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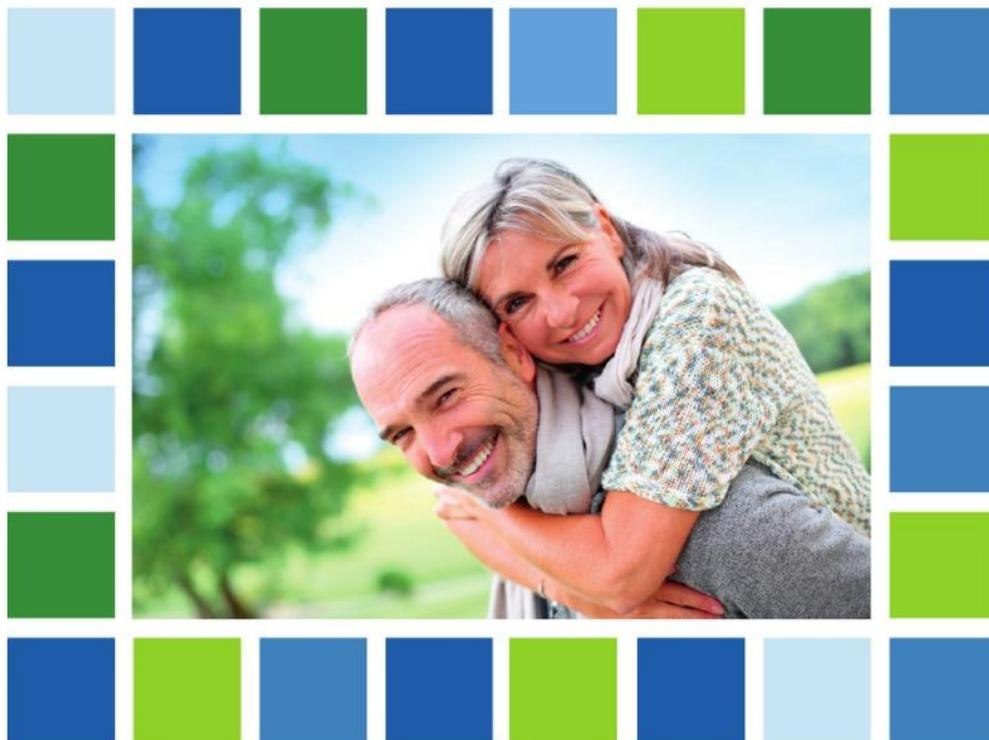
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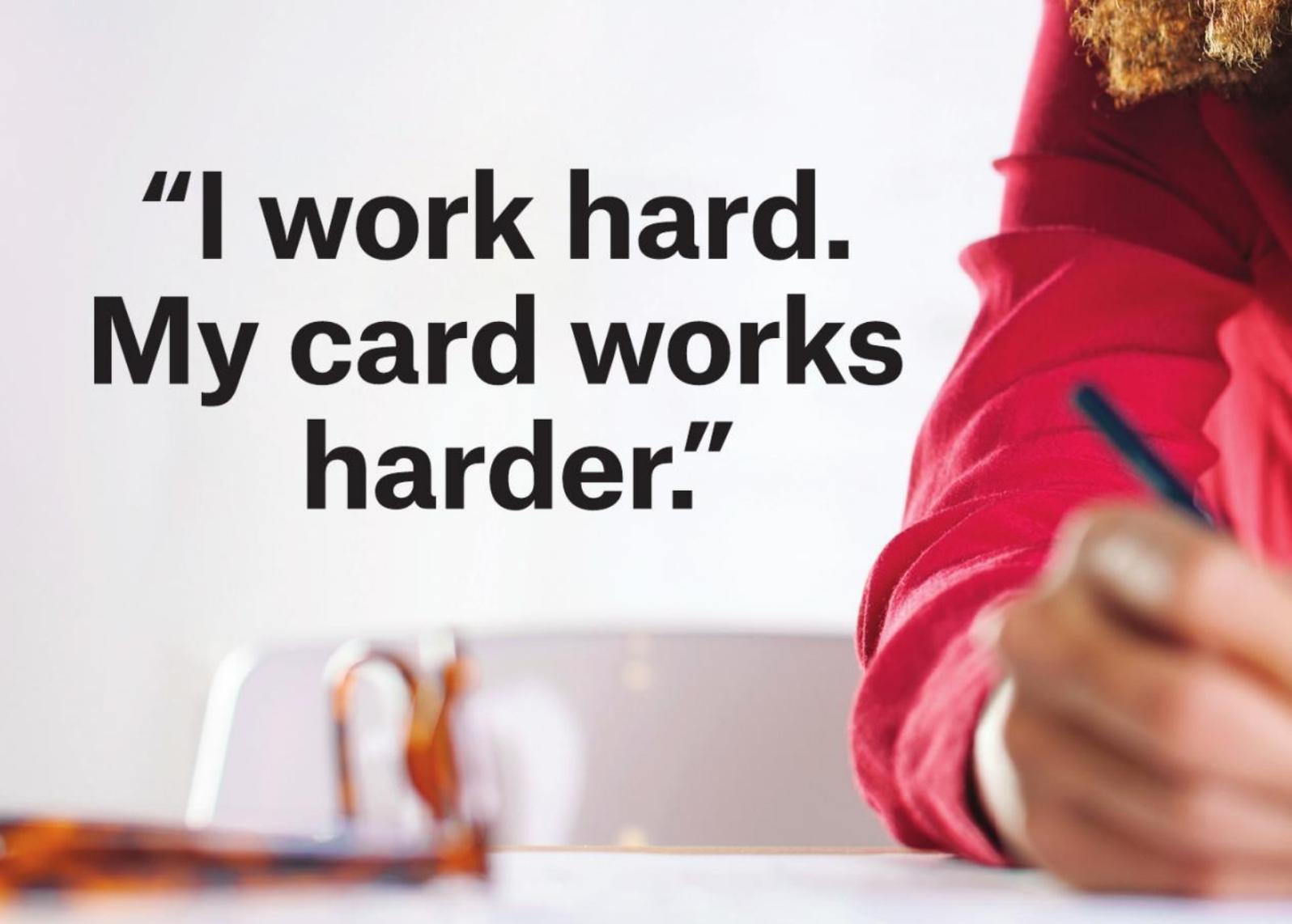
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**Cover:** The Gem State's recreational riches include picturesque Payette Lake, one of Idaho's 1,290 named lakes. Photo by Steve Bly / Idaho Stock Images.



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Brad Tilden, Chief Executive Officer

## Seattle, A City on the Rise



Chris Gregoire

We fly to some pretty amazing places in our nation, and Seattle is among them. This month we've asked Chris Gregoire, former governor of Washington, to tell you about a group of business leaders who have come together to take Seattle to the next level.

We're proud to be a part of that effort. —Brad Tilden

I am so lucky to live and work in the Pacific Northwest. Although my travels take me all over the globe, I am always in awe as I fly back home and see Mount Rainier, Puget Sound and the stunning Cascades. There's something in our incredible landscape that has continuously inspired some of the smartest and most talented and innovative people in the world.

For a humble corner of the Pacific Northwest, our region is home to a breathtaking list of achievements. When Bill Boeing was denied a ride on a biplane at an airshow in Los Angeles, he came back to Seattle to build an airplane of his own and revolutionize modern travel. When Howard Schultz realized that his customers were as interested in a fresh cup of coffee as they were in the freshly roasted beans he was trying to sell, his small company went on to quite literally reinvent the coffee break. And when a young Paul Allen and Bill Gates challenged conventional wisdom and started a software company, neither one imagined that someday they would go on to define computing and truly change the world.

The same is true for the countless dreamers and entrepreneurs who today call this place home, while doing amazing things around the globe.

That legacy and our future potential are why CEOs of some of the most well-known companies in the world, including Alaska

Airlines, have formed a new effort called Challenge Seattle. As a group, we realized that just because our region has a record of game-changing innovation, we can't rest on our laurels. As the world gets smaller, competition gets tougher. Cities and regions are competing to be the global centers of the future, and Challenge Seattle was formed to make certain that we are one of those centers.

We are working together to create more opportunities for home-grown talent through innovative educational initiatives. We are focused on creating jobs by growing a diversified business economy. We are telling the remarkable story of this region's success here and around the globe.

Challenge Seattle has already partnered on the Global Innovation Exchange, or GIX. The first of its kind in the nation, GIX links the University of Washington and Beijing's Tsinghua University, and will engage students and faculty in solving real-time, real-world technological challenges.

Ever since a determined group of pioneers vowed to build a city on the edge of the country, each generation has added to their vision. In 1861 the founding of the University of Washington made us a viable

city. The 1962 World's Fair put us on the nation's map. The Forward Thrust initiatives carried us through the economic downturn of the 1970s to a brighter future.

Today, it is our responsibility to make certain that Seattle continues to remain vibrant.

Chris Gregoire  
CEO, Challenge Seattle  
Former Governor of Washington



RENDERING COURTESY, UNIVERSITY OF WASHINGTON

The Seattle area will host the first-of-its-kind Global Innovation Exchange, partnering the University of Washington with Beijing's Tsinghua University.

"My Best 10 changed my life almost immediately."

Photo: Arlene Chambers Photography



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Dr. Dedomenico, renowned cardiovascular surgeon, utilizes his collective experience, expertise, and research in a vast number of fields to guide the expert care in the My Best 10 program.



before

While My Best 10 had always sounded appealing, I was under the impression that it was for women who wanted to lose weight. Then, when I hit my mid-40s, feeling a bit lost and without a goal, I realized that my time to embrace and live my best life could be dwindling.

I had no expectations to see any drastic physical changes. After all, I've always been active and athletic. I played college sports and enjoy working out. I was prepared to learn some new workouts specific to my goals, get in better shape and pick up a few new recipes.

My Best 10 turned out to be so much more. And it changed my life for the better almost immediately.

Being a working woman, wife and mother often left me with little time for myself. Our lives are so busy with school, jobs and sports that our family feels lucky to have any precious, relaxing moments together. We especially love to travel and ski. By design, My Best 10 required me to spend 10 weeks focused on just me! Giving myself permission to embrace this time was a new way of operating. After those 10 weeks, I had learned many different ways to stay organized, prioritize my health and make being my best self important enough to make time for it.

My personal trainer was excellent. His passion for his job, professionalism, willingness and ability to listen are second to none. The workouts he created were challenging, directly targeted at my goals and so much fun that I didn't even realize how much my body was changing for the better. I knew I was with the right trainer when we played basketball for our second workout. Perfect!

My biggest surprise was how much energy I had by following the program. I feel like an entirely different person. I'm thrilled to have shared so many aspects of this positive experience with my family. As a result, we've all grown together.

Here are a few tips I learned along the way. Drink tons of water and get lots of sleep. Track your food intake. It will allow you to recognize and change any unhealthy behaviors. This is especially true when you think that you've developed good habits. Keep tracking. It will ensure you go that extra mile

I joined My Best 10 because I wanted to combine my lifestyle, health and fitness and put myself in a place I don't think I've ever been. I had never operated at my optimum level in all aspects of life and this seemed to be the perfect opportunity to begin to explore how to live my best life.

My Best 10 turned out to be everything I desired and more. More than anything, I wanted my family to live a long, happy, healthy life together. My Best 10 taught me what it means to put it all together and how to share this reality with my family.

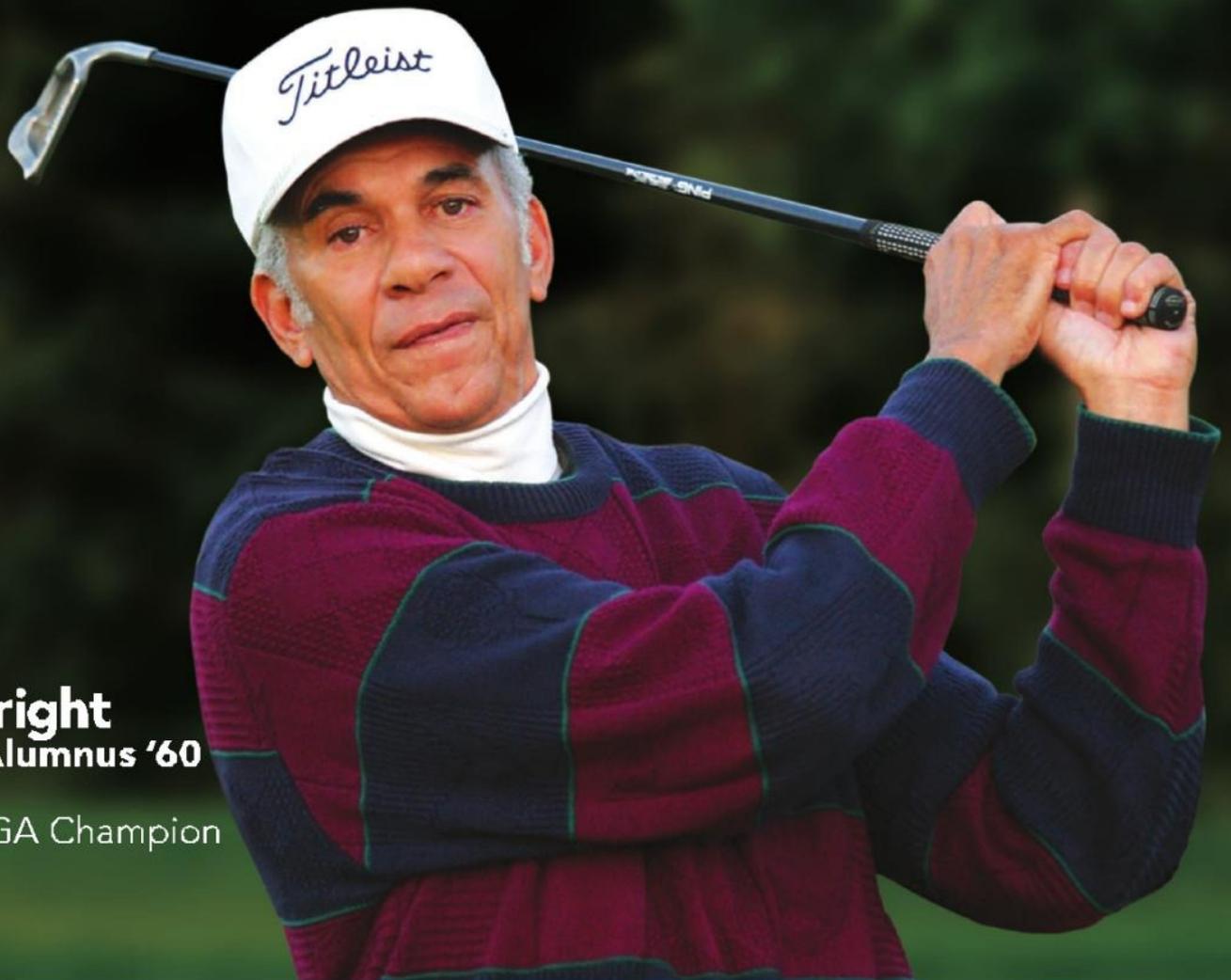
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GREAT FALLS, MT

# Crown of the Continent



STEVEN GNAM / BRAIDED RIVER (2)

Home to more than 65 species of mammals, around 260 species of birds and more than 1,400 species of native plants, the ecosystem known as the Crown of the Continent—approximately 18 million acres in northwestern Montana and Western Canada—has long been famous for its wild beauty.



