



IN THE WORLD

Volvo, the best in construction equipment technology



Construction Machinery Industrial, LLC

IN ALASKA

CMI, the best sales and product support lineup.

IN YOUR CORNER

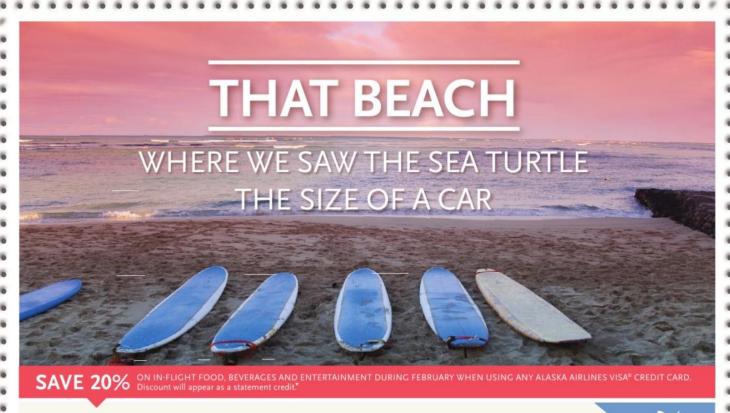
The Winning Team.

Anchorage, Alaska Juneau, Alaska

(907) 563-3822 (800) 478-3822 (907) 780-4030 (888) 399-4030 Fairbanks, Alaska Ketchikan, Alaska (907) 455-9600 (907) 247-2228

VOLVO CONSTRUCTION EQUIPMENT







EXPLORE MORE, TOGETHER:

APPLY TODAY!
Ask your flight attendant

for an application or visit myalaskacard.com.

TRAVEL IS BETTER WITH A FRIEND.

GET A YEARLY COACH COMPANION FARE ONLY WITH THE ALASKA AIRLINES VISA SIGNATURE® CARD.

- Coach Companion Fare every year from \$118 (\$99, plus taxes and fees from \$19)! There are no blackout dates
- 25,000 Bonus Miles upon Visa Signature approval*
- 3 miles per \$1 on Alaska Airlines purchases including tickets, vacation packages, cargo and in-flight purchases
- 1 mile for every \$1 spent on all other purchases
- Use your miles on Alaska Airlines or any of our 14 airline partners



Four card designs to choose from —all with the same great benefits.









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

- Offer excludes Gogo Wifi. Receive a 20% rebate on in-flight food, beverage and DigEplayer purchases during the month of February 2014 when you charge the purchases to any Alaska Airlines Visa credit card. Rebate will appear as a credit on your billing statement.
- *Bonus Miles offer is 25,000 miles for approved Visa Signature accounts, 5,000 miles for approved Platinum Plus® accounts or 3,000 miles for approved Preferred accounts. Bonus Miles will be credited to your Alaska Airlines Mileage Plan™ account 1−2 weeks after approval. This one-time promotion is limited to new customers opening an account in response to this offer and is valid for a limited time only. 25,000 Bonus Miles valid for a round-trip Coach Saver award ticket in the continental U.S., Alaska or Canada on Alaska Airlines when booked at alaskaair.com. Cardholder is responsible for any applicable taxes and fees from \$5 per award ticket.
- † Cardholders that qualify for the Visa Signature card will receive an annual coach Companion Fare from \$118 (\$99 base fare plus taxes and fees from \$19 depending on your Alaska Airlines flight itinerary).

 These terms apply to Visa Signature accounts. Different terms apply to Platinum Plus and Preferred accounts. Please refer to application for details.

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





Yes, I got mine at Q Dick Hannah Subaru.



Retail value up to \$2,098. Two (2) non-transferable Mt. Bachelor 2013-2014 Winter Season Passes for unlimited use will be given with every new Subaru purchased or leased through Dick Hannah Subaru between January 6, 2014 and February 28, 2014. See store for details.



Dick Hannah Subaru. The #1 online-rated Subaru dealer in the Northwest. [2] Source

Don't just take our word for it. Ask Jeanne...

I had a wonderful experience with Dick Hannah Subaru in Vancouver, WA. I flew there from Ashland, OR to purchase a new car, which I negotiated online and over the phone. The entire experience was painless and pleasant. It was worth traveling so far to make this purchase. I would do it again and again. Thank you so much Dick Hannah! "Believe in Nice" — Jeanne W.

February Lease Special



\$249 per month [1] Lease details below

New 2014 XV Crosstrek 2.0i Premium

Model ERA-01. [1] \$249 per month for 42 months with \$2,149 due at lease signing. \$0 security deposit. Tax, title and registration fees extra. Mileage charge of 15 cents per mile for mileage over 12,000 miles per year. Other leases available on other models. Special lease rates extended to well-qualified buyers and are subject to credit approval. Total monthly payments \$10,458. A documentary service fee in an amount up to \$150 may be added to capitalized cost. Must take delivery from dealer stock by February 28, 2014. [2]#1 online-rated sourced from aggregated Google, DealerRater and Yelp reviews in Oregon and Washington. Reviews sourced May 2013.





HannahSubaru.com/alaska

877-240-1929

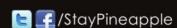
PINEAPPLE HOSPITALITY





866.866<u>.7977</u>

staypineapple.com



OVER 95% SOLD

Escala Above all else.



CALL FOR PRICING + INFORMATION ON PENTHOUSE HOMES

There's only one place in Seattle with 180° views of the city, Elliott Bay and the Olympic mountains, as well as 5,100 square feet awaiting your custom design - the Penthouses at Escala. These spacious homes sit atop amenities and services that rival the most exclusive clubs in the city amidst a vibrant downtown location.

ENJOY PENTHOUSE LIVING AT ESCALA.

206.816.6300 ESCALASEATTLE.COM NON-PENTHOUSE HOMES STARTING AT \$999,000









FEBRUARY 2014

DEPARTMENTS

9 Spirit of Alaska

A message from Alaska Airlines CEO Brad Tilden.

14 What's New

The latest news from Alaska Airlines.

15 People Behind the Spirit

Captain Dave Strelinger and Accounting Specialist Kathleen Kelly. By Paul Frichtl

18 Journal

Notes on life around the Alaska Airlines route system. Edited by Ben Raker

139 Education

Taking the tests.

By Greg Scheiderer

144 Reader Information

A convenient way to hear from our advertisers.

146 Mileage Plan Adventures

Adventure in the Andes: Cusco, Peru. By Andrea Poe

155 Autos

America's sports car: 2014 Chevrolet Corvette Stingray. By Bengt Halvorson

161 Alaska Airlines Guide to Services

Travel tips, flight information, Mileage Plan, air safety, route maps, Vacations and more.

174 Crossword Puzzle

176 Photo Page



FEATURES

34 Picture This

Amateur photographers find fresh inspiration from photo workshops and tours. *By Gary Hayes*

46 Aloha Weddings

The romance and beauty of Hawai'i. By Karin Gallagher

66 Market Makers

Investor appetite is increasing for initial public offerings. By Carol Tice



56

Cover: Mount McKinley is a towering presence in Denali National Park & Preserve; see "Dazzled by Denali," starting on page 76; photo by Ken Graham /AccentAlaska.com. Contents: "Aloha Weddings," starting on page 46. The Looff Carrousel is a popular feature of Spokane's Riverfront Park; see "Dynamic and Distinctive," starting on page S6.

DESTINATION ALASKA

76 Dazzled by Denali

Exploring the high slopes and lowland trails of Alaska's premier mountain park. By Nicholas O'Connell

86 Fish Glories

Chasing kings in the rich Pacific waters of Southeast Alaska.

By Paul Frichtl

101 Alaska Itinerary

Things to see and do while in the Last Frontier State. By Eric Freedman

SPOKANE

S6 Dynamic and Distinctive

Discovering Spokane's vibrant neighborhoods. By Cindy Hval

S20 Business Benefits

Companies are thriving in Greater Spokane's many commerce clusters. By Jill Barville



SeaTac Airport's Premier Parking Locations.

MasterPark's 4 Valet Parking locations and M Park Self-Parking, provide SeaTac Airport's premier parking service. 24-hour shuttles, provide the shortest time from your vehicle to airline departure gates. Avoid the high cost of airport terminal parking, MasterPark is the fast, easy, and safe choice.

Please visit masterparking.com

MASTERPARK VALET PARKING SPECIAL OFFER

- LOT C 16025 International Blvd.
- LOT A 18220 International Blvd.
 LOT B 2907 South 170th St.
 - Garage 16826 International Blvd.

Valid at all MasterPark Valet Parking Locations. Must present printed coupon to receive discounted rate. Offer not valid in conjunction with any other offer.

Regular Daily Posted Rate Valid Jan.1-Feb. 28, 2014

Code #2140

Try MasterPark's New Park Self Park Location. \$9.99 per day for long term and discount parking. For more information visit mparkseatac.com



Alazka Airlinez

FEBRUARY 2014 VOLUME 38, NUMBER 2

Publisher MIMI K. KIRSCH Editor PAUL FRICHTL

Senior Editor MICHELE ANDRUS DILL

Associate Editors

JEFF BOND, PAUL CLARKE, BEN RAKER

MADISON CAVELL, MELISSA CROCE, HEIDI DONG,

AYAN SHEIKH, JOSHUA STOLLENMAIER

Contributing Writers

JILL BARVILLE, ERIC FREEDMAN, KARIN GALLAGHER,
BENGT HALVORSON, GARY HAYES, CINDY HVAL,

NICHOLAS O'CONNELL, ANDREA POE, GREG SCHEIDERER,

Art Directors

Art Directors

MARGARET ELSON, PATTY WARKENTIN

Advertising Production Manager
Design & Production Specialist
Contributing Designer

HEATHER THIMSEN

CEO EDWARD B. KIRSCH

Production Director
Accounting Manager
Advertising Data Wrangler
Advertising Data Wrangler
Advertising Data Wrangler

Office Coordinator KIMBERLY KNAPMAN
Coordinator for Alaska Airlines Susan Peterson

SALES OFFICES

2701 First Avenue, Suite 250, Seattle, WA 98121 phone 206-441-5871; fax 206-448-6939 email sales@paradigmcg.com

Advertising Director Kenneth J. Krass, ext. 11

Western Washington/Eastern Washington/ Florida/Canada

BECCA CONVERSANO, EXT. 21

Western Washington/Illinois/Kansas/Missouri
STEPHANY ANGELACOS, EXT. 13

Oregon/Idaho/Montana/Colorado/Utah/Michigan
CLAY M. SCHURMAN. EXT. 33

CLAY M. SCHURMAN, EXT. 33

California/Arizona/Nevada/Texas YAEL KALLIN, EXT. 27

Alaska

DUANE EPTON

3705 Arctic Boulevard, #452, Anchorage, AK 99503 phone 907-561-2450; fax 907-344-7262

East Coast/Mexico

KENNETH J. KRASS, EXT. 11

Hawai'i

DEBBIE ANDERSON

3555 Harding Avenue, Suite 2C, Honolulu, HI 96816 phone 808-739-2200; fax 808-739-2201



WWW.ALASKAAIRLINESMAGAZINE.COM

Alaska Airlines Magazine (ISSN 0199-0586), the monthly inflight magazine of Alaska Airlines, is published by Paradigm Communications Group, at 2701 First Avenue, Suite 250, Seattle, WA 98121. Copyright ©2014 by Paradigm Communications Group, all rights reserved. No part of this magazine may be reproduced without permission of the publisher. Subscriptions: \$65 in the U.S.; \$70 elsewhere. Single-copy price: \$8. Photocopies of articles: \$3.50. Publisher assumes no responsibility for return of unsolicited manuscripts or artwork. Printed in the United States of America.

POSTMASTER: Send address changes to Alaska Airlines Magazine, 2701 First Avenue, Suite 250, Seattle, WA 98121-1123.



What does a *world class*Steakhouse look like?

Chef driven seasonal menus.

House baked breads and desserts.

Six tiers of great steaks...starting with USDA Prime and ending with Japanese Wagyu.

A "Best of Award of Excellence" from Wine Spectator.

The deepest selection of Scotches, Bourbons and other fine liquors.

Service that makes you feel as if you were a guest in my home.

Now that's a world class steakhouse!

l'invite you to come experience John Howie Steak.



Chilowie

JOHN HOWIE STEAK



EXPLORE













DISCOVER LOW FARES, THEN SKI FREE

Explore all of Alaska Airlines' spectacular winter sports destinations, including Sun Valley, Mammoth, Mount Bachelor, Steamboat Springs and more — all at surprisingly low fares. Plus, when you show your boarding pass at participating resorts, you ski free. **Explore More. Spend Less.**™

alaskaair.com/ski

Alaska Airlines

Spirit of Alaska



Brad Tilden Chief Executive Officer



OUR SECRET SAUCE

Getting you and your bags to your destination on time is one of the many ways we're striving to make Alaska the easiest airline to fly. This month, our chief operating officer, Ben Minicucci, explains how we do it. —*Brad Tilden*

With preparations nearly complete for a flight from Seattle to Palm Springs shortly before Christmas, Alaska Airlines Flight Attendant Katie Long informed Captain Michael Rinehart and First Officer Matt McGibney that a couple in Row 7 were worried about their dog. With just a minute to spare, Michael crawled into the baggage compartment, where he spotted a Shetland sheepdog. Seeing that the dog was comfy and settled in for the flight, he snapped a photo with his phone and showed it to the dog's owners, Frankie and Bill Chapman, who sighed with relief knowing that their beloved Phinney was OK.

Every one of our departures and arrivals at Alaska Airlines is carefully scripted so we can deliver a consistent experience to you, no matter where and when you fly. That's not to say we can't take a moment and deviate from the playbook, like our flight crew did. To the Chapmans, it was an unexpected surprise to have the plane's captain check on their beloved dog. But it was just part of the job to our crew—one of many examples of how our employees go the extra mile for our customers every day.

Running an on-time airline takes careful planning, deliberate process and focused execution by dedicated employees who truly care about customer service. Look outside your gate 15 minutes before your aircraft arrives and you'll see our Alaska team getting ready so that your airplane can quickly be turned for its next departure. Equipment is staged so that bags can be downloaded efficiently

to meet our industry-leading 20-minute guarantee for baggage delivery to the carousel. Fueling, catering, cleaning and wheelchair-assistance personnel are staged to meet the airplane exactly five minutes after arrival.

Forty-five minutes prior to departure, our first officers conduct their exterior preflight checks, and flight attendants do their safety checks, so that our gate agents can begin boarding 40 minutes before departure. After about 160 passengers are on the plane, we aim to close the forward door five minutes before pushing back from the gate to complete final weight and balance calculations for an on-time departure.

We measure our performance by taking more than 200,000 audit points a month. Daily scorecards are reviewed by our operations-management teams so we can correct any deviation in performance.

I am extremely proud that Alaska
Airlines has led the industry as the best
on-time major carrier in North America
for three years in a row—and we focused
on ensuring that 2013 will be recognized
as our fourth. Managing precision and
timing while demonstrating a true love of
taking care of our customers is a delicate
balance we strive for every day. How do
we do it? By working together.

This was the theme of a full-day seminar we called Flight Path that every one of our 13,000 employees at Alaska Airlines and Horizon Air attended over the past two years. The goal was to ensure that everyone was aligned with our mission to be the best possible airlines we can be.

One of the highlights was a computer game that challenged employees to get a simulated flight out on time. The game was a hit and reinforced to everyone, from those on the front lines to the people at headquarters, what it takes to run an airline smoothly 24/7, 365 days a year.

We're also working together toward another audacious goal: to be the easiest airlines to fly. Among other things, we're investing in technology and customer tools such as our online and mobile websites, and iPhone and Android apps. These apps enable you to buy a ticket, track your flight status, obtain an electronic boarding pass, and see your ranking on the first-class-upgrade and standby lists—all from a smartphone.

We're also implementing self- and home bag-tagging for major airports, testing new boarding and deplaning procedures to get you on and off the plane faster, and working to expand PreCheck to help our frequent travelers speed through airport security.

Melding the precision timing of our operation with innovations that benefit customers is a key part of our recipe for success. But these ingredients don't put the heart in our airline. That's the work of Michael, Matt and Katie—and all of our 13,000 people. They're our secret sauce.

Thanks for flying with us today.

-Ben Minicucci

El Espíritu de Alaska



Brad Tilden Jefe Ejecutivo

NUESTRO INGREDIENTE SECRETO



Lograr que usted y su equipaje lleguen a destino puntualmente es una de las muchas maneras en las que nos estamos esforzando para lograr que Alaska sea la aerolínea más fácil para volar. Este mes, nuestro Director de Operaciones, Ben Minicucci, explica cómo

lo hacemos. —Brad Tilden

Ya casi lista para comenzar su vuelo de Seattle a Palm Springs poco antes de la Navidad, la sobrecargo Katie Long de Alaska Airlines informó al capitán Michael Rinehart y al primer oficial Matt McGibney que una pareja en la fila 7 estaba preocupada por su mascota. Sin tiempo que perder, Michael salió de la aeronave y entró de rodillas al compartimento de equipaje, donde vio un perro pastor de Shetland. Viendo que el perro estaba cómodo y preparado para el vuelo, tomó una fotografía con su teléfono y se la mostró a los dueños del perro, Frankie y Bill Chapman, que suspiraron de alivio al saber que su querido Phinney estaba bien.

Cada una de nuestras salidas y llegadas en Alaska Airlines es cuidadosamente programada para brindarle una experiencia uniforme, independientemente de a dónde y cuándo usted vuele. Pero eso no quiere decir que no podamos tomarnos un minuto y desviarnos del libreto, como lo hizo nuestra tripulación. Para los Chapman, fue una grata sorpresa que el capitán controlara cómo estaba su querida mascota, pero para nuestra tripulación fue solo parte de su trabajo. Este es uno de tantos ejemplos de cómo nuestros empleados hacen todo lo necesario para satisfacer a nuestros clientes día a día.

Manejar una aerolínea puntual requiere una planificación cuidadosa, un procedimiento calculado y una puesta en práctica focalizada por parte de empleados dedicados que verdaderamente se : preocupen por el servicio al cliente.

Mire por la ventana de su sala de

embarque 15 minutos antes de que llegue la aeronave y verá nuestro equipo de Alaska preparándose para que el avión pueda estar rápidamente listo para su próxima salida. El equipo está colocado para que el equipaje pueda descargarse con eficacia a fin de cumplir con nuestra garantía de entrega del equipaje a la banda de equipajes en un nuestro mejor tiempo de 20 minutos en la industria. El personal de combustible, servicio de alimentos, de limpieza y de asistencia de sillas de ruedas está en su puesto para dirigirse a la aeronave exactamente cinco minutos después de su llegada.

Nuestros primeros oficiales realizan sus controles exteriores previos al vuelo y los sobrecargos hacen sus verificaciones de seguridad 45 minutos antes de la salida, así nuestros agentes en la sala de abordar pueden comenzar el abordaje 40 minutos antes. Luego de que aproximadamente 160 pasajeros se embarcan en el avión, tenemos como objetivo cerrar la puerta delantera cinco minutos antes del remolque de la aeronave desde la puerta de salida para completar los últimos cálculos de peso y balance y asegurar una salida puntual.

Medimos nuestro desempeño con la obtención de más de 200 000 puntos de auditoría por mes. Nuestros equipos de administración de operaciones revisan las tablas de puntuación diarias para que podamos corregir cualquier desviación en el desempeño.

Estoy sumamente orgulloso de que Alaska Airlines haya sido líder en la industria como el mejor transportista puntual de Norteamérica durante tres años consecutivos y estamos concentrados en garantizar que el 2013 será nuestro cuarto año. El manejo de la precisión y la puntualidad con un amor verdadero por cuidar de nuestros clientes es un delicado equilibrio por el que nos esforzamos todos los días. ¿Cómo lo hacemos? Trabajando juntos.

Este fue el tema de nuestro seminario de un día que llamamos Ruta de Vuelo, al que asistió cada uno de nuestros 13 000 empleados de Alaska y Horizon durante los últimos dos años. El objetivo fue asegurar que todos estuvieran alineados con nuestra misión de ser las mejores aerolíneas posibles. Uno de los momentos destacados fue un juego de computadora que desafiaba a los empleados a despachar un vuelo simulado puntualmente. El juego fue un éxito y reforzó en todos, desde el personal de atención al cliente hasta los empleados de las oficinas corporativas, lo que se requiere para manejar una aerolínea sin dificultad las 24 horas del día, los 7 días de la semana, los 365 días del año.

La fusión de una puntualidad precisa de nuestra operación con las innovaciones para el cliente es una parte clave de nuestra receta para el éxito. Pero estos ingredientes no ponen el corazón en nuestra aerolínea. Ese es el trabajo de Michael, Matt y Katie, y de todos nuestros 13 000 empleados. Ellos son nuestro ingrediente secreto.

Gracias por volar con nosotros hoy.

—Ben Minicucci



Redefine Aging

Look and feel years younger with renewed passion, physical power, and confidence.



Get started today! Call 425.861.6290

Dr. Upton, the Medical Director of the Anti-Aging Center at PRO Sports Club, has been practicing

medicine for over 17 years, He became inspired by anti-aging through this extensive experience with preventative medicine.







MORE ENERGY, MORE DRIVE, MORE MUSCLE

Although I was proactive about fitness with regular weight lifting, cardio, and hiking, I felt that I'd hit a wall. As I began to research how I could manage aging, I began exploring who might be considered an expert in longevity. Having already had great experiences at PRO Sports Club, I was surprised to discover they also had an Anti-Aging Center.

My meetings with Anti-Aging Specialist, Dr. Joe Upton, were very frank and enlightening. Rather than the typical impersonal doctor-patient dialogue, I found his attitude to be warm and caring. The lab work and physical testing were more thorough than anything I've experienced. They have an entire group of people who support this effort - from registered dietitians to Pilates instructors and more. In my second meeting with Dr. Upton, I was handed a book about the state of my health - and I do mean a book! He took the time to go through all the tests performed and explained specifically how I could make a difference in my longevity.

I'm only six months into the program and enjoy seeing progress every week. I was stagnant before, and now I'm not. I see the difference in the mirror and feel the difference in my energy. For the first time, I've noticed that my abdominal muscles are becoming defined, which is thrilling because I haven't seen them for 10 years. People comment that I look younger and that I look good (and they don't even know that I'm on this program). I've also noticed that I have more energy on hikes and, in general, I perform better. However, I'm most happy that I feel an increased sense of balance in my life.

Everything matters – the food, the vitamins, the hormones, and the avoidance of unhealthy substances. It's all about consistency and perseverance. And once you start seeing results, you'll want more of them. By being extremely intentional about how you drive your own health, you can hit goals that you never even dreamed of achieving.

ATTEND A FREE SEMINAR

To register call (425) 861-6290 or go to Antiaging@proclub.com

Only pay for the speed you need... Dynamic Routing![™]

At Lynden, we understand that plans change but deadlines don't. That's why we proudly offer our exclusive Dynamic Routing system. Designed to work around your unique requirements, Dynamic Routing allows you to choose the mode of transportation — air, sea or land — to control the speed of your deliveries so they arrive just as they are needed. With Lynden you only pay for the speed you need!



ELYNDEN

Innovative Transportation Solutions

www.lynden.com 1-888-596-3361



"Every time me and Ace have taken a trip to the Islands of Loreto it has been incredible. From the natural environment to the great service, which makes the resort very special. When we need a break, this is our place to go... our dogs loved it as well."

Matt Sorum

Rock n Roll Hall of Fame Inductee and Grammy Winner from Guns N Roses, Velvet Revolver

800.790.4187 • reservaciones.vdpl@vgloreto.com • villadelpalmarloreto.com

















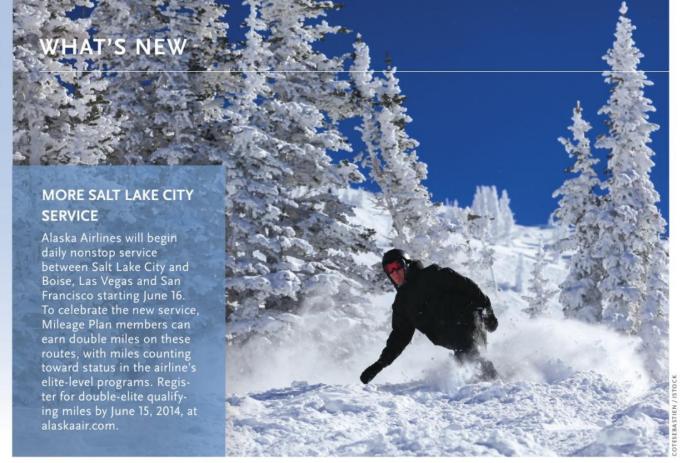


Visit us on facebook for a chance to Win a FREE vacation

Terms and Conditions: Offer valid on packages that include notes and are subject to change/avaisability. Offer valid only on days of the week Alaska Artifines or Horizon Air has service to Lorente. Packages include all bases and fees, including the September 11th Security Fee. are in U.S. dollars and are subject to change without notice. Mexican government taxes and fees that are included in the fairs shown are based on the currency exchange rate effective 04/30/2013 and are subject to change.

All flights are operated by Horizon Air, Bag fees apply for checked baggage. See Alaska Airlines taggings policy at www.alaskair.com for more details. All terms and conditions of Alaska Airlines apply as to air travel portion of package. This offer and promotion is made exclusively by Villa Group, inc., who is solely responsible for its conterns and fulfillment. For further details and information contact Villa Group, inc., at villadelpalmatriceto.com or 800/30/4187.

Valid through April 1, 2014 Reference promo code: ASMAG



SAVE 20% ON INFLIGHT FOOD, BEVERAGE AND ENTERTAINMENT PURCHASES

Alaska enjoys offering distinctive food, beverage and entertainment options. During the month of February, save 20 percent on all inflight food, beverage and entertainment purchases when using any Alaska Airlines Visa® card. Gogo In-Air Internet not included. Discounts will appear as a statement credit.





UNINTERRUPTED GOGO INTERNET NOW AVAILABLE ON FLIGHTS TO AND FROM ALASKA

Customers flying most of Alaska's routes between the state of Alaska and the Lower 48 states can now enjoy seamless inflight Internet service. Previously Gogo Internet was not available for about 45 minutes when aircraft were flying between Ketchikan and Vancouver, B.C.

FOCUS ON SUSTAINABILITY

Composting Coffee Grounds

Alaska's sister carrier, Horizon Air, brews coffee prior to flights leaving Sea-Tac Airport. The used grounds are now placed in compost bins, and all that spent coffee adds up. According to the Port of Seattle, the airline composted approximately 14 tons of coffee grounds last year. The Port of Seattle does its part by composting more than 366 tons of organic materials every year.

AROUND THE SYSTEM

➤ Join us all weekend prior to the Great Aloha Run in Honolulu on February 17. Alaska will be at the Sports, Health & Fitness Expo from Friday, February 14, through Sunday, February 16, at the Neal S. Blaisdell Center Exhibition Hall. Visit greataloharun.com for details.

PEOPLE BEHIND THE SPIRIT

Passion for Flying

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



Dave Strelinger Alaska Airlines Legend

When Alaska Airlines took delivery of its first Boeing 737-900ER in October 2012, it had a unique crew on board. As the plane landed at Seattle-Tacoma International Airport, it was natural that Dave Strelinger, one of the airline's most senior pilots, would be in the captain's seat. However, the crew also included his wife, Theresa, a veteran flight attendant, and their son Austin, flying his first trip as an Alaska Airlines first officer.

Dave says he couldn't be prouder than when flying with Austin—and that's in the context of a stellar career defined by aviation.

From an early age, Dave seemed destined to be a pilot. Both of his parents were private pilots, and his mother also was a flight attendant for a major airline. They encouraged Dave to take lessons, which he started the day after his 16th birthday, so he could drive himself to the airfield. He flew every chance he could get and earned his commercial license when he was 18. At 19, he began flying as a co-pilot in a timber company's Beech-

craft King Air twin turboprop. By the time Dave enrolled in Central Washington University's aviation program, he had the experience and pilot ratings to shave a year and a half off his four-year degree program. During summers, he worked for Kenmore Air, flying floatplanes around the Pacific Northwest.

When Alaska Airlines hired Dave in 1979 as a second officer, the 23-year-old had already accumulated 2,500 hours of flying time. Alaska had only six Boeing 727s at the time and all routes flew north from Seattle and throughout the state of Alaska. For three years Dave flew as a flight engineer, in and out of small towns in Alaska, seated behind the captain and first officer, learning as much as he could.

Continuing to develop as a pilot has always been important to Dave. He has served as chief pilot (1995 to '97) and in each of the different instructor roles for the recurrent training that pilots complete each year. "Being an instructor really forces me to be up-to-date and qualified in every aspect of what I'm

teaching," he says. "And it's amazing how much you learn from other pilots."

In 2011, Dave was instrumental in starting an airline program called Fourth Stripe, referencing the final stripe added to a pilot's epaulets when a first officer earns a captain rating. The three-day program, led by veteran captains such as Dave, is designed to teach pilots how to be more effective captains through training in leadership, decision-making, safety, law, professionalism, conflict resolution and authority. The voluntary seminars include meetings with professionals from throughout the company, and more than 160 pilots have attended.

Aviation is a big part of Dave's personal life, as well. Over the years he's rebuilt a number of floatplanes, including a Grumman Widgeon flying boat. He's also working with another of his three sons on home-renovation projects.

"Dave has poured his heart and soul into this great airline and is completely devoted to its success," says fellow pilot Captain George Bozlinski. —Paul Frichtl

VOLUNTEER SPIRIT

Walks Well Spent

Kathleen Kelly is a walker with purpose. Sunday mornings you can find her at Seattle's Green Lake Park with her team of Seattle Animal Shelter volunteer dog walkers and a few dogs that are both eager and thankful for a morning stroll.

The walks are more than just exercise and socialization training for the dogs, says Kathleen, an accounting specialist with Alaska Airlines' Cargo Accounting Department. They're also an opportunity to publicize the municipal shelter and

for park visitors to see adoptable dogs. More than 650 pet lovers like Kathleen volunteer at the shelter, either working in



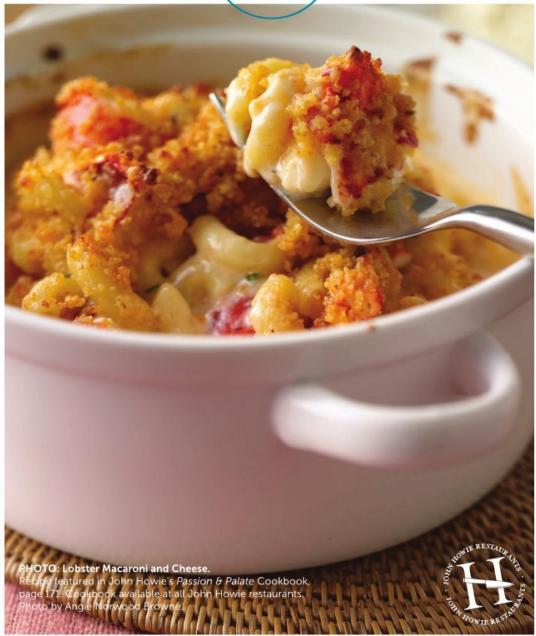
Kathleen Kelly.

its Seattle facility, or fostering pets in their homes.

Kathleen, who actually prefers cats in her home, also volunteers as a horse leader for the Little Bit Therapeutic Riding Center, in Redmond, Washington. For the last 14 years she has spent an evening each week helping a young woman with disabilities ride a horse. The center offers therapeutic horseback-riding instruction to benefit adults and children with a wide range of disabilities.

