a power tailgate, a panoramic sunroof, remote start, dual-zone climate control, and soft Nappa leather upholstery and ventilated front seats are all included, or available, on the top-of-the-line Cherokee Limited.

The description could simply end there for many utility vehicles on the market, but the Cherokee's off-road ability is what really affirms the Cherokee's credibility as a Jeep. If you go for the Trailhawk model, you get skid plates, tow hooks, a lifted suspension and, of course, a more rugged look. Across the Cherokee lineup you can choose between front-wheel drive and four-wheel drive (with a Selec-Terrain system that has modes for Sand/Mud, Rock and Snow), but in the Trailhawk you can get a special Active Drive II system that adds a dual-range transfer case and a 56:1 crawl ratio.

ALL THAT LEADS directly to what characterizes the forthcoming all-new Jeep, the Renegade, as unique in the market. Even though this is also a small crossover vehicle—maneuverable, easy to park, fuel-efficient and good for the city by nearly any assessment—the Renegade is also "Trail Rated," meaning that it has passed certain minimum standards for traction, ground clearance, wheel articulation, maneuverability and water fording, which are all things necessary for going beyond gravel roads.

The Renegade will also be offered in Trailhawk guise, able to ford 19 inches of water and equipped with an Active Drive Low system, as well as upgrades such as skid plates, tow hooks, hill-descent control and all-terrain tires. The Renegade Trailhawk will also be lifted, with 8.1 inches of ground clearance, as well as different front- and rear-end lower-

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Puzzle on page 206.



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body details to achieve the impressive approach and departure angles that are necessary for off-roading. The Selec-Terrain system is also included in the Renegade Trailhawk, allowing you to choose between Sand/Mud and Rock modes, and a low 20:1 crawl ratio will aid control when negotiating challenging spots or extreme inclines.

That Trail Rated badge may give the Renegade some credibility with outdoors enthusiasts, but Jeep is also hoping the all-new version will attract young, city-dwelling buyers who want a small, manageable vehicle for the commute as well as weekend getaways for surfing or snowboarding.

That's more than an expectation drawn up by marketers. Jeep buyers, in general, expect to go off-road more than those who buy other crossovers and utility vehicles, and so both of these models offer 4WD confidence, as well as a high level of toughness built into the suspension and body structure.

ON A GLOBAL LEVEL, the Renegade is the model with which Jeep hopes to make waves where it hasn't before. It's a truly global model, developed mainly in Italy and the United States, and is slated to be the first Jeep ever to be built outside of the U.S., for the American market. We'll get ours from Melfi, Italy, although vehicles headed to some other parts of the world will be built in Brazil.

The Renegade, which was designed on some of the same underpinnings as the Fiat 500L (and upcoming Fiat 500X), will be sold in the U.S. with a 1.4-liter MultiAir turbocharged in-line four-cylinder engine, making 160 horsepower, or with a 2.4-liter Tigershark four, at 184 horsepower. The smaller engine actually makes more peak torque than the larger engine—184 pound-feet, versus 177 pound-feet, respectively—which makes the choice more of a toss-up. If you want a manual transmission, the 1.4T is the way to go.

At just 167 inches long, the Renegade is strictly subcompact in terms of space and maneuverability—that's many



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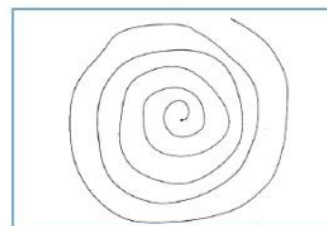
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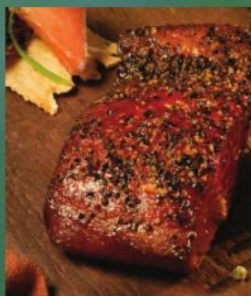




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inches shorter than four-door sedan versions of the Ford Fiesta or Chevrolet Sonic, for instance—yet it offers space inside for four adults (five, officially).

And despite the focus on trail toughness, Jeep has also paid attention to ride and handling. With strong four-wheel disc brakes, electric-boost rack-and-pinion steering, a Chapman-style independent suspension and Koni frequency-selective dampers, expect that this model won't sacrifice much in city performance.

Traditional off-road-oriented four-wheel-drive systems, in the past, came with a huge fuel economy penalty, but it's not nearly as pronounced here. In both of these new, modern Jeeps, the four-wheel-drive system has a "decoupled" mode that allows the rear wheels to be fully disengaged when you're cruising on the highway—thus running only as a front-wheel-drive vehicle and saving fuel.

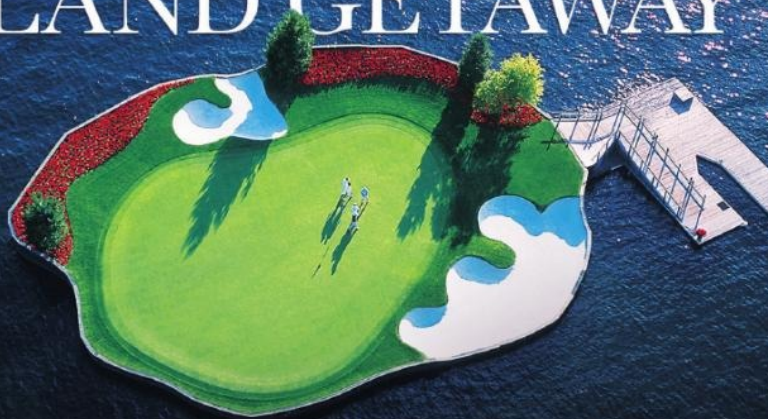
While Jeep is expecting to sell the Cherokee in Europe and other world markets, it's the Renegade that'll be a truly global product; although the Renegade will have different engines (including diesels) in some markets, it'll be essentially the same around the world.

LEVERAGED BY THE RESOURCES of engineering centers in Michigan and Italy, and supported by as many as 10 assembly plants around the world, Jeep is focused on becoming a global brand by 2018, according to Fiat Chrysler's most recent five-year plan. In the next two years, Jeep will replace the Patriot and Compass models with something positioned between the Renegade and Cherokee. And there are new versions of the Wrangler and Grand Cherokee in the works, as well as a three-row Grand Wagoneer.

When you get down to it, Jeep remains an American icon, but increasingly it's less about the past than about the present. The company has taken a brand with a remarkable history, and now made it relevant in a way that the world can appreciate. ▲

Bengt Halvorson is an automotive journalist living in Portland, Oregon.

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from page 45 almost two centuries ago.

"Can I dance a jig? Well, I try, but it's not pretty," Isaac laughs.

In 1973, a group of Native students at the University of Alaska Fairbanks discovered they were homesick. Spending the school year in Fairbanks, far from their home villages, they missed the musical gatherings they had grown up with. That was the genesis of the Festival of Native Arts, the annual mid-winter gathering that now draws thousands of celebrants to the Golden Heart City for three days of performances ranging from Iñupiat to Tlingit—one year a Cheyenne singer came thousands of miles to add his version of High Plains Indian song.