The exhibit “Crown of the Continent: The Wildest Rockies” at the C.M. Russell Museum in Great Falls, Montana, Oct. 10-Jan. 18, will showcase 40 photos of the region, taken by professional photographer Steven Gabriel Gnam (shown at left), from Whitefish, Montana.

His book *Crown of the Continent: The Wildest Rockies*, was recognized as one of the finalists in the Banff Mountain Book Competition in 2014.

The exhibit will explore the connections between culture, history, communities and nature in this magnificent region, which is known as “The Backbone of the World” to Native Americans. Contact: 406-727-8787; cmrussell.org.

—Olivia Moon



▼ The year-round Kelowna, BC, **Farmers’ and Crafters’ Market** is celebrating its 20th anniversary this year. More than 165 vendors showcase the bounty of the Okanagan region, which also offers outstanding wine touring and top ski resorts such as Big White (tourismkelowna.com).



Journey through the Milky Way or learn about Blackfeet astronomy via **public programs in the Star Gazing Room at the Payne Family Native American Center** at the University of Montana in Missoula (hs.umt.edu/physics/Outreach/default.php).



▲ Taste new releases during the **Walla Walla Valley’s Fall Release Weekend**, Nov. 6-8 (wallawallawine.com).

**Disney on Ice presents Frozen** at numerous western U.S. locations, including Spokane, WA, Nov. 4-8; Kent, WA, Nov. 11-16; and Everett, WA, Nov. 18-22 (disneyonice.com).

More than 100 Bellingham/Whatcom County, WA, artisans and craftspeople will showcase their work during the **Holiday Festival of the Arts**, Nov. 20-Dec. 24, which will also include musical performers (alliedarts.org).

CARMEL, CA

# Film fest

At least 115 films—including documentary, short, animated, narrative-feature and student productions—will be screened during the seventh-annual **Carmel International Film Festival**, Oct. 21-25, in the Monterey County town of Carmel, California. Featured films will include the 2015 releases *Miss You Already*, *Son of Saul* and *A Brave Heart*. In addition, celebrity filmmakers will give presentations and/or participate in panels



and discussions. Festivalgoers can also enjoy live music at The Forge restaurant in Carmel, along with a filmmakers reception, VIP cocktail parties and a filmmakers beach dinner (advance ticket purchase required for most events).

This year’s festival artist and poster designer is David Ligare, resident of the Monterey County town of Salinas, whose work has been displayed in more than 40 solo exhibitions worldwide.

Contact: 831-625-3700; carmelfilmfest.com. —Olivia Moon

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# My brother found freedom from addiction

Based on a true story



The downward spiral came faster than I would have ever imagined. And given that it was my older brother, at the wheel of a life on a collision course with disaster, I was sure there wasn't much I could do. I was always reduced to the role of 'little brother.' He had been living with me for five days, but it felt like six months. I was having a hard time asking him to leave. He spent most of his time passed out on a leather chair in front of the television—not a pretty picture for a husband and a father.

So, I had to sit him down and explain to him what his alcoholism was costing him: his wife, his family and his friends. I told him he was no longer welcome in my home. This was not an easy thing for me to tell my childhood idol — he was someone I had looked up to my entire life.

A friend of mine suggested that I have him contact Schick Shadel Hospital. I knew about their reputation for helping people overcome addiction during 10 days of inpatient treatment.

Rather than depending on a patient's willpower alone, Schick Shadel's approach involves medical detox, counterconditioning, counseling, education and sober support.

Counterconditioning helps people break the cycle of addiction through behavior modification that changes how people think about their addictive substance. By treating the addiction on a psychological and physiological level, Schick Shadel gives their patients the ability to spend their time and energy on rebuilding their lives, medically conquering the physical dependency and allowing counseling to heal the emotional damage that assists the addiction.

Fortunately, he listened and checked in the day before Thanksgiving. As I spoke to him throughout his stay, I began to notice a change in his attitude and physical well-being.

**Day four:** *He sounds different.*

**Day six:** *He's making real progress. It's working! He is beginning to self-assess and reevaluate his life. He is eager to complete his treatment and fix his broken relationships.*

**Day ten:** *I picked up my brother today. His cravings are gone due to the unique and powerful medical model Schick Shadel uses. He was touched by the care and support he received during his stay. He described the highly skilled counselors who made a difference.*

He said the staff allowed him to see the world as a responsible, accountable sober adult.

Thank you Schick Shadel Hospital for your professionalism, compassion and kindness. My brother can now live alcohol-free.

I feel blessed to have had such a wonderful place to treat my brother. In 80 years, they have treated more than 65,000 men and women. I am proud to be able to count my brother among them.

— As told by the grateful brother of a former patient

## About us

Schick Shadel Hospital is an inpatient hospital and medical detoxification facility founded 80 years ago by those that understand alcoholism is a medical problem that cannot be conquered by traditional methods alone. Our staff works to treat addiction on the level that it exists; as a life-threatening disease. We have a 65% success rate for treating alcoholism\* during our 10-day program.

**If you need help or have a friend or loved one that has an addiction problem, please call us today at 888-802-4206.**

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\*\* Model representations of real patients are shown. Actual patients cannot be divulged due to HIPAA regulations.

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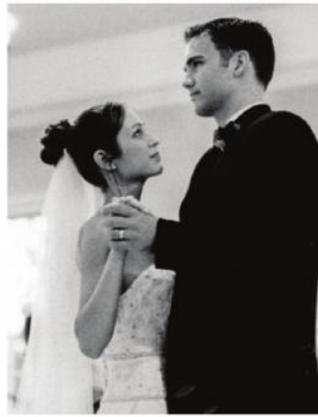
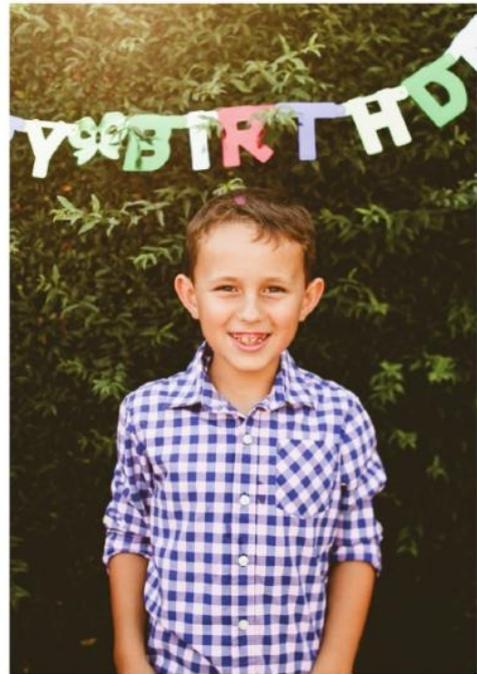
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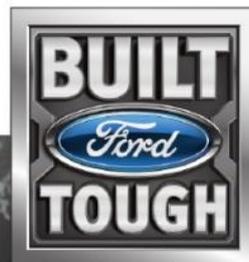
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# PAC-12 HOOPLA NORTHWEST TEAMS HAVE GREAT EXPECTATIONS

BY CRAIG HILL

WHEN THE UPCOMING PACIFIC-12 CONFERENCE BASKETBALL SCHEDULE was finalized in June, University of Washington coach Lorenzo Romar scrolled through the list, analyzing each matchup. "I'm looking at it and saying, 'What are the games that if we really play well, we should be OK?'" Romar reports. "There aren't any gimmes on the schedule."





Senior forward Elgin Cook was one of Oregon's top scorers last season, with 13 points per game.



SCOBEL WIGGINS



Last season, the Pac-12 endured criticism by national media who posited it was a down year for the conference. But the Pac-12 got the last laugh, sending three teams (Arizona, Utah and UCLA) to the NCAA Tournament's Sweet 16, while Stanford won the National Invitation Tournament.

"I think [people doubted us] because we are such a competitive conference," Oregon State coach Wayne Tinkle says, pointing out that every team that finished in the bottom half of the standings had at least one win against teams from the top half. "Some people confuse that for being not as strong," he says, but conference teams were actually so competitive, any team had a chance of beating another team at any time.

Whatever the reason for the pundits' skepticism about the Pac-12 last year, "nobody is going to say that this year," Romar says. "This is going to be a very good conference."

How good? California coach Cuonzo Martin says, "I'd imagine no less than seven teams making the NCAA Tournament." Four teams made it last year.

National-media commentators might be pegging the defending Pac-12 champion Arizona Wildcats as the favorites again this season, but ask coaches who should be favored and most list half the conference, or more, as strong contenders. "Arizona is Arizona," says Oregon coach Dana Altman. "I think we'll be OK. Cal

and UW had great recruiting classes. So did Oregon State. UCLA and Utah will be good. It's just a really strong league with a lot of good teams."

Here's a closer look at how the Northwest teams stack up heading into the season.

## OREGON

**LAST SEASON:** 26-10 overall, 13-5 Pac-12; tied for second place. Lost to Wisconsin in the third round of the NCAA Tournament.

**COACH:** Dana Altman, sixth year (123-57 Oregon, 533-300 career).

**KEY RETURNERS:** Senior forward Elgin Cook (6-6, 205), senior forward Dwayne Benjamin (6-7, 210) and sophomore forward Dillon Brooks (6-6, 225).

**KEY NEWCOMERS:** Freshman Tyler Dorsey (6-4, 180), the nation's 10th-ranked shooting guard recruit, according to ESPN. Freshman forward Trevor Manuel (6-9, 200), ESPN's No. 30 power forward recruit. And freshman Kendall Small (6-0, 170), the 17th-ranked point guard prospect.

**OUTLOOK:** Last season the Ducks played in eight games decided by five points or less. They won them all. "Close games will tilt a season one way or the other," Altman says. "That really helped us build confidence and energized us down the stretch."

After losing three of their first five Pac-12 games, the Ducks won 13 of their next 15 to qualify for the NCAA Tournament. And after hanging tough with eventual national runner-up Wisconsin, the Ducks enter this season with high hopes. The Ducks are among the favorites to contend for the league title and return to the NCAA Tournament for the fourth year in a row.

Leading scorer Joseph Young (20.7 points per game) graduated, but three of the top four scorers return. Cook (13 points per game), Brooks (11.5) and Benjamin (8.4) will be asked to lead the way this season.

"We have good leadership on this team," Altman says. "I think those guys will take a huge step forward this season."

As for the confidence built up last year by winning so many close games, Altman hopes it will carry over to this season. "It can, but every year is different," he says. "It definitely gives us something to build on."

## OREGON STATE

**LAST SEASON:** 17-14 overall, 8-10 Pac-12; 7th place. Lost to Colorado in the first round of the Pac-12 Tournament.

**COACH:** Wayne Tinkle, second year (17-14 OSU, 175-105 career).

**KEY RETURNERS:** Senior guard Gary Payton II (6-3, 190), senior forward Daniel Gomis (6-10, 235), junior guard Malcolm Duvivier (6-2, 210), senior forward Olaf Schaftenaar (6-10, 235) and senior guard Langston Morris-Walker (6-5, 215).

**KEY NEWCOMERS:** Tres Tinkle (6-8, 220), 14th-ranked small-forward recruit by ESPN (and son of Coach Wayne Tinkle). Stephen Thompson Jr. (6-4, 170), 20th-ranked shooting guard recruit. Drew Eubanks (6-10, 240), 32nd-ranked center in the nation.

**OUTLOOK:** When Daniel Gomis, who earned his anthropology degree in June, considered skipping his final season of playing eligibility, the coach had a simple message for him. "I said, 'There's nothing I want to see more than you dancing in March,'" Tinkle says.

Left: Oregon State senior guard Gary Payton II led the Beavers in scoring, rebounding and steals last season, and was named Pac-12 Defensive Player of the Year.

Below: Washington senior guard Andrew Andrews, who averaged 15 points and 4.3 rebounds last season, will lead the Huskies.



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CLIFF GRASSMICK

## ADDITIONAL NORTHWEST TEAMS

Last season Gonzaga went 35-3, won its 14th West Coast Conference title, made its 17th consecutive NCAA Tournament and advanced to the Elite Eight for the second time.

That wasn't good enough, as far as senior forward Kyle Wiltjer is concerned. "All the fans are really

happy with where we got last year, but we look at it as a disappointment, [as] motivation for next year," says Wiltjer, who led the Zags with 16.8 points per game last season. "We want to get to the Final Four. That was our goal last year."

Gonzaga lost the regional championship game, 66-52, to Duke, the eventual national champs. This season, the Final Four is once again the goal, and Wiltjer says it's a realistic aspiration despite the loss of guards Kevin Pangos, Gary Bell Jr. and Byron Wesley. The trio combined for 31.9 points per game last season. "We've got good players coming back and a great coach [Mark Few]," Wiltjer says. "We should be talented enough to be there [the Final Four]."

In addition to Wiltjer (6-10, 240), the Zags return sophomore forward Domantas Sabonis (6-10, 231) and senior center Przemek Karnowski (7-1, 287). This towering frontcourt allowed Gonzaga to out-rebound opponents, 37.9-30.4, last season.

Wiltjer says senior guards Eric McClellan (6-4, 196) and Kyle Dranginis (6-5, 203), and redshirt freshman guard Josh Perkins (6-3, 185), should flourish as their roles expand this season. McClellan averaged 8.1 minutes per game last season. Dranginis averaged 4.1 points per game coming off the bench. Perkins played five games, averaging 5.0 points, before a broken jaw cut short his season. In an early August preseason ranking, ESPN listed Gonzaga No. 11.

Other Northwest teams are also aiming high: **Eastern Washington** (26-9 overall, 14-4 Big Sky) and **Boise State** (25-9 overall, 14-4 Mountain West) both made the NCAA Tournament last season and want to get back. **Montana** (20-13 overall, 14-4 Big Sky) and **Seattle** (18-16 overall, 7-7 Western Athletic) want in the tournament after coming up one win short last season. All four schools have holes to fill.