In addition to the hours Kathleen volunteers, she participates in the airline's Dollars for Doers program, which contributes \$10 for each hour she volunteers, up to 100. —P.F.







Northwest's premier seafood destination. Evolving seasonal menu. Zagat's highest rated Seattle Seafood restaurant.

RESERVATIONS seastarrestaurant.com

SEATTLE: 206.462.4364 BELLEVUE: 425.456.0010





In the Northwest, we don't put life on hold until the weather has passed. WE GO.

You're not the type to wait around for blue skies. You've got things to do, places to be. Get going in the all-new Toyota Tundra, at a favorite Northwest Toyota Dealer near you.



Find your dealer below or search a selection of 20,000 new Toyotas in the Northwest right now at: BuyAToyota.com





Billings, MT - Lithia Toyota of Billings Bozeman, MT - Toyota of Bozeman Butte, MT - Toyota of Butte Great Falls, MT - City Toyota Havre, MT - G & B Toyota Helena, MT - Helena Toyota Kalispell, MT - Kalispell Toyota Missoula, MT - Lithia Toyota of Missoula

Idaho Falls, ID - Teton Toyota Pocatello, ID - Phil Meador Toyota Rexburg, ID - Stone's Town & Country Toyota Twin Falls, ID - Wills Toyota Albany, OR - Lassen Toyota Bend, OR - Toyota of Bend Coos Bay, OR - Coos Bay Toyota Corvallis, OR - Toyota of Corvallis

The Dalles, OR - Griffith Toyota Eugene, OR - Kendall Toyota Grants Pass, OR - Wheeler Toyota Hermiston, OR - Rogers Toyota of Hermiston Klamath Falls, OR - Lithia Toyota of Klamath Falls Medford, OR - Lithia Toyota of Medford Newport, OR - Toby Murry Toyota Ontario, OR - Hometown Toyota

Roseburg, OR - Clint Newell Toyota Springfield, OR - Lithia Toyota of Springfield Warrenton, OR - Lum's Auto Center East Wenatchee, WA - Town Toyota Union Gap, WA - Toyota of Yakima Kennewick, WA - Toyota of Tri-Cities Walla Walla, WA - Abajian Toyota

JOURNAL

MAUI, HI

A Whale of a Festival

Each winter, thousands of humpback whales travel to the waters off Maui to mate, give birth and care for their young. Although whales can be seen in the Maui area from November through May, the peak viewing time is February and March. This is also the peak time for the Maui Whale Festival, a celebration hosted by the nonprofit Pacific Whale Foundation. The festival's central events run from February 1 through March 31 this year, and are anchored by World Whale Day on February 15, in Kīhei. This event, which

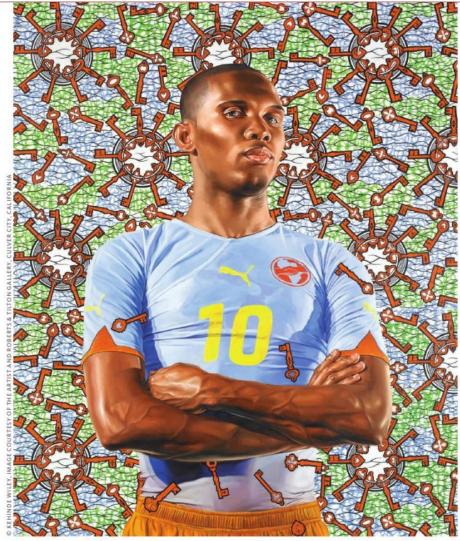


officially marks the return of the whales and spotlights the importance of protecting habitat, is expected to draw 25,000 people. It will

feature top Hawai'i musicians, food from local restaurants, a colorful parade and a Made on Maui artisans fair. Other festival events include **The Great Whale Count** on February 22, in which volunteers help count whales seen within three miles of shoreline observation points. To learn more, call 808-249-8811 or visit www. mauiwhalefestival.org. — Ayan Sheikh

Other whale celebrations ...

- Dana Point Festival of Whales, March 1–2 and 8–9; a celebration of gray-whale migration between LA and San Diego; Dana Point, CA; www.festivalofwhales.com
- Mendocino Coast Whale Festivals, March 1–2, 8–9 and 15–16; a festival series in three communities (about 2 hours north of Santa Rosa); 707-961-6300; www.mendowhale.com



Kehinde Wiley, Samuel Eto'o (2010), oil on canvas.

LOS ANGELES, CA

The Art of Soccer

As the world prepares for the 2014 World Cup in Brazil this summer, soccer is being celebrated at the Los Angeles County Museum of Art with "Fútbol: The Beautiful Game" (February 2–July 20). This exhibition aims to show—through video, photography, painting and sculpture—how soccer touches issues of nationalism, identity and globalism. The works of approximately 30 artists, from various countries and portraying players from many nations, are featured. Highlights include Brooklyn-based portraitist Kehinde Wiley's depiction of Cameroonian star Samuel Eto'o (2010) and Andy Warhol's painting of Brazilian legend Pelé (1978). For more information, call 323-857-6000 or visit www.lacma.org/art/exhibition/futbol-beautiful-game. —Heidi Dong

Also of note ...

Kicking + Screening Soccer Film Festival, April 8–11; a four-day festival showcasing film, literature and art relating to soccer; multiple locations, New York, NY; www.kickingandscreening.com



World Book Day 2014 is March 6. Schools, libraries, booksellers and other organizations will host events and activities in more than 100 countries. The United Nations has proclaimed the day as a worldwide celebration of books and reading. For more information, visit www.worldbookday.com.

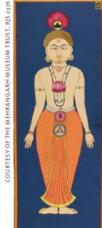
SAN FRANCISCO, CA

Transformational Art

Yoga evolved into a global health and spirituality phenomenon in the 20th century, but its history dates back 2,000 years—and its representations in art date back to at least the second century. Now visitors to San Francisco's Asian Art

Museum can learn about yoga's key concepts and history in "Yoga: The Art of Transformation"

(February 21–May 25).
This traveling art exhibition was organized by the Arthur M. Sackler Gallery, Smithsonian Institution, in Washington, D.C., where it debuted in October 2013. With more than 130 pieces of art from 25 museums and international collections, the exhibition



"The chakras of the subtle body," from Siddha Siddhanti Paddhati (1824), opaque watercolor and gold on paper.

lets visitors learn about the evolution of yoga's philosophies and practices. Works include pages from a 1602 illustrated book of yoga postures (asanas) and a film by Thomas Edison called *Hindoo Fakir* (1902). To learn more, call 415-581-3500 or visit www.asianart.org/exhibitions_index/yoga.

—Heidi Dong

February is American Heart
Month and National Cancer
Prevention Month. For heart-healthy
tips and event information from the
American Heart Association, visit
www.americanheart.org. For information about cancer prevention and
events, visit the American Cancer
Society at www.cancer.org.

SAN ANTONIO, TX

More to Love

It's an image that people recognize from many different forms and places: the word LOVE, in block letters, with a tilted O. It's found, for example, in large sculptures in New York and Philadelphia, and on postage stamps issued in the 1970s. Somewhat fewer people realize that this icon's creator, the artist Robert Indiana (born Robert Clark, in 1928), has created hundreds of distinctive pieces over a career that has spanned five decades. More than 100 of his works are displayed in "Robert Indiana: Beyond LOVE," showing at San Antonio's McNay Art Museum, February 5-May 25. This retrospective exhibition, which appeared last year at New York's Whitney Museum of American Art, is accompanied at the McNay by two complementary exhibitions: "Robert Indiana: The Mother of Us All" and "Robert Indiana's Hartley Elegies." The artist, a Pop Art contemporary of Andy Warhol's, is known for work with bold colors and typography that explores American social themes as it comments on universal human values. To learn more, call 210-824-5368 or visit www.mcnayart.org. - Melissa Croce



Robert Indiana, *The Electric LOVE* (conceived in 1966 and completed in 2000), polychrome aluminum with electric lights.

ANCHORAGE, AK

A Rendezvous with Fun

In the mid-1930s, Anchorage citizen Vern Johnson organized a three-day festival to bring winter cheer to local residents and to celebrate the return of miners and trappers to town from their work in the field. The event was a success, and the Fur Rendezvous—or "Fur Rondy"—was born. Seventy-nine years later, the now 10-day festival is thriving and drawing thousands of attendees. This year's **Fur Rondy 2014**, held February 21–March 2, includes



more than 60 events and activities with classic Alaskan features, including the 75-mile World Championship Sled Dog Race, the Miners and Trappers Charity Ball, the Running of the Reindeer races and the World Championship Outdoor Hockey Tournament. To learn more, call 907-274-1177 or visit www.furrondy.net. — Melissa Croce







ARTISAN QUALITY FOOD & BEVERAGES







GREAT FOOD IS PART OF EVERY ADVENTURE.

Alaşka Airlinez

PROFILE

True Characters

A young filmmaker and three "old goats" find film-fest success

Taylor Guterson doesn't pretend to be anything he's not. He even has trouble considering himself a fully formed filmmaker, despite the fact that his movie *Old Goats* (2011) has garnered praise and awards at numerous festivals, including "Best of the Fest"

honors at the Seattle International Film Festival 2011, Palm Springs International Film Festival 2012 and Sun Valley Film Festival 2012.

Guterson's film tells the story of three retired men who only

sometimes act their age. Throughout the movie, their witty dialogue about dating, sex and navigating the Internet feature prominently. The eldest goat, Bob, is a live wire and a ladies' man, and he inspires friends Britt (who has lived on a boat for 30-plus years) and Dave (bored with his successful-but-conventional life) to consider the way they'll live out their days.

Consistent with how Guterson presents himself, he likes his actors to avoid pretending to be

anything they aren't. That is one of the reasons he chose the men he did, who have limited acting experience, to essentially play themselves in a fictional context, with invitations to improvise.

"I like the process of discovering as you go and encouraging

> your actors to be themselves as much as they can," says Guterson, 32. He was 27 when he began making the film decades younger than his subjects, whom he met in various ways,

including doing landscaping work for Britt (Britton Crosley).

Another reason Guterson chose the three men as subjects for his film was practicality—he says he had "no real budget for the film." Because of the low budget, Guterson says he particularly appreciates how *Old Goats* has been enthusiastically promoted by Seattle-based ShadowCatcher Entertainment.

Financial constraints also steered other creative decisions.



says Guterson. Having grown up on Bainbridge Island, near Seattle, the filmmaker knew local business owners who could give him access to shops for filming. The Northwest setting for the film is never named, but locals will recognize it.

To support himself, Guterson produces videos for businesses and nonprofits through his company, Elliott Bay Productions. Currently a resident of Issaquah, Washington, he studied film at the University of Washington in Seattle. In addition to that formal education, he says he learned about storytelling from his father, David Guterson, author of the award-winning novel Snow Falling on Cedars.

The younger Guterson says that his father taught him to avoid clichés as much as he could and to consider what parts of a story are truly necessary to move it forward.

"I don't think that my style is similar to his at all," Taylor says, "but I don't think that I would have been able to make the movie in the way I did without having been around my father for years."

Old Goats continues to play in theaters and is now on DVD. And Guterson recently released its follow-up, a film centered on the declining health of elder goat Bob that debuted at the Palm Springs International Film Festival last month. The real-life Bob (Bob Burkholder) passed away last year, and Guterson considers his second film a tribute to the vigorous, upbeat way Burkholder lived his life. In spite of sad subject matter, Guterson says, there is plenty of humor, which he says is true to the men in his movies and a credit to their authenticity.

"They can't be anyone but who they are in real life, so that's how I wanted to show them."

To learn more about Taylor Guterson's films, visit www. shadowcatcherent.com.

—Ben Raker

AUSTIN, TX

Stars in the Southwest

Known for bringing together many of the biggest and brightest names in music, film and technology, Austin's **South by Southwest (SXSW) Festivals and Conferences** celebrate 28 years March 7–16. Rock musician **Gary Numan**, rapper **Talib Kweli** and electronic rock duo **Phantogram** are

among more than 2,000 local, national and international acts scheduled to perform in the musical portion of the festival.

SXSW will also host film screenings and film-oriented talks from keynote speakers such as **Lena Dunham** (writer, director and producer of HBO's popular TV series *Girls*) and producer **Jason Blum** (producer of the *Paranormal Activity* films).

The interactive portion of SXSW will feature five days of presentations related to cutting-edge technologies, videogames and startup concepts. In addition to performances and presentations, SXSW serves as a networking platform for entrepreneurs and businesses involved in film, music and digital creativity. To learn more, call 512-467-7979 or visit www.sxsw.com. —Ayan Sheikh

I THOUGHT I WAS ON TOP

OF THE WORLD

By Pat O'Day

My career had been spent in radio and rock and roll. I ran the No. 1 radio station in Seattle and on the air when I also started the world's largest rock-and-roll concert company. On this day I was broadcasting my show from the top of Seattle's new skyscraper, the Columbia Tower. I mean, what could be wrong? Well, several things.

I'd been drinking to excess for years. Being on the road with our rock acts, from Hendrix to Zeppelin, The Beach Boys to Bad Company, cocaine and other things also entered the picture. Oh sure, I thought I was just fine, but several acquaintances saw it differently. There was an unwelcome intervention where a little group of friends cornered me and demanded that I get treatment. "Are you kidding?" I thought. I'm no weak, simpering alcoholic or addict. I just like to drink.

The group demanded I go to Schick Shadel Hospital in Seattle, which has a unique ten-day medical treatment that halts addictions. "OK, fine." I said, "Ten days, these guys will get off my back and I can drink again, socially of course."

Ten days later I walked out of Schick Shadel Hospital to never, ever, have another drink or any bad substance. My habit, the urges, the desire and the mixed-up rationale had simply gone, vanished; I was sober, happy and healed. So, may I tell you the rest of the story?

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



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

He joined with Doctors Lemere and Voeghtlin in search of a solution. It was clear from their studies that the conscious portion of the brain, the portion

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

First, they developed a powerful "Counter Conditioning" method that brings the patient to hate the sight, smell, taste and thoughts of using the addictive substance, be it alcohol or drugs. Further medication isn't required to maintain this protective shield.

Second, the doctors introduced medically administered deep sleep therapy. The cleansing of the patient's low self-esteem, guilt, regrets and other emotional burdens are critical to long-term mental health.

Understand that Schick Shadel's approach contends these habits are not the fault of the patient. We live in a world of intoxicants and many people are genetically unprotected from their addictive impact. Such vulnerability is passed from parents to kids, generation to generation.

Following these two treatments,

patients can leave the hospital after just 10 days, free from cravings, guilt and destructive habits. The original wonderful individual returns. This success is enjoyed by many thousands of former patients including myself. It's now been 27 sober, happy, healthy years for me. It took no willpower; they simply erased my addictions.

So may I say to you, "Your life on this earth is so very short. You needn't let intoxicants control or wreck it, when eliminating the problem is so quick and easy at world-famous Schick Shadel Hospital."



Schick Shadel Hospital is at *schickshadel.com* or 1-800-CRAVING (1-800-272-8464) *Located in Seattle and Dallas*



Totem Ocean Trailer Express

Special delivery doesn't begin to describe it.



www.TotemOcean.com 800.426.0074

Delivering RVs, auto carriers, extra long trailers, military convoys and other special items to Alaska isn't for anyone new to the area. That's why suppliers and freight companies with special shipment needs have trusted Totem Ocean for more than 35 years. Our vessels and equipment are specially built to deliver the goods. Safely and efficiently.

Meeting the unique demands of Alaska is only part of our business.

Meeting yours is everything else.





SmartSculpt = FAB ABS!



before



after

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

Considering Options

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

The Results

Besides wearing the compression garment for a couple of weeks, there was no downtime. Once the compression garment came off, I could see the contour almost immediately. After three months, I was over the moon. I thought, "I can't imagine it getting any better than this." Between three to six months, I started to see real definition in my abdomen from the personal training sessions.

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

So Long Saddlebags. Farewell Flabby Arms. Bye, Bye Baby Belly. Hello, Dr. Levy.

advertisement

SmartSculpt MPX

removes fat and effectively tightens problem areas with collagen remodeling and personal training



MEDICAL SPA

Schedule a complimentary consultation at 425.861.6281

Dr. Daniel Levy has 10 years of experience providing cosmetic and aesthetic medical services. With experience at the country's top-tier institutions, Daniel brings with him a cuttingedge approach to cosmetic dermatology, as well as an enthusiasm for wellness.



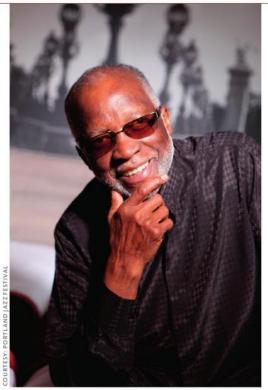




Spa 425.861.6281

4455 148th Avenue NE, Bellevue

JOURNAL



Ahmad Jamal, an 83-year-old National Endowment for the Arts Jazz Master, plays this month in Portland.

PORTLAND, OR

Enjoying Jazz

Musicians and music lovers from across the country will venture to the City of Roses this month for the 2014 Portland Jazz Festival (February 20-March 2). This multivenue music series, which is presented by Alaska Airlines, honors the genre's history while seeking to inspire a new generation of jazz enthusiasts. An expected 20,000 attendees will enjoy a variety of shows this year, ranging from high school jazz ensembles to performances by seasoned veterans in the Jazz Masters lineup. Headline acts include Esperanza Spalding, a Portland native and 2010 Grammy Award winner for Best New Artist; Cécile McLorin Savant, a 2013 Grammy nominee for Best Jazz Vocal Album; and a rare performance by Ahmad Jamal, a National Endowment for the Arts Jazz Master. For more information, call 503-228-5299 or visit www.portlandjazzfestival.org. - Melissa Croce

Also of note ...

- 37th Portland International Film Festival, February 6–22; Portland, OR; 503-221-1156; www.nwfilm.org/festivals/piff
- Lionel Hampton Jazz Festival, February 19–22; Moscow, Idaho; 208-885-5900; www.uidaho.edu/jazzfest



A still from the high-definition video Great Salt Lake Landscan (2013).

SALT LAKE CITY, UT

A Lake's Stark Beauty

Visitors to the Utah Museum of Fine Arts can now view a highdefinition video of the intriguingly beautiful Great Salt Lake, showing through May 4. Great Salt Lake Landscan presents what is effectively a video portrait of the lake, commissioned by the UMFA and produced by the Center for Land Use Interpretation, a Los Angeles/Wendover, Utah-based research organization dedicated to stimulating thought about uses of American lands. While the landscan is in essence a research project, the UMFA says that the stunning visuals encourage viewers to consider the project's aesthetic qualities. The footage, which was filmed from a helicopter, reveals major patterns of land use as it depicts brilliantly colored salt-concentration ponds and other features. At the museum, the visuals play over subtle ambient sound. To learn more, call 801-581-7332 or visit www.umfa.utah.edu. -Ayan Sheikh

Also at UMFA ...

- JG, through May 4; a 35 mm film focusing on local landscapes, by internationally recognized artist Tacita Dean
- "The Savage Poem Around Me: Alfred Lambourne's Great Salt Lake," through June 15; 25 landscape paintings by a Utah pioneer-artist

TOP SHELF

Hedgebrook Cookbook

By Denise Barr and Julie Rosten;
She Writes Press
In this fresh-food-focused cookbook,
the chefs of Hedgebrook—a retreat
in Washington state known for providing women writers with artistic nourishment as well as

ishment as well as healthy meals—share favorite recipes. Each chapter is dedicated to a different culinary course. Sprinkled in with the recipes are



essays by former writers-in-residence. Among the 92 recipes are intriguing dishes such as Sweet Potato Fries with Yogurt Lime Dipping Sauce, Seaweed Salad and Lavender Shortbread Cookies. —Heidi Dong

Beatrix Potter's Gardening Life

By Marta McDowell; Timber Press
Horticulturalist McDowell tells
of famed children's
author Beatrix Potter's
magnificent garden
on Hill Top Farm, in
England. Filled with

England. Filled with vivid descriptions, photographs, maps, illustrations and

quotes from Potter, this book details the landscape that provided inspiration for some of the most well-known childhood tales of all time.

—Joshua Stollenmaier

Mouse and Mole: Secret Valentine

By Wong Herbert Yee; Houghton Mifflin Harcourt This tender story by award-winning author-illustrator Yee will captivate

young readers with its colorful illustrations and mildly mysterious plot; it also includes instructions for making valentines at home. Best friends Mouse and Mole pre-



pare for Valentine's Day and enjoy the festivities together, reaffirming by the end that friendship and love go hand in hand. —Madison Cavell



RESTAURANT & BAR



Serving Fresh Seafood Daily

Specialty Cocktails
 Outdoor Patio
 Private Events



Happy Hour

In the Bar



Locations

1301 Alaskan Way Seattle, WA 98101 200.624.1890 2 Lake Bellevue Bellevue, WA 98005 425.455.2244 70-030 Highway 111 Rancho Mirage, CA 92270 760.321.7635 78-121 Avenida La Fonda La Quinta, CA 92253 760.564.73335 215 Marina Drive Long Beach, CA 90803 562.430.0272

JOURNAL



The Philadelphia Phillies have held spring training in Clearwater, Florida, since 1947. They are seen here playing the Houston Astros at Bright House Field.

ARIZONA AND FLORIDA

Practice Swings

Starting this month, baseball fans can warm up for the new Major League Baseball season and get early looks at favorite teams in spring-training games at ballparks in Arizona and Florida.

In Arizona, the Cactus League Spring Training, February 26–March 29, includes teams such as the American League West champion Oakland A's and the Seattle Mariners, whose signing of second baseman Robinson Cano was perhaps the biggest news in offseason deals. Cactus League ballparks are concentrated in the Greater Phoenix area, to give fans easy access to multiple games. The venues are also within short drives of other popular Arizona recreational areas where visitors can enjoy activities such as biking and golfing. For more information, visit www.cactusleague.com.

On the East Coast, the Florida Grapefruit

League Spring Training (February 25–March 29)

boasts 14 stadiums and 15 teams, including the 2013

World Series champs, the Boston Red Sox, and the

National League champion St. Louis Cardinals. Fans
of the New York Yankees may be eager to see their
revamped team, after offseason moves aimed at
returning the Yankees to the playoffs in 2014. Team
camps are spread through South Florida and Central
Florida, with several near Orlando. To learn more,
visit www.floridagrapefruitleague.com. —Heidi Dong

NEW YORK, NY

Cheers for Beers

Beer fans can celebrate local brews and beer-friendly businesses at New York City Beer Week (February 21–March 2). The citywide festivities feature the creations of 15 breweries and events at 250 Big Apple beer destinations. Overall, there will be more than 100 New York City–brewed beers to taste. Companies such as Brooklyn Brewery and Coney Island Brewing Co. are among the showcased representatives of NYC's rising craft-beer scene. Festival events will begin with the Opening



Night Bash at Vanderbilt Hall in Grand Central Terminal. Also scheduled are a beer writers' panel at the Strand Bookstore in Manhattan, and a Back to the Future—themed event at the 4th Avenue Pub in Brooklyn. To learn more, visit www. nycbeerweek.com or www.newyorkcitybrewersguild.com. —Heidi Dong

Other 2014 beer events ...

- San Francisco Beer Week, February 7–16; San Francisco, CA; www.sfbeerweek.org
- Kona Brewers Festival, March 5–8; Kona, HI; www.konabrewersfestival.com
- Classic City Brew Fest, April 13; Athens, GA; www.classiccitybrew.com/brewfest.html
- American Craft Beer Fest, May 30-31; Boston, MA; www.beeradvocate.com/acbf
- Oregon Brewers Festival, July 23–27; Portland, OR; www.oregonbrewfest.com
- Seattle International Beerfest, August 22–24; Seattle, WA; www.seattlebeerfest.com
- Great American Beer Festival, October 2–4; Denver, CO; www. greatamericanbeerfestival.com

CALENDAR

Through March 23 "See, Hear,

Feel," the work of two contemporary photographers, Debra Bloomfield and Christopher Churchill, with accompanying sounds; Phoenix Art Museum, Phoenix, AZ; 602-257-1222 or phxart.org/exhibition/seehearfeel

Through May 4 "Treasures of the Walt Disney Archives," nine decades of Disney history and artifacts; Museum of Science and Industry Chicago, Chicago, IL; 773-684-1414 or msichicago.org

Through May 26 "Drawn to Seattle: The Work of Gabriel Campanario," sketches from an award-winning

sketches from an award-winning series; Museum of History & Industry, Seattle, WA; 206-324-1126 or mohai.org

February 1-28 San Diego Museum

Month, half-price admission offers are available at 44 museums (see website for details); San Diego, CA; sandiegomuseumcouncil.org/ museum_month

February 1-August 17 "Between

Mountains and Sea: Arts of the Ancient Andes," objects from ancient societies; Blanton Museum of Art, The University of Texas at Austin; blantonmuseum.org

February 22–28 Denver Restaurant

Week, multiple locations, Denver, CO; denver.org/denverrestaurant

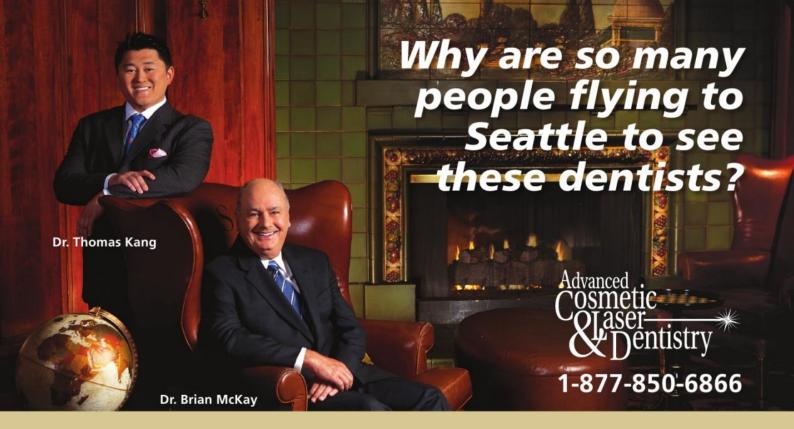
March 6-9 La Quinta Arts Festival,

one of the nation's most renowned art festivals; Civic Center Campus, La Quinta, CA; 760-564-1244 or Iqaf.com

March 7-9 5th Annual Punta

Sayulita Longboard and SUP

Classic, Alaska Airlines is the official airline of this event; Sayulita, Mexico; 866-947-6017 or puntasayulitasurfclassic.com



Transformations happen every day at Advanced Cosmetic & Laser Dentistry in Seattle. People from all over are talking about the breakthrough methods that promise the smile of your life.

There is a difference when it comes to the dentist you choose. Experience counts, not just in what you have done but who does the work. In Seattle, at Advanced Cosmetic & Laser Dentistry we have the fussiest patients from all over the world plus we feature unique, luxury surroundings and an attentive and professional staff. Designed on purpose to meet the needs of our out-of-town guests. Convenient overnight accommodations arranged for you at Hotel Sorrento or another of our fine hotels.

Our total focus is on you. We only treat one patient at a time. You are pampered from the very start with a limo ride to the office. Whether you need **Teeth By Tonight** Dental Implants or a **Smile Makeover** using cosmetic techniques imagine how you'll feel when you finally get the most beautiful smile you've ever desired.

Word is spreading about the quality of care and the efficiency of these dentists. If you've been told it could take months to complete your care, relax. We can usually accomplish everything with just a few visits. We reduce your time in the dental chair to only what is absolutely necessary. We use advanced sedation techniques so you don't feel a thing. Folks love it.

Concerned about cost? Be assured with our <u>NEVER PAY AGAIN</u> policy. If any restoration we place in your mouth breaks or is damaged we'll replace it for free.

Our world-class dentists are trained and experienced in making the impossible happen everyday. You can relax and feel comfortable. Sit back, enjoy the limo ride and we'll take care of the rest

6 REASONS TO HAVE US BE YOUR DENTIST

- Experience Counts We've Successfully Completed Thousands Of Cases
- Teeth By Tonight Dental Implants Replace Missing Teeth
- Advanced Sedation Options Complete Your Treatment In One Visit
- No Hidden Fees Everything Included
- Never Pay Again Policy
- Saturday Appointments Available





Chris K



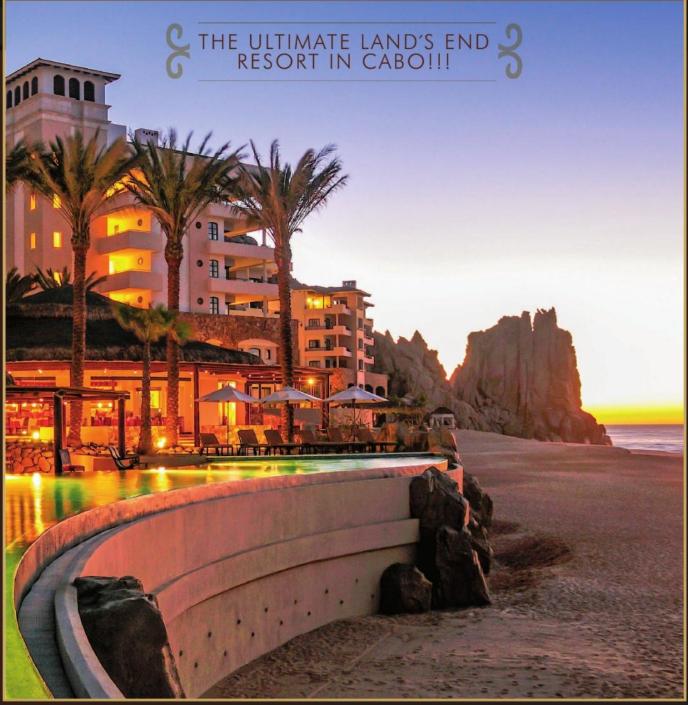






www.acld.com - there is a difference!





Traveler GOLD

BOOK ONLINE OR CALL TOLL FREE FOR OUR LAND'S END SPECIALS







SOLMAR HOTELS & RESORTS Avenida Playa Grande #1 Cabo San Lucas, BCS Mexico 23450 Ph (624) 145 7575 · Fax (624) 143 6655 · Toll Free USA (800) 344 3349 · US Ph (310) 459 9861 US Fax (310) 454 1686, E-mail: reservaciones@solmar.com.mx, www.solmar.com http://www.solmartravelexperts.com/







SEATTLE, WA

An Inspirational Relationship

The exhibition "Isamu Noguchi and Qi Baishi: Beijing 1930," which portrays the relationship between two notable artists, will be on display at Seattle's Frye Art Museum, February 22-May 25. This will be the exhibition's first appearance on the West Coast. Noguchi met Qi Baishi in Beijing in 1930, and as Noguchi studied ink painting under Qi Baishi's mentorship, began transitioning his

work away from the



Qi Baishi, Lotus and Dragonfly, hanging scroll, ink and color on paper.

figurative, representational forms he had used early on. Noguchi would eventually gain fame for the abstract forms included in his sculptures, furniture designs and architecture. The exhibition presents 43 works by Noguchi and 25 by Qi Baishi that trace the elder artist's influence. For more information, call 206-622-9250 or visit www.fryemuseum.org. —Heidi Dong

Also of note ...

- "The Creative Process in Modern Japanese Printmaking," through August 17; Museum of Fine Arts Boston, Boston, MA; 617-267-9300; www.mfa.org/exhibitions
- "Hiroshi Sugimoto: Past Tense," February 4–June 8; The Getty Museum, Los Angeles, CA; 310-440-7300; www.getty.edu

Chocolate-covered caramels are the most popular pieces in a box of Valentine's Day chocolates,



according to 2013 research by the National Confectioners Association.