The theme this past February was "Sharing the Voices of Our Ancestors," and the kickoff open-mic portion allowed performers of all persuasions to participate.

"Sharing music and dance is an integral part of Native culture," says Cathy Brooks, UAF professor of Alaska Native Studies and Rural Development and longtime adviser to FNA. "It's wonderful to see."

It is indeed. Over the years I have marveled at the fiddle virtuosity of Bill Stevens, a Fairbanks resident who travels the world performing Athabascan-style reels and jigs.

I've been amazed by the ability of a young Tlingit performer in Huna to artfully (and loudly) mimic the call of a raven—"How'd I learn that? I practiced a lot while I was riding my bike to work; that way I wouldn't be embarrassed," Johan Hinchman says, grinning.

I've admired the profound transformation represented by a Haida/Tlingit dance group, whose two-nation makeup represents coastal peoples who two centuries ago were often at war—not sociable dance gatherings.

I've watched with appreciation as an Athabascan drum group called audience members to come up on stage and join in for the final number of a performance—drawing more than 40 people, ranging from young toddlers and teens

to 70-year-old elders.

I've heard *Mary Had a Little Lamb* and *Amazing Grace* in Athabascan. I've seen a drum group from Barrow that performed at President Barack Obama's inauguration. I've seen an Iñupiat dance that represents building an igloo—and a Yup'ik dance that represented the delights of ice cream. "The words translate to 'I scream, you scream, we all scream for ice cream,'" songwriter Sean Topkok told the audience.

"Well, OK, not really," he added, exemplifying the wry humor that is often an intrinsic part of Alaska Native performance arts.

Finally, after celebrating ice cream, I was summoned to do what everyone is called to do at a Native performance—take part. Topkok reprised the igloo-building song, and the men in the audience were invited to stand and perform the motions that represent cutting and stacking the blocks. We swept our hands from low to high, to the beat, demonstrating our strong arms. Did I say, on the beat? Yes, on the beat, I stamped my feet, swept my arms, stacked the blocks. I sat down five minutes later warmed by the effort of the athletic dance and the embrace of the occasion.

"We are ambassadors of the human race in the sense that all of us are," Philip Blanchett says of Pamyua, "and humor, song, dance and spirit are our expressions of this."

Allison Warden, who has performed around the world, believes her artistic themes reach far beyond Iñupiaq tradition, but are completely grounded in it.

"I like to think of myself as a dream of my ancestors—and now I'm living that dream," Warden says.

And for we who watch—and join in—it's not a dream at all. ▲

Eric Lucas is a contributing editor.

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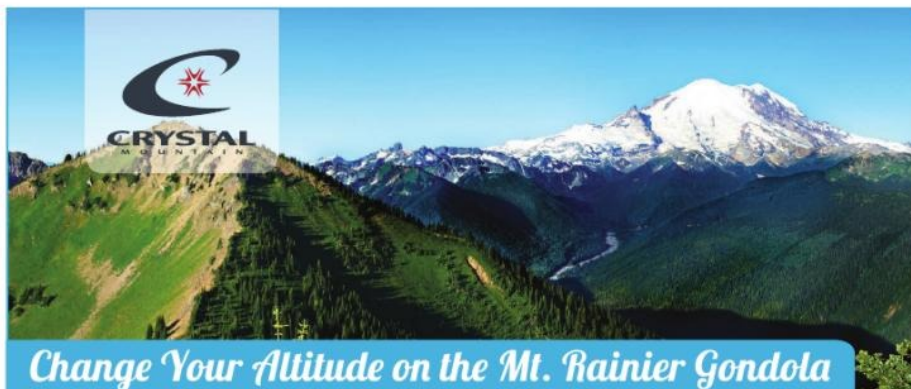
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defiantly into the Pacific; shallow bays shine green; and deeper waters glow blue. Along with the usual "flightseeing" trips, you can slow things down by getting aloft in a glider or hot-air balloon.

North Shore O'ahu, Hawai'i. Let's get one thing straight: Soaring looks a lot more like a graceful slow ride when you're watching it from the ground. A couple of thousand feet in the sky, not so much. Here, it is exhilarating—just a tiny cockpit bubble

between you **Dillingham Airfield**

and the sky-high scenery.

So why not make that

scenery

Hawai'i? With Honolulu Soaring (honolulusoaring.com), based at Dillingham Airfield on the North Shore, the whoosh of air replaces the whine of an engine as your pilot detaches from the tow plane and cruises on the air currents. You'll glide past the cliffs of O'ahu's Wai'anae Mountains and over the famed surf beaches, soaring like a seagull.

HNL

30 miles



ALCAN BUILDERS, INC.

GENERAL CONTRACTORS SINCE 1981
907.456.1383 FAIRBANKS, ALASKA

When Brown Jug Liquor stores wanted a brand-new facility in Fairbanks,

they wisely selected a local experienced team – general contractor **Alcan Builders** and design firm **USKH Inc.** – for the design-build project. Despite challenges of an unseasonably long winter and numerous mid-project changes, Alcan had the 14,000-square-foot project completed ahead of schedule for a pre-Thanksgiving 2013 opening.



Construction in Alaska's unique subarctic conditions requires a skillful, experienced contractor. If you are thinking of constructing a facility in a climate such as Fairbanks with temperature swings of -60 to plus 90,

call Alcan Builders.

Sonoma County, California. Some things become iconic for a reason. Hot-air balloons and the rolling tapestry of Sonoma County wine country just seem to go together. The balloon serenely drifts along with the whim of the wind, floating over striped squares of vineyards, elegant wineries, the meandering Russian River—perhaps even drifting near the redwood forests or the rough edge of the Pacific. Wine Coun-

try Balloons (winecountryballoons.com) was one of the originals and knows how to do it right. It has access to multiple launch sites, keeps groups small, and ends the morning with a brunch and a glass of bubbly—an elegant ending for any slow-ride adventure. ▲

STS

7 miles

Santa Rosa, CA

PROMOTING RESPONSIBLE GROWTH IN
ALASKA'S GREAT INTERIOR FOR 31 YEARS

Tina Lassen is a freelance writer living in Hood River, Oregon.



DISCOVER ALASKA AIRLINES FEATURES & AMENITIES

We know why you travel. It's not just to get somewhere. It's to learn, to explore and experience new things. It's to see the world from a fresh perspective. Not just to pass time, but to live life fully. That's what Designed to Explore™ is about. It's why we put time and attention into dozens of different aspects of your flight. Throughout this section, and your flight, you'll experience things we've designed to make your trip better, richer and easier.



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Discover what Alaska Airlines can offer you

MILEAGE PLAN Easy sign-up at alaskaair.com/mileageplan.

WHERE YOUR MILES CAN TAKE YOU



Starting at 7,500 miles (one way) anywhere within one state, including Alaska, California, Oregon and Washington.