EWU is losing Tyler Harvey, who led the nation with 23.1 points per game last season. He is skipping his senior year to turn pro. Senior forward Venky Jois (6-8, 230) returns to lead the Eagles after averaging 16.7 points and 7.7 rebounds per game last season.

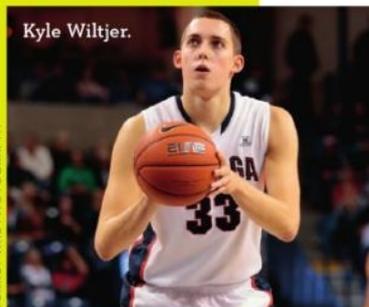
One of Boise State's top scorers, Anthony Drmic (6-6, 204), returns, along with junior forward James Webb III (6-9, 202), who averaged 11.2 points per game and a team-best 8.0 rebounds last season.

Montana must replace leading scorer Jordan Gregory but returns a solid offensive force in senior forward Martin Breunig (6-8, 210), who was second on the team in scoring last season, with 16.7 points per game.

Seattle also graduated its top two scorers, Isiah Umipig and Jarell Flora. But junior forward William Powell (6-6, 210), the team's top rebounder (6.4 per game) and third-leading scorer (7.8 points per game), is back. —C.H.

Kyle Wiltjer.

TORREY VAIL PHOTOGRAPHY



Describing the team as a family, Gomis decided to return to help the Beavers realize their dream of making the NCAA Tournament for the first time since 1990. The Beavers return almost all their key players from a team that started last season 14-5 before being derailed by injuries. Playing shorthanded, OSU limped to the finish line, losing all but one of their final eight games.

"We're excited about the core group coming back and the recruiting class," Coach Tinkle says. "We're looking forward to getting the group to gel and see what they can do."

Tinkle says he expects Gomis and Duvivier to serve as team leaders. Gomis led the Beavers with 41 blocked shots last season and was third in rebounds, with 3.9 per game. Duvivier's 10.7 points per game was second best on the team. "Their leadership will catapult us to the next level," Tinkle says.

Payton is also evolving as a leader, Tinkle says. Payton, whose Hall of Fame dad was the star of OSU's

Washington State junior forward Josh Hawkinson averaged 14.7 points and 10.8 rebounds per game last season, and was named the Pac-12 Most Improved Player of the Year.



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last NCAA Tournament team, led the Beavers in scoring (13.4 points per game), rebounding (7.5) and steals (3.1) last season. He was named Pac-12 Defensive Player of the Year.

The addition of a recruiting class ranked 11th in the nation by Scout.com gives the Beavers the depth they lacked last season. OSU will strive to improve its rebounding and offense this season but will continue to make defense its top priority. "We always pride ourselves on defense," Tinkle says.

### WASHINGTON

**LAST SEASON:** 16-15 overall, 5-13 Pac-12; 11th place. Lost to Stanford in first round of Pac-12 Tournament.

**COACH:** Lorenzo Romar, 14th year (270-159 UW, 363-247 career).

**KEY RETURNER:** Senior guard Andrew Andrews (6-2, 195).

**KEY NEWCOMERS:** Dejounte Murray (6-4.5, 175), the No. 16 shooting guard recruit in the nation according to ESPN. Noah Dickerson (6-8, 225) and Marquese Chriss (6-9, 225), ESPN's 9th- and 13th-ranked power forward prospects, respectively. Matisse Thybulle (6-5, 190) and Dominic Green (6-6, 185), ESPN's 26th- and 69th-ranked small forward prospects. Forward Malik Dime (6-9, 220), a four-star junior-college prospect according to Rivals.com.

**OUTLOOK:** With nine new players on the roster, the Huskies are facing a major reboot this season. "It's a fun challenge but not an overwhelming challenge," Romar says.

The team will strive to gel quickly so it can make a run at the Huskies' first NCAA Tournament appearance since 2011. Starting over means being able to forget last season's 2-11 finish and 2-7 conference road schedule. "So many people talk about streaks," Romar says. "But most of this team wasn't here for that. That was a different team."

Starting over, in this case, also means the return of only one player who averaged

more than 4 points per game. Fortunately for UW, that one player is a fifth-year senior whom Romar is excited to have as the team's leader. Andrews, Romar says, has similar leadership qualities as popular former UW guard Will Conroy. Conroy was hired as an assistant coach in June.

"Andrew Andrews is not afraid to get in someone's face and let them know what they are supposed to be doing," Romar says. "This is his last year, and he wants to go out with a bang, so I'm sure he's not going to accept anything less than a high level of intensity from his teammates." Andrews averaged 15 points, 4.3 rebounds and 2.2 assists per game last season.

Romar expects all of the players in a recruiting class that Scout.com ranked as the sixth best in the nation to challenge for playing time.

"The big guys coming in will all have to play, because we lost everybody," Romar says.

While Dickerson, Chriss and Thybulle are freshmen, Dime brings more experience after playing the last two seasons at Indian Hills Community College in Iowa. He averaged 10.8 points, 7.1 rebounds and 3.3 blocks last season.

"I'm excited to get them out there so we can put it all together," Romar says.

---

## WASHINGTON STATE

**LAST SEASON:** 13-18 overall, 7-11 Pac-12; tied for 8th place. Lost to Cal in the first round of the Pac-12 Tournament.

**COACH:** Ernie Kent, second year (13-18 WSU, 338-272 career).

**KEY RETURNERS:** Junior forward Josh Hawkinson (6-10, 232), senior forward Junior Longrus (6-7, 240), junior guards Ike Iroegbu (6-2, 195) and Que Johnson (6-5, 208), and sophomore guard Ny Redding (6-2, 166).

**KEY NEWCOMERS:** Robert Franks (6-7, 250), ESPN's 60th-ranked center recruit. Viont'e Daniels (6-2, 163), the 110th-ranked shooting guard prospect, according to ESPN. Center Conor Clifford (7-0, 283) and guard Charles Callison (6-0, 183), both accomplished junior-college transfers.

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**OUTLOOK:** With seven new players entering the fold, it might seem as if another slow start is likely for the Cougars. WSU lost six of its first 10 games last season before getting comfortable enough with Coach Kent's system to win seven Pac-12 games, the most since 2012.

Kent believes the return of experienced players such as Hawkinson and Iroegbu will result in a quicker start this season. "Those guys will help the new guys learn the system quicker," Kent says. "It should go smoother and quicker this year."

The team's top scorer, DaVonté Lacy, graduated, but Hawkinson believes WSU's overhauled roster will allow the team to be competitive again this season. "We have a strong nucleus of guys," Hawkinson says. "When you put all those pieces together, we can be pretty good."

Hawkinson is the linchpin. After he averaged 14.7 points and 10.8 rebounds per game last season, Kent called him "the most improved player in the nation," and he was named the Pac-12 Most Improved Player of the Year.

Iroegbu and Johnson averaged 8.9 and 6.1 points per game, respectively, and Hawkinson says he believes both are poised to make larger offensive contributions this season.

Kent is banking on the addition of four junior-college players to add instant experience to the Cougars. Clifford gives Washington State a formidable presence in the post. Callison adds more depth at guard. Both players were junior-college conference MVPs last season. "They'll make us bigger, strong and a lot quicker," Kent says.

Change is good, he says. "You can change a lot of things, but the hardest thing to do is to change the culture of a program. That's what we're doing." ■

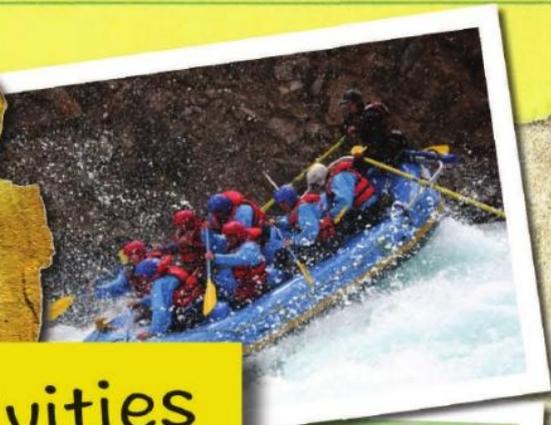
*Craig Hill writes for The News Tribune in Tacoma, Washington.*

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Alaska Beyond Magazine | Horizon Edition October 2015



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# Energy savings? Grocery Aisle 6.

Ken Groh (right)  
Supermarkets Director  
and Facilities Manager  
Rosauers Supermarkets, Inc.

Ann Carey (left)  
Commercial Account Executive  
Avista Utilities

**S**elling bread and bananas may not seem complicated. But in the grocery industry, the profit margin is just pennies on the dollar and often there are competitors on every corner. Success requires insight into consumer trends as well as tight controls over store costs—one of the biggest being energy use. It's why Rosauers Supermarkets partners with Avista on energy efficiency.

Considered one of the most innovative grocery chains in the Northwest, Rosauers first opened in 1934 during the Great Depression, when Mert Rosauer purchased a small grocery store in Spokane. Despite the economy at the time, his store quickly became a success.

Eventually, the company added superstores with full-service pharmacies. It also established

Huckleberry's Natural Market, Spokane's first grocer to offer a full array of natural and organic foods. Today, Rosauers operates 22 stores in Washington, Oregon, Idaho and Montana. Successful growth, however, has only increased its need to save energy.

"Energy for heating, cooling and store lighting is one of a store's highest operating costs," says

Rosauers Supermarkets Director and Facilities Manager Ken Groh. "But it's also one we can more easily control, especially with energy-saving rebates and incentives from Avista."



Rosauers fine tunes everything from lighting to refrigeration temps using a simple touch-screen computer.

Rosauers has been committed to energy efficiency for over 20 years and, through Avista, takes advantage of the Energy Smart Grocer Program. Avista helps all types of large energy users but adopted a specific grocer program because most stores have similar efficiency opportunities. In the program, Avista provides a facility assessment as well as rebates



New LED track lighting lets Rosauers more precisely aim lamps, so less lighting is needed to make products look great.

and incentives to offset the costs of making energy-efficient upgrades.

Rosauers recently received \$106,000 in Avista rebates and incentives to complete energy upgrades for one project alone (a recent remodel

of one of the company's stores). Because the changes were extensive and completed all at once, they also saw the immediate, total effect on their energy bill.

"The store reduced its electrical use by 14 percent," says Groh. "Over the last two years alone, it's saved us over \$50,000 in energy costs."

Rosauers' store strategy began with switching its lighting from 4-lamp fluorescents, high-bay HID's and neon to higher efficiency, high-output 3-lamp fluorescents and low-watt LED track lighting. Now only a third of the floor lights stay on after hours, and all case lighting is turned off, leaving just enough light for night workers. The directional LED track lighting also requires less light to make products look appealing and generates less heat which preserves shelf life.

Rosauers upgraded refrigerated cases throughout the store, too, by installing fans with electronically commutated motors (ECMs). Unlike

shaded-pole-motor fans which have heavy metal blades, ECM fans are lightweight plastic so use less energy and create less unwanted heat.

"They're more expensive, but Avista rebates help offset that," says Groh,

"and the money you save in energy consumption offsets the cost."



Higher efficiency ECM fans are now used on cases that need a steady air curtain to keep cold air from escaping.

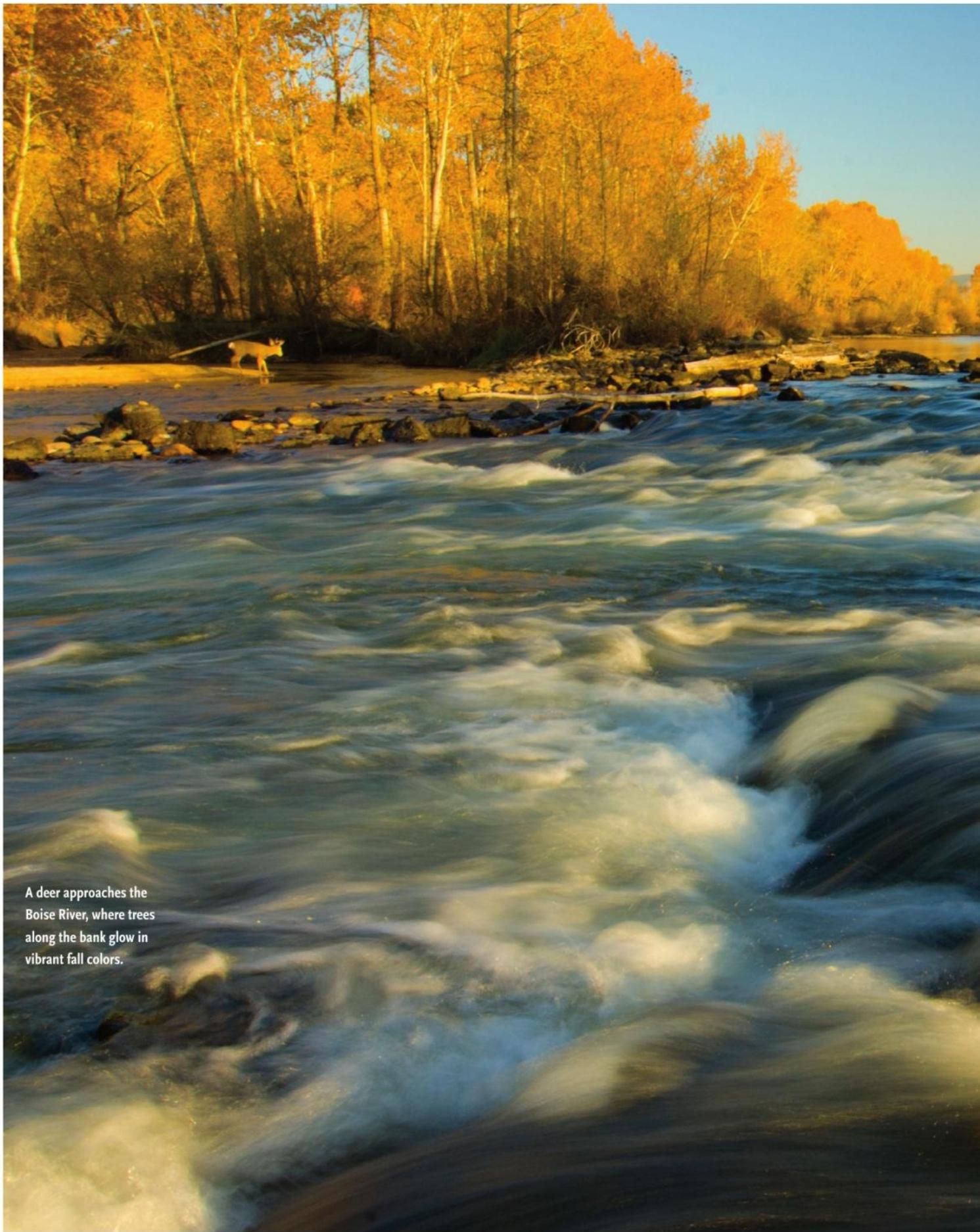
ECM fans were also installed in the freezer cases, as were more energy-efficient doors. Unlike the older doors which were fully heated to keep from freezing shut, the new doors save electricity by using only a bit of heat along the frame.