The Art of Hair Restoration fooled with promises of new machines or

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



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

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

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

"It is important for today's patients to understand that the results that can be achieved can look completely natural and amazing when done properly," says Dr. Goertz. But patients should not be fooled with promises of new machines or instruments doing hair transplants. "The instruments are developed to aid the doctor," says Dr. Goertz. "Ultimately, natural results are achieved by the surgeon who has the surgical and aesthetic skill to create results that are completely natural." When a hair transplant can pass the scrutiny of a hair stylist, you know you have a great hair transplant. "Dr. Goertz has an eye for artistry in making it look natural, which is why I refer my clients to him," says David Cheung, master designer and owner of MARGIDAVID SALON in Seattle.

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

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

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



Eyebrow Transplantation Before & 9 Days After

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

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

11007 Slater Avenue NE Kirkland, WA 98033



Hair Transplant Seattle



You'd travel anywhere to heal his heart. Fortunately, you don't have to go far.



When a child has a heart ailment, parents want the best treatment available. Happily, the best is close by. Seattle Children's Heart Center is internationally known for treating children and young adults—with top rankings in national surveys. Whether treating a minor heart murmur or performing a complicated heart transplant, skilled doctors, nurses and staff are dedicated to healing patients and comforting families. Our cardiologists can even identify heart defects in unborn babies and develop prenatal treatment plans. Our Heart Center provides care for patients in Alaska, Washington, Idaho and Montana—without having to come to Seattle. To learn more, visit seattlechildrens.org/heart.



Hope. Care. Cure.™

RICK JAMES (2)

PICTURE THIS

Amateur photographers find fresh inspiration from photo workshops and tours

by Gary Hayes

n the predawn darkness of Glacier National Park in Montana, professional photographer Kerrick James leads a small group of photography enthusiasts along a rippling creek.

Only the light from their headlamps illuminates the trail when the photographers arrive at their destination: the Double Falls waterfall. As the sky above begins to brighten, then transitions from cool purple and magenta to rose and pink, the photographers go to work, composing and shooting photos as light and shadow dance across the landscape and colorful meadows of wildflowers light up below Logan Pass.

James is among a number of professional photographers who share their experiences capturing images of the world's most scenic landscapes, exotic wildlife and appealing locales by leading photo workshops and tours. The West holds some of the most dramatic destinations and most compelling subjects for photographers, such as the panoramas of

Washington's Mount Rainier National Park; the waterfalls of Oregon's Columbia River Gorge; the towering redwoods of California; the wilderness of Alaska; and the stunning canyon lands

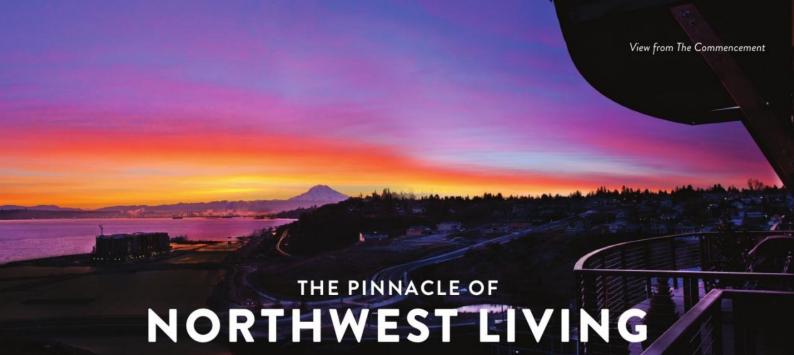
of the Southwest.

Some of the country's most successful professional shooters conduct photo workshops and lead photo tours in the Western United States and Western Canada, and some venture far from home to destinations around the world. James shares his two decades of experience photographing for books and magazines at several photo work-



Left: Mountain goats on the Highline Trail in Montana's Glacier National Park.
Right: Kerrick James captured this sunrise image of Double Falls and Mount Reynolds at Logan Pass in Glacier National Park, one of the destinations he's visited with amateur photographers as part of his photography workshops.





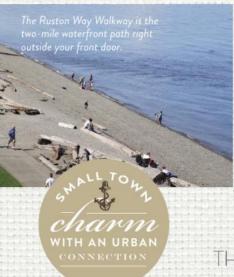


NOW SELLING!

CONDOMINIUMS FROM THE \$500s

Unparalleled views stretch from Mount Rainier sunrises in the east and span the entirety of Commencement Bay and the islands, coming to rest in the west, where the sun casts an orange glow as it sinks behind the Olympic Mountains.

The distinctive architecture blends seamlessly with the beautiful surroundings through the use of warm colors, lodge-inspired beams, gorgeous interior finishes and expansive floor-to-ceiling windows.



Ruston boasts a population of fewer than 800 residents who love the personality of their small town as much as they enjoy access to the arts and culture of Tacoma and Seattle.
Ruston is just five minutes from Tacoma and 30 minutes from Seattle.





THE COMMENCEMENT

5204 NORTH BENNETT ST | RUSTON, WA RUSTONCONDOMINIUMS.COM 1-855-380-6258



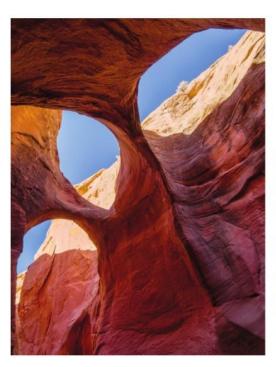




shops each year. He has conducted programs for 10 years through Arizona Highways Photo Workshops, and while many take place in his home state of Arizona, he also presents programs in locations ranging from Alaska to Zambia—literally from A to Z. Seattle's Art Wolfe has a successful 30-plus-year career in professional photography that has led him to every continent on the planet. He is now host of the public television series *Art Wolfe's Travels to the Edge*, and he continues to shoot assignments around the world—but each year he also leads photo workshops that take place everywhere from the rainforests of Washington's Olympic Peninsula to the frozen expanse of Antarctica.

The communal energy of a photo-workshop group and being able to inspire people are aspects Wolfe says he enjoys about leading photography tours. It's the kind of connection that James says he also appreciates. "I like meeting new people who love photography, and seeing the world anew through their eyes," he says.

Amateur photographers aiming to refine their skills can benefit greatly from joining a tour



Kerrick James (pictured below) leads photo workshops and tours to such scenic locations as Havasu Falls in the Grand Canyon (above left), Temple of the Sun in Utah's Capitol Reef National Park (above right) and Grand Staircase-Escalante National Monument in Utah (left and below).



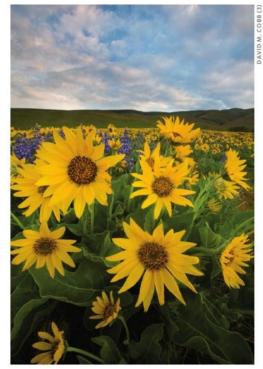
TOP TIPS FROM THE PROS FOR TRAVEL AND NATURE PHOTOGRAPHY

Art Wolfe recommends being ready to work both ends of the day, in order to utilize the best light to create visually impactful images. He also suggests knowing how to operate your camera before you arrive at your destination, so it's never a good idea to buy new equipment right before your trip.

David Cobb sums up his tips for landscape composition in three words: "Foreground, foreground," he says. "Look for ways to make that two-dimensional image three-dimensional." He also suggests that including people in your landscape will help make your images more expressive. "Be willing to take a fresh perspective, experiment and try something new,"

Kerrick James recommends that photographers research locations, weather, seasons, festivals, permits, possible dangers and physical skill level needed to reach shooting locations. "Or, have someone do all that work for you ... like me," he says. —G.H.

ALASKA AIRLINES MAGAZINE FEBRUARY 2014





with a professional photographer; here are a few advantages to participating in professional photography tours.

Getting to the right place at the right time

The most important part of getting great travel or nature photographs is being in the right place at the right time—of course, that's easier said than done for most amateur photographers. Photo workshops and tours introduce participants to remarkably photogenic locations, with the added benefit of having a group leader who's usually already familiar with photographing the terrain.

After the sunrise session in Glacier National Park, Kerrick James led his group down the Highline Trail, a narrow rocky path with a steep drop-off. "I had just warned the participants to be ready for wildlife to appear at any time, when two Rocky Mountain bighorn rams calmly rounded a close corner and walked right through our midst," he says, a perfect example of "how experience and luck go hand in hand."

Oregon photographer David Cobb leads photo workshops to destinations throughout the Northwest. Above: Cobb's photo of balsamroot and lupine in bloom at Dalles Mountain Ranch in Columbia Hills State Park in Washington. Above right: A photographer works in Oregon's Deschutes River Canyon. Below: Participants in one of Cobb's workshops in a wheat field in Washington's Palouse.



WHAT GEAR TO PACK

Workshop leader Kerrick James recommends that you travel only with gear you know how to use, and can carry comfortably. "Unless you have a Sherpa," he adds. For travel and nature photography, he recommends a rugged camera body, plus a second body for backup, with a weather-sealed camera being a bonus. James also recommends a range of lenses to cover the subjects you expect to photograph: wide angle for landscapes and longer lenses for wildlife. He also recommends a tripod sturdy enough for the weight of your most important camera-and-lens combination. In addition, he suggests a Hoodman loupe to better assess digital images on the LCD screen in the field. "It's the best \$75 you'll ever spend on photo gear, and a major tool to help with making quality images," he says.

Art Wolfe recommends a high-quality camera bag to pack your gear, such as those made by Gura Gear. David Cobb adds a few items to the list, including a polarizing filter to cut down on glare and help with saturation, along with extra memory cards, extra batteries and a remote shutter release to cut down on camera shake. -G.H.

Be Brilliant.



Try on a curated selection from our bridal collection exclusively at Nordstrom Downtown Seattle in the Wedding Suite, on two.

Or, visit our site at BlueNile.com.







Veteran nature photographer Art Wolfe leads photo workshops in some of the world's most scenic places, including destinations around the West. Above: A herd of caribou pauses on a snowy patch of ground in northern Alaska. Below: Participants in one of Wolfe's workshops use their cameras near Haystack Rock at Oregon's Cannon Beach.

Most photo-workshop tours schedule in-the-field shooting sessions for the best light of the day. Participants are typically up early for sunrise and often have long, intensive days as they shoot the last light of the day, too. "I take people to superb locations, in prime windows for light and seasonal opportunities," says James. "Some locations have a narrow window in which they come to life for photography. Miss it, even by a fraction of an hour, and you miss the magic confluence of elements that makes for memorable photography."

Colleen Hoyt, a serious amateur photographer from Portland, has participated in approximately 25 photo workshops, many of them Best of the Northwest Photography Workshops conducted by Oregon photographer David Cobb. "Though I can explore scenic locations on my own, I don't always know the best places for sunrise and sunset," Hoyt says. "An instructor with the knowl-



SELECTING A WORKSHOP

Whether your interest is to photograph landscapes, wildlife, or cultural or exotic destinations, picking a location that offers subject matter that interests you is just the first step. Look for a workshop that offers the kind of educational experience that is right for you. Are you looking for a short, intensive program with formal instruction, or are you more after an extended tour with a looser itinerary maximized for photographic opportunities?

"Don't be afraid to ask questions or to ask for references," says Oregon photographer David Cobb, who operates the Best of the Northwest Photography Workshops. "If you're more interested in in-class processing, then make sure that is offered."

The amount of one-on-one interaction you'll have with the instructor is also important to consider. Many participants value one-on-one interaction during in-the-field sessions, while others may want to work more on their own—and an instructor should be ready to satisfy a range of participants' needs. "Any good instructor needs to be able to read the participants, and give them the opportunity to gain the most from the workshop," says workshop participant Colleen Hoyt.

When planning a trip, ask about the amount of one-on-one interaction with the workshop leader you can expect in the field, and let the workshop leader know what type of interaction you want. This will help ensure you get the type of experience you are looking for.

"It's also important to be honest with yourself about the fitness level required to carry your gear or hike to more remote locations," says workshop leader Kerrick James. "Some of my workshops are more physical than others, and choosing wisely makes for a better learning experience, and is more fun in the end." —G.H.



Be your best. Feel strong & vibrant. Awaken ageless beauty.

Step into our time machine and roll back the years with our step-by-step rejuvenation program. Together with our experts, you will look and feel your best in just 10 weeks.



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.







TERE LOST 23 LBS & 10 YEARS IN 10 WEEKS

When you consider all the hours you spend working or caring for your family, and doing all the other things that life demands, you can easily forget that you have someone else to take care of ... namely you.



In my case, I spent the largest percentage of my time working – at least 80 hours a week – and although I love my job, it made it very difficult to manage time for myself. I'd go to a lot of events and meetings where food was served. I

wasn't getting enough exercise and always eating on the go. The food I ate wasn't always the healthiest or the right amount.

Things changed when I had that magical "aha moment," where I finally put things into perspective. I was talking with a friend who'd signed up for the program. I knew several people who'd gone through the program and realized that if I was going to lead a long and successful life, I had to make myself a priority. I wanted to be more "healthy-fit."

With that realization, I signed up for My Best 10. It was all it was advertised to be. The program is designed for success with its medically-based advice, leading-edge dietitians, individualized personal training, and lifestyle coaches who know what it takes to make the changes realistic and comfortable. The structure really helps you learn what your pitfalls are and what you need to change in order to maintain a healthy, fit lifestyle. Everyone is very supportive and the service is exceptional.

The results were amazing. I dropped several clothes sizes. I feel and look much younger. I gave myself permission not to eat at all the events I attended. Most of all, I came to understand that this is a lifestyle, not just a moment in time. I'm in it for the long haul with the firm belief that each day is a new day to make your best.

mybest10.com

1.877.497.6210

4455 148th Avenue NE, Bellevue, WA

Workshop Providers

There are many organizations and companies offering photographer-led workshops; here are a few based in the West, or emphasizing Western locations.

ARIZONA HIGHWAYS PHOTO WORKSHOPS

Offers more than 25 major photo workshops each year and more than 40 one-, two- and three-day weekend workshops, working with more than 20 different professional photographers as leaders. ahpw.org

ART WOLFE WORKSHOPS

Features international and North American locations with world-renowned photographer Art Wolfe, host of the public television series, Art Wolfe's Travels to the Edge. artwolfeworkshops.com

BEST OF THE NORTHWEST PHOTOGRAPHY WORKSHOPS

Extended weekend photography workshops at many of the Northwest's most scenic locations, conducted by professional photographer David Cobb. nwphotoworkshops.com

CASCADE CENTER OF PHOTOGRAPHY

Photo tours and workshops in the western United States, and around the world, with Swiss-born professional photographer Christian Heeb.

ccophoto.com

JOSEPH VAN OS PHOTO SAFARIS

Has more than 30 years of experience offering worldwide photo tours with professional photographers and naturalist guides.

photosafaris.com

KERRICK JAMES

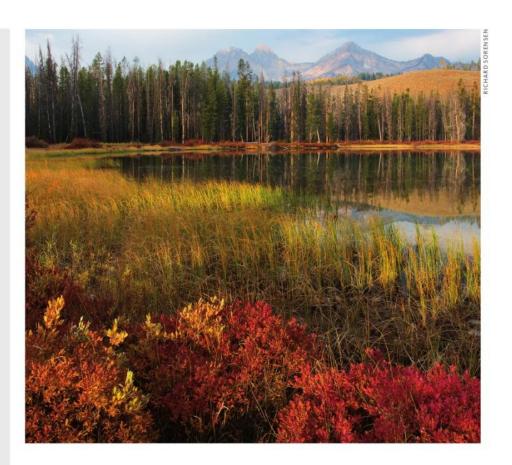
Conducts several workshops each year through several organizations. His 2014 schedule includes a four-day "Fire & Ice" tour of locations including Black Canyon and Emerald Cave in Colorado and Nevada's Valley of Fire. James also conducts tours to Death Valley, Hawai'i, New Zealand, Zambia, Switzerland and Glacier National Park.

kjphotosafaris.com

PACIFIC NORTHWEST ART SCHOOL

Offers on-site photo workshops at its Coupeville, Washington, facility, as well as off-site workshops.

pacific northwest artschool.org - G.H.



edge of the area makes having a great photography experience more likely."

Group dynamics and individualized instruction

Hoyt has also come to value the group dynamics of photo workshops. "Photography is quite personal to me, so group critiques on my photographs were very hard," she says. "Afterward, I realized that I learned so much from 10 people discussing what they liked, and what improvements might benefit the photograph." And while the long days in the field can be exhausting, Hoyt says being part of a group helps. "It's easier getting up before sunrise if you know that 15 other people are getting up at the same time to do the same thing," she says.

Photography became a serious hobby for Rick Sorensen of McMinnville, Oregon, after he retired two

years ago. Sorensen has attended nearly 20 workshops, mostly four-day programs that span a weekend, through Best of the Northwest workshops, and says the group dynamic has aided his photography skills. "Participants can choose to have breakfasts and dinners with the group, which gives us more time to talk photography," he says.

Kerrick James encourages partici-

Photo-tour participants return home with better photography skills, along with a collection of memorable images, such as this photo of Idaho's Sawtooth Range (above), by Rick Sorensen, and this image of rippling water in Washington's Methow Valley (below), by Colleen Hoyt.









WITH OUR MEMBERS EVERYWHERE THEY GO

BECU is Washington's leading credit union, and we got here by answering to the needs of our members, not the mandates of shareholders. This for-the-people approach to banking drives everything we do—like constantly coming up with innovative new ways to save you time and money. Easy-to-use online and mobile banking, mobile check deposit and access to over 30,000 surcharge-free ATMs nationwide make day-to-day transactions quick and convenient. And, when you do need more personalized service, our member consultants are there to help you as an individual—not a number.



becu.org | 800-233-2328





EUSTACE PAUL ZIEGLER

1881-1969



"DOIN' THE 'SESSMENT WORK" (1960) 20 X 24 OIL/CANVAS

Braarud Fine Art

P.O. BOX 717 LA CONNER, WASHINGTON 98257 360/466-4416
BUYING • SELLING • BY APPOINTMENT
FINE OLD AMERICAN PAINTINGS
len@braarudfineart.com





pants to freely share their own knowledge, including new software, lenses, apps and techniques. "I've heard people say that this sharing sometimes taught them as much as the instructor could. There is a true symbiosis to a great workshop group," he says.

Once participants arrive in an amazing location, having a professional photographer nearby is an effective way to improve skills in composition and camera operation. In most workshops, in-the-field instruction is individualized, a one-on-one interaction with the workshop leader, making the workshop of value to all levels of photographers.

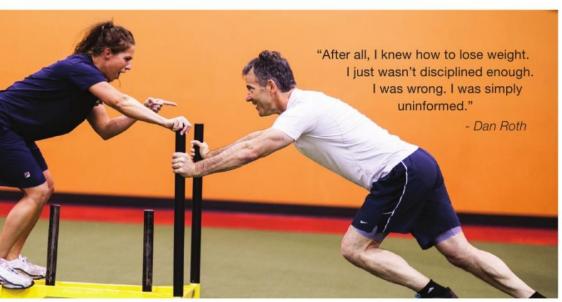
"I key my approach to the individual needs, goals and skills of participants," says photographer and workshop leader Kerrick James.

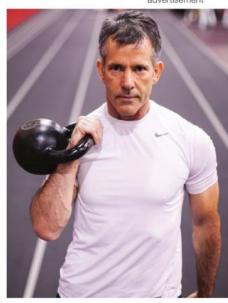
Most workshop leaders welcome lessexperienced photographers. Participants in James' workshops range from people learning how to use their first digital camera to highly advanced amateurs. "I also work with photographers using pointand-shoot cameras," says James.

All levels of photographers are also welcome in David Cobb's Best of the Northwest workshops. "I've had pros attend my workshops, and also kids with their parents, just starting out in photography," says Cobb.

What to expect

The structure of photo tours and the type of instruction can vary among workshop leaders. Many programs are designed as intensive learning experiences that may include critiques of participants' work, formal classroom sessions, group reviews of images shot during CONTINUED ON PAGE 159





DAN LOST 50 LBS

From childhood through my 20s, I was very active in the martial arts and boxing. I trained and competed a lot, which, combined with my high metabolism, kept me lean.



inc I or

By the time I'd settled into a sedentary job in my early 30s, my activity levels had decreased dramatically while my stress levels had increased. The leanness I once took for granted slipped away and

gradually my weight escalated from 190 to 250 lbs. My blood pressure and cholesterol followed suit. Every once in a while I'd go on a massive exercise regimen. However, my diet wouldn't change much. After all, when I was younger, exercising was all I needed. Why wouldn't that work again? It didn't, of course. I'd lose enough weight to reinforce my belief that I knew how to do it, but didn't have the willpower to stick to the rigorous exercise schedule it took.

I attended the 20/20 LifeStyles Introductory Seminar just to support a friend. I thought I didn't need the program. After all, I knew how to lose weight. I just wasn't disciplined enough. However, as I listened to Dr. Dedomenico, I realized that I'd fallen into all the dietary and lifestyle traps he described. More importantly, there was a way out.

My problem wasn't that I was too lazy or undisciplined. I was simply uninformed. And that could be fixed.

While I waited for the progam to start, I lost eight pounds by simply following some of the dietary and behavior guidelines Dr. Dedomenico revealed in the 20/20 introductory presentation.

When I started 20/20 LifeStyles, I was borderline obese and had abnormal kidney function, high blood pressure, and high cholesterol. I was also chronically tired and irritable. I was already on blood pressure medication and my primary care physician was suggesting cholesterol medication.

Today my blood pressure, cholesterol, and kidney function are all normal and I take no medication.

It's only been about 18 months since I started 20/20 so I'm somewhat cautious about declaring victory, but I feel I'm on my way. To borrow a line from one of my favorite Springsteen songs, I feel like I'm "halfway to heaven and just a mile out of hell. These are better days."

America's most successful weight loss program is now online.





Start losing today at 2020lifestyles.com

Renowned cardiovascular surgeon

Dr. Mark Dedomenico created 20/20

LifeStyles over 20 years
ago to help people
struggling with obesityrelated metabolic
disorders such as high
cholesterol, diabetes



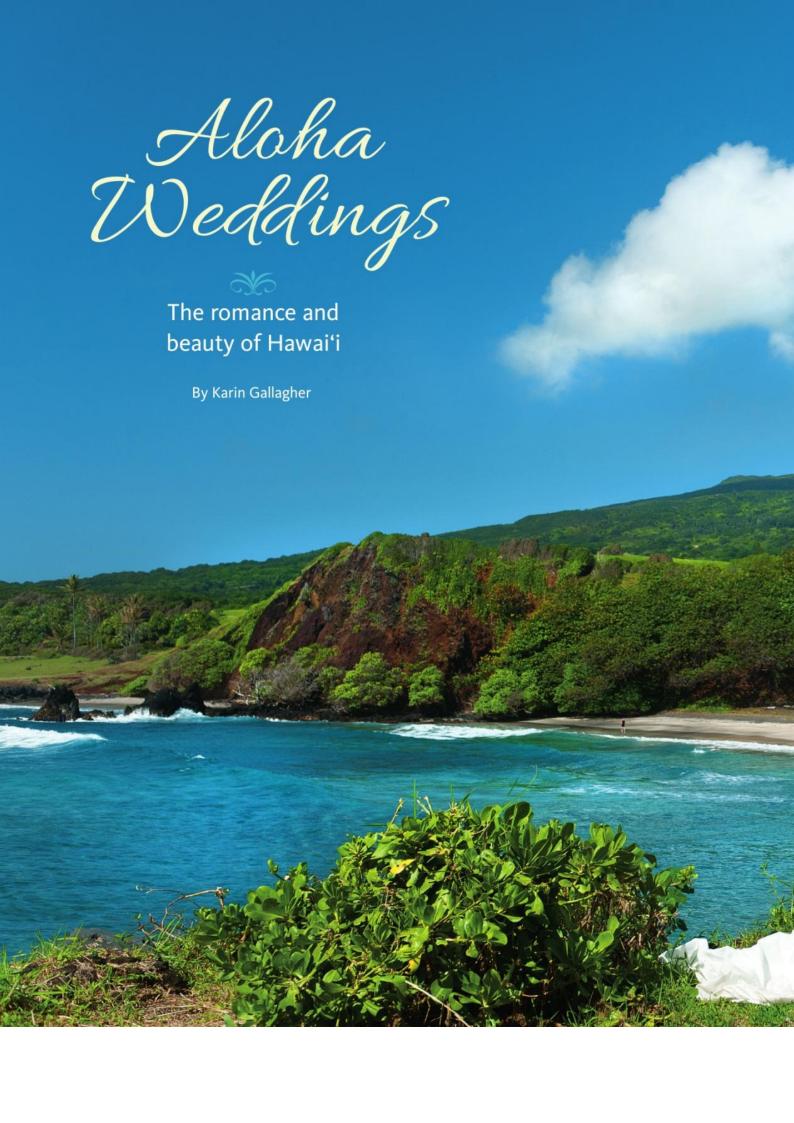
and hypertension.





2020lifestyles.com 425.861.6258

4455 148th Avenue NE, Bellevue, WA







VACATIONING ON KAUA'I IS BREATHTAKING

OWNING A HOME ON KAUA'I IS LIFE-CHANGING





MAKE YOURSELF AT HOME IN AMERICA'S MOST MAJESTIC ISLAND PARADISE

Kaua'i's first and only private club community offers a world-class clubhouse, a working farm, a sumptuous spa and fitness center and a stunning Tom Weiskopf golf course that Robb Report calls the 'Best of the Best'. You'll meet adventurers who'll take you off the beaten path and chefs who will help you explore a world of local flavor. And with blazing fast Fiber-to-the-Home telecommunications, you can spend time with family and friends without ever feeling out of touch. Come to Kukui'ula and enjoy life's greatest rewards in a community true to paradise. Cottages from \$2.5 million. Homesites from \$1 million. Call today to arrange your private tour. 855 742 0234.



KUKUIULA.COM



Kukui'ula Realty Group LEC. Obtain a property report or its equivalent as required by Federal or State Law and read it before signing anything. No Federal or State Agency has judged the merits or value, if any, of this offering. Fees, memberships and restrictions may apply for certain amenities. Details available. Price and availability subject to change. February, 2014, Kukui ula Development Company (Hawaii), LLC. All rights reserved.





t was at a professional meeting of dentists, surprisingly, where Dr. Kristine Aadland witnessed what would become the inspiration for her dream nuptials.

"I looked out and saw a wedding taking place on the lawn near the chapel," recalls Aadland of the enduring visual at Maui's Grand Wailea, a Waldorf Astoria Resort. "They were having a candle lighting ceremony at sunset, and the couple was glowing. It was the most beautiful setting and wedding I had ever seen. I wanted that!"

Not so surprisingly, when Aadland, 34, and her dentist fiance, Dr. Daniel Wilson, 39, decided to plan their own wedding in Hawai'i, Aadland knew she had already found the perfect location.

The couple, who run separate dental practices in Vancouver, Washington—his on the east side, hers on the west—wanted a destination wedding and chose Hawai'i for its proximity to their home state and Maui, specifically, for its versatility.

"It is close enough to us to not take all day to get there, but far enough away that we could keep the wedding somewhat intimate and small," explains Aadland, who had 40 adults and 20 children in attendance for the August 2013 event. "Maui has the beauty and activities to





meet everyone's needs and is a great island for families."

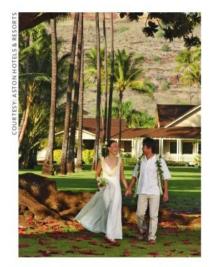
During the planning process, the couple corresponded via email and telephone with MaryAnn Bowman Blanchard, senior social catering manager for weddings and social events at Grand Wailea. "Having a wedding planner handle all the little details that go into the event was amazing," recalls Aadland. "We both had very busy practices to run during the planning period, so MaryAnn made everything as stress-free as possible."

Aadland and Wilson have plenty of company as couples from around the world choose Hawai'i for their weddings. According to the State of Hawai'i Department of Health, nearly 22,784 marriage licenses were issued statewide in 2013, with 66 percent of those licenses going to couples with at least one member residing out of state.

Above: Kristine Aadland and Daniel Wilson share a kiss outside the Seaside Chapel at Maui's Grand Wailea, a Waldorf Astoria Resort. Left: The Mauna Lani Bay Hotel & Bungalows on Hawai'i Island is another favorite wedding location.



Right: The Turtle Bay
Resort on O'ahu's North
Shore offers many coastal
locations perfect for
wedding ceremonies.
Below: Couples will find an
intimate setting for
weddings at the Aston
Waimea Plantation
Cottages on Kaua'i.





The reasons are obvious: With its spectacular vistas, azure waters and balmy temperatures throughout the year, the Aloha State provides a wonderful travel experience—and the ideal setting for an unforgettable wedding.

"Hawai'i is a special place, and for some people a once-in-a-lifetime experience, making it an easy choice for celebrating one of life's most important occasions," says John Monahan, president and CEO of the Hawai'i Visitors and Convention Bureau. "The incredible and diverse natural beauty of the Hawaiian Islands [has created] some of the most romantic settings in the world. From lavish ballrooms overlooking the clear blue Pacific Ocean to peaceful gardenscapes nestled in a lush coffee plantation or



Which Island Is Right for You?

O'AHU: Known as the Gathering Place, O'ahu is home to Honolulu, the state's largest city, and about 75 percent of Hawai'i's residents. It is also the most visited of the Hawaiian Islands. O'ahu is the heartbeat of Hawai'i and is known for its numerous museums, historical landmarks and vibrant lifestyle. From the beaches of Waikīkī and the elegant slopes of Diamond Head to the world-class surfing found on the island's North Shore, O'ahu offers an abundance of recreation,

activities and unique sites to experience.

KAUA'I: Known as the Garden Isle, Kaua'i provides a glimpse of old Hawai'i, with its peaceful charm and verdant topography. Hawai'i's oldest inhabited island provides both quiet relaxation and active rejuvenation. This island offers the state's only navigable rivers-the Hanalei, Hulē'ia and Wai-luā-and the 3,000-foot-high, fluted cliffs of the spectacular Nāpali Coast, Waimea Canyon, called the Grand Canyon of the Pacific,

stretches 14 miles long and more than 3,600 feet deep, offering visitors stunning views of multicolored, deep valley gorges. Also, no new buildings on the island may exceed four stories—the height of a mature coconut palm tree. It's the law.

MAUI: "Maui Nō Ka 'Oi."
That's what the locals say, and it translates to "Maui is the best." Thrill seekers as well as those who prefer chaise longues will find something to entertain and charm on the Valley Isle of Maui. If it's

watersports, horseback riding and hiking you seek, Maui can accommodate. If you prefer nightlife, upscale shopping and gourmet dining, you're still in the right place. Finally, the breathtaking 52-mile-long adventure of the Hāna Highway-with its waterfalls, roadside picnic spots and tropical fruit standsmay prove to be one of the most delightful drives you'll ever take.

HAWAI'I ISLAND: Known as the Big Island, because it is larger than all the other islands

combined, Hawai'i Island is the ideal place to stretch out. With its moonlike lava landscape, dramatic mountain peaks and beaches with sand of many colors, the island draws vacationers, athletes, geologists and astronomers. At the Kīlauea Visitor Center, learn about Pele, the Hawaiian goddess of fire, and Kīlauea, one of the most active volcanoes on earth. Located in Hawai'i Volcanoes National Park, Kīlauea has been in continuous eruption since 1983.

ALASKA AIRLINES MAGAZINE FEBRUARY 2014



The Ocean Crystal Chapel at the Hilton Hawaiian Village Waikiki Beach Resort in Honolulu is located not far from the beach and set amid cascading waterfalls on the 22-acre resort property.

tropical rainforest, it feels like an exotic destination, yet still offers the safety, comfort and conveniences of being part of the United States."