Starting at 12,500 miles (one way) or 25,000 (round trip) Fly anywhere Alaska Airlines flies in continental U.S. and Canada.



Starting at 17,500 miles (one way) or 35,000 miles (round trip) to Mexico.



Starting at 20,000 miles (one way) or 40,000 miles (round trip) to Hawai'i.



Money and Miles Awards
Reduce the price of your ticket by up to 50% while still earning Mileage Plan™ miles.



Partner Airlines
Redeem your hard-earned miles with any of our 15 airline partners and travel to over 700 destinations worldwide.

HOW TO GET THERE



Earn flight miles on Alaska Airlines and all our airline partners.



Purchase onboard products, vacation packages or tickets for travel on Alaska Airlines, or send shipments with Alaska Air Cargo, using the Alaska Airlines Visa Signature® card, Alaska Airlines Platinum MasterCard® and Alaska Airlines Visa® Business card.



Purchase an Alaska Airlines Vacation package at alaskaair.com. Receive an automatic 1,500 Bonus Miles, your actual miles flown and triple miles on every dollar spent with an Alaska Airlines Visa card. Choose from more than 75 destinations and 5,000 hotels.



Sign up for the Alaska Airlines Visa Signature® card. Earn 25,000 miles when you are approved for the card. Plus earn triple miles on Alaska Airlines purchases and one mile per dollar spent on everyday purchases made with the card. Also, receive a Coach Companion Fare every year.*



Rent a car, buy flowers or go out to dinner and earn Mileage Plan™ miles with our many non-airline partners.



ALASKA AIRLINES VISA CARD

*Yearly Coach Companion Fare from \$118 (\$99, plus taxes and fees from \$19). For every dollar you spend with your card, you'll earn one Bonus Mile. Ask a flight attendant or visit alaskaair.com for details.

AIRLINE PARTNERS—TRAVEL THE WORLD ON YOUR WAY TO ELITE STATUS

Mileage Plan Miles earned on all our international partners will count toward elite status qualification. Travel throughout the world on the following partners while earning miles and elite status in the Mileage Plan Program.

American Airlines

DELTA

FIJI AIRWAYS

Emirates

BRITISH AIRWAYS



CATHAY PACIFIC

AEROMEXICO

AIRFRANCE

KOREAN AIR

KLM

LAN

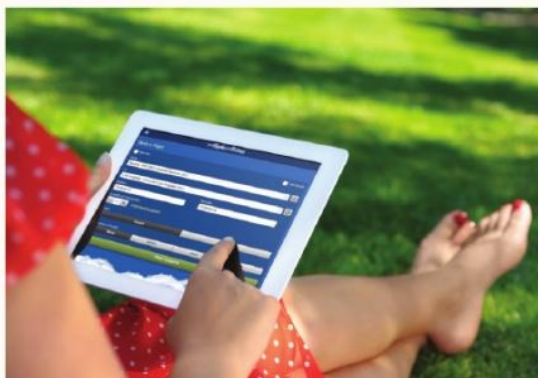
Ravn ALASKA
KODENUT THE ALASKA

PenAir
THE SPIRIT OF ALASKA

*Not applicable for international Elite Qualifying Miles.

START EVERY TRIP AT ALASKAAIR.COM

Sign up for the Insider Newsletter to receive great travel deals and information.



On alaskaair.com, you can:

- Always find the lowest fares, guaranteed
- Plan and book your flight, car and hotel
- Purchase, change or cancel and redeem miles
- Check in and print boarding passes
- View Mileage Plan activity and access My Account

Access to alaskaair.com is free on flights with Inflight Wi-Fi.

WE'RE MOBILE

We constantly work on new features for our iPhone and Android apps and our mobile site, m.alaskaair.com. Get the app or visit the site to:

- Purchase tickets
- Track your trip details
- Access Mileage Plan information
- View and change seat assignments
- Check in and access your mobile boarding pass



FLIGHT STATUS ON THE GO

If you have a flight scheduled to depart in the next 24 hours, use the mobile phone listed in your reservation to text MY FLIGHT to 252752 (ALASKA), and we'll send you up-to-the-minute flight status. Or use any mobile phone to text a flight number to 252752 for flight status.

Message and data rates may apply.

JET TEXT MOBILE CLUB

Text ALASKA to 44227 to receive text alerts on our deals and offers.

Message and data rates may apply. Maximum of four messages per month. Text HELP to 44227 for help. Text STOP to 44227 to opt out. Terms and Conditions at <http://bit.ly/1hUeTdd>.



LET'S BE SOCIAL

Connect with us on Facebook and Twitter.



MVP, GOLD AND 75K STATUS

We know what it takes to be a road warrior, so the more you fly with us, the more we can take care of you and make your experience as comfortable as possible.

Gold and 75K benefits include:

- Unlimited complimentary upgrades
- Express security lines
- Initiation fee waived for Board Room membership
- Bonus Flight Miles
- One complimentary alcoholic beverage per flight

Elite status level miles/year:

MVP	20,000
MVP Gold	40,000
MVP Gold 75	75,000



BOARD ROOM

Become a Board Room member or purchase a One-Day pass for access to our award-winning airport club rooms. Enjoy complimentary snacks and adult beverages, private workstations, free Wi-Fi and our personalized service.

ONBOARD AMENITIES



For Purchase \$6 USD

Miller Lite
Budweiser
Sauza Tequila
Dewar's White Label Scotch
Jack Daniel's Black Label
Crown Royal
Baileys Irish Cream

Premium Liquor \$7 USD

Sun Liquor Vodka
Sun Liquor Gin
Sun Liquor Rum
Crater Lake Hazelnut Espresso Vodka
Courvoisier Cognac

Complimentary

Coca-Cola, Coke Zero, Diet Coke
Sprite, Sprite Zero & Fanta Orange
Seagram's Ginger Ale, Seltzer & Tonic
Athena® Bottled Water
Juices: Orange, Tomato, Cranberry, Apple and our special blend of Passion, Orange and Guava*
Bloody Mary Mix
Tazo® Awake® black tea
Tazo® Wild Sweet Orange herbal infusion (caffeine-free)
Proudly serving Starbucks®
Pike Place® Roast

Premium Wine \$7 USD

Canoe Ridge Exploration Merlot
Canoe Ridge Exploration Pinot Gris



Premium Beer \$7 USD

Alaskan Summer Ale
Corona (to/from Mexico)
Kona Longboard Island Lager
(to/from Hawai'i)



The Meals & Snacks card in your seatback pocket displays all our food and beverage options.

Beverage service may vary due to time of day and flight-segment time limitations. Items limited and based on availability. Individuals must be 21 years or older to consume alcoholic beverages. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

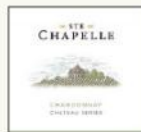
* On flights to Hawai'i only.

FIRST CLASS

Passengers seated in First Class are always treated to our special brand of customer service. Enjoy our distinctive menus, a dedicated flight attendant, a convenient lavatory and complimentary use of an Inflight Entertainment Player when available.