To maximize energy efficiency store-wide, Rosauers also uses an automated energy management system to control everything from lighting schedules and comfort levels to refrigerated-case temperatures. The computerized system even sounds an alarm if a refrigeration case isn't running properly to help prevent product loss.

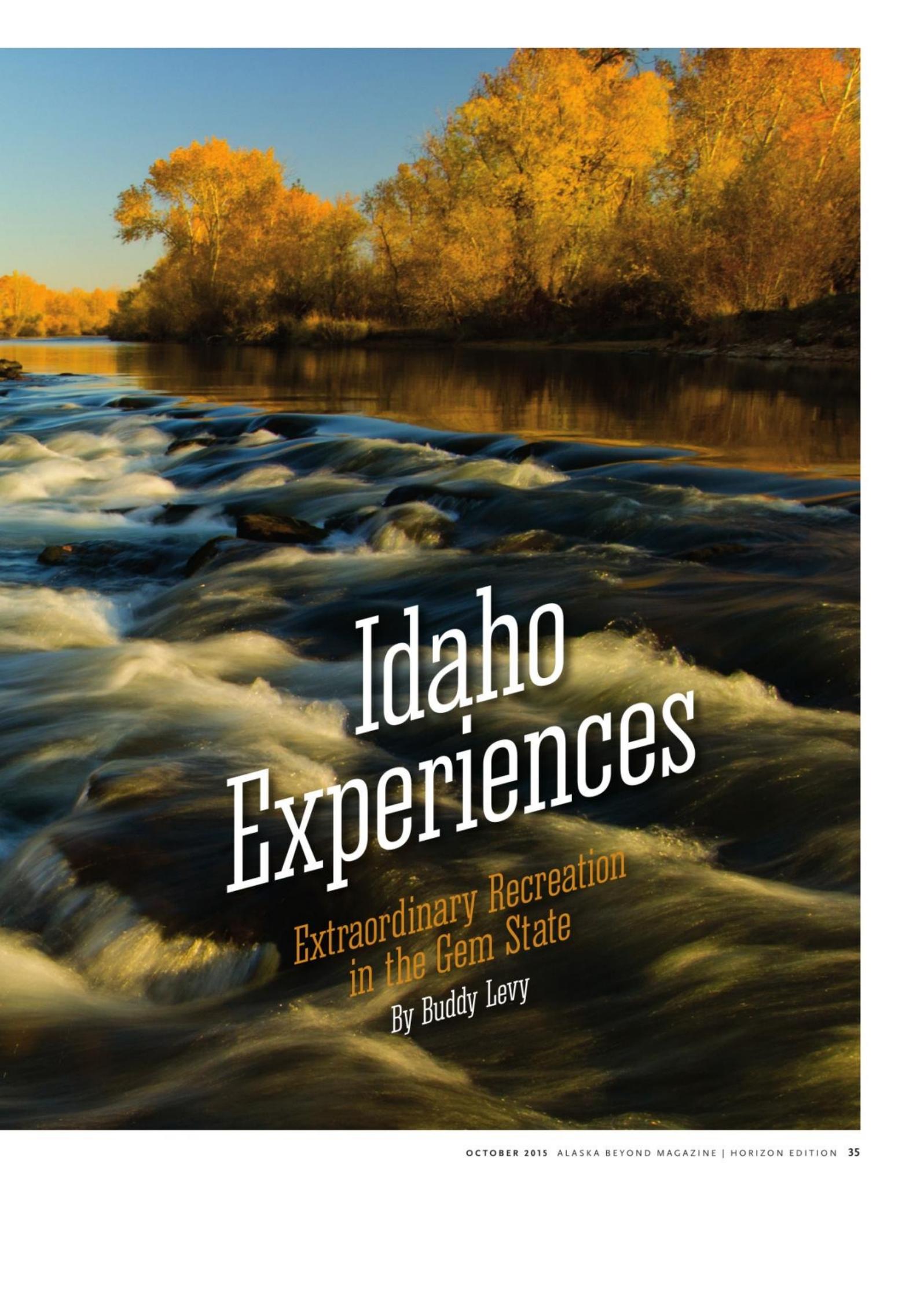
Along with the greater energy savings, Groh is very happy with the store upgrades, especially the lighting: "Everything looks a million times better," he says. "It was well worth the money."

(For more, visit [avistautilities.com/bizrebates](http://avistautilities.com/bizrebates))





A deer approaches the Boise River, where trees along the bank glow in vibrant fall colors.



# Idaho Experiences

*Extraordinary Recreation  
in the Gem State*

By Buddy Levy



GLENN OAKLEY / IDAHO STOCK IMAGES



STEVE BLY / IDAHO STOCK IMAGES

A

mule deer bounds out of nearby cottonwoods, crosses the path in front of me, and skitters down the bank toward the Boise River, vanishing into another thicket of trees along the Boise River Greenbelt.

I use the wildlife sighting as an excuse to stop and rest. I gaze down the river game trail, which parallels the paved path, to see if the deer—whose species is named for its big, somewhat mulelike ears—appears again, hoping it might pause to turn and look back. I also keep an eye out for other creatures. This morning I've already observed a great blue heron and an American kestrel, and in the past I've glimpsed a red fox, a coyote and a porcupine.

The greenbelt is part of the **Idaho Birding Trail**, and I can see and hear songbirds such as yellow warblers, but I don't spot any large animals, so after a few minutes I resume my morning run. Mist hovers along the river, backlit with sunshine, and I jog a 2-mile section of the path between Capitol Boulevard and Quinn's Pond, heading northwest with the rising sun at my back. As I reach the bridge at Americana Boulevard, I notice a fly fisherman angling the riffles below the

**Left: Bicyclists cross the Boise River, where a fisherman enjoys casting. Above: Ann Morrison Park is one of the green spaces in the Ribbon of Jewels. Below: Boise River Greenbelt users may spot wildlife along the river.**



TIM FOWLER / IDAHO STOCK IMAGES

bridge for rainbow trout. His line zings in rhythmic loops as he casts and waits for a rising fish.

The Boise Parks & Recreation Department calls the Boise River Greenbelt ([parks.cityofboise.org](http://parks.cityofboise.org)) the "**Ribbon of Jewels**" because the 25-mile pathway serves as the uniting "ribbon" that links precious public jewels: eight green spaces donated to the city over the past century to honor female civic leaders who have helped to shape Idaho's capital city into a vibrant community.

These jewels include **Julia Davis Park**, **Ann Morrison Park** and **Kathryn Albertson Park**—all in downtown Boise. Julia Davis Park includes numerous attractions, such as Zoo Boise, the Idaho State Historical Museum, the Boise Art Museum, the Idaho Black History Museum, the Discovery Center of Idaho, a rose garden and a pond. Ann Morrison Park is known for its fountain, reflecting pool, ball fields and 18-hole disc-golf course. Kathryn Albertson Park is a place for restful walks and contemplation, with more than a dozen acres of lawn and two miles of pathways complementing ponds, a fountain and lots of native vegetation.

Another appealing feature of the river greenbelt—which is beloved by cyclists, skaters, power walkers, leisurely perambulators, river rafters and inner tubers, in addition to anglers and runners—is the series of interpretive signs along the path.

Installed in 1990 for Idaho's centennial celebration and refurbished in 2013 for Boise's sesquicentennial, the signs

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tell about everything from the region's Native American history—dating back to about 12,000 years ago—to air-mail service inaugurated in 1926.

It's wonderful for an urban area to have a greenbelt path running right through the middle of downtown, yet the Ribbon of Jewels is just one of the many unique attractions that have made Idaho a top recreation destination for people across the globe. Some of my favorite extraordinary Idaho experiences also include teeing off along the Idaho Golf Trail, ice-skating and skiing in Sun Valley, exploring the Sandpoint area, and attending remarkable events such as the McCall Winter Carnival.

## The Idaho Golf Trail

From the tee box on the 17th hole at Circling Raven Golf Club ([cdacasino.com/golf](http://cdacasino.com/golf)), a large pond looms before me, beckoning me to skip my drive across its mirrored surface. I exhale, chasing that negative thought from my mind. The bluegrass fairway is lined with tall ponderosa pines, and the left rough is edged—as is most of the course—with swaying, straw-colored native Palouse grasses.

Just two holes left to play on a round that's been memorable—not for my golf, but for the stunning natural beauty of this links-style North Idaho course, which is one of the amenities of the Coeur d'Alene Casino Resort Hotel in Worley, Idaho. I take an easy practice swing, then rear back and LAUNCH my drive high and left and ... into a



COURTESY CIRCLING RAVEN GOLF CLUB

The Coeur d'Alene Casino Resort Hotel's Circling Raven Golf Club, above, and The Coeur d'Alene Resort Golf Course, below, are among the acclaimed courses in the Idaho Golf Trail.

fairway bunker.

"Congratulations," says Bob, one of my playing partners. "You just hit the only sand reachable by driver on this hole."

But it's OK. We drive our carts to within viewing distance of nesting bald eagles perched high in a tall cottonwood just off the fairway, close enough for us to snap pictures as one of the adults feeds a fledgling.

Circling Raven is one of the most visually inspiring courses in the Idaho Golf Trail ([visitidaho.org/golf/about](http://visitidaho.org/golf/about)), which comprises 14 courses across the state, offering a mix of resort, urban and mountain golf experiences, with special packages available.

Located about midway up the Idaho Panhandle—and less than 45 miles southeast of Spokane International Airport—Circling Raven is a par-72 championship layout that meanders through a gorgeous blend of woodlands, grasslands and wetlands. Of the course's 620 acres, only 100 are cultivated—the rest remain wild. And all 7,189 yards feel wild. Elk, deer and moose roam the surrounding foothills here at the western edge of the Northern Rockies. Towering cottonwoods and pines are interspersed with dense groves of aspen and birch, and on the lovely, quiet back nine, the only hole a golfer can see is the one he or she is playing.

The Union Pacific rail line runs through the property, and tunnels take you under the track twice and over it once. There are also long wooden bridges crossing wetlands and creeks in a few places. For its nature and solitude, Circling Raven is a treasured Gem State course, and definitely worth the trip.

Head just 30 miles north to play another Idaho Golf Trail prize: The Coeur d'Alene Resort Golf Course ([cdaresort.com/discover/golf](http://cdaresort.com/discover/golf)), a 6,803-yard, par-71 layout with its famous "floating green" on No. 14, and views of Lake



QUICKSILVER STUDIOS / IDAHO STOCK IMAGES

Coeur d'Alene from every hole. The course, the resort and the thriving Coeur d'Alene community are defined by the lake and its 31,000-plus surface acres of natural beauty.

While you're in the Panhandle, it's worth checking out the historic **University of Idaho Golf Course** ([uidaho.edu/golf](http://uidaho.edu/golf)), designed by Francis L. James, completed in 1936, and also part of the Idaho Golf Trail. Located in Moscow, Idaho, on the campus of my alma mater, the course has hosted numerous pros, including Hall-of-Famer Byron Nelson. The layout is punctuated by the rolling Palouse hills, uneven lies, recessed greens and sweeping vistas of swaying wheat fields, which turn from green to gold in late summer. The 6,602-yard, par-72 course includes numerous elevated tees and greens, and three difficult, narrow finishing holes—aptly named “Heartbreak Ridge.”

Another historic Idaho Golf Trail course is **Idaho Falls' Pinecrest** ([golfif.com/pinecrest](http://golfif.com/pinecrest)), which opened as a municipal course in 1938, becoming the second 18-hole course built in the state (U of I was first). Pinecrest hosted the first Idaho Open in 1941. Golf greats such as Sam Snead, Byron Nelson and Patty Berg played and praised the course. Voted Best Municipal Golf Course in the State of Idaho in 2009 by *Golf Digest*, the 6,491-yard, par-70 layout is relatively flat, with small greens and big skies.

## Sun Valley



Sun Valley Resort's ice-skating rink is open year-round.

Snowflakes the size of quarters sift down from above, swirling against the sunset. My hockey skates whisk along the freshly Zamboni-smoothed ice rink at **Sun Valley Resort** ([sunvalley.com](http://sunvalley.com)), the sharp blades holding as I swing into a big turn. I channel Apolo Ohno and his short-track Olympic victories as I pump around the curve, but just as I come out of the turn and head for the finish line, my wife, Camie, passes me on her figure skates, laughing



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as she zings by. Sobered but gracious in defeat, I shake her hand, promising I'll get her next time.

The **Sun Valley Ice Rink** is one of the resort's icons. We love to take a day off from skiing to go skating, and then watch a Sun Valley Suns hockey game at the adjacent indoor rink. Or, we might soak skating-sore muscles in the heated waters of the Sun Valley Lodge Pool, which is open year-round, followed by jazz music and a toddy in the lodge's Duchin Lounge.

Growing up in the Sun Valley area, I was aware of its history as the continent's first destination winter resort, and knew that it also boasted the first chairlift in North

**Historic Sun Valley Lodge has completed an extensive renovation and expansion, making it even more appealing for visitors.**

America—but the older I get, the more I appreciate what a special place it is, and how it has drawn returning and new visitors alike since it opened in 1936. Today, Sun Valley is a year-round destination, offering more activities than ever: downhill and Nordic skiing, snowboarding, snowshoeing, sledding and sleigh rides in winter; and biking, hiking, fishing, golfing, tennis and horseback riding late spring to early fall. Plus ice-skating year-round, and fabulous ice shows on select Saturday nights, July 4–Labor Day, featuring top U.S. and international athletes.

The outdoor ice rink is located behind **Sun Valley Lodge**, a hotel that drew raves during the resort's 1936

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Message Edit  
 When are you heading back?  
 Hey, we stopped to do some golfing in North Idaho. Turns out there's a lot to do here - biking, hiking, rock climbing, waterparks, rollercoasters... We're staying in Post Falls for the weekend. See ya Monday!  
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opening, and which has hosted movie stars, politicians and other celebrities over the past nearly 80 years. Ernest Hemingway wrote part of *For Whom the Bell Tolls* here. The lodge reopened in June this year after a nine-month, multimillion-dollar makeover that upgraded rooms and public spaces while retaining the original historic exterior.