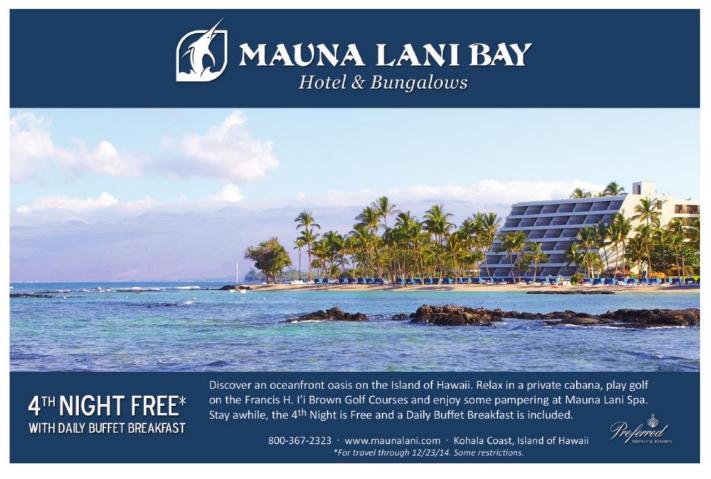
Stevie Lynne Kumia, who facilitates weddings with Best Bridal Hawaii at Hilton Hawaiian Village Waikiki Beach Resort and other Oʻahu locations, says while Hawaiʻi attracts couples from the mainland of the United States, an increasing number of couples are coming from around the world to tie the knot on these exotic islands.

"We are seeing a lot more international guests getting married here, especially from Australia, as well as new clients from China and Korea," says Kumia.



One thing that makes Hawai'i so popular with couples is the wide variety of venues that are available. Each of Hawai'i's four main islands has a personality all its own, and the many chapels, facilities and resorts that offer weddings strive to bring a unique aspect to the ceremony and setting. Deciding where to hold a wedding often comes down to finding the right island and location for the interests and tastes of the couple.

In addition to the impressive surroundings of Grand Wailea, Maui offers many exciting wedding options, ranging from beach CONTINUED ON PAGE 54





Professional wedding planners, makeup artists and photographers offer their advice for couples planning a wedding in Hawai'i:

From Morgan Childs, owner of Moana Events, boutique wedding and event planners on O'ahu, Kaua'i and Lāna'i:

- Have get-togethers before and after the big day to avoid the pressure of trying to connect with all of your guests during your wedding. You can host welcome cocktail parties, rehearsal dinner barbecues or dayafter brunches, where you can spend unrushed time with your guests and better enjoy this special occasion.
- Weddings are built on per-person costs. The more people you invite, the more you'll spend; the fewer people you invite, the more you can spend on them. Consider this when compiling your guest list.
- Professional wedding planners work to make the couple's vision come together. While the planners are busy facilitating all the moving parts of the big day, the bride and groom can be guests at their own wedding.

From Sarah Obringer, owner of Whik'd Hawai'i, an on-site makeup and styling company on O'ahu:

- Hawai'i's refreshing trade winds pose a challenge for brides looking to wear their long hair down outdoors, especially on the beach where it can get breezy. Embrace "up-dos," or wear loose, half-up, half-down hair, to keep a fresh, clean look for photos.
- Once you arrive in the Islands for your wedding, be sure to apply sunscreen on your entire body. The tropical sun can be much stronger than many people anticipate, and a painful sunburn on your wedding day can ruin your photos—and your fun.
- Have an open and relaxed mind on your wedding day. The wedding professionals in Hawai'i are among the best in the world. Try not to stress and, instead, enjoy every moment of your day by letting the professionals do what they do best.

From Fawne Frailey and Sebastian Romero, owners of Sea Light Studios wedding photography on Kaua'i:

- The best light for your portraits is the last hour of daylight, so choose a ceremony start time that allows for all of the photos to be taken before the sun dips into the ocean. In order to coordinate the right time for the ceremony, communicate with your photographers about your wishes for the photos before ordering your formal invitations.
- Get to know the photographers. It is important that you enjoy their company and personality because they will be by your side throughout your whole day.
- Create a cohesive color palette and style for your wedding. Use this to help when planning the details, including shoes, ties, bridesmaid dresses, invitations, flowers, decor, etc. Having a color palette will help your photos reflect the beauty of the day.



ALASKA AIRLINES MAGAZINE FEBRUARY 2014







HANG TEN. HANG LOOSE. HANG OUT.

Surf Lessons Shopping Hike Lē'abi (Diamond Head) Farm-to-Table Cuisine



visit-oahu.com or like us at facebook.com/OahuHawaii.



FROM PAGE 52 ceremonies to getting married in a lavender field to experiencing the traditional grandeur of The Haiku Mill, a sugar mill in Ha'i-kū that hosts gatherings of up to 160 guests. The mill offers a mix of lush gardens and French antiques, providing Old World elegance set in a tropical and historical site. Another popular location is The White Orchid Beach House, a private home with rustic hardwood floors, which is located along a secluded section of Maui's Mākena coastline and can accommodate up to 50 guests.

At the Four Seasons Resort Maui at Wailea, full wedding services include the opportunity to create a personalized fragrance by blending natural scents with the assistance of the resort spa's own perfume mixer. To help soothe any pre-wedding nerves, enjoy the \$9 million adults-only Serenity Pool with stunning views of the island of Lana'i and the West Maui Mountains.

On the island of O'ahu, the 22-acre Hilton Hawaiian Village resort, located on Waikīkī Beach in Honolulu, is among the most popular wedding destinations, offering beach ceremonies and facilities such as both the Ocean Crystal Chapel, set amid cascading waterfalls and with a capacity of up to 80 guests, and the White Beach Chapel, which has a 40-guest capacity and overlooks the Duke Paoa Ka-hana-moku Lagoon and the beach.

"Then [the planners] said, 'OK, we'll see you on your wedding day.' We just showed up. It was very low stress."

Larger weddings can be accommodated in a ballroom, on the Great Lawn, which overlooks the lagoon, or on the beach. The second chapel is ideal for a sunset ceremony, with the reception being held at one of the resort's nearby rooms that look right out on the Hilton's weekly Friday night fireworks show.

Couples looking for the amenities of a large resort in a more rural setting may want to explore Turtle Bay Resort on O'ahu's North Shore. Turtle Bay is home to two championship-caliber golf courses, biking, horseback riding trails, excellent surfing and snorkeling.

The resort also offers access to miles of coastline, much of which can be used for wedding ceremonies.

Left: Beautiful views of the surf and sea along Maui's secluded Mākena coastline greet couples from the nearby White Orchid Beach House. The rustic beach house can accommodate weddings of up to 50 guests. Right: Tom and Melissa Fox celebrate their May 2013 wedding at Aulani, a Disney Resort & Spa on O'ahu.

Another elegant wedding venue is The Kahala Hotel & Resort in Kāhala, located east of Diamond Head. Couples will find multiple scenic locations to choose from, and the resort's 26,000-square-foot natural lagoon, which is home to bottlenose dolphins, is a wonderful backdrop.

Not all Hawaiʻi weddings are large affairs. Tom and Melissa Fox, both 31, who live just outside Buffalo, New York, were

intent on keeping their May 2013 wedding ceremony intimate and personal.

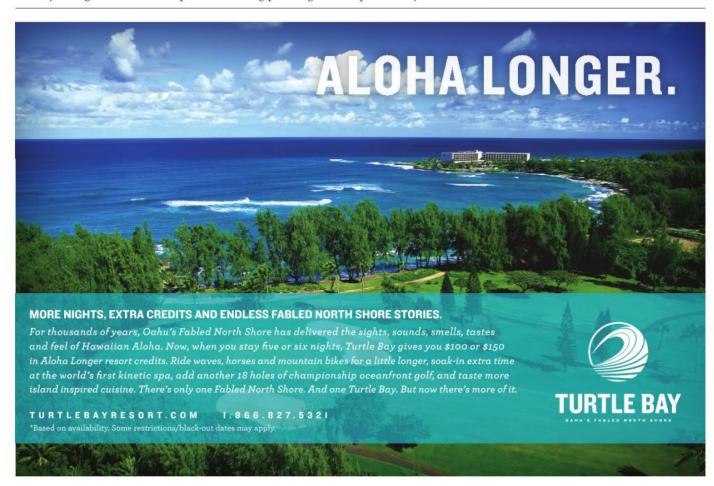
"We had always talked about a small destination wedding, and prior to our engagement we had already planned a family trip to Hawai'i," recalls Tom, a manager for a real estate development company. "The trip was within the timeline that we wanted to get married, so it just all happened to add up."

After their Christmas 2012 engagement, the couple realized that they had a sizable amount of planning ahead of them in order to be prepared for their impending nuptials. So they were grateful for the help of the wedding-planning services provided by their



Did You Know?

- On November 13, 2013, Governor
 Neil Abercrombie signed the Marriage
 Equality Act, making Hawai'i the 15th
 state to legalize same-sex marriage.
 "Destination weddings are important to
 Hawai'i, as the romance market is one of
 our key segments of travelers to the
 Islands," says Hawai'i Visitors and Convention Bureau President and CEO John
 Monahan. "An added boost to this strong
 market is the bill recently signed by
 Hawai'i's governor legalizing marriage
 for same-sex couples that took effect
 December 2, 2013."
- Weddings in public spaces require a permit from either the state or county, depending on your location. Licensed wedding consultants can assist with this, as well as with obtaining your marriage license.
- October, December and May are the three most popular months for Hawai'i weddings, according to 2012 statistics from the Hawai'i Department of Health.









resort of choice: Aulani, a Disney Resort & Spa, which is part of the Ko Olina Resort Community & Marina on Oʻahu.

"In the time frame we had, there was no way we were going to get it done on our own from nearly 5,000 miles away," explains Tom. "Aulani worked within our budget and put it all together for us. We got lists of preferred vendors and were able to pick our favorites in each category. It wasn't a cookie-cutter thing at all; we had a lot of flexibility."

The planning process was simple and straightforward, recalls Tom. After a series of conference calls and emails, the couple had one last meeting when they arrived at the resort to complete the final details.

"Then [the planners] said, 'OK, we'll see you on your wedding day.' We just showed up. It was very low stress."

Melissa, a certified interior designer at an architectural firm, walked down the aisle to a live 'ukulele rendition of the Frankie Valli hit, *Can't Take My Eyes Off You*. The couple and their 20 guests—immediate family and closest friends only—enjoyed a private ceremony on the 'AMA'AMA Patio, which included a *pū* (conch) shell blowing ceremony and lei exchange, followed by a reception at the Ka'ala Ballroom.

"We all sat at a big table, so it was one giant conversation," explains Melissa of the

cozy reception dinner. "We didn't want to spend our evening walking from table to table. We really enjoyed the people closest to us."

Customizing Your Wedding

Couples looking to hold larger weddings with a greater number of guests than the Foxes will also find plenty of options in Hawai'i, whether at a resort, a private estate, an art gallery, a botanical garden, or somewhere else meaningful to them.

Morgan Childs, the owner and creative director of Moana Events, a boutique wedding and event-planning company serving Oʻahu, Kauaʻi and Lānaʻi, says it is important to customize the ceremony to reflect the personality and vision of the couple getting married.

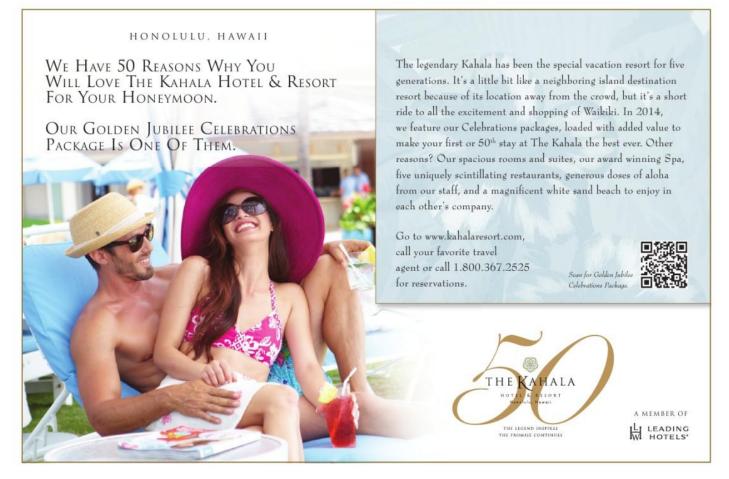
"I always say never do the same event twice," Childs explains.

The Moana Events staff members survey clients with a 10-page, detailed questionnaire about tastes and styles, recommending vendors and venues based on budgets and preferences. The company also designs a distinctive style guide, or inspiration board, to use while communicating with vendors (think invitations, flowers, cake, linens), then helps with the bidding process and the negotiating of contracts. Among other tasks, Moana Events secures guest accommodations, provides a site map for the event and orchestrates a minute-by-minute timeline of the day.

With such a diverse selection of locations in Hawai'i, almost any idea or style of wedding can be accommodated.



Left: An elegant dinner awaits guests at The Haiku Mill on Maui. The mill offers vine-draped ruins, walls of roses and chandeliers under an open sky, creating an enchanting atmosphere. Above: A husband and wife enjoy some private time as they walk to their reception in the Malulani Pavilion at the Holualoa Inn on Hawai'i Island.







The Island of Kaua'i offers its own unique and romantic twist on the wedding ceremony, including the Aston Waimea Plantation Cottages on Kaua'i's western coast. There, ironwood, kiawe and banyan groves surround a cluster of 57 elegantly restored, authentic island plantation homes, each with its own kitchen.

Couples can be married in a peaceful coconut tree grove or at an oceanfront garden. There is also Kaua'i's St. Regis Princeville Resort, where all those gathered for the special event have a perfect

For couples seeking nontraditional settings, they can be married on a private cliffside, by a waterfall, inside a cave or even while ziplining.

vantage point to watch the sun setting over Mount Makana.

Those seeking a closer connection with nature might like the Common Ground Kaua'i in Kīlauea, a 46-acre site in the foothills of the Nāmāhana Mountains. In addition to its field-to-table restaurant, the former site of the world's largest guava plantation also hosts weddings and special events, focusing on sustainability through meals made of seasonal, organic ingredients.



For adventure seekers, there is Hawai'i Island's Kohala Zipline, located in the town of Kapa'au. The company offers a "treetop to treetop" zipline wedding through its canopy course overlooking streams and forests. After exchanging vows on the course's ninth and final platform, newlyweds and a small bridal party can rappel down side-by-side lines to greet their waiting guests below.

Ecotourism company Hawai'i Forest & Trail can organize an intimate waterfall wedding—there's even one inside a cave!—in the Kohala Mountains' Pololū Valley. For larger groups, the cliffside ocean wedding venue Moku Lani Kila, perched atop soaring sea cliffs on private land, offers views of the ocean and the beautiful Kohala landscape.

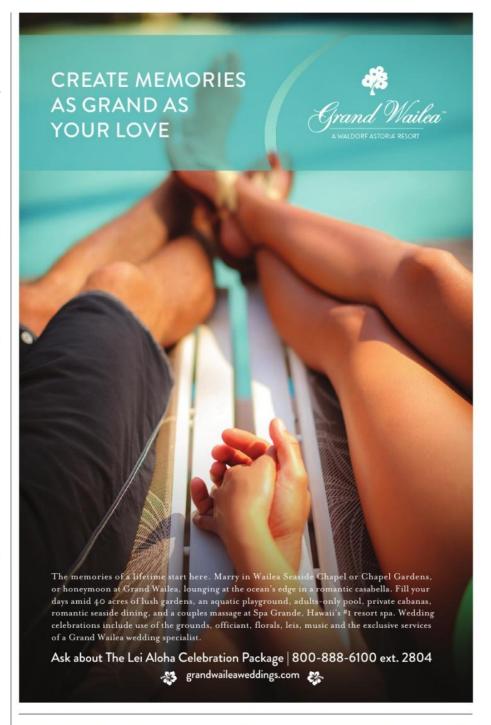
Those seeking a more traditional wedding on the Big Island will like the historic Holualoa Inn, a 30-acre coffee estate overlooking the Kona Coast in Hōlualoa. Its Malulani "heavenly shelter" open-air pavilion hosts up to 100 guests, while the expansive Great Lawn offers lushly land-scaped tropical gardens illuminated by tiki torches and romantic outdoor lighting. The Inn sleeps up to 14 guests and can be rented for exclusive use during your stay.

Mauna Lani Bay Hotel & Bungalows, on Hawai'i Island's Kohala Coast, hosts weddings that range from small and intimate services to large and grand ceremonies on its stunning property.

"For small groups we can do both the ceremony and reception at our secluded bungalows," says Director of Weddings Lauren Otomo Manuel. The property's five private bungalows each offer 4,000 square feet of living space, two master bedrooms, a pool and a whirlpool spa. "We can customize a package to our clients' exact requests, including any number of special experiences—from a slideshow to a chef barbecuing Keāhole lobster to a full-service banquet on site."

The bungalows helped convince Erin and Hunter Houle of Spokane, Washington, to get married at the Mauna Lani resort in December of last year.

Hawai'i came to mean something special to the couple during an earlier trip to Hawai'i. Before long, the couple was engaged and decided that their December 8 wedding would take place on the island of Hawai'i. Erin, an interior designer, and Hunter, an entertainment industry consultant, ultimately decided on the Mauna Lani Bay Hotel & Bungalows as the perfect location for the ceremony.









"Mauna Lani felt timeless and classic, but it was the bungalow that sold us," Erin says. "We knew it would work as a perfect place to host our [40] guests."

Eight months before the big day, Erin began working with wedding coordinator Ashley Kojima at Swept Away Island Weddings & Events in Waimea, which specializes in planning events on Hawai'i Island and Oʻahu.

Erin says the resort's bungalow was a great place for the wedding, allowing the women to get ready in one room, while the men dressed in another. It also acted as an

One of the most popular new trends in the wedding sector is the ever-increasing use of technology—before, during and after the ceremony.

"after-party" location following each night of activities and it still gave the couple enough private space for them to be alone.

The Houles decided to forgo the traditional beach wedding ceremony, opting instead for the resort's other wedding location—an open-air ballroom lānai.

"[The lānai] ensured everyone was comfortable and could hear," Erin says. "We also liked how the location fit with the bungalow, cocktail reception in the Honu Garden, reception at the Canoe-House and picture taking. It all flowed so easily."



Whether the wedding is intimate or grand, couples getting married will want to record every aspect of the event.

In fact, one of the most popular new



Island Activities

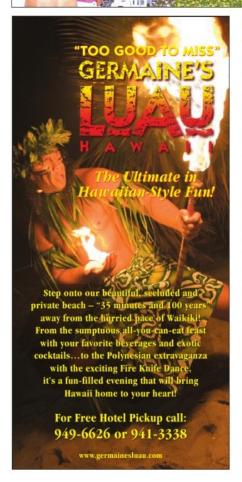




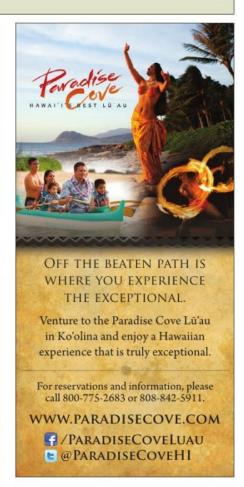
SPECIAL EVENTS

With our world-class botanical gardens and wide variety of indoor and outdoor spaces, Waimea Valley is the ideal setting for weddings, parties, and other special occasions. From private ceremonies to corporate retreats, let the natural beauty of Waimea Valley make your next event a once-in-a-lifetime experience.

Call: (808) 638-7766 WAIMEAVALLEY.NET













trends in the wedding sector is the everincreasing use of technology—before, during and after the ceremony. Moana Events on Oʻahu, for instance, allows clients to access an online suite of documents that contains photos, music, invoices, contracts and other items concerning the wedding that can be viewed in real time using company-assigned software.

Specialty wedding planning sites such as TheKnot.com and WeddingWire.com, as well as the website and smartphone application "Appy Couple," help couples keep track of their planning documents and allow them to communicate with guests about wedding events. Websites such as Pinterest.com help couples aggregate the ideas and inspirations they find on the Internet into orderly virtual bulletin boards, which they can easily access in a single, neatly organized space.

"Past, present and future brides enjoy our Ever After Blog for tips, advice and

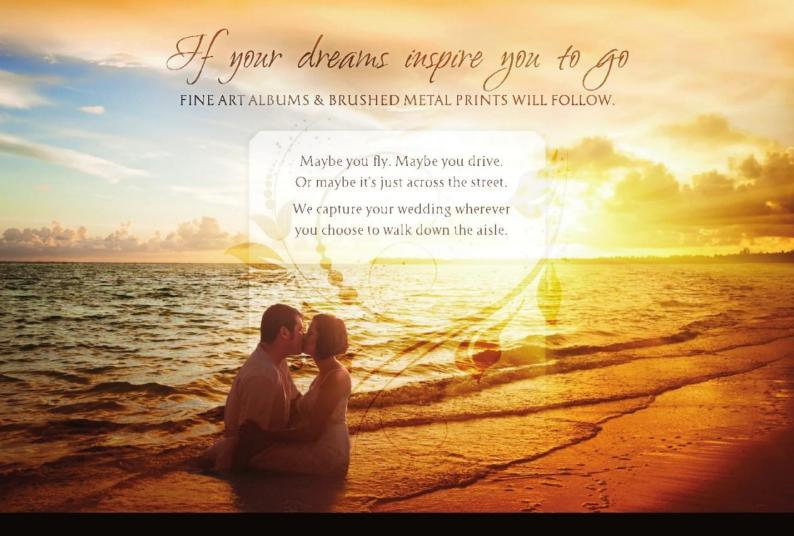




The smartphone application Appy Couple allows you to track your wedding planning documents and communicate with guests.

inspiration," says Korri McFann, world-wide marketing director for Disney's Fairy Tale Weddings & Honeymoons (disney-weddings.com). "We provide online planning tools through 'My Dream Space' on our website, offering everything from a Dream Wedding Maker [a tool that allows couples to pick elements of their big day and receive an estimated price] to Talk the Talk, a glossary of terms heard during the wedding planning process."

Many couples who don't necessarily need new kitchenwares or bath towels are instead opting for such honeymoon registry sites as Wanderable.com, Honeyfund. com, HoneyLuna.com and Travelersjoy. com, where guests can contribute funds toward specific honeymoon adventures.



Call or click today and see how we can turn your wedding - near or far - into your dream. 253.245.3688 | WHIMSICALPHOTODESIGN.COM

Whimsical















Purchase open land, build a dwelling, operating loans, line of credit, equipment purchase, truck or automobile purchase, livestock purchase, refinance a mortgage or an agreement of sale.

Both the Federal Land Bank Association of Hawaii, FLCA and Hawaii Production Credit Association can custom design a loan to meet your needs.

We Offer: Long term loans, short term loans, competitive interest rate programs, flexible repayment schedules, excellent loan servicing options, and many more. We also have programs for Young, Beginning, Small and Minority Farmers.

CALL ONE OF OUR LOAN OFFICERS AT:

OAHU OFFICE • 99-860 Iwaena Street, Suite A, Aiea, HI 96701 Ph: 808 836-8009 • Fax: 808 836-8610 • www.hawaiifarmcredit.com HILO OFFICE • 988 Kinoole St., Hilo, HI 96720

Ph: 808 836-8009 • Fax: 808 961-5494 From: Neighbor Islands, Toll Free 1 800 894-4996



Federal Land Bank Assn. of Hawaii, FLCA HAWAII, ACA Hawaii Production Credit Assn.

PCS of Hawaii, ACA is part of the Farm Credit System, a na leading agricultural financial institutions which started in 1917. PCS of Hawaii, ACA has been doing business in Hawaii since 1966 through its subsidiary the Federal Land Bank Association of Hawaii, FLCA. The FCS of Hawaii, ACA is not a Federal Agency of the Federal Government.

For family members who are unable to make the trip to Hawai'i, technology can help bridge the great divide. "The Hilton Hawaiian Village's Ocean Crystal Chapel has Wi-Fi, so brides can use Skype.com and FaceTime.com," says wedding planner Kumia. "We noticed that laptops work the best, so we set them up on the organ in the back or on the first pew. Once, the minister even held a smartphone during the ceremony so Grandma back on the mainland could see everything."

Finally, Facebook and Instagram can be

Facebook and Instagram can be simple ways for everyone to share photographs with each other.

simple ways for everyone to share photographs with each other.

"Instagram wedding hashtags are very popular and a great way to see the photos other people have taken during your wedding," says Moana Events' Childs, who also runs the blog Modern Weddings Hawai'i, a free online resource. "We'll often put signs up at the wedding to let guests know which exact hashtag to add to their photos so everyone can enjoy them in one place."

Whether couples enjoy a large wedding on Oʻahu, create their own perfumes on Maui, say their vows while ziplining on Hawai'i Island or choose a small ceremony on Kaua'i, they are sure to create memories that will last a lifetime. 🔺

Karin Gallagher is a Hawai'i-based writer.

Alaska Airlines offers daily service to Oʻahu (Honolulu), Maui, Kauaʻi and Kona/ Hawai'i Island. For flight reservations, go to alaskaair.com or call 800-ALASKAAIR. To book a complete Alaska Airlines Vacations package to Hawaiʻi, go to alaskaair.com/ vacations or call 800-468-2248.

Someone You Know Had a Little Work Done

If they saw Dr. Fredric Stern You'll Never Know

Laser Eyelid Surgery • Endoscopic Brow & Forehead Lift • Laser Liposuction • CelluSmooth™ for Cellulite Hair Transplants • Facial Injections & Fillers • S-Lift • Facial Implants • ATGRAFT™ Fat Transfer Laser Peels • Laser Hair Removal • Photorejuvenation • Aesthetic Skin Care • Permanent Cosmetics

Want to eliminate wrinkles? Repair sun damaged skin? Lose a few inches around the waist or hips? Restore your hairline through hair transplantation? Repair and regenerate your skin with a skin care product suite made from your own Stem Cells' growth factor?

Dr. Fredric Stern is the Northwest leader in Laser and microsurgical techniques and is on the cutting edge of the latest treatments to naturally restore your youthful appearance, with minimal downtime.





Voted Best Plastic Surgeon



Dr. Fredric Stern (425) 455-9100







Creating Natural Appearing Beauty through the ART of Laser Cosmetic Surgery

www.thesterncenter.com





Market MAKERS

Investor appetite is increasing for initial public offerings

By Carol Tice

Left: The venerable New York Stock Exchange remains a center for initial public offerings in the United States.

Above: Executives of Seattle-based Tableau Software and their families are all smiles as the company's stock soars during its 2013 debut. Tableau was one of 222 companies that offered shares to the public last year. In April of last year, Seattle-based Tableau Software rented out the downtown Seattle Symphony concert venue Benaroya Hall to gather the firm's 750 employees together for a momentous announcement. In a few weeks, the 10-year-old data-analysis software firm would be selling shares of the company to the public for the first time through an initial public offering, or IPO. Tableau's three founders would also be flying 70 of the longest-tenured employees to New York City so they could stand on the floor of the New York Stock Exchange to witness Tableau's opening day. More than one employee began to weep for joy as the meaning of this milestone sank in, remembers Vice President of Corporate Development Jay Peir. Because most of Tableau's employees held private shares in the company, many stood to gain considerably if the IPO was successful.

A few weeks later, on May 17, that select group of 70 employees were stunned as they stood on the exchange floor and watched Tableau's stock price soar on its opening day of trading from \$31 to more than \$50 per share. By the end of the day, some of Tableau's senior employees were newly minted millionaires, and the company raised about \$254 million to help fund new products and future expansion.

"It was just a combination of excitement and amazement, that we were about to become a public company," says Peir of the emotions of the moment.





Superior Visibility Class-A Office Space

Make your move to Home Plate Center - designed for forward-thinking businesses. Innovative architecture and technology is built into every square inch keeping progressive companies at the top of their game. Take a tour today. Phase I construction complete Spring 2012.

ACCESS | 1-5, 1-90, Hwy 99, transit

VIEWS | City, Elliott Bay & Mt. Rainier

SPACE | 310,000 SF of Class A office, high ceilings, large floor plates

GREEN | Pursuing LEED® Gold

TECH | Fiber carrier options, 24/7 security, on-site backup generator

PLAZA | Retail, public art

MORE | Abundant parking, great room lobby, conference room, bike storage

HomePlateSeattle.com

CBRE

Scotta Ashcraft | 206.292.6063 | scotta.ashcraft@cbre.com

Dan Stutz | 206.292.6097 | dan.stutz@cbre.com

Dwight Newell | 206.292.6094 | dwight.newell@cbre.com

Ashleigh Kilcup | 206.292.6023 | ashleigh.kilcup@cbre.com

© 2012 CBRE, Inc. This information has been obtained from sources deemed reliable; however, it has not been verified and no warranty or representation is being made. Please consult with your advisors and conduct an independent investigation of the property to determine its suitability for your needs.



Tableau's founders and staff weren't the only ones to experience the thrill of a successful IPO in 2013. Familiar names that went public last year include social-media sensation Twitter, the food chain Potbelly Sandwich Shop and Hilton Worldwide Holdings, which operates about 4,000 hotels under 10 different brands.

After an extended downturn, IPOs appeared to be back in favor with both large and small investors in 2013 as more companies rode strong economic trends to raise money through the public markets. However, experts caution that this is a risky and complex sector in which to invest.

There were 222 public offerings last year, a considerable increase from the 128 IPOs held in 2012, according to the financial research and investing firm Renaissance Capital. Last year's surge made 2013 the busiest IPO year since 2000. The amount of money raised through IPOs also rose in 2013, reaching nearly \$55 billion, compared to about \$42 billion in 2012, Renaissance found. And some deals





in 2013 were monsters. Two of the largest were oil-and-gas-pipeline conglomerate Plains GP Holdings, which raised nearly \$3 billion to pay back existing owners, and Hilton Worldwide Holdings, which raised \$2.3 billion to pay off debt in what was the largest hotel IPO in history.

Taken as a group, the 2013 crop of IPO stocks outperformed the stock market, with many companies seeing major gains. Tableau, for instance, saw its initial share price more than double to \$68.93 by the end of the year. Popular social-media platform Twitter, which held one of the year's most notable IPOs, saw the stock price of its \$2.1 billion public offering jump 73 percent on its opening day alone. By the end of 2013, Twitter's share price had risen more than 140 percent. As a group, stocks that debuted last year were up nearly 42 percent through September 2013.

"There is a high level of activity, like we haven't seen in many years," says Brit Stephens, Portlandbased managing director for wealth-management and capital-markets firm D.A. Davidson & Co. "You could say it's a boom."

2014 outlook

While it's always difficult to tell the future in the stock market, all signs point to a continued strong

Above: Twitter's IPO, one of the largest and most anticipated of 2013, raised \$2.1 billion for the company. Its stock price rose 73 percent on its opening day of trading.

Left: Potbelly Sandwich Shop CEO Aylwin Lewis takes part in NASDAQ's Opening Bell ceremony during the first day his company's shares were traded.

















In 2013, more than 200 companies held initial public offerings. Some of the year's largest IPOs belonged to Hilton Worldwide Holdings and Twitter.





IPO market, says J.D. Moriarty, head of technology equity capital markets for Bank of America Merrill Lynch. He notes that the boom in IPOs only really began in the second half of 2013, and likely presages a longer period in which the markets will support new stock offerings. Also, the positive outcomes that most recent IPOs delivered may motivate more companies to consider filing for 2014 IPOs. "This time last year, valuations weren't as attractive, so issuers weren't preparing to go public," he notes. "Now, both issuers and investors have an expectation of a good outcome."