WINES OF THE MONTH

First Class passengers enjoy fine wines from West Coast vineyards. This month, we're pleased to feature the wines below.



Ste Chapelle Chardonnay Washington

This crisp Chardonnay is fruit-forward with notes of apple blossom and vanillin oak.



House Mountain Merlot Washington

Cocoa powder and black currant is the aroma of this awesome wine. It is so smooth it gives velvet a run for its money.



ARTISAN QUALITY
FOOD & BEVERAGES



ONBOARD RECYCLING

Please join our effort to reduce our environmental footprint by separating recyclable paper, cardboard, plastic, glass and aluminum, and passing these items to flight attendants for recycling. Thank you.

INFLIGHT ENTERTAINMENT

Put Hollywood in the palm of your hand

Enjoy our portable inflight entertainment system, including more than 50 movies, plenty of TV shows, sports, music, discounted Internet access and more.



BLOCKBUSTER HITS



Captain America: The Winter Soldier

PG13; 2:16 (available with English subtitles)
Steve Rogers, aka Captain America, is living quietly in Washington, D.C., when a colleague comes under attack. Steve joins forces with Natasha, aka Black Widow, and the Falcon to battle a powerful enemy—the Winter Soldier.



The Grand Budapest Hotel

R—edited; 1:39
The adventures of Gustave H, a hotel concierge, and Zero Moustafa, the lobby boy, involve the theft of a priceless painting and the battle for a family fortune—set against the backdrop of a dramatically changing continent.



Winter's Tale

PG13—edited; 1:58 (available with English subtitles)
Set in a mythic New York City and spanning more than a century, *Winter's Tale* is a story of miracles, crossed destinies and the age-old battle between good and evil.



Rio 2

G; 1:45
Rich with grand character, color and music, *RIO 2* finds Jewel, Blu and their three kids leaving their domesticated life for a journey to the Amazon, where they encounter a menagerie of characters born to be wild.



Veronica Mars

PG13; 1:47
On the eve of graduating law school, Veronica Mars has put Neptune and her amateur sleuthing days behind her. Then she gets a call from her ex-boyfriend, Logan, accused of murder, and Veronica finds herself being pulled back into a life she thought she had left behind.



The Secret Life of Walter Mitty

PG; 1:54 (available with English subtitles)
A daydreamer escapes his anonymous life in a world of fantasies. When his job is threatened, Walter begins a journey more adventurous than anything he's imagined.

MORE THAN 50 POPULAR MOVIES

- Adventure
- Comedy
- Drama
- Romance
- Oscar Winners

NETWORK AND PREMIUM TV

- 20 Network Favorites
- House of Cards
- The Newsroom
- TV About Movies
- How I Met Your Mother
- Big Bang Theory
- Justified
- Dexter
- The White Queen
- Broadchurch



MORE

- Music & Music Videos
- Discover Hawai'i
- Sports
- Health
- Discover Alaska
- Internet Access (\$7.95)

PRICING

- Flights scheduled 4.5 hours or longer: \$10 onboard
- Flights scheduled 3.5–4.5 hours: \$8 onboard
- Reserve at alaskaair.com 24 hours prior to departure
- Complimentary—First Class on flights scheduled 3.5 hours or longer

INFLIGHT WI-FI



Gogo® Inflight Internet is available on nearly all Alaska Airlines 737 aircraft, including all aircraft flying transcontinental routes. With Gogo you can

- Surf the Web, check email and access social media sites such as Facebook and Twitter
- Access your VPN
- Enjoy free access to alaskaair.com

In the air or on the ground, visit gogoair.com for flexible pricing options. Flight attendants will indicate when Gogo is available.

* Gogo Inflight Internet is not available on flights to/from Hawaii or when aircraft are flying over Mexico.

U.S., HAWAII AND MEXICO

Alaska Airlines is proud to serve more than 90 locations throughout the United States, Canada and Mexico. We serve many other cities with our codeshare partners, American Airlines, American Eagle, Delta Air Lines and Delta Connection.

On routes that require a connection to one of our partners, we strive to ensure a smooth transition, which includes the ease of purchasing your ticket with just one call or a visit to alaskaair.com, taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

What's more, all our codeshare partners are also Mileage Plan partners, allowing generous opportunities to earn Bonus Miles. And with reciprocal elite-status benefits, you can enjoy several enhancements to your journey. Learn more at alaskaair.com.