*All of these changes provide opulent comfort from which to access Sun Valley's multitude of activities, including the phenomenal skiing.*

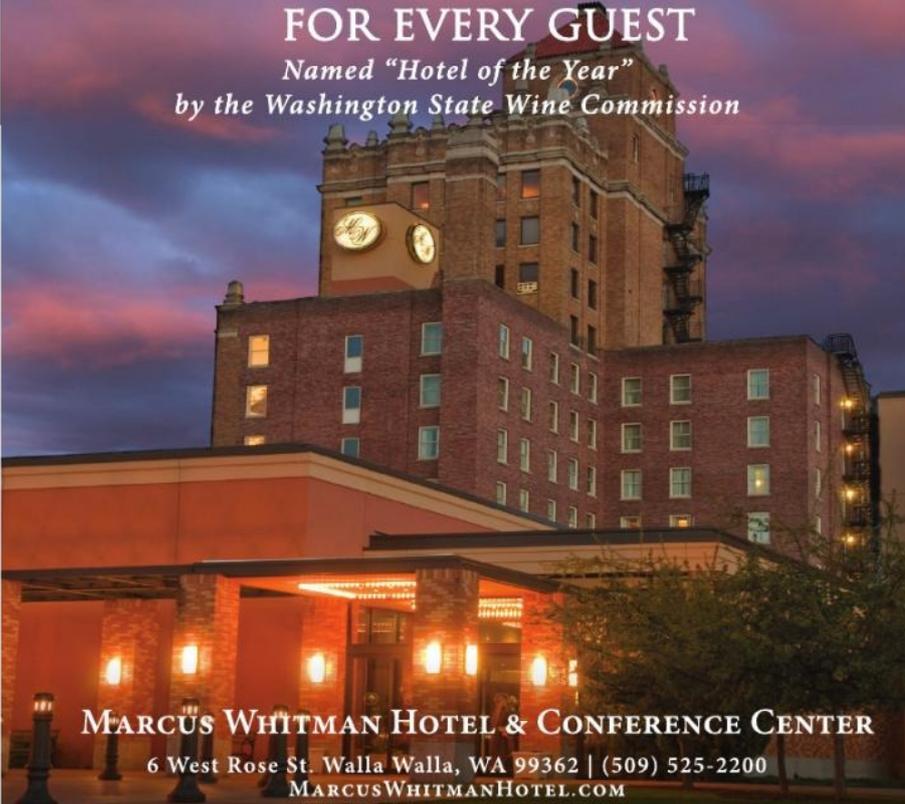
The 94 guestrooms—reduced from 148—are more spacious and modern, with spalike bathrooms three times their original size, including soaking tubs and walk-in showers. And 14 more spacious rooms are in the process of being added, expected to be available by December 18. The lobby has been expanded, and the circular Lodge Pool is even bigger and better: You walk on a heated-limestone terrace to enter the 5-foot-deep, soothing saline waters. There's also a family-size whirlpool and firepit right next to the pool (which is one of three pools and two fitness centers at the resort). And the lodge's new 20,000-square-foot spa has 15 treatment rooms, along with steamrooms, a sunroom and a yoga studio.

All of these changes provide opulent comfort from which to access Sun Valley's multitude of activities, including the phenomenal skiing. The resort boasts 121 runs, 18 chairlifts, more than 2,000 skiable acres and 3,400 vertical feet. Bald Mountain trails include the 3-mile Warm Springs run. Dollar Mountain—great for families and beginners, as well as experienced riders—has a terrain park with 76 rails and a 22-foot superpipe, and two new high-speed quad chairs.

Sun Valley retains the classic charm that brought Ernest Hemingway, Cary Grant, Marilyn Monroe and Clark Gable to the central Idaho mountains; drew Tom Hanks, Arnold Schwarzenegger and Drew Barrymore here, as well; and continues to attract the famous and the not-as-famous from all over the world.

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Sun Valley



# Sandpoint

At the top of Big Hill Loop, I take a cross-country-skiing break to eat a banana and a granola bar, and drink some water. A thin mid-morning fog hangs over the valley below, and I admire the snow-draped Selkirk and Cabinet mountains that surround Lake Pend Oreille and Sandpoint. I'm about halfway around the 4.4-mile, expert-rated Nordic loop, which starts about 15 miles northeast of

Skiing at Schweitzer Mountain Resort comes with breathtaking views.

downtown Sandpoint, at a local guest ranch (westernpleasureranch.com). I cinch my pack down tight on my shoulders, strap my gloves back on, and pole off into the woods again, ready for an exciting, winding descent through the trees.

I recently discovered the 12 miles of well-groomed cross-country trails at the ranch, which operates and maintains the routes with the support of the Sandpoint Nordic Club. Most of the trails wend through sprawling meadows flanked by dense timber, with occasional undulating rolling hills.

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After a couple hours of skiing, I warm up by the fireplace in the lodge, figuring that tomorrow I'll try two gentler trails—the 3.5-mile South Meadow Trail and the two-mile North Meadow Trail—both of which connect to the Big Hill Loop. The ranch also has sleigh rides, including an option to travel in a horse-drawn sleigh on a two-mile trail to the Christmas-tree lot, with popcorn, hot chocolate and coffee served in the lodge after you choose your tree.

Of course, Sandpoint is most famous for its location on the northern shore of Lake Pend Oreille—which is the largest body of water in Idaho—and for **Schweitzer Mountain Resort** ([schweitzer.com](http://schweitzer.com)), less than 15 miles northwest of the town.

The resort provides friendly, uncrowded skiing, and the fast lifts serve up 2,900 acres of varied terrain. I carve smooth groomers, ski open tree glades, and challenge myself in the steep lakeside chutes of the Outback Bowl area. Nearly 20 miles of manicured Nordic trails (for both classic and skate-style skiing), three terrain parks, and a designated tubing park provide plenty of additional possibilities for fun.

During the summer, watercraft rentals create opportunities for active adventures on the lake, while **Lake Pend Oreille Cruises** ([lakependoreillecruises.com](http://lakependoreillecruises.com))



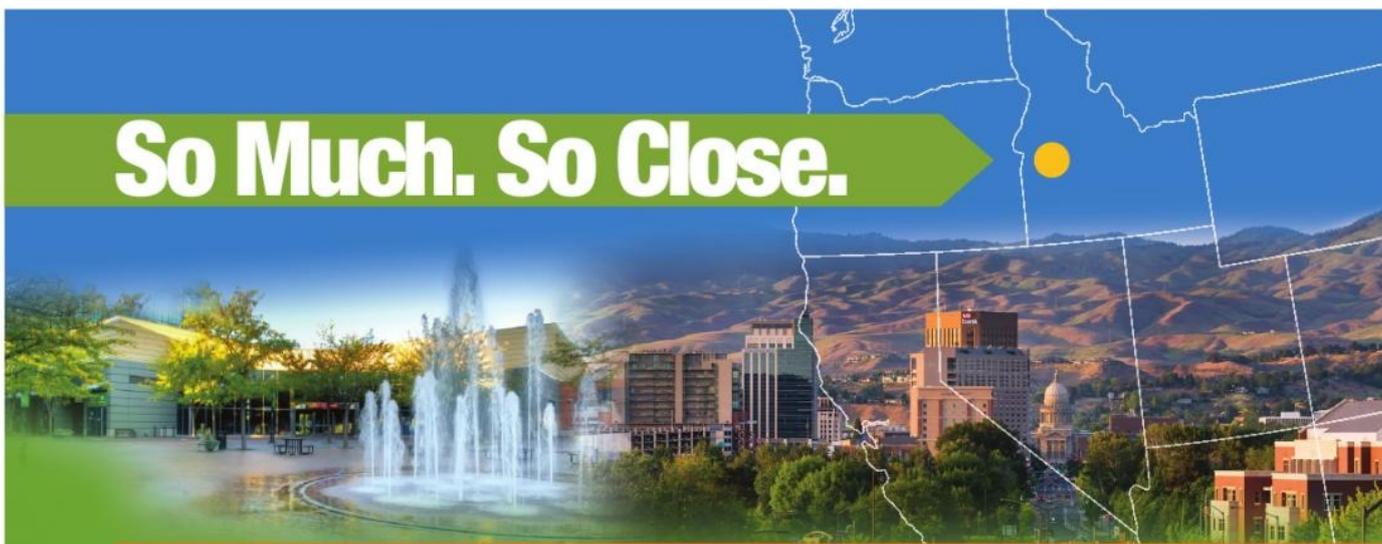
WILLIAM H. MULLINS / IDAHO STOCK IMAGES

Snow sculptures are a highlight of the annual McCall Winter Carnival.

McCall

**My son and I** disagreed about which snow sculpture was the best. We were in McCall, on the southeastern shore of 5,330-surface-acre **Payette Lake**, about 100 miles north of Boise, a number of years back for one

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of his hockey tournaments, which coincided with McCall's 10-day Winter Carnival ([mccallchamber.org/winter-carnival](http://mccallchamber.org/winter-carnival)), a festival of entertainment, arts and crafts, and the snow-sculpting main events.

These included a friendly competition among local businesses and a more serious competition, with strict rules, to determine the winner of the Idaho State Snow Sculpting Championship, who would represent the state at the U.S. National Snow Sculpting Competition.

White gleaming carvings were displayed throughout town. I think that year's theme

was Wonders of the World. My favorite sculpture was *Bigfoot*, an entrant in the state-champion competition, whose winner I can't now recall. Hunter preferred a local-business entry, *Great Smokey Sphinx*—a pyramid with Smokey Bear out front, but the business-competition judges chose *Great Barrier Reef*, complete with a scuba diver, a coral reef and numerous fish.

The McCall Winter Carnival started in the 1960s, inspired by the Payette Lake Winter Games, which were held 1924–1941. Today, more than 60,000 people come to the 3,000-resident town each year to celebrate,

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**Hells Canyon:** Experience the Snake River and Hells Canyon, North America's deepest river gorge—plunging 7,913 feet from the summit of He Devil Mountain to the mouth of Granite Creek—via a jetboat tour from Lewiston, Idaho ([visitlewisclarkvalley.com](http://visitlewisclarkvalley.com)).

**Salmon River Whitewater Rafting:** Riggins, Idaho, about 150 miles north of Boise and about 110 miles south of Lewiston, provides access to the fabled "River of No Return," the mighty Salmon River. Multiday, full-day and half-day trips are available for an unforgettable adventure ([rigginsidaho.com](http://rigginsidaho.com)).

**Craters of the Moon National Monument and Preserve.**



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Hells Canyon jetboating.

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Salmon River whitewater rafting.

STEVE BLY / IDAHO STOCK IMAGES

**Craters of the Moon National Monument and Preserve:** Volcanic eruptions 15,000

to 2,000 years ago left a vast swath of lava flows and cinder cones at this lunar-looking landscape located about 60 miles east of the Hailey airport that serves the Ketchum–Sun Valley area ([nps.gov/crmo](http://nps.gov/crmo)).

—B.L.

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as the locals put it, "all things winter."

In addition to the snow sculptures, festivities include the Mardi Gras Parade and Children's Torchlight Parade, comedy shows, hockey games, dog pulls and snowbike races (on special motorcycle-snowmobile hybrids). Festivalgoers also enjoy snowshoe golf at McCall Golf Course, lift-served snow tubing at the Activity Barn in McCall and skiing/board-ing at Brundage Mountain Resort. The 2016 version (theme to be determined) will take place January 29–February 7.

Book early to stay at the elegant **Shore Lodge** (shorelodge.com), also located on the shore of Payette Lake, about a mile from downtown McCall. The recently renovated 1948 luxury lodge—which has a 7,902-square-foot spa, a year-round outdoor pool (heated in winter), a beach, a marina, a movie theater and fine dining—is a great base for recreational activities.

In addition to snowshoeing, tubing, and downhill and Nordic skiing, the McCall area has more than 540 miles of groomed snowmobile trails. Cross-country-skiing equipment and snowshoe rentals are available at Shore Lodge, which can also provide names of companies that offer snowmobile rentals.

Spring to fall, Shore Lodge guests can enjoy the award-winning, 7,200-yard, par-72 Whitetail Club golf course, open until October 18 this year, weather permitting.

MY FAMILY MOVED TO IDAHO when I was 10 years old, and I remember crying because I was leaving a state I loved. My parents told me that Idaho was even better. I didn't believe them at the time, but I soon discovered: They were right. ■

*Buddy Levy lives in Moscow, Idaho. He is currently working on a book called No Barriers with blind adventurer Erik Weihenmayer. For more information on Idaho recreation, go to visitidaho.org, and to regional and community websites.*

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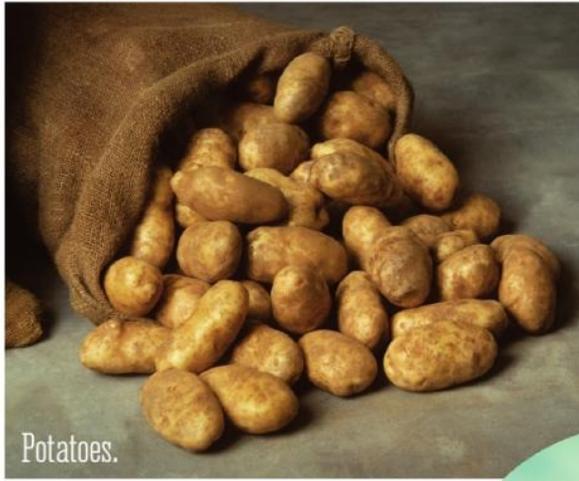
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# Idaho by the Numbers

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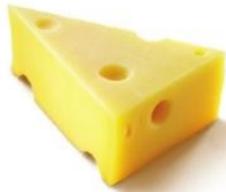
Hells Canyon.



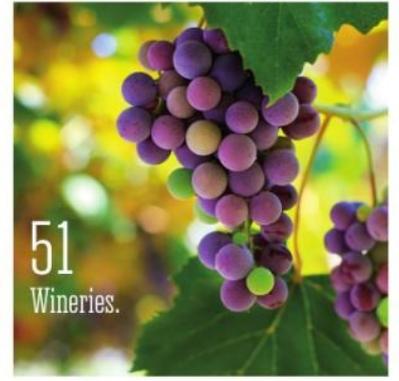
Nesting raptors.