The recovering economy also seems to be helping more companies move into position for an IPO, particularly in the technology sector. A study released in December 2013 by technology-industry-research firm CB Insights indicates that there are 590 tech companies viewed as "on deck" or in position for a 2014 IPO—that is, they have at least \$100 million in annual revenue, and private-equity or venture-capital backers who may be ready to claim their profits. Last year, CB estimated only 472 companies were in a similar position.

The buzz about which companies might be successful IPOs this year is already well under way, particularly in technology. Possibilities include mobile-payments-device maker Square (cofounder Jack Dorsey was also a Twitter founder); online-storage leader DropBox or its rival Box; popular website host GoDaddy; and the Groupon competitor Living Social, which boasts AOL cofounder Steve Case among its investors. Experts say one retailer to watch is J. Crew Group, which has been posting strong profits recently and counts First Lady Michelle Obama among its customers.

Given that IPO activity may well continue to be brisk in 2014, it's time to weigh whether IPO stocks deserve a place in the average investor's portfolio.

IPO interest

The 2013 IPO rebound started slowly, thanks in part to lingering market jitters from Facebook's disappointing 2012 IPO performance. The social-networking titan

Becker Value Equity Fund (BVEFX) CELEBRATES 10 YEARS

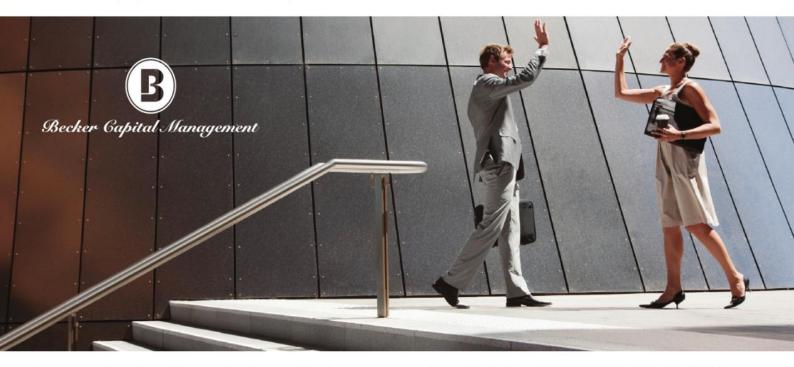
LET US HELP WITH YOUR GOALS.

Contact Jay Dyer at 503.223.1720, or jdyer@beckercap.com for more information about the Becker Value Equity Fund and our wealth management services.



Overall Morningstar Rating™

Out of 1,056 Large Cap Value Funds as of 12/31/13. Derived from weighted average of the performance figures associated with its 3-, 5- and 10 year Morningstar Rating metrics, based on risk-adjusted returns.



Morningstar Large Cap Value Ranking (based on total returns)

December 31, 2013	1 Year	5 Year	10 Year
BVEFX Pecentile Ranking %	10th	21st	9th
Number of Funds in Peer Group	1,213	947	617

е		
1 Year	5 Years	10 Years
36.40%	17.42%	8.72%
32.53%	16.67%	7.58%
32.39%	17.94%	7.41%
	36.40% 32.53%	1 Year 5 Years 36.40% 17.42% 32.53% 16.67%

Performance figures shown are past performance and are not a guarantee of future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the fund may be lower or higher than the performance quoted. Performance data current to the most recent month end may be obtained by calling 800-551-3998. The fund imposes a 1% redemption fee on shares redeemed within 30 days of purchase. Performance data does not reflect the redemption fee. If it had, returns would be lower. Periods over one year are annualized. The total gross expense ratio of the Fund as disclosed in the most recent prospectus is 1.10% and the net expense ratio after contractual fee waivers is 0.94% for BVEFX. The Advisor has contractually agree to waive fees through February 28, 2014. Information provided with respect to the Fund's Expense Ratio are subject to change at any time.

The Fund is distributed by Quasar Distributors, LLC. Becker Capital Management is the Adviser to the Fund. The S&P 500 is an unmanaged index which includes a representative sample of 500 leading companies in leading industries of the U.S. economy. Index is not available for purchase. The Russell 1000 Value measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The performance of the index does not reflect deductions for fees, expenses or taxes. Index is not available for purchase.

© 2013 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results. For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating™ based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance (including the effects of sales charges, loads, and redemption fees), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Becker Value Equity Fund received a ★★★★★ Overall Morningstar Rating as of 12/31/13 out of 1,056 Large Cap Value Funds. The Fund had the following rating for the 3-year period: ★★★ out of 1,056 Large Cap Value Funds, ★★★★ for the 5-year period out of 947 Large Cap Value Funds, and ★★★★ for the 10-year period out of 617 Large Cap Value Funds. Morningstar Rankings represent a fund's total-return percentile rank relative to all funds that have the same Morningstar Category. The highest percentile rank is 1 and the lowest is 100. It is based on Morningstar total return, which includes both income and capital gains or losses and is not adjusted for sales charges or redemption fees.

Mutual Fund investing involves risk. Principal loss is possible. Small and mid capitalization companies tend to have limited liquidity and greater price volatility than large-capitalization companies. The Fund invests in foreign securities through ADRs which may involve political, economic and currency risks, greater volatility and differences in accounting methods. The value of the Fund's investments in REITs may change in response to changes in the real estate market.

The statutory and summary prospectuses contain information about the Fund, including investment objectives, risks, charges and expenses, which should be considered carefully before investing. You may obtain a current copy of the Fund's statutory or summary prospectus by calling 1-800-551-3998. Read carefully before investing.

WWW.BECKERCAP.COM

saw its stock price fall considerably after its public offering in May 2012. However, the share price later recovered and was up about 43 percent from its public offering price by the end of 2013.

While interest was already growing, several factors converged to ignite IPO excitement in the second half of 2013. A key ingredient was the stock market runup. With the Standard & Poor's 500 and other indexes rising steadily through the year, investors moved billions of dollars from bonds and other more conservative

investments and put the money into stocks, reversing a two-year trend, notes Bank of America's Moriarty.

Rising markets and new money flowing into stocks signaled to private-equity and venture-capital firms that the time was ripe to cash out of investments made years back, Moriarty explains. Hilton, which was bought by private-equity firm The Blackstone Group in 2007, is a good example of this type of business decision, he says. Often, technology companies tend to dominate in a rebounding IPO market, but

not this time, Moriarty says. Investors showed interest across all sectors in 2013, including consumer, retail, health care and financial services. As familiar brands such as restaurant chain Noodles & Company, realtor RE/MAX and grocer Sprouts Farmers Market went public, they attracted media attention that caught the interest of individual investors.

"If we take a semiconductor company public, that has no consumer orientation—it doesn't get as much attention as when [daily deals site] Zulily goes public," Moriarty says. "And that's what's most notable in this IPO cycle—how the market broadened out."

The federal government also worked to spur IPOs by passing the Jumpstart Our Business Startups (JOBS) Act in 2012. The law helped to make it easier for smaller startups to go public, by introducing less stringent requirements on companies with less than \$1 billion in annual revenue. The act allows startups to release only the past two years of financial reports and to confidentially meet with potential investors. It also lets startups planning to go public first file financial reports confidentially with the Securities and Exchange Commission (SEC) and receive initial feedback from the federal agency before being required to release the filings to the general public.

was just stolen. What now?

Your company laptop



Senior Living
Real Estate
Construction
Education
Banking
Manufacturing
Transportation
Employee Benefits

Recreation

It was all right there: confidential customer information, proprietary business data, social security numbers and more. Then it was gone, just like that. With Propel's CyberSmart™ Coverage, we'll be there almost as fast—helping your business manage the potentially devastating consequences of exposing or losing sensitive information. From making sure all your company's legal obligations are met—to helping keep your business running as usual.

Work smarter with CyberSmart™ Coverage



Find your momentum.

1-800-499-0933 www.propelinsurance.com

Long road to the market

Unfortunately, even with an improving economy and federal help, it is still a long, difficult and expensive process for a company to enter the public market.

First off, most companies will never go public, as they lack the growth and profit potential that public investors crave, notes D.A. Davidson's Stephens. The process of going public is a lengthy and costly one that companies don't undertake lightly.

For Tableau Software, the road to going public began roughly 18 months before its May IPO. That was when Peir, who'd been through the IPO process at another startup, was hired to assist with the company's bid.

Direct IPO filing costs for Tableau were \$2.6 million, excluding the expense of bringing on new executives and upgrading internal systems to meet the SEC's publiccompany standards.

Besides Peir, new hires included a new general counsel, a vice president of finance, an SEC manager, and the company's first three independent board mem-

While small investors are unlikely to cash in on the initial trading in a company's shares, they can still buy the shares on the open market almost immediately after they are offered. That is why experts stress that investors need to do their research.

bers. This team would be instrumental in compiling the lengthy initial filing, known as an S-1, which is required by the SEC. An optional step that Tableau took to bolster its case was to begin issuing quarterly financial reports and creating financial forecasts of future performance.

"We could have gone public earlier," Peir says, "but we were making sure we were doing things right to be successful as a public company."

Peir first reached out to potential institutional investors and large mutual fund companies—which often buy large blocks of shares—to gauge their interest, as institutional purchasing is critical to the success of any IPO. Tableau had a strong story to tell, with 90 percent growth for three years straight, solid profits, more than 10,000 clients and \$127 million in 2012 revenue.

The company also was lucky enough to have a patient group of early investors who were now hoping an IPO could give them a return on their money. Venture-capital firm New Enterprise Associates—which has offices in Boston, Silicon Valley and around the globe—had put in \$5 million

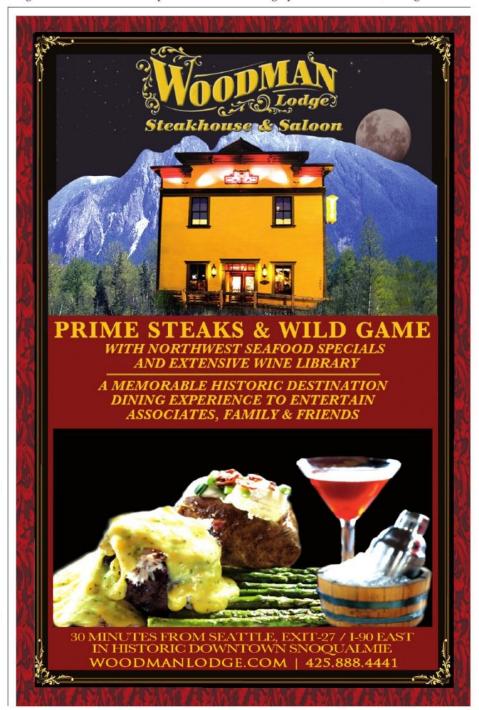
in 2004, and another \$10 million in 2008.

By early 2012, Tableau's top executives were presenting their company's story at institutional-investor conferences to increase awareness and interest in the public offering. These conferences helped Tableau meet more potential buyers for its stock and also develop its "road show," the all-important presentation shown to major investors in the final few weeks before an IPO. In the company's pitch, executives talked about its rock-star founders, including former Pixar animation pioneer Pat

Hanrahan, and the promise of bringing similar "breakthrough innovation" to the world of business data.

Showtime

Buoyed by the positive feedback received from institutional investors, Tableau's next step was to find investment banks willing to serve as the IPO's "book runners," Peir says. These lead banks—in Tableau's case The Goldman Sachs Group and Morgan Stanley & Co.—manage the IPO by drumming up investor interest, selling some of





the initial shares, and bringing on other firms to help with sales.

After training the banks' sales teams so that they could promote the stock, the Tableau management team set off on a two-week roadshow tour across America. The aim of the roadshow is to visit as many institutional investors as possible right before opening day, to generate interest in buying the stock. Along with Peir, company CEO and co-founder Christian Chabot and Chief Financial Officer Tom Walker also hit the road to visit investors.

"It was pretty much around the clock on any given day," Peir says. "We took eight to 10 meetings a day, if we weren't traveling. At one point, we were done in Baltimore and were driving to Philadelphia, and while we were driving, [members of the team] were taking conference calls."

As it turned out, investors were receptive to Tableau's pitch that its ground-breaking interactive graphics and analytics would find wide acceptance among businesses looking to chart their data. The planned opening price of the stock rose from an initial range of \$23–\$26 per share to \$31. Tableau sold a portion of the company's stock at the higher share price, raising the \$254 million. However, demand was so strong on that first day of trading that the price continued to rise to about \$50 a share.

IPO investing basics

While many small investors may have dreams about buying IPO shares in companies such as Tableau, hoping for a quick opening-day payoff, it's extremely unlikely to happen, says Robert Benson, chief investment officer at Laird Norton Wealth Management, a Seattle-based firm that specializes in financial, investment and estate planning.

Initial shares are highly prized, and often demand exceeds supply, Benson explains. Most IPO shares go to large institutional investors and major clients of investment firms—the kinds of clients that pay large fees for such access.

However, missing out on the initial IPO excitement is not always bad for investors. Plenty of companies see stock

74

prices fall rather than rise after an IPO. Shares in Potbelly Sandwich Shop, for instance, have had a rocky first year. By the end of 2013 the share price was down about 24 percent from the levels reached on its first day of trading. Foundation Medicine, a highly touted Cambridge, Massachusetts—based biotechnology company developing cancer analysis products that allow for better individual treatments, saw its stock price fall more than 35 percent between its public offering in September of 2013 and the end of the year.

An option for small investors that will help spread risk from such deals is to purchase an IPO fund, which is a mutual fund that buys a broad range of shares in companies that have recently gone public.

While small investors are unlikely to cash in on the initial trading in a company's shares, they can still buy the shares on the open market almost immediately after they are offered. That is why experts stress that investors need to do their research, examining a company's financial health, prospects for the future and the soundness of its stock as a long-term investment. Hilton aside, many IPOs are from newer companies that often have less financial history, says Benson. They are often dealing with new products, and the company's management team may not have worked together long. All of which adds up to making IPO stocks riskier than shares from more established companies.

Fortunately for investors, it's easy to research new public companies. There are numerous websites that analyze public firms and new stock offers. Probably the best sources of information on these companies are their own websites, which are required by law to publish extensive financial documents and reports. Good research sources include the following:

➤ Company websites: Check the site's "newsroom" or press release tab of any company that has announced intentions to go public. News releases there may divulge profit-and-loss figures, the latest announcements of new executives, growth plans and more.

CONTINUED ON PAGE 173

Lavish Yourself in Luxury at Eterna Aesthetics

Let the opulent surroundings of our world-class medspa provide a retreat from your daily routine. Our medical professionals are dedicated to creating a customized treatment plan to achieve the look you desire.





Reclaim the vision of You.

Offering minimally invasive treatment of varicose and spider veins

Body contouring with CoolSculpting® and SmartLipo® • Advanced facial injection techniques and laser services • Medical grade skin care

Contact Eterna at (253) 268-3400

1803 South Meridian, Puyallup, WA 98371 | www.eternaaesthetic.com



Dazzled by Denali Exploring the high slopes and lowland trails of Alaska's premier mountain park By Nicholas O'Connell



he Cessna 185 speeds down the runway, heading for the top of North America. Jok Bondurant pulls on the stick, and the plane soars into the air. We're heading for Mount McKinley, at 20,320 feet, the tallest mountain on the continent and the crown jewel of Denali National Park, one of the most pristine places on the planet.

Bondurant, a pilot with Sheldon Air Service in Talkeetna, Alaska, and passengers
Calle Hedberg, Tom and Jean Coghill, and I cruise above the wide, braided channels of the massive Susitna River. Climbing higher, we near the foothills of the Alaska Range, a jagged array of icy peaks evoking the mandible of a fierce prehistoric beast.

"Granite erodes slower than other rock,"
Bondurant says, pointing toward the granitic peaks of the Alaska Range: Foraker,
Hunter and McKinley. "That's why these
peaks are higher."

Left: Wonder Lake reflects Mount McKinley in one of the iconic views of Alaska. Above: Author Nicholas O'Connell stands in the ski trail of his sightseeing plane after landing in the Don Sheldon Amphitheater on McKinley.

INNOVATIVE SOLUTIONS FOR COMPLEX CHALLENGES

Operations on Northstar Island – six miles offshore in Prudhoe Bay – don't stop during the shoulder seasons, when marine vessels can't operate and the ice roads aren't ready. Equipment still must be delivered and personnel still need to get to work. Complex challenges such as this demand unique solutions – like Crowley's hovercraft, which was specifically designed to perform in the harsh Alaskan Arctic, and has a proven reputation for safety and reliability. The right equipment. The right knowledge. And more than 60 years of experience. When you need solutions, count on the people who know.



CrowleyAlaska.com | 907.777.5505





Left: A hiker takes in the expansive view of Denali National Park from atop the Mount Healy Overlook Trail. Below: Climbers at 9,500 feet work their way up McKinley's glacial slopes.

High is certainly right. I press against the window, trying to take it all in. I had booked the flight to revisit the mountain, which I wrote about in my novel *The Storms of Denali*. I summited the peak back in the 1980s and, like many others, fell under its spell. Now I'm hoping that will happen again on a short, three-day exploration of the park.

Taking a sightseeing flight over the glaciated slopes of Mount McKinley—referred to locally by its Athabascan name, Denali—is a spectacular introduction to Denali National Park & Preserve, one of the wildest parks in the United States. Larger than the state of Massachusetts, Denali National Park contains a rich diversity of icy sub-arctic rivers, clear mountain lakes, flower-dotted alpine meadows, flat, boggy tundra and sharp, snow-clad peaks. Located 240 miles north of Anchorage, the park is home to grizzly bears, moose, caribou, wolves and many other species.

With few roads and little infrastructure, the park remains an intact remnant of what North America looked like thousands of years ago. President Woodrow Wilson established the park in 1917 after years of campaigning by Charles Sheldon, a hunter and naturalist interested in protecting Dall sheep. Later supporters, including biologist Adolph Murie, argued that the park needed enlargement to retain its ecological integrity. In 1980, President Jimmy Carter expanded it from 2 million acres to 6 million acres, preserving entire ecosystems in the process. Because of the park's



vastness and inaccessibility, flying is the best way to get an overview.

From Talkeetna, our Cessna flies over the Kahiltna Glacier, an enormous 44-mile superhighway of ice and snow flowing off the southeast face of the mountain. We soar past the steep granite walls of Mount Hunter (14,573 feet), directly south of McKinley, and a coveted ascent for mountaineers from around the globe.

Swooping down, we circle the Kahiltna Glacier Base Camp on McKinley, a gentle snow slope at an elevation of 7,200 feet. It's deserted here in early autumn, but in summer, the place bustles with an international community of alpinists camped amid a riot of brightly colored tents.

First climbed in 1913 by Walter Harper, Harry Karstens, Hudson Stuck and Robert Tatum, McKinley has become a prized objective noted for its altitude, its extreme weather challenges and the quality of the climbing it offers. About 1,200 climbers







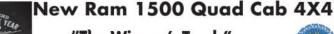


OFFICIAL



2013 Iditarod® Champion Mitch Seavey with new Ram

"Special Thanks to all our customers. It's you who make Anchorage Chrysler Dodge a winner as Alaska's Largest Chrysler, Dodge, Jeep and Ram dealer and allow us to keep the Iditarod running strong. When you buy from us, your Hometown Dealer, you inspire us to continue to sponsor the Last Great Race®." Rod Udd, Owner







New Dodge Journe









New Jeep Compass



New Jeep Wrangler

New Dodge Challenger

New Dodge Grand Caravar

Across from Merrill Field on East 5th



276-1331 or 1-800-770-1330

www.anchoragechryslercenter.com



attempt the mountain each year, with about half reaching the summit. Most take the relatively moderate West Buttress route, as I did, accessed from

As we fly past the camp, I look up at the route, a rocky spur jutting off the peak like a flying buttress from a Gothic cathedral. I vividly remember the exhaustion I felt while trudging up the slope.

The plane spirals higher again, providing a fantastic view of the South Face, the most difficult way up the mountain. I spot the American Direct route, which served as the setting for my novel. It looks high, remote and chill, a pathway into outer space.

The plane keeps gaining altitude. Bondurant turns toward 747 Pass, named because it's wide enough for a 747 to fly through. On the right are the dramatic ridges of Mount Huntington (12,240 feet), another legendary peak. We begin descending toward the southeast, into the Ruth Gorge and then the immense Don Sheldon Amphitheater.

Banking around, Bondurant heads for some tracks in the snow. In the best tradition of bush pilots, he's calm and unflappable, even when he's landing on a glacier, with skis fixed below the

wheels. He eases the plane down, and we slide along the soft snow and come to a stop. After he cuts the engine, we carefully climb out.

The cold hits me immediately. I put on gloves and pull up the hood on my jacket, glad that I'm wearing long pants and hiking boots. I walk Abundant wildlife in Denali **National Park** includes Dall sheep, such as those seen here near the Savage River Trailhead.

summit of McKinley, which still looks impossibly far away.

yards away and look back at the plane, a red dot in this white Mountain House, a cabin built by legendary bush pilot Don Sheldon, the father of Holly Sheldon Lee,

who owns Sheldon Air Service with her husband, David Lee. The cabin is located on a ridge above the amphitheater, giving a sense of human scale amid the vastness of the mountain.

Breathing in the thin, clear, cold air, I come under the spell of the mountain again. I'm amazed at my good fortune for the opportunity to return to this austerely beautiful place.

around, marveling at the towering

For a sense of scale, I walk 100 immensity. Across the valley is the

When You Go

>>> Flightseeing

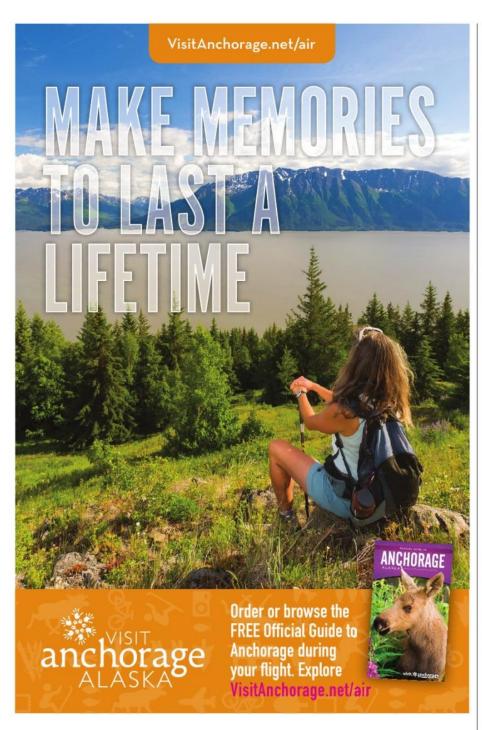
The Sheldon Air Service, owned by Holly Sheldon Lee and veteran bush pilot David Lee, offers flightseeing tours of McKinley and the surrounding area; sheldonairservice.com.

>> Lodging

Talkeetna: The warm, affordable Talkeetna Roadhouse is a favorite of climbers and nonclimbers alike; talkeetnaroadhouse.com. Another attractive option is the Talkeetna Alaskan Lodge; talkeetnalodge.com. Denali National Park: The comfortable and well-appointed Denali Princess Wilderness Lodge is perched above the swift Nenana River, a short distance from the park entrance; princesslodges.com/ denali-lodge.cfm.

>> More info:

http://www.nps.gov/ dena/index.htm.





We snap a few photos of each other and then get back in the plane. Bondurant revs the engine, and soon we're airborne again.

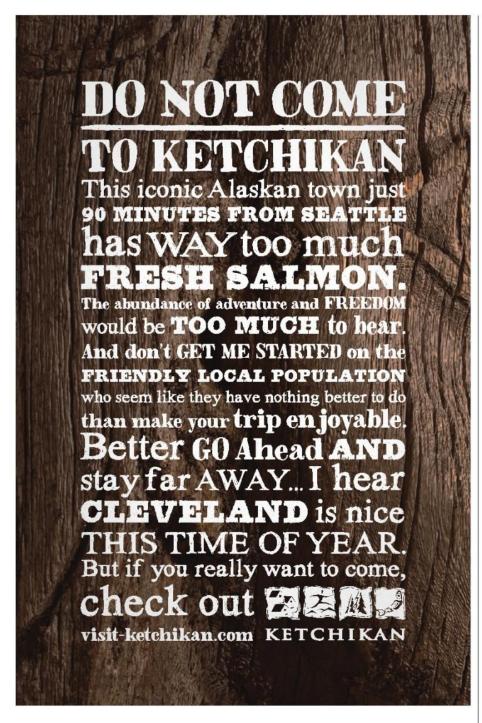
On the flight back, I marvel at the view of Talkeetna from the air, a tiny postage stamp of a town dwarfed by the Alaska Range. The town seems to relish its location. "Welcome to Beautiful Downtown Talkeetna," reads a wry, wooden sign at the entrance to the town of approximately 800 who, 16 years ago, made a cat named Stubbs their honorary mayor. A large portion of the area flightseeing tours and glacier landings depart from the airfield outside of town. Despite its remote location, Talkeetna exhibits an international

On Mount Healy,
I get a marvelous
view of the yellow
bands of aspen trees
and the wide swaths
of firs rising toward
distant peaks.

feel, with restaurant menus printed in German, French, Spanish and Japanese. Dining at the friendly Talkeetna Roadhouse or standing at the bar in the Fairview Inn, you're likely to rub elbows with world-class climbers from Europe and Asia.

rom here, my exploration of Denali is ground based. I drive north about 120 miles, following Alaska Highway 3 toward the entrance of Denali National Park. After seeing the park from the air, I'm eager to get a closer view. Fortunately, the park offers a network of hiking trails and itineraries. Trails near the park entrance provide an easy introduction to the flora and fauna of the region. There are many to choose from, including the Taiga Trail (two miles round trip, 75 feet of elevation), which explores the spruce and aspen forest. I pick the Mount Healy Overlook Trail (4.5 miles round trip, 1,700 feet of elevation) as I want to get a grander overview of







the park entrance.

The trail starts near the visitor's center and passes through taiga as it rises gently up the side of the valley. As the asphalt gives way to gravel, I spot the park head-quarters across the valley and hear sled dogs barking. The dogs are more than just for show; rangers use dog sleds to patrol the park in the winter.

As I hike higher, the valley opens up and I can see the Nenana River running past the park on the east. It's swift, green and a favorite of river rafters.

At the top of Mount Healy, I get a marvelous view into the park itself, the yellow bands of aspen trees and the wide swaths of firs rising toward the snow-covered summits of distant peaks.

There's a Kodak moment at every turn, whether of a snowy peak or a grizzly bear.

I return to the park entrance to stock up on food for tomorrow's hike. Most of the restaurants, hotels and stores are concentrated here. Accommodations range from campsites to the luxurious Denali Princess Wilderness Lodge. There are a number of restaurants, including the Nenana View Bar and Grill. Stores sell everything from trinkets to the latest Gore-Tex jackets.

The next day, I drive 15 miles into the park to the Savage River Campground. Beyond here, I would need to board a shuttle bus to access the interior of the park, but that will have to wait for another trip. The road runs 92 miles into the park, paralleling the Alaska Range on its north slope and traversing lower tundra and higher alpine mountain passes before reaching Wonder Lake and the former gold-rush town of Kantishna. There's a Kodak moment at every turn in the road, whether of a snowy peak or a grizzly bear weighing up to 600 pounds. Caribou roam east of the Savage

River. Moose—some bulls weighing up to 1,500 pounds—munch aquatic vegetation along the rivers. Wolves chase snowshoe hares, ground squirrels, moose, Dall sheep and caribou, hunting in packs as they have for millennia. Wildlife sightings are a frequent and exciting part of the journey into the park's interior.

This proximity to wild animals requires a heightened alertness during hikes. I seldom worry about this when hiking elsewhere, but here I have to pay attention; that's part of being in a place where you're not necessarily at the top of the food chain. A sign at the trailhead gives advice about dealing with wild animals. If I spot a grizzly or wolf, I'm supposed to hold my ground—even if it charges. If I spot a moose, I'm supposed to run away. I hope I remember all this.

The two-mile Savage River Loop Trail winds through groves of birch and spruce. I turn back to enjoy wide views over the rolling alpine tundra; the higher I climb, the more there is to see.

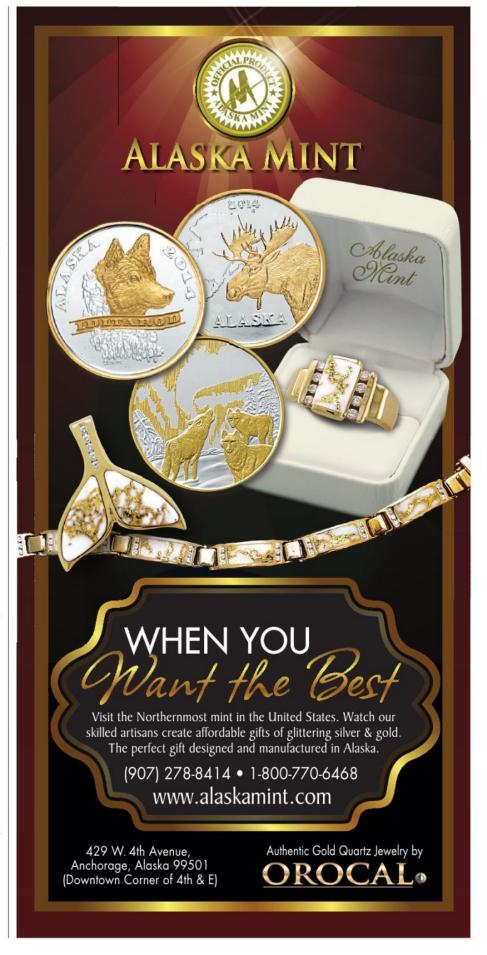
As the trail dips toward the river, I spot large tracks. Moose. I don't see any animals, but the signs look fresh. I'll have to be on my guard. I keep going, hoping to see a moose or bear—with a good bit of distance between us.

The weather is sunny and bracing. I stop at a high overlook for a lunch of crackers and cheese, sitting on rocks covered with Day-Glo green lichen. The tiny ribbon of the park highway winds through the distance.

Clouds obscure McKinley, but if I can't see the mountain, I can feel it in the purity of the landscape. The trip has only enhanced my appreciation for the peak. I'd love to keep hiking, but my hands and feet are getting cold. I head down, relishing the silent, windswept beauty of the park.

Nicholas O'Connell is a freelance writer and the author of The Storms of Denali.

Alaska Airlines offers daily service to destinations throughout Alaska, including Anchorage and Fairbanks, which offer access to Denali National Park & Preserve. Book your flight at alaskaair.com or call 800-ALASKAAIR.



Fish Glories

Chasing kings in the rich Pacific waters of Southeast Alaska

By Paul Frichtl

named Scar long before he came onboard. He had hit my cut-plug herring bait hard, at about 90 feet down in the dark salty waters of Southeast Alaska, and taken it for a long run. All I could do was listen to the line peel off the spool. At nearly 300 feet of line, the fish paused and turned for deeper water, giving me a chance to crank furiously on the reel and gain some of the line back. He took me around the stern of the boat, and back again—past three other guys who were still fishing beneath the boat—and all the time, I patiently drew him closer.

After five minutes I could see flashing glimpses in the blackness. Finally, just a few feet from the hull, the fish rolled toward the surface to have a look at me. He was a king salmon, big and brilliant under the high June sun. He rolled to his other side, and I let out a low "Whoa." A dark crease arced from his pectoral fin across the length of his belly. "Scar," I said. "No wonder he has such attitude." And



with that, my reel was singing again as Scar headed for the depths.

"He's not ready yet," confirmed our guide Dennis Luckenbach. He stowed the net and said, "I'll be back when he is."