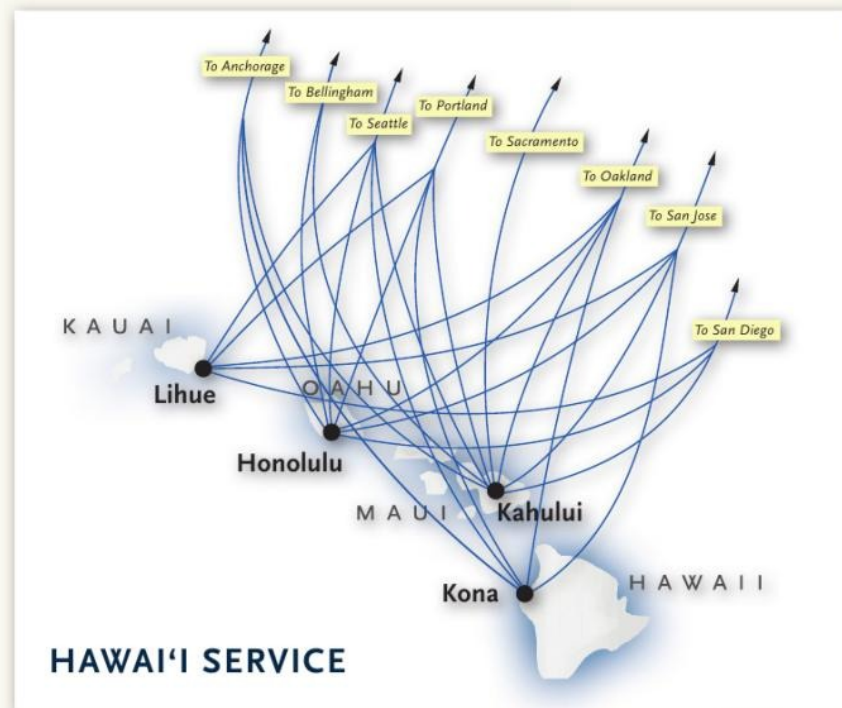
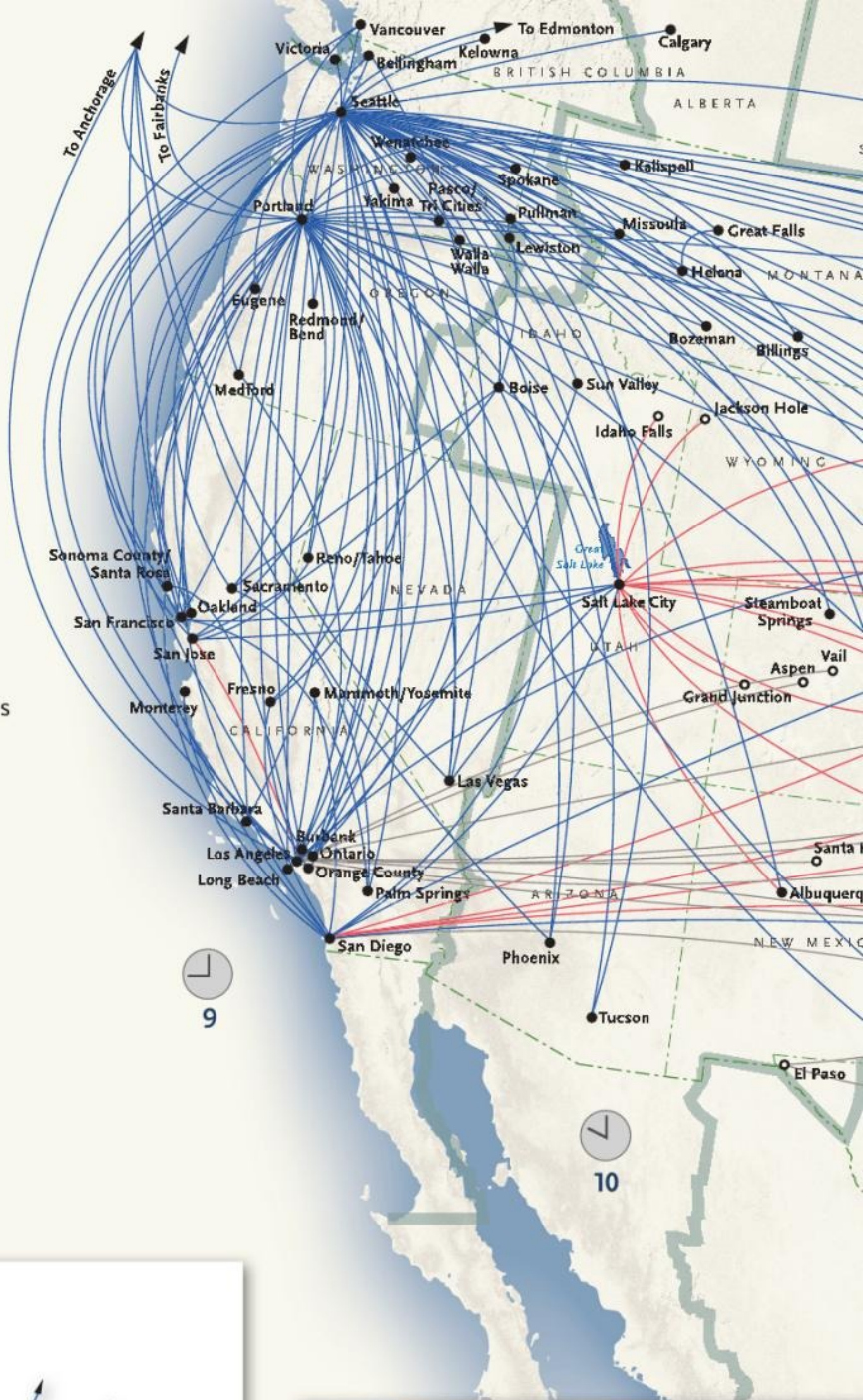
LEGEND

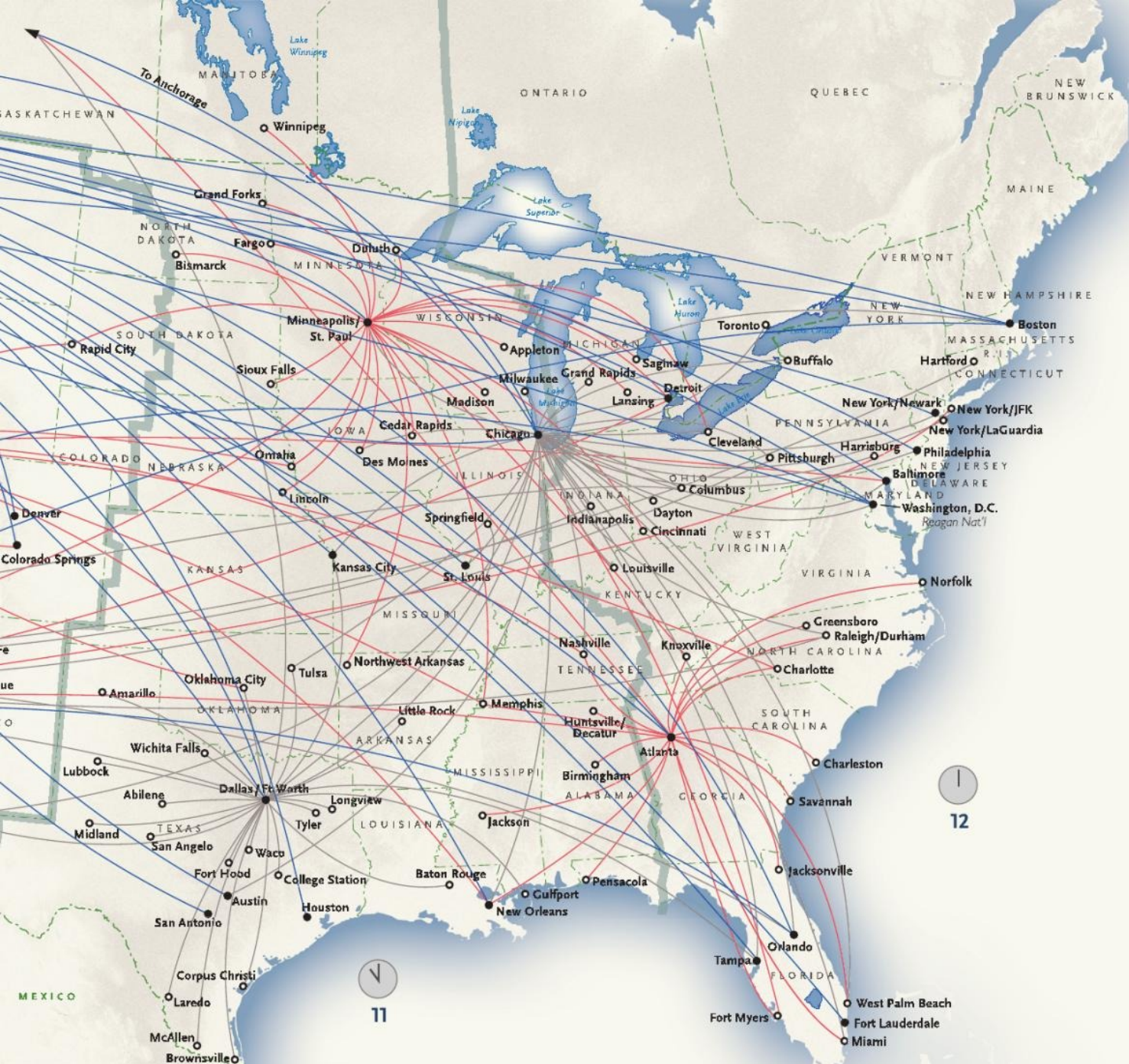
Routes served by:

-  Alaska Airlines
-  American Airlines
-  DELTA

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

Some routes shown operate seasonally.