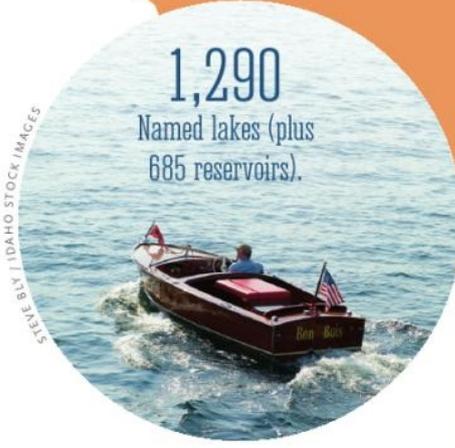
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# Idaho Business Advantages

Earlier this year, Gayle Manufacturing Company,

which provides structural steel for multistory buildings in the western United States, announced that it was relocating its headquarters from California to the Boise Valley town of Caldwell, Idaho, about 30 miles west of Boise.

The company, which has had a production facility in the Boise area since 1997, is also building its new, main fabrication plant in Caldwell, which is expected to employ more than 70 full-time employees when it begins production in Idaho in 18 to 22 months. The headquarters move will follow about 10 months later.

Gayle Manufacturing founder Jim DeBlasio cited Idaho's business-friendly climate and the collaborative approach government leaders show toward businesses as key factors in making the move.

That business friendliness includes the state's Tax Reimbursement Incentive, which provides a valuable tax credit related to the new facility.

Idaho's business incentives, predictable tax structure and balanced budget contribute to business confidence, and are among the reasons the state's economy is flourishing, according to the Idaho Department of Commerce.

In July, Kiplinger listed Idaho as **No. 3 on a list of 10 states seeing the fastest job growth**, citing employment growth in the state's technology sector, along with a construction sector "going full steam."

Idaho was ranked **No. 6 in 2015 Economic Outlook Rankings** by the American Legislative Exchange Council, a forward-looking forecast based on 15 policy variables that affect economic competitiveness.

And Idaho was ranked **No. 1** in a May 27, 2015, report on "**How States' Job Growth Compares So Far This Year**" by *Governing* magazine.

Below are just a few examples of the many ways Idaho is a good place to do business:

## Business Assistance

Workforce consultants and analysts from the Idaho Department of Labor work closely with business



DAVE MITCHELL / IDAHO STOCK IMAGES

Far left: The Idaho Capitol Building: The state is known for its business friendliness. Left: The University of Idaho is one of the state's numerous universities.

owners and others to determine employers' needs and connect businesses with a high-quality workforce. The department also creates specific employee-training programs to help new businesses. In addition, the state offers **Workforce Development Training Reimbursements and New Job Tax Credits**.

Idaho businesses also benefit from incentives such as the state's **Tax Reimbursement Incentive, Idaho Opportunity Fund, 3% Investment Tax Credit, Property Tax Exemption, Production Sales Tax Exemption, sales-tax rebate program,**

## Boise Centre Expansion

The Boise Centre on the Grove convention center—now simply referred to as the Boise Centre—was completed in 1990, and as it celebrates its **25th anniversary**, an expansion project is underway that will nearly double the space available, to around 90,000 square feet.

Completion of Phase 1 is expected in 2016.

Groups and conventions will soon be able to enjoy a new 14,000-square-foot ballroom, serviced by a 6,000-square-foot, state-of-the-art kitchen. In addition, the expansion calls for another 13,000 square feet of meeting space and 9,000 square feet of pre-function and multipurpose space. The new additions to Boise Centre will be connected to the existing facilities by an enclosed concourse. The attached structures surround the Grove Plaza, a Boise landmark and central gathering place for locals and visitors. Learn more about the Boise Centre expansion by visiting [boiseauditorium.com/expansion](http://boiseauditorium.com/expansion) or contacting Mary-Michael Rodgers at [mrogers@boisecentre.com](mailto:mrogers@boisecentre.com).



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and a variety of grants, including infrastructure-improvement grants and STEP (State Trade and Export Promotion) Grants to support Idaho businesses looking to expand into international markets through exports.

Other incentives are available in individual municipalities, such as tax increment financing and industrial revenue bonding. And through the state, grants of up to \$50,000 are available to help communities expand their infrastructure to accommodate new or expanded commercial or industrial facilities.

## Education

Idaho has **four 4-year state universities/colleges** (Boise State University, Idaho State University, Lewis-Clark State College and University of Idaho) and **four 2-year colleges** (College of Southern Idaho, College of Western Idaho, Eastern Idaho Technical College and North Idaho College). There are also **more than 20 private universities and colleges**, as well as many professional-technical training centers.

## Electricity

Electricity costs in Idaho are **fifth-lowest in the country**, according to the Idaho Department of Commerce, in part because of the state's 17 hydroelectric power plants. Nearly



BRIAN BROWN / IDAHO STOCK IMAGES

80 percent of Idaho's electricity comes from renewable-energy resources; 58 percent of that 80 percent comes from hydroelectric, with the rest generated from sources such as geothermal and wind, according to the state Commerce Department. A significant number of downtown buildings in Boise, including the State Capitol Building, parts of Boise State University and many government office buildings, are heated with geothermal energy.

**Renewable sources such as wind power provide most of Idaho's electricity needs.**

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## Health Care

Idaho has **more than 50 licensed hospitals**, including two major medical centers in Boise: Saint Alphonsus and St. Luke's. Both medical centers maintain and/or are part of a network of regional care centers.

## Quality of Life

With more than 82,000 square miles, Idaho is a land of rugged mountains and vast open spaces, offering **just about every kind of recreation imaginable**, while its cities boast numerous cultural activities, from museums, ballet and symphony to the



GLENN OAKLEY / IDAHO STOCK IMAGES

Idaho Shakespeare Festival (shown above). And in addition to the low cost of living, Idaho's crime rate is the lowest in the West and the third-lowest among states nationwide, according to FBI statistics reported by the Idaho Department of Commerce. ■

For more information: Idaho Department of Commerce, 208-334-2470 or 800-842-5858, [commerce.idaho.gov](http://commerce.idaho.gov); Idaho Economic Development Association, [ieda.biz](http://ieda.biz); Idaho Department of Labor, 208-332-3570, [labor.idaho.gov](http://labor.idaho.gov); Gem State Prospector, [gemstateprospector.com](http://gemstateprospector.com).

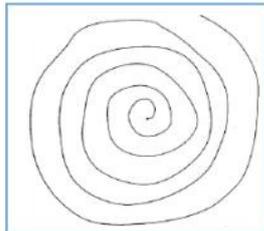
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# EXPLORING PORTLAND



ANTHONY PIDGEON / ALAMY

# PORTLANDIA'S PORTLAND



Clockwise from left: A bicyclist pedals along the Vera Katz Eastbank Esplanade in Portland. Fred Armisen and Carrie Brownstein co-star in *Portlandia*. Blue Star doughnuts, made with Northwest ingredients, are in keeping with the Portland ethos.



I'M RIDING MY BIKE DOWN THE VERA KATZ EASTBANK ESPLANADE ON THE EAST SIDE OF THE WILLAMETTE RIVER THAT BISECTS PORTLAND, AND A GOATEED BICYCLE MESSENGER WHIZZES PAST ME. I REALIZE I'M HAVING A *PORTLANDIA* MOMENT.

An hour later, I'm walking down Southeast Hawthorne Boulevard, eating a Blue Star doughnut made with Northwest ingredients such as Shepherd's Grain-supplied flour from sustainably grown wheat, and cage-free eggs from Stiebers Farms. I turn onto Southeast 37th Avenue and suddenly come face-to-porch with a house that is pink and white, with gingerbread trim. It is instantly recognizable as the abode of the sweet-yet-ineffectual *Portlandia* couple Peter and Nance, who investigate the sourcing of food they order at restaurants.

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Walking downtown a couple of days later, I pass the chateaulike City Hall building as a quietly bickering couple, wearing hiking sandals and sporting tattoos on their biceps and calves, brush by on the sidewalk. Yup ... I experience another *Portlandia*-related frisson. Some scenes for the show have been shot at City Hall, and the bickering couple are just the kind of characters the show is known for.

*Portlandia*, one of four TV shows currently being shot in Portland, uniquely captures the spirit of the City of Roses. The Emmy-winning IFC comedy stars and is written in part by former *Saturday Night Live* cast member Fred Armisen and musician/actress Carrie Brownstein (who in 2006 was chosen by *Rolling Stone* readers as one of the most underrated guitarists of all time). *Portlandia's* fifth season aired earlier this year, with two additional seasons ordered by the IFC network.



The show has gained cult status with its spoofing depictions of earnest, politically correct, slightly flawed Portlanders, most of whom are played in different wigs and costumes by Armisen and Brownstein.

Practically every minute of the show has been shot in Portland, and unlike shows that may utilize an exterior shot here or there, *Portlandia* embraces the entire city.

"They say that Portland itself is one of the characters in *Portlandia*," laughs Shelley Midthun, who



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manages the Portland Film Office at the Portland Development Commission. The film office helps productions obtain film permits and supports development of the film and digital-media industry in the city. “The amount of attention that the show has brought to the city is amazing,” Midthun says.

I decide to search for *Portlandia*’s Portland, and I find that the show serves as a kind of guidebook, or template, for visiting the many great neighborhoods and attractions of the city. The locales inhabited by beloved characters such as Peter and Nance, feminist-bookstore-owners Toni and Candace, outdoor klutzes Dave and Kath, and even characters simply called Fred and Carrie



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are all places Portland visitors would find interesting.

The **Vera Katz Eastbank Esplanade**, for example, figures in the very first scene that the show ever aired, when a character named Jason (Armsen) describes his recent visit to PDX to his friend Melanie (Brownstein), as they walk down a street in Los Angeles. “[Portland is] where young people go to retire,” he marvels, kicking off a



COURTESY IFC

Above: Carrie Brownstein and Fred Armisen play Lewis and Clark at the Oregon Historical Society museum. Below right: The historical society is renowned for this magnificent Northwest-themed mural.

Top right: The historic Benson Bubbler are also among Portland’s notable attractions.

music video that is shot almost entirely on the Portland riverfront biking-and-walking path named after Katz, who was Portland’s mayor from 1993–2004.

The 1.5-mile paved path includes a 1,200-foot floating boardwalk, one of the longest of its kind in the country, and features views of the downtown skyline across the Willamette River. Park benches line the route, for pausing to savor the panorama and the car-free tranquility. I enjoy a marvelous bike ride down the trail, stopping for a drink at a **Benson Bubbler** fountain where the path meets Southeast Madison Street near an attractive bronze statue of Mayor Katz. Benson Bubblers are named for early-1900s businessman and philanthropist Simon Benson, who donated money to the city to install numerous bronze drinking fountains—either to keep loggers out of saloons at lunchtime or to make sure people could easily find a drink of water, depending on which local folklore you subscribe to.

Besides the bike courier, who is a ringer for Armsen’s goateed Spyke character, I pass skateboarders,

lots of other cyclists, and guys sitting on the ground, banging away at drums, any one of whom would have been at home on the show.

The path also leads to **OMSI—the Oregon Museum of Science and Industry**—which has lots of hands-on science exhibits for great family exploration. The museum offers \$2 admission on the first Sunday of every month, with reduced prices those days for tickets to the submarine, theater and planetarium shows, too. The exhibit “Guitar: The Instrument That Rocked The World” opened September 26.

## RIDING A BIKE in Portland brings to mind another mem-

orable *Portlandia* episode, this one from Season 2, which takes place in downtown Portland, across the river from OMSI. First, Fred and Carrie appear at the **Oregon Historical Society museum**, where they play two utterly inept docents doing a Lewis-and-Clark skit in front of bored schoolchildren. (The museum itself



TRAVEL PORTLAND



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is actually anything but boring, with fascinating artifacts on display, such as the Portland Penny that was used in a coin toss to decide who named the frontier town in 1845. Asa Lovejoy, from Boston, lost to Francis Pettygrove, from Portland, Maine. Running through December 7 is an exhibit on World War II, with letters, historical documents and military uniforms. Outside, residents and visitors enjoy the magnificent mural commissioned by the historical society to depict Northwest subjects such as participants in the Lewis and Clark Expedition.)

Minutes after their stint as docents, Fred and Carrie appear across the street at the **Portland Art Museum**, playing equally inept bicycle valets—dressed in red vests and black bowties—who wind up losing the bike of a disgusted patron, who is played by The Smiths band alternative rocker Johnny Marr, who has a home in Portland.

The episode ends with the Portland mayor, played by Kyle MacLachlan, improvising a heartfelt and ludicrous anthem to the city, after signing an oath to never hold the Olympics here. (Real Portlanders love the cameos by Sam Adams, who was the actual mayor of Portland at the time the episode was shot, and who played the mayor's assistant in the TV series. Earlier this year, Adams moved on to a job with the World Resources Institute in Washington, D.C., although he still appeared in a Season 5 episode that aired in February.)

Portland, which is one of just four platinum-rated communities in the League of American Bicyclists' rankings of bike-friendly U.S. cities, might be a promising place for a bicycle-valet service, but meanwhile, you can park your bike yourself at the bike rack at the illustrious Portland Art Museum, which was founded in 1892.

The museum has an excellent sculpture garden complementing collections of American, Asian, European and Native American art.

From October 10 through January 10, PAM will premiere the traveling exhibition "Seeing Nature," featuring landscape masterworks by artists such as Monet and Cézanne, from the Paul G. Allen Family Collection.

The museum is in a popular section of Portland:

Clockwise from top: The Roosevelt statue in the city's scenic South Park Blocks. The iconic *Portlandia* statue. A scene featuring former Portland mayor Sam Adams, standing at left, playing an assistant to *Portlandia*'s mayor character, played by Kyle MacLachlan.



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the **South Park Blocks** along Southwest Park Avenue, which have green lawns and at least 11 species of trees, with more than 300 plantings. Artwork also graces each of the 12 blocks, such as the bronze *Theodore Roosevelt: Rough Rider* equestrian statue between Jefferson and Madison streets. The statue, commissioned by a Portland doctor who was a friend of Roosevelt's, depicts the colonel in the uniform he wore during his ascent of San Juan Hill during the Spanish-American War.

During my exploration of the blocks and nearby streets, I also discover **Raven & Rose**, a restaurant and bar that occupies the beautifully restored 1883 Ladd Carriage House on Southwest Broadway.