Dennis was a busy guy. We were fishing just 75 yards off Pineapple Rock, on the outside of Noyes Island, and he was baiting lines for four of us: Richard, a journalist from the East Coast; Chuck Baird, in charge of group sales for Waterfall Group; Chuck's son, Nick, a video producer from Los Angeles; and me. There was nothing but ocean swell for 2,600 miles between Noyes Island and Hawai'i, and that day, the winds were still, the seas were flat and the sun was demanding a heavy dose of sunscreen. We







Building Alaska's Future



had been at Pineapple Rock for about 20 minutes, letting tidal currents carry us through this shallow cove. The king run was hitting its peak there on the edge of the Pacific, and we were releasing salmon almost as fast as we could rebait. We were allowed to keep only three kings each for the season, and we were being picky, thinking large. We would have another look at Scar when he was ready.

The four of us had flown in to the Steamboat Bay Fishing Club that morning. After overnighting in the Cape

Fox Lodge in Ketchikan, we boarded a floatplane at 5:45 A.M., bound for the new fishing lodge that had just opened for its first season. We headed due west out of Ketchikan, over bays of blue water lapping foamy white against black rocky shores, and over emerald forests climbing steep mountainsides. We crossed over the timber and fishing town of Craig with Noyes Island ahead, and as we banked left into the mouth of the bay, an old cannery pier, faded barn red, came into view. Just beyond, in beautiful contrast, was the new lodge, its plank face glowing amber in the morning sun at the base of a 2,300-foot peak.

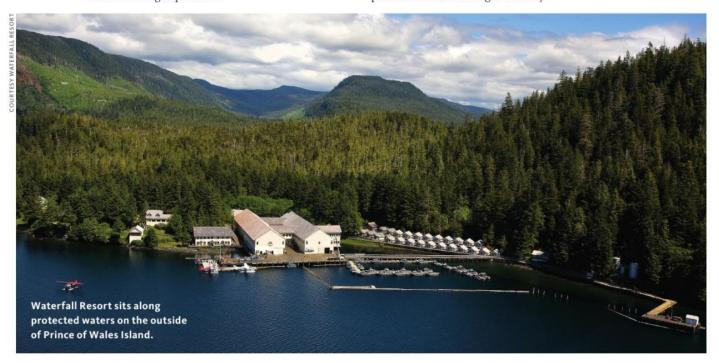
Steamboat Bay Fishing Club is a sister lodge to Waterfall Resort, a historic salmon cannery turned legendary fishing lodge some four decades ago. Steamboat Bay is the company's luxury, private-club-style alternative for the classic Southeast Alaska fishing experience.

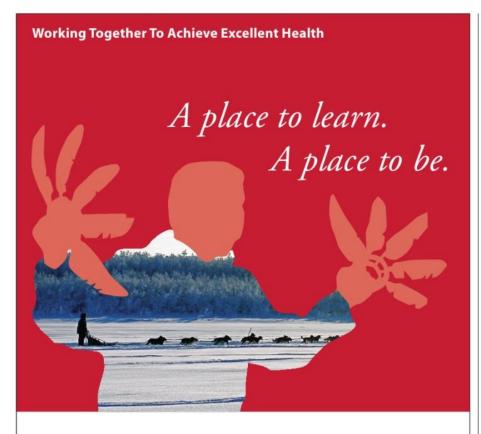


Fishermen on one of Waterfall's 25-foot aluminum boats display some of their morning's catch.

Eager to get out on the water, we stopped in the lodge only long enough to check in, have a quick breakfast and gather on the boat dock. We chatted over steaming cups of coffee, our raingear stacked at our feet on the dock, while Dennis stowed our lunch and checked the bait and ice boxes. As I stared blankly into the mist beyond the boat, into a morning grayness where seawater melded seamlessly into spruce forests, the water began to roil. Just 25 feet beyond the docked boat, a few tiny fish flipped up from the still surface. Then hundreds. A black mass of whale eased up through the surface and a humpback exhaled with a volume of sound and mist so abrupt and powerful it made me take a step back. And just as quickly and smoothly, the whale's gliding momentum turned downward and it disappeared with barely a trace.

We took the sighting as an omen of large and plentiful fish to be caught that day.





Through native self-determination and culturally-relevant health systems, we strive to be the healthiest people. Serving 28,000 patients over a vast 75,000 square miles, help us continue this legacy while preserving tradition with sensitivity to our heritage. Join us and enrich your own career and life experiences.

Current openings include: Nursing, Physicians, Mid-Level Providers (NP/PA), Physical Therapists and many more. For additional opportunities or more information, please contact us or visit our websites today!

YUKON-KUSKOKWIM HEALTH CORPORATION



www.ykhc.org

(800) 478-8905

Headquartered in Bethel, Alaska

www.ykhcjobs.org



800-722-2650

www.capobythesea.com



DRUG & ALCOHOL TREATMENT

Experienced Professionals

Our facility's staff includes several highly qualified, experienced therapists.

Custom Programs

7-10 day detox, 30-180 day programs. Guaranteed success with the 90 day program, call for details.

Privacy Assured

All communications are confidential, before, during and after recovery.

PRIVATE ROOMS AVAILABLE • INSURANCE FRIENDLY • BEACHSIDE LOCATIONS • PET FRIENDLY

ADDICTION • ALCOHOL • COCAINE • METHAMPHETAMINE • OXYCONTIN • VICODIN

As difficult as that 5:45 A.M. flight was, it got us on the water by 8 and in just about 20 minutes we were in the Pacific Ocean, working our way south along the outer edge of Noyes Island. Dennis cut the twin Mercury engines at a place called the Rockpile, a tumbledown of boulders along the shore, and he told us to drop our mooching rigs, baited with brined herring, down to 120 feet, reel up to about 90 and drop again. It didn't take long. Richard pulled in the first king, about a 12-pounder, which we kept for good luck, to show we meant business. By noon, Chuck was on the back deck hoisting a 29-pounder for photos.

The kings were in and feeding hungrily as they made their way from open ocean toward their natal rivers and streams to spawn. Out here, they're in prime health, sleek and strong after up to eight years at sea. The big ones range over 60 pounds; the record sport-caught king was more than 97 pounds.

Out here on the edge of Southeast Alaska, the kings feed on the small fish such as herring and sardines that gather in tight schools. Sheer numbers provide protection for the individuals within those shimmering balls of baitfish, but they also provide convenience for predators ranging from salmon to eagles to humpback whales.

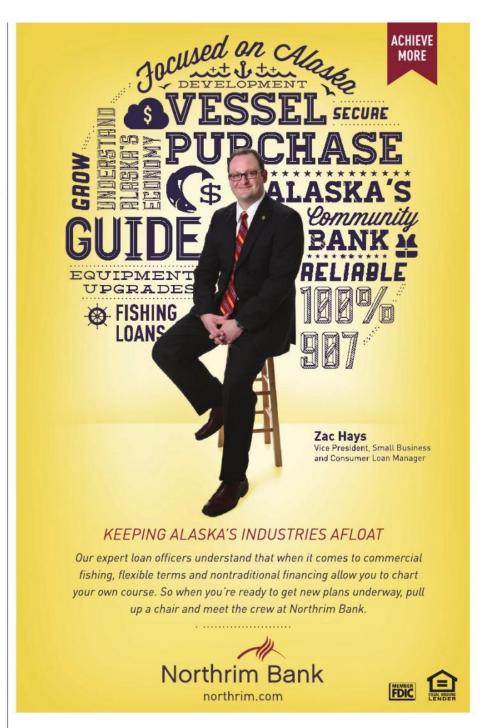
Our mooching rigs mimic a distressed herring, an easy meal for voracious hunters like king salmon. They don't nibble at a meal; they hit with purpose. And our first morning out, they were hungry. At times we had two lines hooked up, sometimes even three, and we scrambled around each other at the back of the boat, trying to keep lines from getting crossed. We congratulated each other over our shoulders as we fought our fish, while Dennis worked up a sweat baiting hooks and boating the big fish. We trusted his judgment. "We can do better," he'd say. "There are bigger fish out here." He'd twist the line around his gaff and, with a quick, easy jerk, a 15-pound king would be free and racing back to school.

When the Rockpile went cold, we pulled up our gear and motored a few miles south to Pineapple Rock, an aptly named pinnacle along the shore that has a tuft of brush and trees on top. There were already a number of boats in the area, but it was quiet-might-as-well-eat-lunch quiet. Dennis had us pull in our lines and we motored about 15 minutes out to deeper water, and we switched to stouter rods for halibut. They were waiting for us, and when our heavy jigs hit the bottom 200 feet down, we immediately hooked up three fish. With a limit of one per day each, we released all three, holding out for bigger halibut, and ended up keeping several 15- to 20-pounders. Before we could get a fourth on board, Dennis got a call on his radio from a fellow guide, suggesting we return to Pineapple Rock: The kings were ready for lunch.

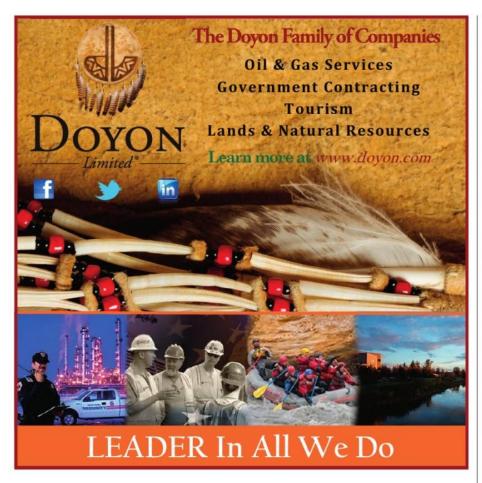
We drifted in close enough to shore to hear the rollers breaking on the rocks. We saw people on other boats cranking on their reels as Dennis cut the motors and fired up the troller. The hookups were nearly instantaneous and we reeled in kings like crazy, happily releasing them so that we could play another. If we didn't take a king from the deep water, it wasn't uncommon to hook a silver salmon near the surface. I watched one on my line leap up and stand on its tail, an iridescent gem of green and blue.

As good fishing spots are prone to do, Pineapple Rock grew quiet again. "Five more minutes," said Dennis, ready to move on. And with just a minute to go, Scar made his move. Four times I brought him near the boat, and each time he turned and ran. On the fifth, Scar was ready, and Dennis finally lifted him into the boat, a worthy opponent, a scrappy champion of a king.

As thrilling as the fishing is in Southeast Alaska, the wildlife watching is equally amazing. On numerous occasions, as we cranked on fishing reels, we were distracted by natural dramas unfolding. As the sea surface came alive with tiny fish trying to escape humpback whales, it was obvious that whales weren't the only predators: Gulls, puffins, bald eagles and other birds took flight from shore rocks to take part in the feeding frenzy. I counted as many as 30 bald eagles perched on rocks or circling above the shore near Pineapple







ALCAN BUILDERS INC.

GENERAL CONTRACTORS SINCE 1981 (907) 456-1383 FAIRBANKS, ALASKA

Brown Jug Liquor stores wanted their new, 14,000 sf facility to open at the end of November 2013. With their desire to be neighborhood friendly and being conscious of the local community, Brown Jug wisely selected an experienced local general contractor and USKH Inc. for this design-build project. Despite an unseasonably long winter and numerous mid



project design changes which caused delays, Alcan had the facility ready for its pre-Thanksgiving opening, ahead of schedule.

Alcan Builders' knowledge of Alaska's unique subarctic conditions assures a quality project. If you are thinking of constructing a facility in a climate such as Fairbanks with temperature swings of -60 to plus 90, call Alcan Builders.

PROMOTING RESPONSIBLE GROWTH IN ALASKA'S GREAT INTERIOR FOR 31 YEARS

Rock. As we drifted along the north shore of Noyes Island, casting for silvers at Tree Hole, we watched two sea lions wrestling over a large fish, passing it back and forth, flipping it in the air, barking like a couple of puppies. One finally got the fish in its mouth and tipped its head back to swallow. At that very instant, an eagle swooped in, talons extended forward, and tried to steal the salmon out of the sea lion's mouth—a bold attempt but to no avail.

After we returned to Steamboat and the dock crew was well into filleting and flash freezing our day's catch, Nick and I paddled kayaks out into the bay. In the late afternoon stillness we heard the distinctive blow of a humpback echo between the mountains several times before we finally spotted a plume, a shimmering mist in the sun that quickly dissipated, near the far shore. The bay suddenly seemed much smaller, and we paddled more tentatively, watching and listening, but we soon saw the whale spout far out toward the mouth of the bay.

From the water, the Steamboat Bay lodge looks inviting, nestled in the very forest from which its timbers were sawn. Waterfront rooms have their own woodburning stoves and expansive decks. Artwork on the great room walls includes several Native carvings created by Everett Athorp, a local Haida/Tsimshian artist who guides for the resort.

Evenings begin with cocktails before we dine on a world of flavors, all prepared with a touch of Alaska in an open-presentation kitchen. Guests are seated at a single long table in front of two stories of windows overlooking the bay, and given ample time to savor each course and talk with other guests. Dinner is a mix of big fish stories and free-flowing world experiences. And with a guest list of only 16 at the lodge, it's a convivial gathering.

One evening each week the executive chef presents a Taste of Alaska menu, a five-course tasting menu that goes something like this: a wild-game consommé with reindeer dumpling; smoked scallops, pancetta-wrapped shrimp and salmon gravlax with oyster on the half shell; Chardonnay-poached salmon with dill-Dijon



20 MIN BAGGAGE SERVICE GUARANTEE





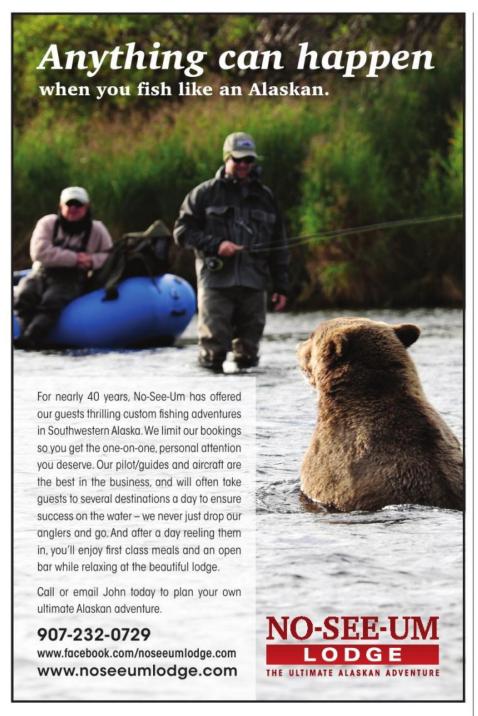






YOUR ADVENTURE IS WAITING, YOU SHOULDN'T HAVE TO.

Alazka Airlinez



TIMESHARE PROPERTIES FORECLOSURE SALES





WorldMark & Vacation Internationale

HILTON-WESTIN-SHERATON-MARRIOTT-DISNEY-DIAMOND MEXICO, ORLANDO, HAWAII, LAS VEGAS, EUROPE & More NEVER PAY RETAIL FOR TIMESHARE PROPERTIES!

SmartShare.com the Timeshare Resale Specialists
TOLL FREE 800-338-2900 or visit www.SmartShare.com

whipped cream; saddle of venison with wild mushroom risotto and asparagus; and for dessert, a chocolate flourless torte and a three-berry tartlet drizzled with a Goldschläger crème anglaise and raspberry sauce. Each course is expertly paired with wine.

The rest of the evening is spent on the deck, with fine cigars and aged distillations, and in the loft, playing card games and pool. Here in mid-June, the last streaks of orange leave the sky well past 11.

ach morning, Dennis greeted us at the dock, ready to go. He'd spent the previous evening tying hooks and brining bait, and in the morning he made sure the boat was ready for another day. He's guided for the Waterfall organization for 14 years, and when he's not fishing in Southeast Alaska, he's driving a log truck near the Oregon Coast town of Astoria.

On our third morning, we packed our gear and motored south along inside channels to Waterfall Resort, where we checked into one of the fishing legends of the region. Its roots go back to its start as a seafood processor on the outer shore of Prince of Wales Island in 1912 aboard the Glory of the Seas, a sailing ship well past her prime and anchored in the cove. It's a choice location, in protected waters of the Inside Passage, but in close proximity to the open waters of the North Pacific and the wild runs of all five species of Pacific salmon. Cannery facilities were soon constructed on shore, and the company once set a record for processing the most canned salmon in a single season.

Waterfall looks much the same as it did generations ago when workers unloaded seiners heavy with fish. Cabins that once housed workers are now comfortable quarters for guests—the resort can host up to 92 guests—and the superintendent's home became a family-style dining room with a view of Ulloa Channel. What is now the Lagoon Saloon, the prime meeting place for cocktails before and after dinner, used to be the carpenter shop and trap storage. The twin warehouses that once housed cannery equipment now house the much smaller and more efficient flash-freezing operation,

PERSONAL 4 TIPS FOR MODERN DATING



elieve it or not, your computer screen may be getting in the way of your dating life. While we may use technology to stay "connected" to friends and family, when it comes to meeting potential partners, the digital world obscures the thing that matters most: chemistry.

To get a pulse on today's dating scene, we talked to Cindy Herington, one of the many dating experts at It's Just Lunch, the world's largest personalized matchmaking service. Here she explains why you should ditch the laptop for the tabletop.

Ditch the Laptop

The premise of It's Just Lunch is simple: a lunch date or drink after work is the ideal first date. It's a no pressure, relaxed setting where you can talk face-to-face. "Real chemistry happens in person," Herington says. "You may be having a great online relationship, but when you finally meet, you discover that the person you've spent so much time with in cyberspace is nothing like what you imagined." Replace those digital emoticons with a casual lunch date and you'll know immediately if you should take it to the next

Get a Wingman (or Wingwoman) It's Just Lunch clients often refer to their matchmakers as their "dating wingwomen" because they handle all of the dating logistics. Herington describes her role, saying, "We're genuinely interested in understanding our clients. We get to know

you and what you're looking for." Every IJL match is handselected. There's no online profile for the world to see and it's all confidential. After every date, IJL matchmakers receive feedback from each client in order to fine-tune the next match. "We offer something online services don't: someone to talk to," Herington says. Imagine having a fulltime dating wingwoman working for you while you're focusing on your career and personal obligations.

Boost Your Dating ROI

Who wants to spend hours sifting through online profiles and trying to connect via email, pokes and winks? You don't have time to waste playing digital guessing games and meeting the wrong people. With IJL's personal-

ized match selection and date coordination, clients are able to save valuable time and energy. "After we select your match, we'll describe the person to you and confirm a convenient time and place for you to meet. All you have to do is show up and have fun meeting someone new," Herington says. Less time searching equals more time dating.

Date Smarter

Herington reminds singles that they can have a career and a relationship. They just have to "date smarter." IJL helps you make time for the things that matter. Since It's Just Lunch matchmakers take care of all the dating details, you can focus on finding that elusive chemistry that many feel escapes them. Herington says that her clients often wished they had contacted her sooner. "Most of them didn't realize how easy and enjoyable It's Just Lunch dating can be," she says. All it takes is a simple phone call and conversation with an IJL dating specialist to jump start your dating life. Give them a call today and meet your match!

It's Just Lunch Dating Specialist:



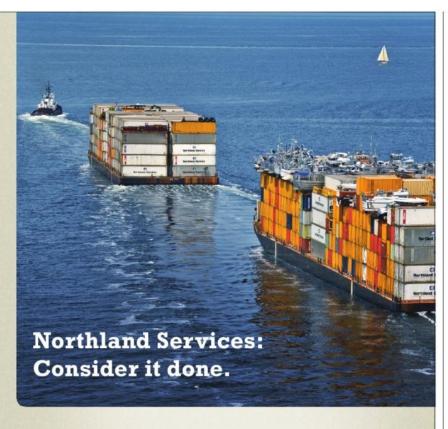






800.858.6526 · ItsJustLunch.com 150 cities · 21 years experience





Since 1977, Northland has provided reliable freight transportation between Seattle, Alaska and Hawaii. With more than 140 sailings annually, Northland delivers cargo to more destinations in the 49th and 50th states than any other marine carrier. Heavy equipment, construction materials, seafood or supplies to remote villages; you name it, Northland delivers. So next time, ship with confidence.

Northland Services

Contact us at 1.800.426.3113 northlandservices.com

Ship with Northland.



TAKE A LOOK AT OUR DIGITAL EDITIONS

Paradigm Communications Group is pleased to offer Digital Editions of our award-winning in-flight magazines. Go to the Web to read—at your convenience—a range of travel-oriented and topical stories, and to get additional information from our advertisers.



along with an odd collection of the stuff it took to operate this remote camp for more than 100 years; and the chalk signaturesscratched on the dark and worn roughsawn timbers—of virtually every employee who spent a summer working at the resort over the last several decades.

One of the more memorable parts of any trip to Waterfall is returning to the dock at the end of the day. The resort sends out as many as 27 boats a day and they're all due back by 4-most arrive at the harbor open-throttle. Each boat has its fish offloaded into a bin, and each crew takes a turn posing with their catch laid out on the dock, the largest fish hung on the scale. It's a circuslike atmosphere of old friends reconnecting and fishermen who have been coming here for decades as excited about a big fish as the guys who have just caught their first salmon.

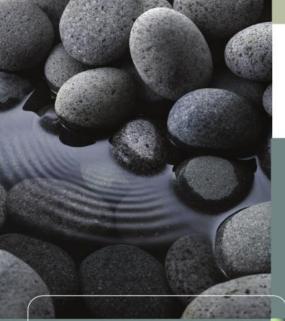
Waterfall runs a number of season-long competitions, and the big fish of the day are recognized each evening as guests dine on a lavish and plentiful buffet. When I fished here once before, more than a decade ago, I had the pleasure of standing to accept a stitched patch celebrating the 200-pound halibut I released after a 45-minute battle.

ach time I place a couple of king fillets on an alder plank, with a little butter and garlic, and put them on the grill, I get to relive the entire experience. Standing amid the soft smoke of the plank, I never tire of telling my tales of Alaska humpback whales, bald eagles, fishing buddies and king salmon with attitude.

Paul Frichtl is editor of Alaska Airlines Magazine.

For more information on Steamboat Bay Fishing Club and Waterfall Resort, visit waterfallresort.com or call 800-544-5125.

Alaska Airlines offers daily service to Ketchikan and communities throughout Alaska. Book tickets at alaskaair.com or call 800-ALASKAAIR. To book a complete Alaska Airlines Vacations package to Alaska, call 800-468-2248.



Skin Cancer Treatment The Latest Innovation

Plastic Micrographic Surgery. This latest advance in skin cancer treatment combines the highest possible cure rate of Mohs micrographic surgery with cosmetic reconstructive surgery. The result is the most convenient, cost effective treatment with the highest cure rate and best cosmetic result.

Referrals are not required and most major insurances, including Medicare, are accepted.

Comprehensive Center of Excellence. The Skin Cancer Center, directed by Dr. Piasecki, specializes in treating all types of skin cancer. The Center offers all aspects of skin cancer care, including:

- All treatment options
- Lymph node procedures
- Plastic micrographic surgery
- Mohs surgery

The Skin Cancer Center is conveniently located in the quaint Tacoma suburb of Gig Harbor, an hour from Seattle and 45 minutes from Sea-Tac International Airport.

Housed within Harbor Plastic Surgery Center adjacent to St. Anthony Hospital, The Skin Cancer Center has a Medicare-certified ambulatory surgery center which allows patients to have reconstructive surgery immediately following their Mohs surgery (cancer excision) in the same outpatient setting.

The Harbor Plastic Surgery Center ASC is accredited by AAAHC, the most stringent deeming agency for surgery centers. This accreditation underscores the Center's commitment to patient safety and continuous quality improvement.



Unique Skill Set. Justin Piasecki, M.D., the founder of Plastic Micrographic Surgery, is the only physician in the world who is Double Board Certified by the American Board of Plastic Surgery and the American Board of Facial Plastic and Reconstructive Surgery and is ACMS fellowship trained in Mohs Surgery.

Lemons into Lemonade. Dr. Piasecki can combine cosmetic procedures such as eyelift, necklift, browlift, rhinoplasty (nose surgery), otoplasty (ear surgery), or mini-facelift with skin cancer surgery. Fees are reduced by 30% when combined with Plastic Micrographic Surgery. Come in with cancer, leave rejuvenated.

Widespread Interest. Patients travel from Canada, Europe and across the United States to be treated by Dr. Piasecki. Our office staff is prepared to help with travel arrangements.

Finest Service. Our patients have 24/7 access to Dr. Piasecki and report a 99.7% satisfaction with their care.

Trust your face to the expert.

Best care. Best service. Less cost.

Referrals are not required and all major insurances, including Medicare, are accepted.

theskincancercenter.org





The Skin Cancer Center at Harbor Plastic Surgery Center 11511 Canterwood Blvd NW, Suite 310 Gig Harbor, WA 98332 253.858.5040

ANCHORAGE





* Myofascial Release

Exercise Instruction

* Physiotherapy

* Massage

Rehabilitation

TOLL FREE STATE WIDE 1-800-PAIN FREE



Anchorage Midtown	(907) 561-4474	Kotzebue (907)	442-4435
Anchorage South	(907) 243-0660	Nome(907)	443-7477
Barrow	(907) 852-3099	Palmer(907)	746-7842
Bethel	(907) 543-7600	Sitka (907)	747-2726
Delta Junction	(907) 895-5055	Soldotna (907)	420-4949
Dillingham	(907) 842-2300	Unalaska (907)	581-3550
Dutch Harbor	(907) 581-2204	Valdez (907)	835-8777
Fairbanks	(907) 451-7246	Wasilla (907)	892-7246
luneau	(907) 790-3371		

VISA

*** Neck Pains**

Low Back Pain

* Muscles Strains/Sprai

And Sore/Stiff Joints

*** Whiplash/Accidental Injuries**



Arctic Rehabilitation and **Physical Therapy Clinics**

Now Open In | ANCHORAGE (907) 27-REHAB (277-3422) BETHEL (907) 543-7601 BARROW (907) 852-3099 **DUTCH HARBOR (907) 581-2204** FAIRBANKS (907) 451-7246

Staffed with our Board Licensed Physical Therapists for all your Physical Therapy and Rehabilitation needs!

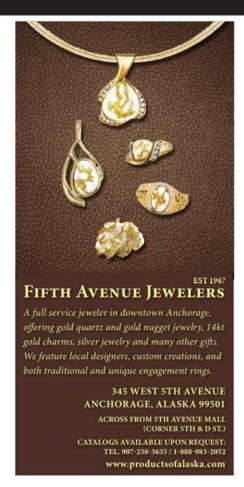


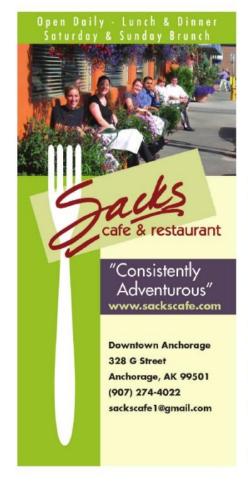






ANCHORAGE





Experience an *intimate* relationship...



fall in *love* with Alaska!

There is no better way to experience the beauty, culture, and history that is Alaska than in a motorhome rental from Great Alaskan Holidays. Endless adventures await you in the Last Frontier; from viewing majestic glaciers, fishing the world's richest waters, hiking through towering spruce forests, and catching a peek at the abundance of wildlife, to panning for gold, or witnessing North America's most mag-



RV Rentals, Sales and Service

nificent mountain – Mt McKinley. Your Alaska adventure is sure to leave you awestruck.

Skip the long lines and distant views you would be stuck with if you took a cruise to Alaska. Don't waste time and money on hotel rooms and a rental car. Travel at your own pace, in privacy, comfort and style when you are in a motorhome. You will be surprised by how affordable it is to rent a motorhome from Great Alaskan Holidays.

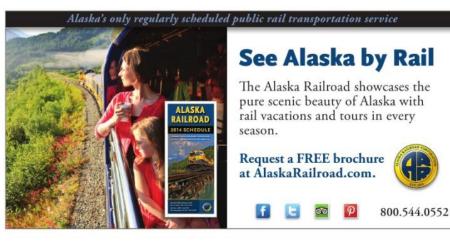
All of our motohomes are custom built for Great Alaskan Holidays by Winnebago Industries and are model year 2013* or newer. You can rest assured that they are in excellent condition as our motorhomes are thoroughly cleaned between each rental and regularly serviced by our Ford factory trained technicians. Find your Alaska in a Great Alaskan Holidays RV – always the highest quality, always the greatest value, always the right choice!

For exclusive offer enter PR Code: AKAIRMAG14

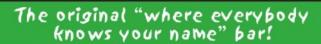
@ WWW.GREATALASKANHOLIDAYS.COM or mention this code when you call 888-2-ALASKA (888-225-2752) 9800 Old Seward Hwy, Anchorage, Alaska



#1 RV Rental Company in Alaska



ANCHORAGE



NON-SMOKING ESTABLISHMENT

Darwin, the owner of this world famous bar, insists on his all female staff running an old fashioned bar featuring craft and domestic beers, a premium well and an honest shot.

This small downtown bar is a favorite "Tourist Trap" where the locals view the "Urban Wildlife."

Voted the Best Popcorn, Best Jukebox and Best Small Bar.

Darwin's signature drink is the Cinnamon Red Hot and is the world's biggest seller of Cinnamon Schnapps.

Darwin's Theory • 426 G Street Anchorage, AK 99501 • (907) 277-5322



10th & M Seafoods

A Fresh Idea For The Perfect Alaska Gift

We have a variety of gift packs available, or you can create your own. We provide door-to-door, one-day delivery of fresh or frozen seafood from Alaska to most U.S. cities via FedEx. Visit our web site, one of our retail locations, or call 1-800-770-2722.

Two Locations in Anchorage

Downtown 1020 M Street (907) 272-3474 ext.1 **Muldoon** 301 Muldoon Road (907) 272-3474 ext. 2

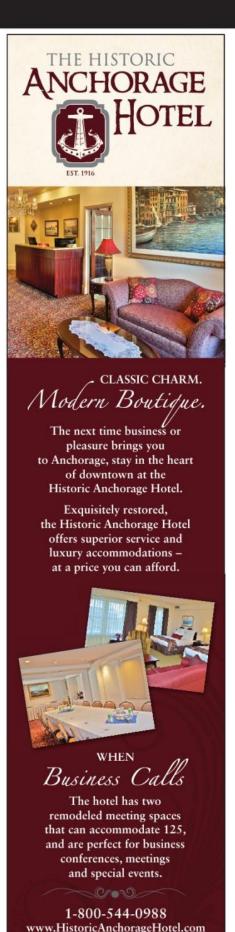






- shrimp
- · king crab
- scallops
- smoked salmon
- lox
- prawns
- arctic strips
- halibut





330 E Street (next door to the Hilton)

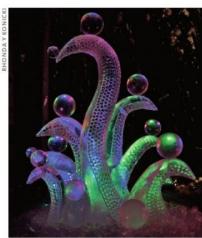
Planning a trip to the Last Frontier?

From February through May, numerous cultural events, festivals and competitions take place throughout the state of Alaska.