U.S. MILEAGE

Between	Mileage
Seattle &	
Boston	2496
Denver	1024
Fort Lauderdale	2697
Honolulu	2677
Los Angeles (LAX)	954
New York City/Newark	2401
Orlando	2553
Phoenix	1106
San Francisco	678
Washington, D.C.	2306
Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	550

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket.

UPCOMING NEW SERVICE

Route	Service Begins
Seattle-Baltimore	September 2, 2014
Seattle-Detroit	September 4, 2014
Seattle-Albuquerque	September 18, 2014
Portland-Los Cabos	November 3, 2014
Portland-Puerto Vallarta	November 4, 2014
Seattle-Cancun	November 6, 2014

ALASKA



ALASKA MILEAGE

Between	Mileage
Anchorage &	
Cordova	160
Kodiak	252
Fairbanks	261
King Salmon	289
Dillingham	329
Bethel	399
Nome	539
Kotzebue	549
Juneau	571
Prudhoe Bay	627
Ketchikan	776
Dutch Harbor	792
Seattle	1448
Portland	1542
San Francisco	2045
Los Angeles	2375
Honolulu	2776
Chicago	2847

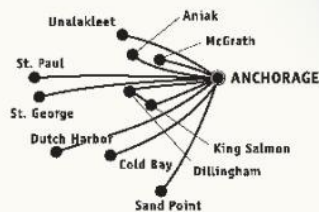
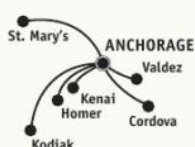
Between	Mileage
Fairbanks &	
Barrow	503
Seattle	1533
Chicago	2785
Between	Mileage
Juneau &	
Sitka	95
Petersburg	123
Yakutat	199
Ketchikan	235
Seattle	909
Between	Mileage
Ketchikan &	
Wrangell	83
Sitka	185
Juneau	235
Seattle	679

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

Some routes shown operate seasonally.
† Dutch Harbor–Anchorage service operated by PenAir.

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.





Amy, Customer Service Agent, San Francisco

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente

- Quioscos de registro del aeropuerto
- alaskaair.com/español
- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

OUR BAGGAGE SERVICE GUARANTEE

We're proud to offer a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a \$25 Discount Code for use on a future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See alaskaair.com for full terms and conditions.



A NEW WAY TO GIVE FEEDBACK

Visit alaskalistsens.com at any point in your journey

Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistsens.com from any device to take a fast, two-minute survey—



even inflight, where access to alaskalistsens.com is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at alaskalistsens.com.

OUR FLEET

Alaska maintains a fleet of more than 125 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, featuring sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



B737-900/900ER



B737-800



B737-400F



B737-400C



B737-400



B737-700



Bombardier Q400
Operated by Horizon Air



Bombardier CRJ-700
Operated by SkyWest Airlines

HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



Chicago O'Hare International Airport (ORD)



Los Angeles International Airport (LAX)



Seattle/Tacoma International Airport (SEA)



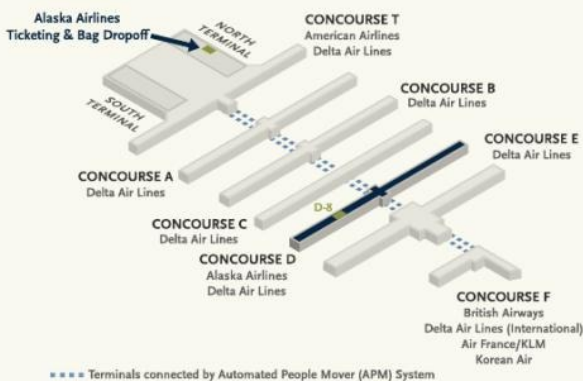
Portland International Airport (PDX)



San Francisco International Airport (SFO)



Atlanta International Airport (ATL)



Helpful tips upon landing at SFO from Mexico:

- If necessary, clear all checked baggage through U.S. Customs.
- After clearing Customs, exit to the right through sliding glass doors.
- Pack all duty-free liquids securely in your checked baggage to avoid confiscation by the TSA. Then recheck your baggage with an Alaska Airlines Customer Service Agent at the baggage recheck point in the San Francisco International Terminal.
- Proceed directly down the hall and turn left to the connecting hallways leading to Domestic Terminal 1.
- Continue in the same direction and turn right at the signs for Gates 20-36: Alaska Airlines uses Gates 20 and 22.
- Average time from landing to Gate 20 is 40 minutes.

Datos de ayuda a su llegada de México a San Francisco:

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.
- Empaque seguramente todos los líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal Doméstica 1.
- Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterriza, es de 40 minutos.

CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

Las formas de Aduana y Migración son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se proporcionan a continuación. Las formas completas serán presentadas en la Terminal Internacional.

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

- One form per person or one per family with same address
- Lines 5, 6—If not using a passport, leave these lines blank
- Line 9—Enter "AS" for Alaska Airlines
- Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6—Si no tiene pasaporte, deje esta sección en blanco
- Línea 9—Use "AS" para Alaska Airlines
- Firme en la "X"

TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

- One form per person or one per family with same address
- Section 6—It is not necessary to declare medicine for your personal use

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Sección 6—No es necesario declarar sus medicamentos de uso personal

FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México

FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico

FEM PARA MEXICANOS

¿Quién debe completar esta forma?

Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

Datos de ayuda

- Complete una forma por persona. No olvide firmarla.
- Seleccione la opción "Entrada a México".
- En la línea 5 escriba el tipo y número del documento que usará como identificación.

MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669
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from page 90 on carbon footprint reduction and social initiatives.

At REI, Myers says, "We are big believers in being as rigorous in environmental accounting as we are in financial accounting." And, following the axiom that what gets measured gets managed, REI has used a triple-bottom-line system to uncover areas for improvements as a key to long-term success.

Seattle-based Starbucks is another company that sets ambitious goals and marks progress with public reporting. On one front, the company has targeted a 25 percent reduction in water usage (from a 2008 baseline) by 2015. And the company is on its way to this goal, with a 21 percent reduction so far, says Director of Environmental Impact Jim Hanna. Hanna credits the progress in water use to increased training and upgrades to more-efficient equipment throughout Starbucks stores.

Transparency also helps companies such as Starbucks stick to sustainability goals, says Hanna. "We believe that true leaders set ambitious, external-facing targets," he says. "It's a challenge to open your stretch goals to the public. But it's also one very effective way for companies to hold themselves accountable to making real progress. We believe in leading our industry, not just ourselves."