COURTESY IFC



SHUTTERSTOCK.COM

English pub fare is prepared in the downstairs restaurant, while upstairs, in the former hayloft of the stable, is the Rookery Bar, with a very *Portlandia*-like selection of single-barrel liquors bottled exclusively for

the establishment. After a dram or two of the house scotch or rye, you can practically hear the Season 2 *Portlandia* music video *The Dream of the 1890s (Is Alive in Portland)* wafting through the air, and gain a better understand-



JOHN WALLS

Nostrana, known for its artisan pizza, is expected to make an appearance in *Portlandia* this coming season.

ing of Armisen's exclamation that Portland yearns to return to 1890s living.

Just a few blocks away, at 1120 SW Fifth Ave., resides the show's namesake, the *Portlandia* statue. Believed to be the second-largest copper repoussé statue in America, at 38 feet tall (behind the 111-plus-foot-tall—from heel to top of head—*Statue of Liberty*),

Portland's female icon calmly reaches down from the parapet of the Portland Building. Sculpted by Raymond Kaskey in Washington, D.C., she traveled the last leg of her journey to Portland by a barge on the Willamette River in 1985. The opening credits of the show flash images of her. Her outstretched left arm, which holds a trident, points toward City Hall.

**COFFEE SHOPS** are another great way to get to know the city via its *Portlandia* connection. Carrie and Fred frequently appear in scenes played around cups of the city's lovingly small-batch-brewed java. On a beautiful sunny afternoon, I drive to the Buckman neighborhood to visit a *Portlandia* favorite. **Oblique Coffee Roasters**, in a lovely house—originally an 1891 mercantile—at 3039 SE Stark St., may be the quintessential Portland coffee shop. Old leather armchairs and vintage photos make the space interesting and appealing.

Antique lamps hang from the ceiling, and a roasting machine is prominent behind the counter. As if ordered from central casting, a woman wearing an old-fashioned lace dress, stockings and a straw hat sits

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at a table near mine to sip her tea. My cup of Americano from the in-house roast is terrific.

I have to laugh when I go to lunch about a 20-minute stroll away at the **Nostrana** restaurant—where a meal of artisan pizza or Oregon albacore tuna often culminates with single-origin espresso from local small-batch-roastery Spella Caffè—and I see a young man delivering a load of oak logs for Nostrana’s wood-fired ovens.

He wears cycling shorts, perhaps to show off the tattoos on his legs; a tank top that says, “Real Cute Dance Party”; and a cycling cap turned backward on his head. He looks almost exactly like Lance, the *Portlandia* gruff guy played by Carrie Brownstein, who sports a mustache, wears a white tank top and modulates her voice to sound gravelly and deep.

A sketch was shot at Nostrana this summer that’s expected to air in the coming season.

JAMIE FRANCIS



COURTESY CRACKLE

Coffee also figured prominently in another show that featured Fred Armisen—Jerry Seinfeld’s clever and fun streaming network series, *Comedians in Cars Getting Coffee*.

In one episode, Seinfeld picks up Armisen in an

Top: Portland’s Coava Coffee Roasters, which was featured in an episode of *Comedians in Cars Getting Coffee*, shown at left.



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Puzzle on page 70.

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olive-green 1965 Saab 96 Monte Carlo 850 and drives him to **Coava Coffee Roasters** on the corner of Southeast Main Street and Southeast Grand Avenue.

During the 7-plus-minute wait while the barista, in typically deliberate fashion, prepares the coffee, the episode producers show a “Portland Hipster Service Wait-O-Meter” counting down the time. Jerry and Fred linger over their Americanos—“This is so good—wow—this is a reason to live here,” Jerry proclaims—in a space that I find to be expansive and warm, with handsome wood paneling. The unisex restroom has got to be among the finest in the city, a saunalike space of warm, tranquil parquet walls.

Across the street from Coava is **Kidd’s Toy Museum**, with an array of vintage toys—mostly from 1869 to 1939—collected by Portland businessman Frank Kidd, who is now in his 80s. The shelves showcase items such as trains, planes, dolls, early Oregon memorabilia and mechanical banks, including an elephant that curls its trunk to deposit a coin into a slot in the howdah (sedan chair) on its back.

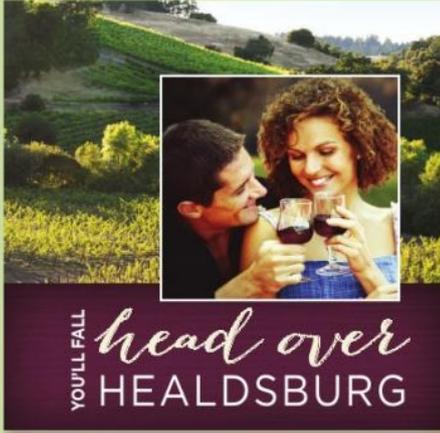
Southeast Grand Avenue also has many historic buildings, as described in Laura O. Foster’s excellent book *Portland City Walks*. For instance, a few blocks north of the coffee shop are late-1800s **Nathaniel West buildings** on the National Register of Historic Places.

West arrived in Portland from New York in 1875, with his wife and four children, and eventually became president of the East Portland City Council. The family ran a clothing-and-dry-goods store in the Italianate-style West’s Block Building, whose upstairs served as their home. It now houses the **Architectural Heritage Center museum**, which offers walking tours of numerous parts of Portland.

Another coffee bar worth visiting is the **Cup & Bar** cafe, at 118 NE Martin Luther King Jr. Blvd., a few blocks from Coava.



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Trailhead Coffee Roasters and the new Ranger Chocolate Company joined forces at this location earlier this year to make their products in the industrial space.

You can watch the production while savoring drinking chocolate or a mocha in the shop, which has indoor racks for hanging visitors' bicycles; side-walk tables; and pleasant baristas with shaved heads and tattoos, who would be right at home in a *Portlandia* sketch.



**The In Other Words Community Center doubles as the Women and Women First bookstore in *Portlandia*.**

seems to bring in a lot of people who wouldn't ordinarily come here. But they almost never buy anything."

So I buy a T-shirt that says, "Feminist Community Center"; it is the least I can do.

**OF COURSE,** no *Portlandia* tour would be complete without a visit to **In Other Words**, the feminist community center (comprising a small bookstore and a lending library) in Northeast Portland at 14 NE Killingsworth St. In *Portlandia*, the space doubles as the Women and Women First bookstore, with fictitious less-than-gracious proprietors Toni and Candace played, respectively, by a dour Brownstein in glasses and Armisen in drag.

I find the center to be much more friendly and welcoming. There are comfortable sofas and chairs, so I grab a book and sit down to read. There are leaflets for community events posted around the space, and the restroom has two notable signs. On the door: "This Is an All-Gender Restroom," and, inside, on the mirror over the sink: "You're Looking at a Feminist."

"I have to ask you," I say to the two pleasant (and thus nothing like Toni and Candace) feminists behind the counter, "are you tired of the *Portlandia* references yet?"

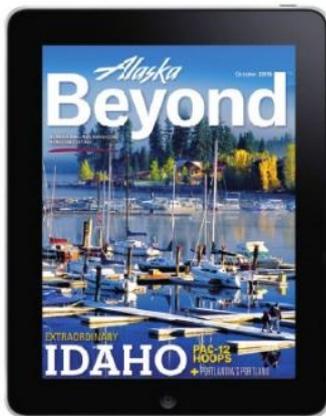
"We were just talking about that," replies one of the women with a laugh. "It

WITH *PORTLANDIA*'S RENEWAL for two more seasons, the show will be with us for at least a while longer. But Portland itself, and the characters and settings that the show spoofs, will endure long beyond the series. Ask anyone—Peter, Nance, Lance, Toni, Candace—you could put a bird on it and it couldn't be any more awesome. ■

*Jim Gullo is an Oregon writer and Portlandia fan. A Season 1 Portlandia episode used the phrase "Put a bird on it" to indicate that avian adornment could turn any object into art. For more information about Portland and Portlandia, visit [travelportland.com](http://travelportland.com).*

*Alaska Airlines (800-ALASKAAIR; [alaskaair.com](http://alaskaair.com)) flies daily to Portland, including new daily nonstop service between Portland and Austin, Texas, starting November 5. In addition, new daily nonstop service between Portland and three Midwest cities—Kansas City, Minneapolis and Omaha—is scheduled to start on February 18.*

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## EPIC-CURIOUS

### ACROSS

- 1 Arp movement
- 5 Upset the censors
- 10 Negative particle
- 15 Tar's greeting
- 19 North Carolina school
- 20 About
- 21 Uncle Miltie
- 22 Novelist Grey
- 23 Singer Fitzgerald
- 24 "Father Murphy" actor
- 25 Cabbage
- 26 Medieval chest
- 27 Folklore, finally grasped?
- 30 Birch's kin
- 31 Stretches
- 32 Where to keep a spare tyre
- 33 Flutter
- 35 Has a bawl
- 37 Crime story?
- 43 Wrestling feats
- 44 Tree trunk
- 47 Mrs. Chaplin
- 48 Hebrew lion
- 49 Actor Holm
- 50 Stirred up
- 51 Sludge
- 52 "The King and I" setting
- 53 Free from
- 54 Fountain orders
- 55 That is translated into Latin
- 57 On-line room
- 58 "The Odyssey"?
- 61 Sports action?
- 62 Hopeful
- 63 Slip cover?
- 64 Mariana Islands island
- 65 Core
- 67 Rough draft?
- 73 Apartment
- 74 Metrical work
- 75 Prohibit
- 76 Auction end
- 77 Phooey!
- 79 Former gov't. agency
- 80 Provide provender
- 81 Nature deity
- 82 Crescent
- 83 Scraps
- 84 Word of woe
- 85 Makeup artists?
- 87 Birth of Venus?
- 92 Little women
- 93 High house
- 94 Crowning
- 96 Beatles concert site, 1966
- 97 Recumbent
- 100 \mith\?
- 106 Rendered fat
- 107 Summer ermine
- 109 Specks
- 110 Pompeii heroine
- 111 Ellipse

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- 112 Norman Vincent \_\_\_\_\_
- 113 Dispossess
- 114 Dancer Pavlova
- 115 Antler part
- 116 Chipped in
- 117 Former first cat
- 118 In the vicinity

### DOWN

- 1 Reckon
- 2 Friend in need
- 3 Blockhead
- 4 Disneyland's city
- 5 Tea fare
- 6 Rugged country
- 7 Scots Gaelic
- 8 Like vinegar
- 9 Bought off
- 10 Costello's partner
- 11 Fiddling emperor
- 12 Seeing red
- 13 Spanish wave
- 14 Mr. Beatty
- 15 Garden bloom
- 16 Challenging

- 17 Back then
- 18 1984, for one
- 28 Luau instruments
- 29 North Pole export
- 30 Mad. or Lex.
- 33 "Cheers" actor
- 34 Medical org.
- 35 Contend
- 36 Actor Quaid
- 38 Baseball thrill
- 39 Soak
- 40 River nymph
- 41 Pontificate
- 42 Kind of shot
- 43 Formal address
- 44 Fussbudget
- 45 King Harald's father
- 46 \_\_\_\_\_ majeste
- 50 Friars Club event
- 52 Abase
- 54 Quick flick
- 55 Like most rashes
- 56 "Happy Trails," e.g.
- 57 Charley horse
- 59 Characteristic

- 60 Young bugs
- 61 Instruct
- 64 Software tycoon
- 65 Step on it
- 66 Legislate
- 67 Maxim
- 68 Riser
- 69 Bona fide
- 70 This, senora
- 71 Tibet's neighbor
- 72 Glum drops
- 74 Bess's love
- 77 TLC givers
- 78 Beaver project
- 80 Covers
- 83 Above
- 85 Stead
- 86 Middle East plateau
- 88 See to
- 89 It makes oil boil
- 90 Used a shuttle
- 91 Early English letter
- 92 Casper, et al.
- 95 Brigham Young locale
- 96 Light bite

- 97 It may thicken
- 98 Shankar on sitar
- 99 Algerian port
- 100 Medieval defense
- 101 Webster's alma mater
- 102 Auditory
- 103 Geometric figure
- 104 Sicilian resort
- 105 Letter opener
- 107 Bath bath
- 108 Comaneci achievement

Solution on page 66.



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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. We feel the same way. That'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.



## TABLE OF CONTENTS

A2	Onboard Amenities	A4–A6	Route Maps
A3	For Your Safety	A7	Customs and Immigration Forms
A3	<a href="http://alaskaair.com">alaskaair.com</a>	A7	Airport Gate Location Maps
A3	Mileage Plan™		

# ONBOARD AMENITIES

## SNACKS & BEVERAGES Available for purchase on select flights

The card in your seatback pocket displays all of our food and beverage options. Purchases require a credit or debit card.



Featuring healthy items from local Pacific Northwest companies, our snack packs are both delicious and free of trans fats, high fructose corn syrup and MSG.

- Liquor \$7 USD**  
 Sun Liquor Vodka  
 Sun Liquor Gin  
 Sun Liquor Rum  
 Crater Lake Hazelnut Espresso Vodka  
 The Glenlivet  
 Crown Royal



## FEATURED REGIONAL WINES & MICROBREWS

You are welcome to enjoy a glass of Northwest wine or microbrew at no additional charge on select flights. Please refer to the card in your seatback pocket for more information.

*Individuals must be 21 years of age or older to consume alcoholic beverages. Only alcohol served by our flight attendants may be consumed on board. Some limitations are placed on the service of alcohol. 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.*

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 Tazo® Awake® Black tea  
 Tazo® Sweet Orange Hot Herbal Tea (caffeine-free)



### Juices:

- Orange Juice  
 Apple Juice  
 Cranberry Juice

### Sodas & Mixers:

- Coca-Cola Classic  
 Coke Zero  
 Diet Coke  
 Sprite  
 Sprite Zero  
 Seagram's Ginger Ale,  
 Seltzer & Tonic  
 Sparkling Water  
 Bloody Mary Mix  
 Bottled Water



*Beverage brands may vary, and service levels will vary depending on length of flight, time of day, and air turbulence. Pike Place is a registered trademark of The Pike Place Market PDA, used under license.*

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# A GUIDE FOR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

## AT YOUR SEAT

**Buckle Up.** Please fasten your seat belt whenever the seat belt sign is illuminated. We ask that you keep your seat belt fastened throughout the flight whenever you are seated in case of undetectable clear-air turbulence.

**Seat backs and tray tables** must be in the upright, locked position during taxi, takeoff and landing.

**All carry-on baggage**, including laptop computers, must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.

**Pets** must remain in their carrier for the entire flight. The carrier must be stowed under a seat for taxi, takeoff and landing.