- The Festival of the North in Ketchikan, February 1-27, presents a variety of arts events, exhibitions and programs. One of its biggest draws is the Wearable Art Show, which features unique outfits crafted from a wide array of items and then modeled on a runway; ketchikanarts.org.
- The 1,000-mile Yukon Quest **International Sled Dog Race** begins February 1 in Fairbanks and ends in Whitehorse, Yukon Territory, 10 to 14 days later. First run in 1984, the race features opportunities for spectators to meet mushers and their dogs. Questfest takes place February 10-14 in Whitehorse and includes presentations, art and movies about the race; yukonquest.com.
- The BP World Ice Art **Championships** in Fairbanks features more than 100 ice artists from 12 countries. Competitions include single-block and multiblock carving and a youth competition, February 24 through March 30. The Kids Park, constructed entirely of ice, offers slides, rides, mazes, a skating rink and a train ride; icealaska.com.
- The Festival of Native Arts, February 27 through March 1, provides cultural education through Native dance, music and traditional arts. The University of Alaska Fairbanks

festival continues the studentled tradition that began in 1973, bringing together artists, performers and performance groups in a celebration of Native cultures; fna.community.uaf.edu.

- The ceremonial start of the **Iditarod Trail Sled Dog Race** leaves downtown Anchorage on March 1 with 72 teams expected to set out for the finish in Nome, Alaska, roughly 1,150 miles away. Since the race began in 1973, the Iditarod has become one of the most celebrated mushing races in the world; iditarod.com.
- The two-week Arti Gras Music & Arts Festival begins March 1 in Sitka and features art classes and shows, a 48-hour film fest, an art walk and a wearable-art show; sitkaarts.org.
- The Arctic Winter Games celebrate arctic and winter









sports and culture with competitions in alpine skiing, biathlon, snowshoeing, hockey, dog

> mushing and other winter sports, March

Left: "Octopus Garden" was one of the ice sculptures highlighted at the 2013 BP World Ice Art Championships in Fairbanks. Top: Fourtime Iditarod champion Martin Buser drives his team past fans at the 2013 Iditarod Trail Sled Dog Race "restart" in Willow.

- 15-22 in Fairbanks. Competitions will also include wrestling, badminton and gymnastics. Spectators may attend the opening and closing ceremonies, as well as galas that showcase the culture and heritage of various circumpolar sports; awg2014.org.
- Skagway's Buckwheat Ski Classic takes place March 22 and caters to all ages with 10K, 25K and 50K races and a youth 5K race. Nearly 400 contestants participated in 2013; buckwheatskiclassic.com.
- The monthlong Hummingbird Festival in Ketchikan begins April 4 and celebrates the return of migratory birds, including rufous hummingbirds, which migrate from Central and South America. Festival highlights include guided bird hikes and birdthemed art shows; alaskacenters.gov/ketchikan.cfm.
- The Alaska Folk Festival opens April 7 in Juneau for a



Whether your project is across Alaska, North America or even beyond, Carlile has the expertise and equipment to deliver PO-to-project solutions that are seamless and reliable. We'll take care of the trucks, planes, ships and trains – so your cargo arrives on time and on budget.



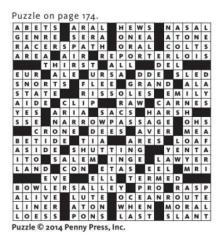




ONE POINT OF CONTACT, A WORLD OF SOLUTIONS.

A TOTE LOGISTICS COMPANY





PROMISE Travel Safe, Travel Prepared, Travel Assured PROTECT YOUR HEALTH. **WEALTH AND TIME** ANYWHERE IN THE WORLD WORLDWIDE AIR AMBULANCE MEMBERSHIP Make a premium membership part of your lifestyle. **ENROLL TODAY** Memberships Start at \$100 TAPglobal365.com/ALASKA Toll Free (855) 612-4016 All prices are in USD. See terms and conditions.

102



Left: Sandpipers are among the bird species that return to the Stikine River each spring. Right: The Jasper String Quartet performs at the 2013 Juneau Jazz and Classics festival.

week of free performances, workshops and dances. This annual music festival draws more than 10,000 participants and attendees for the oldest and largest folk music festival in the state; akfolkfest.org.

■ Whale Fest Kodiak, April 18–28 in Kodiak, celebrates the migration of eastern Pacific gray whales. Ten days of events include art shows, tours, a whale skeleton display, exhibits, movie screenings and the Kodiak Area Marine Science Symposium; whalefestkodiak.com.

- Wrangell plays host to the Stikine River Birding Festival April 24–26: Eagles, trumpeter swans, shorebirds and other avian species return from their winter migrations. Events include a photo contest, a bird calling contest, art exhibits, tours and a live bird presentation; stikinebirding.org.
- In addition to its folk festival, Juneau also presents the



28th annual Juneau Jazz & Classics festival, May 2–17. Jazz, blues and classical music will be performed by notable musicians in more than 50 community events, including concerts, performances and educational presentations; jazzandclassics.org.

Petersburg's signature event, the Little Norway Festival, runs May 15–18. The festival celebrates Norwegian Constitution Day with festivities that include a parade, a traditional Norwegian *kaffe hus*, seafood buffets, and Norwegian music, dancing and art. Many residents dress in traditional Norwegian folk clothing; petersburgak.org.

■ Kodiak's fun- and food-filled Crab Festival, May 22–26, features cuisine, games, rides and parades. Each day of the festival includes different exhibits showcasing the culture, food and entertainment of Kodiak Island; kodiak-chamber.org.

-Eric Freedman



SPAN ALASKA

has our Alaska market covered.

Our customers depend on us for quality, consistency, and expertise. We expect the same from our shipping company — and Span delivers with flying colors.

- Michael Schreurs, Regional Director of Transportation, Sherwin-Williams

SHIPPING TO ALASKA? CALL. 1.800.257.7726 www.spanalaska.com



ALASKA AIRLINES MAGAZINE FERRUARY 2014

BEYOND MARVELOUS



FOUR-DIAMOND LUXURY

Indulge in the luxury & entertainment of Tulalip. Unrivaled amenities, impeccable service and the most excitement in Washington State await your arrival.









hen Francis Luerssen III took over as facility technician at the Flour Mill, the 120-year-old brick building was something of a time capsule. Inside was a mishmash of machinery, old and new, cobbled together since renovations began to make it a retail space for multiple tenants about the time of the world's fair in 1974. Air conditioning units had been jammed in windows, and some were run all winter long. Machine timers were simply broken. Components of the HVAC system hadn't been touched in 30 years.

Luerssen found himself in the middle of it all, and he was prepared to take the aging facility into the 21st century—with some collaborative help from Avista. He had his work cut out for him. But as an ex-Navy man, he was used to getting things in shipshape condition.

Over time, he swapped out traditional lighting for LED and compact fluorescent bulbs, upgrading to T8 lamps and electronic ballasts in the

common areas. He mounted light sensors and timers outside and in the restrooms. Plus he installed insulation, included sealing walls penetrated by pipes with expanding foam and fastening weather stripping to all the entrances.

Luerssen's primary focus, however, was the aging HVAC system. He had to loosen valves and repair damper actuators that were stuck open or closed. He rebuilt steam traps,

Pictured above:
Francis Luerssen III
Facility technician
The Flour Mill
(Pictured with Avista Commercial / Industrial
Engineer Bryce Eschenbacher, on left.)

some of which appeared to be of original vintage. And he fixed all the machinery timers, many of which had motor controllers set to hand operation vs. auto or had start-stop pins missing from their timer wheels.



When he correctly aligned all the belt-driven machinery, it paid off with a drop in load.

But the biggest energy improvement with the HVAC system came from incorporating an Alerton(R) direct digital control system (DDC). Installed by ATS Inland Northwest of Spokane, the DDC was a \$20,000 investment.

"[The DDC] really helped everything," Luerssen says. "It gives you a lot of control. It also lets me see a problem from a remote computer."

In place of handset thermostats, the building is now ruled by an alwaysthinking, always-monitoring digital brain. The DDC system governs when boilers, pumps and chillers turn on and off. Plus, it regulates hot water temperature between floors. This keeps the easily melted goods of the Chocolate Apothecary at a cool 70 degrees while shoppers in the Kitchen Engine enjoy a comfortable 73 degrees.

The amount of control the DDC allowed was extraordinary but Luerssen asked for more. He upgraded to control the hot water circulating pumps so they would turn off based on temperature, not boiler pressure. Now the DDC raises the boiler water temperature as it gets colder outside instead of running at full temperature all the time.

"It's going to make equipment last longer so you're not going to be spending as many man-hours going in and replacing it."

Another encouraging aspect of the DDC upgrade is the lengthened lifespans of the building's machinery. Fans running 24 hours a day before are now on just half the time. And the boiler, which used to run nine hours a day in winter, runs just four and a half thanks to the DDC controlling the boiler's two separate fan coils.

"It's going to make equipment last longer so you're not going to be spending as many man-hours going in and replacing it," he says.

Electrical upgrades have also made a difference, and much of it came down to simply changing light bulbs. 175-watt metal halides were changed out to 26-watt LEDs. LED lights were also installed in the parking lot.

"It's a better light quality, it's instantaneous and I'm never going



The Alerton® direct digital control system

to have to mess with it again. Those have like 35,000 light-hours," says Luerssen. "The amount of energy they saved us is fantastic."

It's costly to upgrade a building. But for many of his upgrades, Luerssen was able to take advantage of rebates from Avista. And the added efficiency should make everything worthwhile.

Luerssen estimates the boiler upgrades alone will result in

significant savings. The Flour Mill's natural gas costs were reduced by 50 percent. Electrical costs were also cut by ten percent, while adding more load to the system. In the end, these savings can be passed on to tenants by the building's property manager, Kiemle and Hagood.

With help from Avista, Luerssen has transformed a leaky old building



The boiler upgrades alone will result in significant savings

cobbled together over the years into a 21st-century facility — the envy of any building owner looking to save some money on energy bills. He says any company can do the same.

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

(For more, visit avistautilities.com/bizrebates)



Spokane, Washington An Ideal Site for Distribution & Logistics



Caterpillar is thrilled to call Spokane home to one of its newest distribution centers. We are extremely proud of the talented Caterpillar team we've built right here in Spokane. The availability of the local community's skilled workforce is important to us.

- Brad Gile, Caterpillar Logistics Center

800.SPOKANE | SelectSpokane.biz



JOVAN CAME FROM SERBIA TO STUDY ECONOMICS. NOW HE'S READY TO CONQUER THE REST OF THE GLOBE. WE CHALLENGE YOUR MIND TO CHANGE YOUR LIFE. YEE CHALLENGE YOUR HEART TO CHANGE THE WORLD. SEE THE STORIES WHITWORTH.EDU/SERVETHEWORLD

Spokane

S6 DYNAMIC AND DISTINCTIVE

Discovering Spokane's vibrant neighborhoods. | By Cindy Hval

S20 BUSINESS BENEFITS

Companies are thriving in Greater Spokane's many commerce clusters.

| By Jill Barville

Cover: Photo of downtown Spokane by Dean Davis Photography.

Paradigm Communications Group 2701 First Avenue, Suite 250

2701 First Avenue, Suite 250 Seattle, Washington 98121 206-441-5871; www.paradigmcg.com

Publisher | Mimi K. Kirsch

Advertising Director | Ken Krass, ext. 11

Advertising Sales | Becca Conversano, ext. 21 | Clay M. Schurman, ext. 33

Editor-in-Chief | Paul Frichtl

Editor | Michele Andrus Dill

Art Director | Nancy O'Connell

Advertising Production Manager | Theresa Santucci

The Spokane Special Section is a supplement to Alaska Airlines Magazine (ISSN 0199-0586), the in-flight magazine of Alaska Airlines, and the Horizon Edition Magazine (ISSN 1050-2440), the in-flight magazine of Horizon Air, published by Paradigm Communications Group, at 2701 First Avenue, Suite 250, Seattle, WA 98121. Copyright © 2014 by Paradigm Communications Group: All rights reserved. No part of this publication may be reproduced without the written permission of the publisher. Printed in the United States of America. This publication is a supplement to the February 2014 issues, and its pages are numbered independently of the host magazines.



Your winter vacation is now 15% easier.

As a member of the Red Lion R&R Club, you're offered the exclusive rate of 15% off the best available rate every time you book. Not a member? Join today on redlion.com. It's free and painless, we promise.

ARIZONA · CALIFORNIA · COLORADO · IDAHO · MONTANA · NEVADA NEW MEXICO · OREGON · UTAH · WASHINGTON · BRITISH COLUMBIA



redlion.com | 800-Red Lion

aredlionhotels / /redlionhotels

Terms & Conditions: Subject to availability. Standard house cancellation policies apply, one day minimum advanced booking required. Must be a Red Lion R&R Club member to take advantage of this rate. Offer is only valid for stays at participating hotels. Red Lion Hotels Corporation reserves the right to amend, revise, supplement, suspend or discontinue this promotional offer at any time in its sole discretion and without prior notice.

Dynamic and Distinctive



Discovering Spokane's vibrant neighborhoods

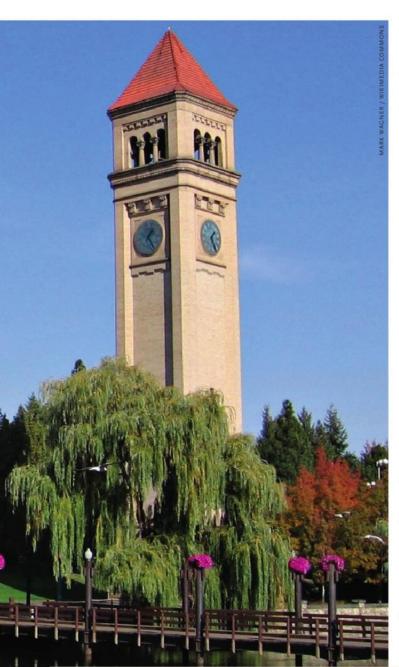
| By Cindy Hval

Scenic Riverfront Park, with its iconic early 1900s clocktower, is one of the most popular sites in the downtown neighborhood.

ith a soft purr, the spa chair comes to life, massaging my back as a talented nail technician transforms my tired toes with a foot rub and a coat of
sparkling scarlet polish. I'm relaxing at Spa Paradiso, where before my pedicure, I enjoyed a 25-minute upper-body

massage and felt the tension in my neck and shoulders melt away.

The luxury spa, with its sleek, modern, charcoal-and-white exterior and interior, is a popular addition to one of Spokane's newest neighborhoods: Kendall Yards. The first phase of the multiuse Kendall Yards development, designed as a pedestrian-friendly community, opened in 2010, with an estimated completion date for the whole project of 2025. Composed of townhouses, apartments and



businesses, Kendall Yards sits on a bluff on the north bank of the Spokane River, only about a half-mile walk to or from the bustling heart of downtown Spokane.

A recently completed 1.5-mile extension of the Spokane River Centennial Trail from the Post Street Bridge to North Summit Boulevard helps to connect Kendall Yards with the downtown core, and also offers a stunning vista of Lower Spokane Falls. The 37.5-mile Spokane River Centennial Trail connects with the North Idaho Centennial Trail at the Idaho border, and together the trails span more than 60 miles, linking the Spokane and Coeur d'Alene communities.

After my spa visit, I walk next door to the Central Food restaurant, where my husband, Derek, joins me for lunch. Our table provides a spectacular view of the Spokane River just below us. As we sip house-bottled cocktails with a refreshing fizz (a Paloma for me, a John Collins for him), young ospreys swoop down outside the window, trying to snag a fish or two. Their nest is perched atop a telephone pole just outside the restaurant.

Central Food owner/chef David Blaine visits our table and smiles at the ospreys' antics. He says this is a great example of Spokane's slogan: "Near Nature. Near Perfect."

Menu choices range from a wild-mushroom crepe to beet salad, but when Blaine mentions he's been babysitting brisket in his smoker all night, Derek immediately orders a brisket sandwich with a side of sweet potato jo-jos. After just a few bites, he concludes: "The best brisket I've ever had!"

I offer him a taste of my Korean pulled-pork sandwich, featuring slow-braised pork shoulder, turmeric onions and Sriracha mayo. Closing his eyes, Derek savors the bite. "There are so many good flavors in my mouth!" he exclaims.

We usually forgo dessert at lunch, but our server tells us the kitchen just made a batch of fresh rhubarb sorbet, and Derek

RECREATION OPPORTUNITIES

Here are a few of the Spokane area's many attractions.

Sporting Events

• Langlauf 10K Ski Race, February 9 (spokanelanglauf.org or spokanenordic.org): Celebrating its 36th year, Langlauf draws cross-country enthusiasts of varying ages and from across the country to Mount Spokane State Park.

• Lilac Bloomsday Run,

May 4 (bloomsdayrun.org): More than 50,000 runners, walkers and joggers are expected to enter the 12K race, which will be marking its 38th year in 2014. The run attracts world-class athletes, as well as casual participants who enjoy the festival atmosphere.

• Hoopfest (shown at right), June 28 and 29 (spokanehoopfest.net): The biggest three-on-three street basketball tournament in the



world, Hoopfest, celebrating its 25th tournament this year, typically features more than 7,000 teams, 3,000 volunteers, 225,000 fans and 450 courts spanning 42 city blocks.

• Professional sports teams in Spokane include the Western Hockey League Spokane Chiefs (spokanechiefs.com), the Arena Football League Spokane Shock (spokaneshock.com) and the Minor League Baseball Spokane Indians (spokaneindians.com).



Experience contemporary Northwest cuisine paired with our expertly developed wine list. Only Masselow's delivers fine dining inspired by the time-honored traditions of the Kalispel Tribe.

COMPLIMENTARY VALET PARKING.

NORTHERN UEST RESORT & CASINO

NORTHERNQUEST.COM 877.871.6772 SPOKANE, WA AN ENTERPRISE OF THE KALISPEL TRIBE

RATED W W BY AAA



knows my weakness for all things rhubarb. The sorbet provides a sweet/tart ending to a delightful meal.

As we're leaving, our server gives us some unusual advice: "Don't forget to check out the restrooms."

Curious, we do as she suggests and discover an amazing 77-foot-long mural lining the hallway leading to the restrooms. Created by brothers Cain and Todd Benson, the brightly colored artwork features adults and children blowing bubbles that float throughout the piece, passing iconic Lilac City landmarks. The Bensons call the mural *Love Letter to Spokane*, a reflection of their affection for the city that's been the Canadians' home for the past 10 years, since they moved here to be close to

COURTEST INSTROM & CLSON INC.

Top and above: Attractions in the new Kendall Yards neighborhood include the colorful mural at Central Food and the modern Spa Paradiso. Right: The scenic SkyRide Over the Falls in downtown Spokane.

family members.

The mural conveys Spokane's vibrancy—a vibrancy that is enhanced by the unique cultural, historical, retail and dining attractions in neighborhoods such as Kendall Yards, downtown Spokane, Browne's

Addition, the South Perry District, the University District, the Garland District and historic Hillyard.

"Our region's distinctive neighborhoods are part of what creates the great cultural fabric that locals and visitors love," says Cheryl Kilday, president and CEO of Visit Spokane. "It's exciting to see these neighborhoods defining their unique personalities through shops, restaurants, restored historic sites and local events that offer so much to everyone."

Downtown Spokane

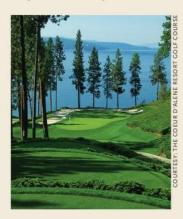
After lunch, Derek returns to work while I head to the city center. The first thing I do downtown is take a long stroll through Riverfront Park to burn off lunchtime calories. The 100-acre park offers plenty of room in which to stretch my legs. I pause to watch a family board the SkyRide Over the Falls, named one of the "incredible gondola rides" in the world by Condé Nast Traveler. The lilac-colored gondolas travel past Spokane's Art Deco City Hall, then gradually drop down 200



Outdoor Fun

• Skiing (skinwrockies.com and schweitzer.com): Many unique alpine resorts are located within 200 miles of Spokane, offering a variety of winter recreation. For instance, visitors will find great skiing at 49° North, Lookout Pass, Mt. Spokane Ski & Snowboard Park, Silver Mountain and Schweitzer Mountain.

• **Golfing** (golfinspokane.com and spokanegolf.org): The Spokane area boasts nearly threedozen courses and averages 260 days of sunshine a year in which



to enjoy the game. Public courses include the city of Spokane's award-winning, par-71 Indian Canyon and popular par-70 Esmeralda, and Spokane County's par-72 MeadowWood course. Indian Canyon, located atop a canyon wall, features towering pines, with elevated greens over a hilly 6,255 yards. Esmeralda, 6,249 yards, offers open space and flat fairways lined with more than 2,000 trees. Meadow-Wood is a 6,874-yard links-style

course with strategically placed trees and hazards. As is the case at many Spokane-area courses, greens fees at Indian Canyon, Esmeralda and MeadowWood are \$35 or less. Resort golf is available at two world-renowned Northern Idaho layouts: The Coeur d'Alene Resort Golf Course (shown at left; cdaresort.com/discover/golf) on Lake Coeur d'Alene, and the Circling Raven Golf Club at the Coeur d'Alene Casino Resort Hotel (cdacasino.com/golf). >>

feet over Huntington Park before crossing the Spokane River to provide a close look at Spokane Falls. The gondolas also travel under the arched Monroe Street Bridge, which at nearly 281 feet was the third-longest bridge in the world when it was constructed in 1911, according to bridgehunter.com.

After the bridge, the gondolas do a U-turn to come back to Riverfront Park, which is famous for its 1909, hand-carved, wooden Looff Carrousel, and which also delights visitors with an ice-skating rink, open late October to early March; IMAX Theatre, open March through September; and year-round miniature golf.

Another place to enjoy exceptional views of the Spokane River and its falls is Anthony's at Spokane Falls, on the north bank of the waterway. The restaurant is known for its fresh Northwest seafood and produce.

South of the river, the River Park Square shopping center has tenants that include brand-name and boutique stores; an art gallery; a 20-screen movie theater; the Mobius Children's Museum (across the street is the Mobius Science Center); and the Arbor Crest Wine Cellars tasting room, showcasing award-winning wines from Washington state vineyards. The Arbor Crest tasting room is one of more than a dozen downtown tasting rooms and wine bars, which means there's frequently an opportunity to try a new wine as well as sip an old favorite.

For Derek and me, downtown favorites come in many forms: a luxurious room at the beautifully restored Davenport Hotel, which dates back to 1914; haute cuisine at Santé Restaurant & Charcuterie; concerts at The Knitting Factory; the Best of Broadway series at the INB Performing Arts Center; and Spokane Symphony performances in the restored 1931 Art Deco Martin Woldson Theater at The Fox. This season, we're especially looking forward to the symphony's "SuperPops 4: A Symphonic Night at the Movies" on February 15 and "Classics 8: Enchanted by Mozart" on March 15 and 16.

Browne's Addition

The Northwest Museum of Arts & Culture (the MAC), which has five exhibit areas, is the best place to launch an exploration of Browne's Addition, a neighborhood slightly west of downtown Spokane.

Established in 1883, Browne's Addition is one of Washington state's oldest neighborhoods.

The MAC's collection includes more than 68,000 objects from four continents, with a focus on the regional history, tribal heritage and art of the Inland Northwest. Especially notable is the world-class collection of Columbia Plateau Indian artifacts, and art by contemporary American Indian artists such as Lillian Pitt, George Flett and Rick Bartow.

LEAVE YOUR PAIN BEHIND... FOREVER!

SAY HELLO TO HOPE!

Hi, I'm Amy Klingele. I used to be in pain every day – pain that radiated through my shoulder, causing constant neck spasms and severe headaches. I tried everything – medication, chiropractic care, injections – with little relief. I suffered with this pain for years.

Today, I have NO PAIN - literally. It's amazing. I can go anywhere I want, do anything I want - yes, even take long trips - free of the pain that plagued my every move for years.



The nurse on the day of my surgery was amazing. I was nervous and a little emotional and she was so supportive. After that, I didn't worry. I'd done my research. I felt that the procedure Dr. Kamson recommended was the right one for me.

My only regret is I didn't contact the Spine Institute sooner! I didn't have to exist with that pain as long as I did! No-one has to live like that.

arry Klingele



UTE WEST

sion and just how positive he was that he could reduce or even eliminate my pain altogether. I was so excited. I called my husband and said, "I finally found someone who can help me. I don't have to live with this pain anymore."

laserawaymypain.com 888-323-5344

If <u>YOU</u> are living in pain, take back your life today. Don't wait.

Visit laserawaymypain.com now.



My friend Jill and I are intrigued by a woven-cornhusk bag used by Chief Spokane Garry (ca. 1811–1892), of the Middle Spokane Tribe, to store food items and personal possessions. Also of particular interest is the Tudor Revival–style Campbell House from the early 1900s, designed by renowned Spokane architect Kirtland Cutter for mining magnate Amasa Campbell.

On February 22, the museum will open the exhibit "100 Stories—A Centennial Exhibition," which will run through February 2016 as the Eastern Washington State Historical Society, doing business as the Northwest Museum of Arts & Culture, celebrates its 1916 founding. "100 Stories" celebrates the MAC's role in preserving and interpreting the history of the region.

Forrest Rodgers, the museum's executive director, says the exhibition "will be a look back at the century and a look ahead," and will be a multisensory experience, including storytelling by tribal elders and traditional-craft demonstrations.

After exploring the MAC, we pick up a brochure, produced by the museum and available in its lobby for a nominal fee, that outlines a self-guided walking tour of Browne's Addition, which was named for the late-1800s land owner, lawyer John J. Browne. Forty-five properties are highlighted with detailed line drawings and short descriptions. Established in 1883, Browne's Addition is one of Washington state's oldest neighborhoods. In 1976, the area was designated a National Historic District on the National Register of Historic Places.

The walking tour takes us past beautiful homes such as the late-1800s Patsy Clark Mansion, which has approximately 30 rooms, with each major room featuring a different architectural style. We also visit 10-acre Coeur d'Alene Park—created in the late 1800s, and the city's oldest park—which hosts several festivals and summer concerts each year. The recently refur-

The late-1800s Patsy Clark
Mansion, built for mining millionaire
Patrick "Patsy" Clark, is in the
Browne's Addition neighborhood.
The mansion has nearly 30 rooms,
many of them featuring different
architectural styles.

bished gazebo is a replica of the original bandstand built a century ago.

All this walking makes us hungry, and fortunately, Browne's Addition has several great restaurants to choose from. We finally settle on a neighborhood gem, The Elk Public House, located at

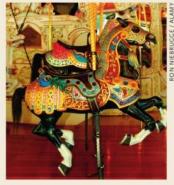
the site of the early 1900s Elk Drug Store. Jill enjoys a grilledlamb sandwich while I indulge my love of Korean food with bulgogi tacos.

We continue our walking tour a few blocks south until we reach Cannon Coffee & Cone. This Browne's Addition favorite serves locally roasted coffee, plus baked goods (including glutenfree and vegan), and ice cream crafted by local Brain Freeze Creamery. Two huge Salted Caramel Ice Cream cones provide the perfect coda to an amazing afternoon.

South Perry District

Casper Fry is one of the newest restaurants in the South Perry District, so Derek and I decide a meal here is a great way to begin our exploration of the area. Named for the great-grandfather/

- Water Activities (visitspokane.com/things-to-do/recreation): The Spokane River, Lake Coeur d'Alene and other area waters are open for activities such as canoeing, kayaking, flyfishing and whitewater rafting. A variety of local outfitters guide tours.
- Riverfront Park (spokaneriverfrontpark.com): Located in the heart of Spokane, Riverfront Park offers 100 acres of enjoyment, from ice-skating in the winter to



picnicking in the summer. Be sure to take a spin on the historic Looff Carrousel (shown above), which has exquisite hand-carved horses and various other animals.

- Spokane River Centennial
 Trail (spokanecentennialtrail.org):
 The Inland Northwest's numerous
 hiking and/or biking trails include
 the Centennial Trail, which provides 37.5 miles of paved pathway
 following the contours of the
 Spokane River from the Idaho
 state line to Nine Mile Falls,
 Washington. The trail winds right
 through downtown Spokane and
 Riverfront Park.
 - · Riverboat Cruises (templins-
- marina.com): Enjoy Spokane River cruises June through September aboard the *Red Lion River Queen*, a sternwheeler once used on the Mississippi. The riverboat leaves from the marina at Red Lion Templin's Hotel on the River in Post Falls, Idaho, about 25 miles east of Spokane (Red Lion Hotels also has two properties near Riverfront Park in downtown Spokane).
- Silverwood Theme Park
 and Boulder Beach Water Park
 (silverwoodthemepark.com): >



OF UNIQUE, FUN & EXCITING.

Spokane's hip downtown is surrounded by thriving communities. Diverse recreation in Spokane Valley. Wildlife watching in Cheney. Liberty Lake's award-winning golf. And Spokane's eclectic neighborhoods are filled with memories waiting to be made. Find international flavor in East Central and a great farmers market in South Perry. Experience the artsy Boho chic of Browne's Addition or the art deco vibe of the Garland District.

Come. Spend a few days with us, and find yourself in the neighborhood of something memorable.

Just call us at 1.888.SPOKANE or find us at VisitSpokane.com



great-great-grandfather of the owners, Casper Fry serves farm-inspired American food with Southern flair. As we take our seats, we see Fry's image painted on the red-brick wall of the cozy dining room. A nearby chalkboard proudly lists the local purveyors of the restaurant's meat and produce.

Our server—clad in jeans with suspenders and wearing a feedstore apron—gives us a rundown of the classic cocktails offered. The restaurant also features an excellent selection of Washington wines. We choose nicely chilled glasses of For a Song Chardonnay from Washington's Columbia Valley American Viticultural Area (AVA). The crisp Chardonnay with hints of lime and orange peel makes a great accompaniment to our appetizer of Sweet and Spicy Shrimp. The crispy-fried wild-caught shrimp, served with charred green onion and sweet chile aioli, taste delicious and prove irresistible.

I haven't had fried chicken in years and am drawn to Jama's Fried Chicken for my main course. Our server tells us this recipe came from the chef's mom, for whom it was named. The first bite makes me glad I gave in to temptation. The crispy coating has a surprising hint of jalapeño, and the moist chicken from Heritage Naturals farm in Colville, Washington, is delicious. Parsnip mashed potatoes with sausage gravy complete this down-home meal.

Derek's choice of Pan-Seared Sea Scallops also meets with his approval. "I'm a connoisseur of scallops," he says, "and these are sweet and smoky."

Suitably sated, we wander through the neighborhood. Over the last decade, the South Perry District, located about two miles southeast of downtown Spokane, has been in the process of reinvention, from adding vintage-style lampposts to extensive retail and restaurant development. Sonora Smart Dodd, regarded as the founder of Father's Day—it was first celebrated in the United States in 1910, in Spokane, and after years of campaigning by Dodd and her supporters, it permanently became an official national and annual day of recognition in 1972—resided in the neighborhood with her husband. Their



Casper Fry, in the South Perry
District, is one of the Spokane
area's numerous new and notable
restaurants.

1913 home is listed on the Spokane Historic Register, the Washington State Heritage Register and the National Register of Historic Places.

A host of eclectic shops and popular restaurants also beckons visitors. While I explore Title Nine, a women's sportswear shop, Derek, an avid bicyclist, visits Two Wheel Transit to check out the latest

bike gear. We both enjoy a visit to Lorien Herbs & Natural Foods, housed in the most recognizable South Perry landmark: the Cambern

Dutch Shop Windmill. The structure is a reflection of the novelty commercial architecture of the 1920s. Built in 1929 and listed on the National Register of Historic Places, the building originally housed a bakery and dairy shop that sold "Dutch Main" products.

South Perry highlights also include artisan pizza at South Perry Pizza (gluten-free crust available); ice cream at The Shop, a former auto shop/service station that's now a hip coffee house and music venue featuring the original auto-shop roll-up doors; and the Lantern Tap House, a neighborhood pub that recently expanded from a 12-seat bar to a full restaurant and has a large selection of locally crafted brews.