Due to Starbucks' global scale, seemingly small improvements can have large impacts. As an example, enabling customers to recycle paper cups has been a fundamental sustainability issue for Starbucks—and a big challenge. "Our white cups are an icon of the company," says Hanna. "Our customers expect us to take the lead for the entire industry in finding sustainable end-of-life recycling solutions for our cups."

The trouble is that recycling capabilities are hyperlocal. "What you can recycle in Seattle is different from Portland or Bellevue," Hanna says. He hardly needs to point out that there is even more variability in recycling across the nation and across the 64 countries where Starbucks' 20,519 stores are located.

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"It was a challenge we wanted to take on," Hanna says. "So we put a stake in the ground, announcing we would attempt to declare our cups recyclable by 2015." At the beginning of its campaign to increase recycling, in 2008, 5 percent of Starbucks locations had in-store recycling. The campaign involved collaborating with competitors, supply-chain members, recyclers, legislators and activists. Today, 39 percent of Starbucks company-owned stores have

FERMENTING SUSTAINABILITY

Andy Kline, communications manager at Juneau's Alaskan Brewing Company, says that people from Alaska feel a special responsibility to take care of their state's natural beauty. Juneau, though, presents a geographical challenge for businesses: "You can only reach Juneau by boat or plane," Kline says, "unless you're a really aggressive hiker."

This access limitation has encouraged the company, which produces the Summer Ale now being served on Alaska Airlines, to become self-reliant. Most breweries import big tanks of carbon dioxide for carbonating beer, bottling it and cleaning out



tanks. But brewing also produces CO₂ through fermentation. "Most places just let that go," Kline says, "but we thought, we're producing CO₂, and we need CO₂. What if we captured that?" In 1998, Alaskan became the first U.S. craft brewery to have a CO₂-recovery system.

Most breweries also ship spent grain left over from the brewing process to dairy farms or ranches for livestock feed. Around Juneau, Kline says, "we're cow-poor." In 2013, the company installed a boiler that uses spent grain as fuel to power its own operations. "The more beer we make," Kline says, "the more energy we can make."

—E.G.

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"We have a long way to go, but we're excited about the progress," says Hanna.

Sustainability efforts are also important to Starbucks for recruiting employees. Hanna notes that the average age of a Starbucks employee is 26.

"Today's young people are very values-driven in how they determine where to work," says Hanna. "If we can't align with what our potential partners (employees) are passionate about, they'll look elsewhere."

By setting ambitious goals, making them public, and following through on them, Starbucks has found opportunity in sustainability efforts that continue to help the company as an employer—and as a brand.

The manufacturing company Zidell recently found opportunity to create value and achieve social and environmental goals with changes happening near its Portland-area shipyard. In the early 2000s, the Portland Aerial Tram, high-rise condominiums, and Oregon Health Science

University facilities were built in Zidell's formerly heavy industrial neighborhood along the Willamette River just south of downtown. Zidell recognized a chance to meet demand for eco-conscious development—while simultaneously making better use of space it owned and improving the environment of its own backyard.

"We've been here from the get-go, we plan to stay here, and we want to make it a nice place," says Charlene Zidell, who runs the company's sustainability operations, and whose grandfather moved the company here he started to its current site in 1930.

The company has since developed The Emery, a 118-unit apartment building that is under review for LEED green-building certification. The development features a 9,300-square-foot eco-roof, planted with grasses and succulents; heat-retaining windows and low-flow toilets; and other environmental-design elements. Eventually, Zidell's 33-acre riverfront site will feature more residential and office development, as well as public river access.

The green development represents a significant change for the family business that employs 75 in barge-building and another 150 in its industrial-fittings operation. Before it could develop its available real estate—the largest undeveloped site in the city—Zidell went through many years of environmental review and remediation to address the effects of 100 years of industry. In one project, the company planted more than 15,000 shrubs and trees.

"Some of it was ours, and some of it was not," says Zidell's corporate secretary, Larry Richards, of the past industrial impact on the site. "Still, we dealt with it."

Zidell considers her family's company "the original recycler" because of its history in ship dismantling and industrial salvage, primarily after World War II. With the development of the site called Zidell Yards (which houses The Emery and will house future green buildings), the company is "recycling" an industrial area into a new and potentially lucrative part of Portland's celebrated waterfront.

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Hewlett-Packard, the multinational Silicon Valley-based technology giant, has also shown that it pays attention to opportunities in the places it operates, and that it makes progress on its social and environmental goals through its strengths in business and tech innovations.

Starting around 2010, the company's head of operations began spending a lot of time in China and noticed patterns of worker migration in the country, says the company's chief progress officer, Gabi Zedlmayer. The

people who made some of HP's products had to move from inland homes to coastal manufacturing centers. "They were not well," says Zedlmayer, who runs the company's Living Progress program. "They had a high level of stress, being away from their own families, cultures and dialects. Migration had taken them away from life as they knew it."

So, HP worked with the Chinese government to build a factory in the inland city of Chongqing. In the process, Zedlmayer says, "we discovered the old Silk Road."

Instead of moving products east from China by ship or plane, HP shipped them west, by rail, to distribution centers in Germany. Shipping by rail was much faster and more efficient, Zedlmayer says. HP took the work to the workers and improved its distribution network at the same time.

Chris Librie, senior director of HP's sustainability programs, says that this project, "shows how the triple bottom line can really come together—from human, to economic, and then to environmental. Where we really nail the three, we feel that's knocking it out of the park."

Librie points out that the competitive edge from sustainability extends to customers, too. "When things are equal, our customers will choose the company with better sustainability credentials. That's important to them and their reputations."

For companies that do it well, creating—and sustaining—triple-bottom-line systems can be a path to overall, long-term success. By setting inspirational goals, engaging employees, embedding sustainability in company culture, monitoring metrics, watching for new eco-friendly business opportunities, using innovation, and investing in infrastructure where necessary, companies create lasting value for their brands as well as their bottom lines.

Rather than start a feel-good exercise that gets dropped at the first economic downturn, leaders in sustainability find ways to make their social, environmental and financial operations support one another. For companies such as New Belgium, REI, Starbucks, Zidell and Hewlett-Packard, the three spheres don't need to compete—they work together holistically. The result is better for people, the planet and performance.

"That's the place to get to with sustainability," says HP's Librie. "It really should be something that unlocks the future growth of the company." ▲

Eric Gold is a Portland-based freelance writer.