## USING YOUR DEVICES

**Flight attendants will advise** of any portable electronic device restrictions on the ground or in the air. Please observe our portable electronic device policies:

### Allowed on the Ground and in the Air



- › Laptops (must be stowed for taxi/takeoff/landing)
- › Tablets/smartphones (Airplane Mode after door closure)
- › Wireless mouse/keyboard
- › e-readers
- › Media/CD/DVD player
- › Noise-cancelling headphones
- › Cell phones (prior to door closure only)

### Not Allowed During Flight



- › Voice calls of any kind, including VoIP
- › Devices with cell service enabled
- › AM/FM radios or TVs
- › Personal air purifiers
- › Remote-control toys
- › Electronic cigarettes

## WHILE IN THE AIR

**Interference with crew members'** (including flight attendants') duties is a violation of federal law. Under the law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties.

**Smoking** is not permitted on any 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.

**Horizon Air prohibits the use** of items that do not meet Federal Aviation Regulations or Company regulations, including the use of seat-belt extensions not provided by Horizon Air.

**Chewing tobacco** and electronic cigarettes are not permitted.

**Alcohol** may not be consumed unless it has been provided by a Flight Attendant.

**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.

**Headphones** must be worn when using portable electronic devices that produce sound.

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Alaska's award-winning Mileage Plan<sup>™</sup> offers great benefits and flexibility. Award travel starts at 7,500 miles (one way). Earn and redeem miles on Alaska Airlines and our numerous airline partners. Earn additional miles with our wide variety of car, hotel, dining, financial and telecom partners.

## 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 in participating locations. Thank you.



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With the Alaska Airlines Visa® Signature card, you can earn one Bonus Mile for every dollar you spend. Plus, each year you will receive a coach Companion Fare from \$121 (\$99 base fare plus taxes and fees from \$22 depending on your Alaska Airlines flight itinerary), redeemable anywhere Alaska Airlines flies.

# WHERE WE FLY

Alaska Airlines is proud to serve more than 100 destinations throughout the United States, Canada, Mexico and Central America. On routes that require a connection to one of our partners, we strive to make your journey as easy as possible by taking care of your bag transfer and providing assistance at any stage of your journey.

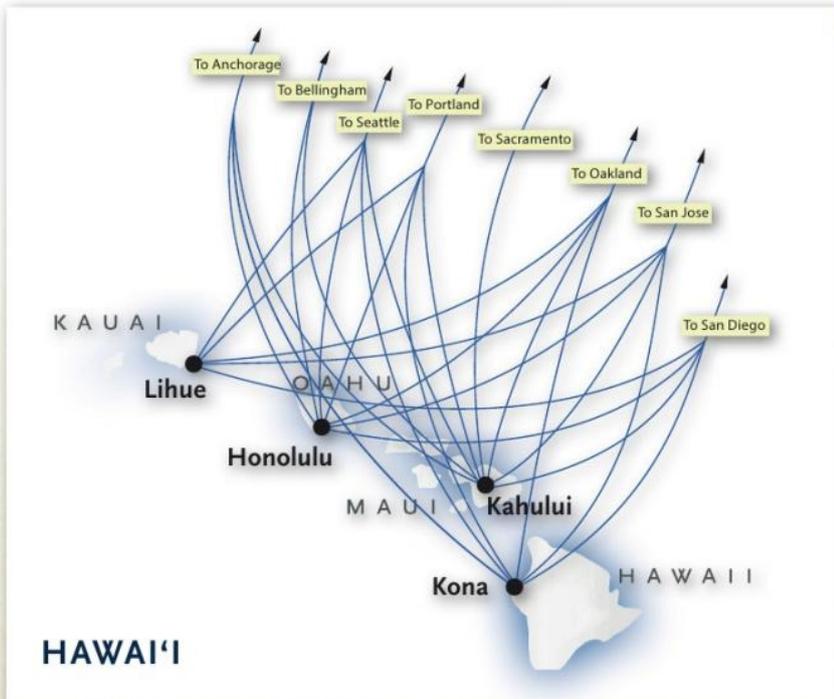
## U.S. MILEAGE

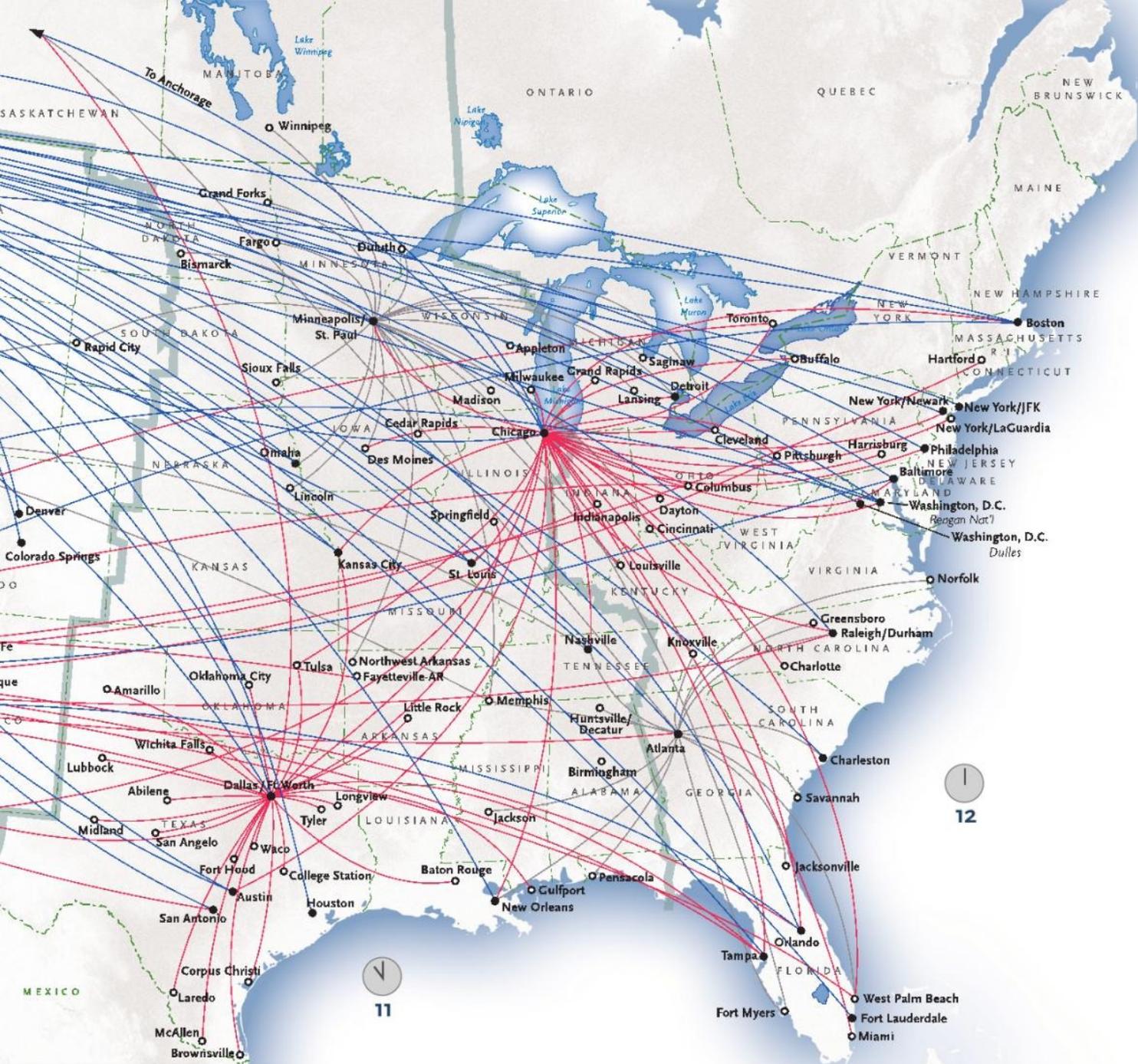
Between	Mileage
<b>Seattle &amp;</b>	
Boston	2,496
Denver	1,024
Fort Lauderdale	2,697
Honolulu	2,677
Los Angeles (LAX)	954
New York City/Newark	2,401
Orlando	2,553
Phoenix	1,106
San Francisco	678
Washington, D.C.	2,306
<b>Portland &amp;</b>	
Los Angeles (LAX)	834
San Diego	933
San Francisco	550

## LEGEND

-  *Alaska*
-  American Airlines
-  DELTA

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.  
Some routes shown operate seasonally.





### UPCOMING NEW SERVICE

Route	Service Begins
Orange County–Los Cabos	Oct. 8, 2015
Orange County–Puerto Vallarta	Oct. 9, 2015
LAX–San Jose, Costa Rica	Oct. 31, 2015
LAX–Liberia, Costa Rica	Nov. 1, 2015
Boise–Reno	Nov. 5, 2015
Eugene–San Jose	Nov. 5, 2015
LAX–Monterey, CA	Nov. 5, 2015
Portland–Austin	Nov. 5, 2015
Seattle–Charleston	Nov. 16, 2015
LAX–Gunnison, CO	Dec. 16, 2015
Portland–Kansas City	Feb. 18, 2016
Portland–Minneapolis	Feb. 18, 2016
Portland–Omaha	Feb. 18, 2016

# ALASKA



## ALASKA MILEAGE

Between	Mileage	Between	Mileage
<b>Anchorage &amp;</b>		<b>Fairbanks &amp;</b>	
Cordova .....	160	Barrow .....	503
Kodiak .....	252	Seattle .....	1533
Fairbanks .....	261	Chicago .....	2785
King Salmon .....	289		
Dillingham .....	329	<b>Between</b>	<b>Mileage</b>
Bethel .....	399	<b>Juneau &amp;</b>	
Nome .....	539	Sitka .....	95
Kotzebue .....	549	Petersburg .....	123
Juneau .....	571	Yakutat .....	199
Prudhoe Bay .....	627	Ketchikan .....	235
Ketchikan .....	776	Seattle .....	909
Dutch Harbor .....	792		
Seattle .....	1448	<b>Between</b>	<b>Mileage</b>
Portland .....	1542	<b>Ketchikan &amp;</b>	
San Francisco .....	2045	Wrangell .....	83
Los Angeles .....	2375	Sitka .....	185
Honolulu .....	2776	Juneau .....	235
Chicago .....	2847	Seattle .....	679

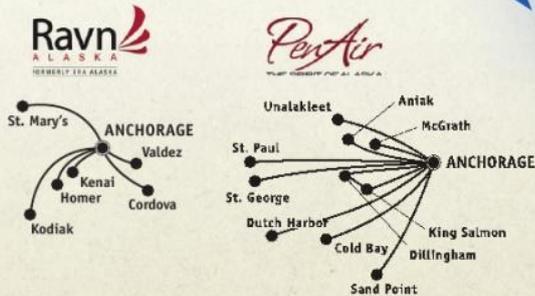
Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

● Alaska Airlines Cities

Some routes shown operate seasonally.  
† Dutch Harbor–Anchorage service operated by PenAir.

## AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.



# 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.

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.

## 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 (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption)
- 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"

### 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



## 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



### 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.)

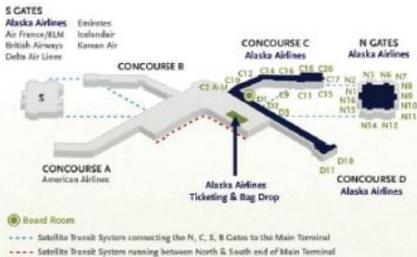
#### Datos de ayuda

- 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 usara como identificación.



# AIRPORT GATE LOCATION MAPS

## Seattle/Tacoma International Airport (SEA)



## Portland International Airport (PDX)



## Los Angeles International Airport (LAX)



## San Francisco International Airport (SFO)



# Ode to a Leaf Blower

Device gives homeowner yard-cleanup staying power | BY JIM GULLO

Let's take a moment to admire the oak tree in my front yard. The tree—easily more than 90 feet tall—towers over my house. The smooth, arrow-straight trunk is 102 inches around at my chest height and is probably within an inch or two of that girth 30 feet up, where the branches begin.

Standing a few feet from my front porch, the behemoth burrows deep into the earth. Its massive root system draws in water and minerals, channeling them to bright green leaves which end in sharp little points that engendered the name “pin oak.”

We moved into the house on a hot July day several years ago, and found that the tree and its broad leaves provided wonderful shade from the afternoon and evening sun. And the branches starting so high from the ground was good, because my children would see no opportunities for climbing the tree.

But my neighbor Jerry looked up at the glorious green canopy, grinned and said, “Wait till October when those leaves start to come down.”

Sure enough, they turned gold, and then red, and then brown, and, oh, how they came down. Each year, around the beginning of October, little scout leaves drift off and settle onto the roof and into the gutters and onto the lawn. Then the tree really gets serious. By late October, our porch and lawn are the proud inheritors of a couple thousand spiny oak offerings. The leaves drop until about mid-February, when only a few hundred hardy survivors remain in the upper reaches of the capillarylike tangle of branches.

I began marking in my calendar the number of times I gathered up the leaves—a record 11 times one particularly challenging year. I also record the number of times (up to five) I've put a ladder to the roof to rid the gutters and shingles of piles of leaves that gather in the creases and transform themselves into an acidic mulch

that moss adores. My roof is relatively flat and not so high as to trigger acrophobia, but I still approach it with great caution, because I've heard a lot of ladder stories that end with the words “fractured in five places” or “dislocated.”

Our first couple of years in the house, I tried to rake the leaves up (*How many could there be?* I thought), but I could never keep the lawn or the sidewalks clean. Lashing wind and rainstorms blew my carefully gathered piles onto the patio, into the flower beds, back onto the roof, and into drifts up to the door, where, like the dog, they seemed to wait to be allowed inside. Cleaning gutters became a nightmare of scooping piles of black muck out of the troughs with a slotted spoon from the kitchen.

And, then, I bought a leaf blower. Specifically, a red beauty that tethers to the house via long extension cords and can even go onto the roof to blow out the gutters before the leaves turn to muck. With it plugged in and roaring, I can match wind with wind. I become a wizard who commands the leaves to fly into piles on the lawn and then into the street, where my town's leaf-pickup program collects them on specified days.

As I work my power-tool magic, the relative ease of the task allows me to ponder how the tree drops its old leaves to make way for spring renewal, and I think about aspects of my own life that I might want to let go of to make room for new growth. Leaf blowing has become a time for reflection, a catalyst for change.

And, so, when summer rolls around, I will praise and thank my noble adversary for the gift of greenery and shade, and I will try not to get too uptight about the impending cleanup.

I might also think about investing in gutter guards.

*Jim Gullo writes from Oregon's Willamette Valley.*

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