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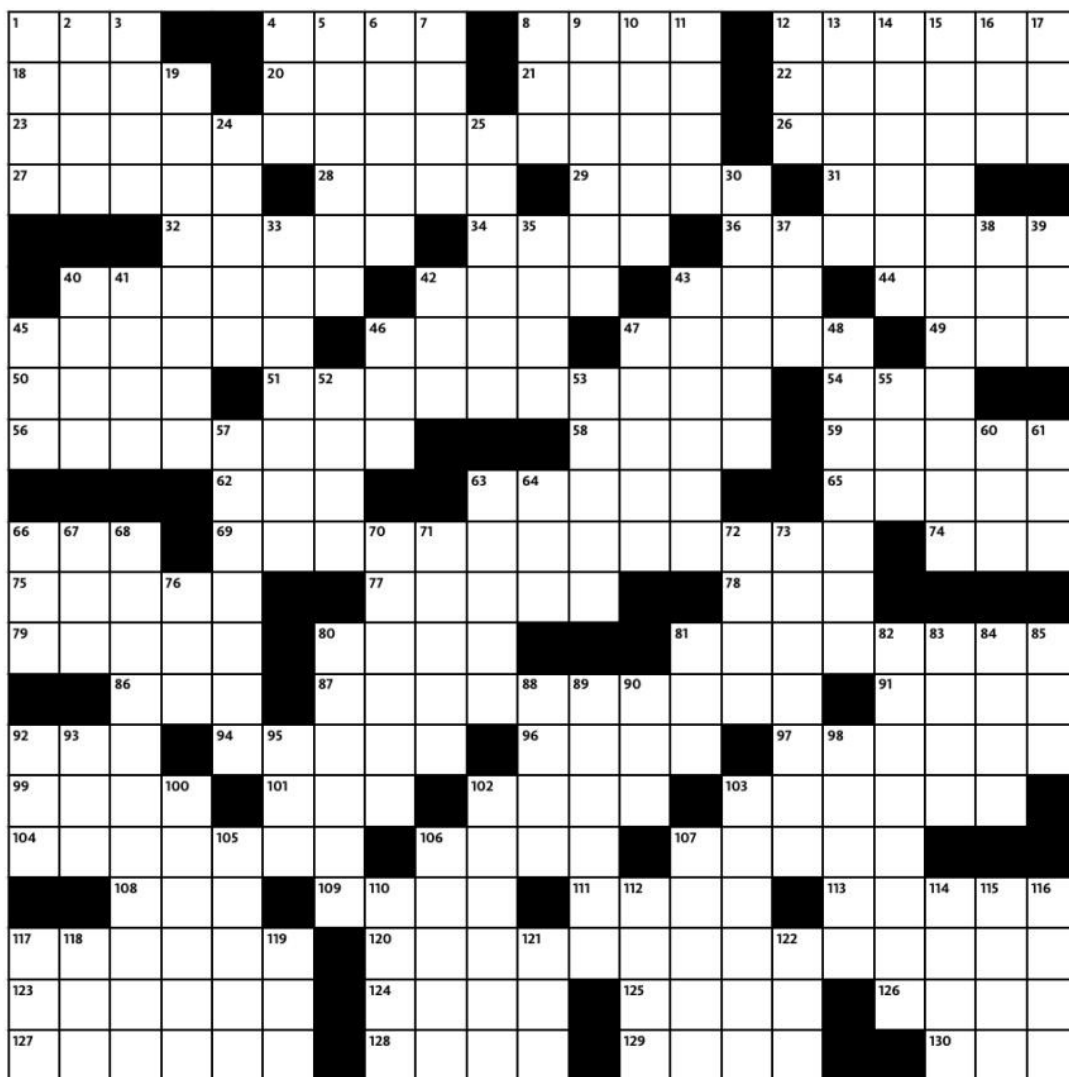
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ACROSS

- 1 Roll of cash
 4 ___ Bede
 8 Actress Olin
 12 Dome
 18 Double curve
 20 Make over
 21 Radar-screen image
 22 Egyptian god
 23 Certain flowers
 26 Vegetable dishes
 27 *Divine Comedy* writer
 28 Head: Fr.
 29 Ode
 31 ___ rummy
 32 Star in the Big Dipper
 34 Curd's companion
 36 Emma Peel, for one
 40 Straight
 42 Pope ___ XII
 43 Three: pref.
 44 Actor Richard ___
 45 Wisconsin athlete
 46 Suspended
 47 Pith helmet
 49 Expert
 50 Pitcher Hershisier
 51 Former Miami stadium
 54 New Guinea port
 56 Strategy
 58 Parasites
 59 Queried
 62 Above, in verse
 63 ___ Lumpur
 65 Fine china
 66 Menagerie
 69 Frozen dessert
 74 Compass dir.
 75 Kitchen tool
 77 Roof edges
 78 Here, in Dijon
 79 Slope
 80 Indonesian island
 81 *Enter the Dragon* star
 86 Negative responses
 87 Fizzy fruit beverage
 91 Twirl
 92 High-school subj.
 94 Biblical weeds
 96 *French Kiss* star
 97 Hagman series
 99 Fortune-teller
 101 Owned
 102 Regretted
 103 Colorful tropical plant
 104 Large purse
 106 Mongolian desert
 107 Column style
 108 Chicken ___ king
 109 Coup d' ___
 111 ___-do-well
 113 Bewildered
 117 Log homes
 120 Treat on a stick
 123 Cheerful
 124 Do ___ others ...
 125 Unaccompanied



- 126 Coconut fiber
 127 Type of lure
 128 Bound
 129 Fawn's father
 130 Chinese religious principle

DOWN

- 1 Timber
 2 Taj Mahal site
 3 Senior member
 4 *You ___ So Beautiful*
 5 One who owes
 6 Psychologist Alfred ___
 7 Debatable
 8 Weight units: abbr.
 9 Runs off to marry
 10 Spock portrayer
 11 Church section
 12 Lettuce variety
 13 Custom
 14 Building support
 15 Tea variety
 16 Cap
 17 Donkey
 19 Snarl
 24 Certain cosmetic
 25 Stitching
 30 Christie detective
 33 Christmas singer
 35 Mammoth
 37 Compete
 38 Go astray
 39 Antique car
 40 Zhivago's love
 41 Same as before
 42 Play on words
 43 Wrecker
 45 Swamp
 46 Solo of *Star Wars*
 47 Transparent cloth
 48 Stretchy
 52 ___ avis
 53 Blues
 55 Cleopatra's snake
 57 Least acceptable
 60 Sullivan and McMahon
 61 Actress Ruby ___

- 63 Basketball's McHale
 64 Employ
 66 Goal of some ecologists: abbr.
 67 Rower's need
 68 Certain cat color
 70 Approached
 71 Festive parties
 72 Peacock, e.g.
 73 Tokyo's land
 76 Tokyo's former name
 80 Medicinal plant
 81 Rock's ___ Jovi
 82 Varied
 83 Dilly
 84 Periods of time
 85 Chicago trains
 88 Root around
 89 Watching
 90 Unhappy
 92 Hour, in Baltimore
 93 New: pref.
 95 Cry of triumph
 98 Pseudonym

- 100 Comfort
 102 Spin
 103 Ring around the moon
 105 Trite
 106 Bouquet ___
 107 Terminal
 110 Promote
 112 Morays
 114 Glasgow native
 115 Lamb's pen name
 116 Air: pref.
 117 Cow's chew
 118 Spring month: abbr.
 119 Pig's home
 121 Doze
 122 Wooden pin

SOLUTION ON PAGE 180.

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