One of the Northwest's largest theme parks, Silverwood is located about 45 miles northeast of Spokane. Open May through October, Silverwood has more than 65 rides, shows and attractions, including legendary roller coasters and waterslides.

Indoor Fun

• Cultural Attractions: From exploring the acclaimed Northwest Museum of



Arts & Culture (MAC) (shown above; northwestmuseum.org) to seeing a play at one of the city's premier theaters (visitspokane. com/things-to-do/arts-entertainment), to enjoying concerts at the

upscale Northern Quest Resort & Casino (northernquest.com), visitors will find many cultural opportunities in Eastern Washington's hub of arts and entertainment.

• Shopping (visitspokane. com/things-to-do/shopping): Whether you're looking for finds at local boutiques or brand names at expansive shopping centers, Spokane has something to meet your needs. Various shops are even tucked inside

renovated historic buildings.

Major retail destinations include
the Flour Mill, Liberty Building
and River Park Square.

• Wine Tasting (visitspokane. com/things-to-do/wineries):
More than 20 wineries in the Spokane area make the region a popular destination for wine lovers. Tours and tasting rooms are available in downtown Spokane as well as in the surrounding area.

-C.H.

University District & Vicinity

Sunlight sparkles across the Spokane River as I rest my paddle to take in the view. There are plenty of ways to explore the University District, just east of the downtown core, but a kayak float on the Spokane River has to be one of the most fun.

Our guide, Ryan Griffith, outdoorrecreation-program supervisor for City of Spokane Parks & Recreation, met us at the parking lot of the McKinstry Innovation Center (where entrepreneurs are developing new technologies in sectors such as clean technology, education, high tech and life sciences), which provides kayak access to the Spokane River with no fees. Spokane Parks, whose outdoor programs range from snowshoeing to bicycling, offers float trips of varying durations and destinations for small and large groups. The sit-on-top kayaks used on the river tour, typically offered in the summer, are ideal for beginning kayakers like Derek and me.

After carefully listening to Griffith's safety instructions, we donned our life jackets and headed to the river for our half-day excursion. Now we leisurely paddle as silvery rainbow trout dart beneath our kayaks and ospreys soar overhead. The river eddies in spots, swirling around willow saplings and marshy grasses dotting the shoreline.

We leisurely paddle as silvery rainbow trout dart beneath our kayaks and ospreys soar overhead.

On the south bank of the river we glimpse Riverpoint Campus, the location of Washington State University Spokane, with its striking contemporary architecture; Eastern Washington University Spokane; a branch of Whitworth University; and the main offices of Community Colleges of Spokane. On the north bank shines the copper spire of Gonzaga University's Jundt Art Museum, while students studying on the lawn near the Gonzaga School of Law shout friendly greetings to us.

All too soon, it's time to leave the water, so Derek and I are glad we decided to make land visits to several of the places we saw from the river. We take a stroll through the beautiful tree-graced Gonzaga campus, home of the nationally recognized Gonzaga Bulldogs men's and women's basketball teams.

Any visit to the campus should include a stop at the Jundt Art Museum, whose blown-glass collection—nearly 40 pieces by Dale Chihuly—wows us, especially the stunning, conical *Gonzaga Red Chandelier*. The exhibit "What is Art? Visual and Material Culture from the Permanent Collection," on view at the museum through March 8, showcases works by famous artists such as Chihuly, Albrecht Dürer, William Hogarth and Rembrandt van Rijn,

Age Floods and Wooly Mammoths • Spokane Tribe of Indians • Julyamsh and Pow Crosby and Mildred Bailey • Balazs and Kienholz • Spokane's Chinatown • Spokane's Kentucky Derby Winner • US Army and Indian Wars • Stagecoaches and Combines • Natatorium Park and Streetcars • Coeur d'Alene Tribe • Timber, Wheat and Wine • Forts Walla Walla, Spokane and George Wright • Campbell, Cannon, Glover and James Chase • 100+ Year-old Companies • Kalispel Tribe of Indians • Inventors and Innovators • Victorian Fashion and Everyday Clothes • Chief Spokane Garry • Bloomsday and Community Gatherings • Buffalo Soldiers and Fairchild AFB • Watering the West with Grand Coulee Dam • Women's Suffrage and and Sister Cities • Silver Valley Mines, Railroads and La Tribes of the Colville Reservations • Historic Davenport Hall CENTENNIAL EXHIBITION a OPENS 02.22.14 • Miss Spokane Presenting Sponsor tes the Inland N Northwest Museum of Arts & Culture 1 mile west of downtown Spokane Arkwright Hutton and Kirtland C



The University District's No-Li Brewhouse is known for craft beer featuring local ingredients and creative labels.

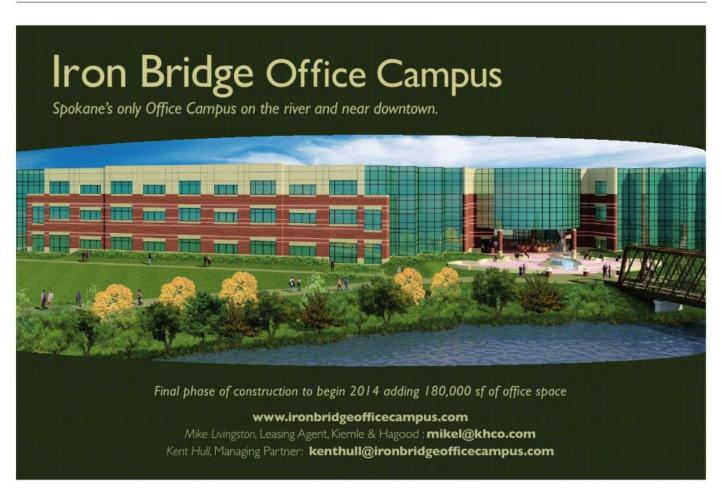
along with "objects by unidentified, ethnic, contemporary or lesser-known artists."

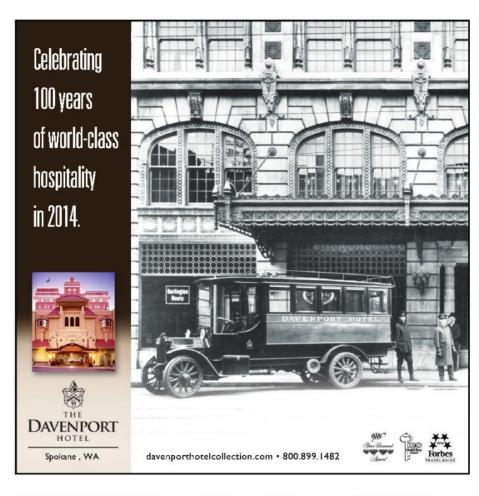
Other universities also have interesting art exhibits open to the public. For instance, Whitworth is exhibiting "Ceramics Invitational: Terry Gieber, Gina Freuen, Lisa Nappa, and Chris Tyllia," February 18-April 4, at the university's main campus, less than 10 miles north of the University District.

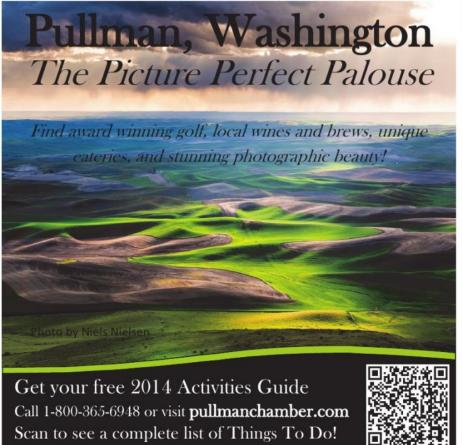
Clover, a two-story house across the street from the Gonzaga University campus, has quickly risen to the top of the Spokane restaurant tier. The restaurant is known for its mastery of the mixology arts and was included in *Food & Wine's* "Cocktails 2013" list of Top 100 New American Bars.

I'm delighted to discover a Rhubarb Daisy on the drinks menu. The tart blend of gin, lemon juice, housemade rhubarb syrup and grenadine tickles my palate. Derek chooses a glass of Syrah from Washington's Maryhill Winery to go with his Smoked Salmon Chowder appetizer, served in a tasty petite bread bowl.

For the first course, I start with a light and fresh grilled-asparagus salad, saving room for the main course, a grilled 12-ounce ribeye, dry-aged in-house for 14 days, and served with horseradish-Gorgonzola sauce and a poblano stuffed with mashed potatoes. The perfectly prepared







steak is flavorful and tender, and the accompaniment sizzles with the heat of the poblano and comforting warmth of the spuds.

Derek enjoys a new take on chicken breast. The moist bacon-wrapped chicken was pounded thin and filled with Kasseri cheese, Kalamata olives, tomato, red onion, garlic and oregano.

By the end of the sumptuous meal, we are ready to stretch our legs again. We stroll south to the No-Li Brewhouse, where glass windows near the bar offer a peek into the busy brewery. In April, No-Li received federal approval for the term and beer classification "Spokane Style," to refer to beer brewed and packaged in Spokane by Spokane residents, and using ingredients from the Spokane region. We watch the beer-making action for a bit, then take our Crème Ales to the patio, to gaze happily at the rolling river we kayaked earlier that day.

Another popular University District attraction is Dry Fly Distilling, a true craft distillery that produces awardwinning vodka, gin, whiskey and bourbon. Tours are available by appointment to learn about the distilling process and try a sample or two, so Derek and I discuss when we can arrange a future visit.

Garland District

Laughing together over some lines in the movie we just saw, Derek and I, and our two teenage sons walk out into the fresh air of a blue-sky day, waiting for our eyes to adjust from the darkness of the Garland Theater. It can sometimes be hard for families on a budget to find fun things to do, but the Garland Theater, where a movie ticket is just \$4.50, and a bottomless bag of popcorn, \$6, fits the bill.

Located in the historic Garland District, about 2.5 miles north of downtown, the Art Deco theater opened in 1945, complete with congratulatory telegrams from Bing Crosby, Cary Grant, Dorothy Lamour, Bob Hope, Ginger Rogers and Eddie Cantor. Today it shows classic films and new releases.

The Garland District, which emerged in 1910, has evolved into a bustling shopping district filled with fun stores selling every-



The Milk Bottle, built in 1935 as part of the Benewah Creamery chain, is now a retro diner and Garland District icon.

around a Great Northern railyard that closed in 1982, and the neighborhood was named after Great Northern Railway founder James Hill. Annexed by Spokane in 1924, the area is now synonymous with great antiquing.

While paying for my earrings at the antique mall, I notice a walking

guide that offers tidbits of historical interest about the neighborhood. For example, the Hillyard Laundry, built in 1906, was originally constructed and owned by a blacksmith, and later owned and operated by Japanese immigrants, and a nondescript woodframed house was built in the 1890s for a railyard worker. Known in the early 1900s as the Square Deal Hotel boarding house, it's the oldest still-standing building in the district.

Across the street from the antique

thing from used books and clothes to clocks, fine art, guitars and pet items. Many businesses still have their original neon signs dating back to the 1950s.

My guys aren't big on shopping, so after the movie we head a block east to one of the most iconic and quirky buildings in Spokane: Mary Lou's Milk Bottle. In 1935, the Milk Bottle was built as part of the Benewah Creamery chain. It's now a fabulous retro diner with marble-covered tables and the creamery's original white, mosaic-tile floor. We contentedly slurp huckleberry milkshakes featuring the restaurant's own ice cream.

Another Garland family favorite is the Blue Door Theatre. Founded in 1996, the nonprofit is dedicated to the advancement of improvisation and the performing arts through innovative entertainment and education. The theater moved to the Garland District in 2002 and offers improv shows for general audiences on Fridays at 8 p.m. and shows recommended for those 15 or older (parental judgment advised) on Saturdays at 9 p.m. With tickets ranging from \$5 to \$9, it's one of the best deals in town.

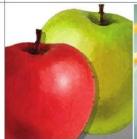
Historic Hillyard

Happily, I clutch my find—a pair of funky Art Deco earrings, circa 1925, with sparkling purple stones in a faux-gold setting.

I've discovered these gems at the United Hillyard Antique Mall in the Hillyard Historic Business District, about six miles northeast of downtown. The area is a designated National Historic District. It's also referred to as the Market Street District.

Established in 1892, Hillyard grew up





Crisper, juicier, better-keeping apples.



Perennial grain crops to feed an increasingly hungry planet and to create more Earth-friendly growing methods.



Exceptional grapes for wines with distinctive flavors sought internationally.

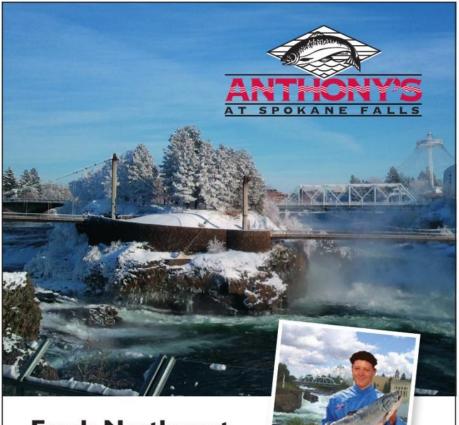
Big ideas, for sure.
But these research efforts simply continue our legacy of commitment to you.

After 123 years, we're still fanning the flames of innovation to deliver a brighter tomorrow.





wsu.edu



Fresh Northwest
Seafood With a
Great View of the Spokane Falls!

Join us for a truly Northwest dining experience featuring the freshest seafood from our own Seafood Company, Washington beef, fresh "in season" produce from local farms complimented by Northwest wines & microbrews. Serving lunch and dinner daily with a view.

For reservations call: (509) 328-9009.

510 North Lincoln Street • Spokane, WA 99201 • www.anthonys.com



Tablet friendly

While at home or during your travels, use your iPad or other tablet device to read our digital editions, which offer engaging, insightful travel articles to help you plan your next getaway, plus additional information from our advertisers.

www.inflightpubs.com





The Hillyard area is known for its antiques shops.

mall, Dogtown Mercantile has everything from vintage garden decor to neon signs to 3-foot-tall metal monkeys. Other stores, such as B&B Junk, O'Brien Used Furniture and Market Street Antiques, offer everything a collector could desire. China, Depression-era glassware, holiday items, and used books, records and toys abound.

The Hillyard Fire and Rail Museum is open to groups, by appointment, May to October, and to individual visitors on certain festival days. The museum includes a red caboose, two boxcars and a 1942 Pullman car on specially built tracks at Queen and Greene streets. In the caboose, a large, double-panel, sepia-tinted photo shows Great Northern Railway tracks stretching out as far as the eye can see, providing a good sense of the railroad's role in the history of this now hip neighborhood.

A CITY IS THE SUM of its neighborhoods, and in the Lilac City, these enclaves—with their revitalized areas, new attractions and intriguing repurposed historical buildings—indicate Spokane's pride in its past, enjoyment of the present and excellent prospects for the future. **\$**

Writer Cindy Hval lives in the Spokane area.

Alaska Airlines (800-ALASKAAIR; alaskaair.com) flies daily to Spokane. For more information about recreation in the Spokane region, contact Visit Spokane, 888-SPOKANE; visitspokane.com.

DISCOVERIES GREAT AND SMALL 2014 PHOTO CONTEST

SHARE A PHOTO of something, big or small, that you discovered while exploring an Alaska Airlines destination. Whether you are an amateur or professional photographer, you may submit up to three images to Alaska Airlines Magazine and Horizon Edition Magazine for our 2014 Photo Contest. Entries may include natural scenics, urban landscapes, wildlife shots or human-interest photos. In addition to awarding prizes for the top three photographs, the magazines will publish the top 10 photos in our May 2014 issues.

Entries must be postmarked by February 15, 2014.

FIRST PLACE

Two first-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

SECOND PLACE

Two coach-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

THIRD PLACE

Two coach-class tickets valid to any destination served by Alaska Airlines in the continental United States or Canada.



Alaska Airlines H

RULES: Submissions—limited to three images—should be duplicates of 35 mm slides or as prints Digital manipulation that changes the content or meaning of a photograph is not allowed · Minor adjustments to brightness and color are acceptable · ENTRIES WILL NOT BE RETURNED · Photos must have been shot within, or near, the cities and regions served by Alaska Airlines · Photos that have been previously published, accepted for publication, or are under consideration by other publications are not eligible · Photos must have been taken on or after January 1, 2013 · Print the photographer's name, address, phone number, and location of the photo on the back of each print or slide mount Finalists may be asked to submit original materials for publication; these originals will be returned Photographers retain all rights to their photographs - Alaska Airlines/Horizon Edition magazines reserve one-time rights to publication of winning photos, as well as rights to reprint and use photos in the magazines and on the websites of Paradigm Communications Group and/or Alaska Air Group for editorial and promotional purposes · Entrants agree that Paradigm Communications Group has the right to publish photo entries without compensation · All prize-award travel must be booked and completed within one year of award notification. Restrictions and blackout dates do apply to prizeaward travel. Winner(s) will be responsible for submitting an Affidavit of Eligibility and will be subject to all applicable federal, state and local income taxes resulting from the acceptance of the prize Employees of Paradigm Communications Group, Alaska Air Group and their agencies or immediate families are not eligible to participate

2014 PHOTO CONTEST ENTRY FORM

By signing this entry I agree to the rules of the contest.

Name				
Address				
City	State	Zip	Phone	
E-mail				
Subject, location, date:				
1)				
2)				
3)				
Signature				

SEND TO: Photo Contest, Paradigm Communications Group, 2701 First Ave., Suite 250, Seattle, WA 98121



Benefits

Companies are thriving in Greater Spokane's many commerce clusters

By Jill Barville

love of animals and her 20 years of bioscience experience to launch
Paw Print Genetics in downtown

Spokane. The company meets a need for higher standards of genetic testing, screening and education in the canine world, helping dog owners identify preventive care that might benefit their pets, and helping breeders make the best decisions on potential mates, says

Shaffer, who has four dogs: a dachshund named Trixie, and three mixed-breed rescues,

n 2012, Lisa Shaffer combined her

The entrepreneur previously achieved startup success as the co-founder, in 2003, of Spokane-based Signature Genomics Laboratories, a diagnostic genetic-testing company that was acquired in 2010 by Massachusetts-based PerkinElmer. Shaffer, who has a Ph.D. in human genetics, says she moved from a Southern city to Spokane in 2002 to take a position as a molecular biosciences professor at Washington

State University Spokane, attracted by the opportunities at the 55-acre Riverpoint Campus.

Bruno, Gracie and Daisy Jane.

The campus is home to WSU Spokane, Eastern Washington University Spokane, Community Colleges of Spokane offices, and numerous health-sciences programs, including a medical-education program administered by the University of Washington. The campus has been gaining a reputation as a center of health-sciences instruction, research and entrepreneurism. It is part of the 770-acre University District, which also includes Whitworth University, Gonzaga University and various health-sciences startup companies.

Shaffer says that Spokane has numerous resources to support startups, including excellent assistance from community leaders, as well as facilities such as the University District's McKinstry Innovation Center, which is where Paw Print Genetics is based. "Spokane has a great business climate for

helping startups succeed," she says. "I wouldn't have a business anywhere else."

Paw Print Genetics is one of the many companies growing and thriving in the Spokane area, says Rich Hadley, president and CEO of Greater Spokane Incorporated, Spokane's nonprofit regional chamber of commerce and economic-development organization. From startups to large enterprises, the area is a boon for businesses, he says, adding that the health-sciences, manufacturing, information-technology and aerospace sectors are among those experiencing growth.

"We're an affordable location in which to do business," he says, "with a skilled, educated and innovative workforce; good neighborhoods; affordable housing; and a wonderful health-care system and quality of life."

He adds that Spokane's abundant natural resources and fourseason recreation make it attractive to companies considering relocation. "We're one of the nation's best midsize cities, offering the ability to have a high-level company in a low-stress community," he says. "It's really an awesome place."

Below, executives at small and large Spokane-area companies, from different sectors and various neighborhoods, talk about their flourishing businesses:

Lisa Shaffer, Founder and CEO, Paw Print Genetics, Health-Sciences Sector, University District, East End of Downtown Spokane.

Startup company, applying genetics research and expertise to dogs. Using a simple cheek swab, Paw Print provides genetic testing for inherited canine diseases for customers worldwide.

What need are you filling with your service?

We save time, money and heartache for responsible dog owners and breeders. Understanding a dog's genetic health helps owners make better decisions. One of our missions is to educate and inform people about inherited diseases so dog owners can anticipate medical problems and get preventive care if available.

For breeders, genetic testing helps when selecting a proper mate to produce the healthiest puppies, which then increases the breeding program's value.

For those who train working dogs, such as guide dogs, borderpatrol, police dogs or field dogs, the time and money invested is significant. You expect your dog to perform its job for several years. Genetic disease can end that career. By performing a genetic screen prior to selecting a puppy for training, you protect that investment. We also work with veterinarians to help diagnose dogs that have symptoms of genetic disease, such as muscle wasting. For example, if a young dog has poor muscle tone, we can test for known genetic diseases that cause those symptoms."

What differentiates you from your competition?

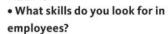
The canine-genetics-laboratory industry isn't regulated, and we saw this as a huge problem. We believe we have the only canine-genetics-testing laboratory run by a certified Ph.D. geneticist [Shaffer is board certified by the American Board of Medical Genetics]. All testing in our lab is done as if we were a regulated human-genetics laboratory. We know of no other canine lab that does this.

For each test we offer, we have identified the gene within the canine genome, identified the mutation as published in the medical literature, developed the test and validated it using genetic samples from dogs. We use two independent methods to evaluate each gene, which is required in human-genetics laboratories. To be valid, each test must confirm the findings of the other test. That makes our results the most accurate in the industry.

We also take extra precautions against cross-contamination of samples, required in the human-genetics-testing world but almost unheard of in the canine-testing world.

All results and reports are reviewed and signed by both a Ph.D. geneticist and a licensed veterinarian, and we provide a Canine Genetic Health Certificate [which shows the results of the tests that

were run]. The certificate helps you understand the potential genetic threats to your dog's health, and helps you decide the dog's proper mate if you have a breeding program.



Having four major universities here makes hiring talent easy. We need people with a degree in a biological science, some experience with genetic methodologies



Paw Print Genetics Details

- Founded in downtown Spokane in September 2012.
- 11 employees.
- Can test for 115 different disorders in more than 200 breeds. Thirty additional tests are undergoing rigorous research.
- Tests range from \$80 to \$380 (the most expensive one tests a Labrador retriever for 12 different gene mutations).
 - Laboratory has 2,500-plus square feet, with two clean rooms.
- Paw Print Genetics has donated its services to help ensure that dogs in the Spokane Police Department's K-9 Unit and the Spokane County Sheriff's Office are free of genetic disease.
- Last year the Washington Biotechnology & Biomedical Association named Lisa Shaffer one of the "2013 Women to Watch in Life Science."

MORE GUYS DEPEND ON FORD TO GET THE JOB DONE THAN ANY OTHER BRAND.

Ford Truck Word Search

HOW TO PLAY:

The words listed all appear in the puzzle.

FIND AND CIRCLE THE WORDS BELOW

FIND THESE WORDS:

Alaska, Best In Class, Built Ford Tough, Chrome, EcoBoost, Fog Lamps, F One Fifty, Go Further, Idaho, Local Dealer, Long Bed, Montana, Northwest, Oregon, Pay Load, Power, Quality, Short Bed, Super Duty, Torque, Tow, Washington, We Own Work, XLT

VISIT COMPAREFORD.COM FOR GREAT OFFERS ON THE F-150

*Percentage based on Polk U.S. light - duty pickups; Ford F-150, Chevy Silverado 1500, Dodge/Ram 1500 and Toyota Tundra combined new registrations Jan, 2012 - May 2013 (YTD) within; Admin-Environmental Quality Programs, Agricultural Productionv-Livestock, Auto Repair Services & Parking/Rental, Electric Gas & Sanitary Services, Emergency Vehicles, Executive Legislative & General Govt, Heavy Construction Except Building, Hazardous Materials, Road/Highway Maintenance, Pipelines Except Natural Gas, Manufacturing, Agriculture/Farm, Roofing Siding & Sheet Metal Work, Specialized Heavy Hauling, Landscaping (SIC or VOCATION).



Your Local Ford Store CompareFord.com and an understanding of a small startup business. They must be willing to pitch in wherever needed.

· Where do you envision your growth coming from in the future?

We'll grow as demand for quality genetic testing grows. As people who buy dogs become more aware of the benefits of testing, a lot of them want to know the genetics of their dogs, so breeders want to do genetic testing. There are about 83 million dogs in the United States, and about 14 million of those are not spayed or neutered. Dogs sometimes have 10 or 12 puppies in a litter—the pet industry is a growth market.

Nate Batson, General Manager, Metal Products Division, Spokane Industries, Manufacturing Sector, Spokane Valley

Sixty-plus-year-old company, making metal products ranging from 42,000-gallon stainless steel wine-fermentation tanks to aviation defuelers in its three divisions: Steel Castings, Precision Castings and Metal Products. Spokane Industries has customers worldwide.

. What do you want to be known for?

Innovation and new products that set our customers apart in their industries and provide added capability. We just introduced and installed a red wine fermenter that provides automated removal of pomace [e.g., skins, pulp, seeds] at 14 Hands [a Washington state winery]. It's self-cleaning. This is the future of large-scale red wine production. It improves safety because workers



don't need to enter the tanks to clean them and quality because it reduces tannins in red wine. We worked really closely with the winery. We do a lot of listening to the voice of the customer.

In the '90s, Fairchild Air Force Base [in the Spokane area] had a request for a bowser—a fuel tank on wheels. We took a look and got ideas and came back with a totally different product than they'd ever seen before. Our aircraft defuelers are problem solvers. The old-fashioned way to remove fuel was a bucket and screwdriver. On a windy day, that's not a pleasant experience. Our SealVac fueldrain system revolutionized how you remove fuel from aircraft. It connects to the aircraft and sucks the fuel out. It can also filter the fuel and put it back in. It solved a problem in the flight line. We're always looking for a better way to do things.

Where do you envision your growth coming from in the future?

The wine market is about 55 percent of our Metal Products Division business, and the craft-brew industry, which also uses stainless steel tanks, is increasing about 15 percent a year. Distilled spirits are taking off, too. We're making mash cookers, fermenters, mixing tanks and bottling tanks. Another area of growth is bio-based products such as biofuel. People want to make bioproducts in stainless steel tanks because they're sanitary.

· What differentiates you from your competition?

We custom-design and build. For Columbia Crest Winery [in Washington state], we made an inverted taper tank at the request of the head winemaker, designing it so the shape of the tank and the way the cap contacts the tank enable the winemaker to better influence color and flavor to improve quality.

Our fermenter for distilled liquor was designed jointly with Dry Fly Distilling in Spokane. They're an award-winning, respected distiller, considered the granddaddy of craft liquor. An endless stream of people want to see the distillery. We built that system. It's a great partnership.

Are there any misconceptions about your product you'd like to clear up?

A lot of people think a tank is a tank. It's not. There's a lot more to it. Winemaking is a romantic art. Every little thing you change on a tank will change the product. The quality of the steel's welds

Spokane Industries Details

- Founded in Spokane Valley in 1952; second-generation family business with many second- and third-generation employees.
- 270 total employees, with 40 in the Metal Products Division, which has doubled in the last 10 years. Precision Castings and Steel Castings divisions are also growing.
- A March 2013 expansion in the Metal Products Division added 50% capacity and 55,000 square feet, with three new cranes to increase productivity.
- Between March and September each year, the company ships
 160 to 200 large steel tanks to wineries.
- Has received recognition from numerous metals-industryrelated sources.

Unhibernate in IDAHO.

If your local winter forecast is a daily rerun of cloudy with

.........

a 100% chance of perpetual drizzle, a little downhill therapy is the perfect treatment to cure what ails you and get the winter blahs out. Maybe a little unhibernation with a getaway to Idaho for some Vitamin ID can help rejuvenate you. Winters in Idaho are filled with weeks of clear blue skies, great snow and plenty of sunshine. With 18 ski

slopes there are plenty of après ski activities, inside and out, including art galleries, skating rinks, eclectic restaurants, pampering spas and more.

If you're looking for the most snow anywhere in the state, come to McCall and Brundage Mountain Resort. Situated on the southern shore of Payette Lake in the heart of the Payette National Forest, McCall has a rustic mountain-town feel yet the comforts of city living. Lodging Mountains above Sandpoint with an average of 300 inches of annual snowfall and a stunning view of Lake Pend Oreille below. Nearby towns of Sandpoint, Priest River and Coeur d'Alene offer overnight lodging, gift shops, galleries, plus restaurants, cafes and bars.

.

Getting to Idaho for your Vitamin ID fix is easy. Just grab your gear, load up the fam and hit the road or hop on a short plane ride. Get ready to put your tray tables and seat backs









resorts throughout the state, Idaho offers a range of terrain, pricing and amenities to satisfy everyone's craving for bluebird days and Vitamin ID. And short lift lines mean you can make the most of your winter getaway.

Idaho is proud to be home to the country's first ski resort, Sun Valley, which attracts visitors from around the world. It has a cozy, Old World feel of a European alpine village paired with cosmopolitan sophistication. When you're off the

ranges from upscale on the lake to RV facilities and campgrounds in the pines. A short drive from McCall takes you to Brundage Mountain, packed with powder (320 inches annually) and wide, groomed trails.

To the north, Schweitzer Mountain Resort lies high in the Selkirk in the upright position for some serious fun.

Escape endless doldrums and leave winter-as-usual behind. One word of caution: Vitamin ID straight from the Idaho mountains may be habit-forming, however side effects are undeniably positive.

TO WIN YOUR WINTER GETAWAY

AND GET YOUR DOSE OF VITAMIN ID.

VISIT IDAHOWINTER.ORG









Every winter, millions of people suffer from Wintercrabbypantsitis, Greyskymourning, and Lackofsnowosis.





· Vitamin ID eliminates the symptoms of these devastating ailments with a combination of locally grown sunshine, a healthy dose of powder, and a heaping helping of blue skies. *****

> TRADE WINTERTIME WOES FOR WINTERTIME WOWS.







This natural remedy is a healthy way to repair lackluster personalities and leaves users feeling refreshed, relaxed, and positively beaming. Enter to win your remedy at

idahowinter.org or call

1-800-VISITID for travel information.



VISIT: SKIIDAHO.US

+++ -

For ski and powder info.



More to Spokane.

A convention center expansion that offers more space. More connectedness to nature.

More possibilities. Call 800.662.0084.





SPOKANE CONVENTION CENTER

VisitSpokane.com/meet | 800.662.0084

Airport service every 30 minutes, and your bags ride free.



Ride Spokane Transit to and from the airport, with service available every 30 minutes.* Save money on fuel, the hassle of searching for parking, and help save the environment while you're at it.

Check out our trip planner at spokanetransit.com to get started.



*6:05 a.m. to 6:05 p.m. weekdays; hourly service until 10:40 p.m. Hourly service on weekends. See spokanetransit.com for complete schedule information. and finish is critical. Beer and wine and bioproducts all require an improved grade of finish. We make sure there are no pits or pockets where bacteria would love to grow.

Octavio Morales, COO and General Manager, TierPoint Spokane LLC, Information-Technology Sector, Liberty Lake

Ten-plus-year-old company, providing a range of cloud, co-location and managed-data services for industries ranging from insurance, medical and retail to legal, financial and government. The majority of the Liberty Lake–facility customers are in the Pacific Northwest.

How and why did the company get started in this business?

The Spokane area is consistently ranked as one of the safest cities in the U.S. from a natural-disaster standpoint. It's low-risk for earthquakes, volcanoes, tornadoes and hurricanes. We thought Spokane would be an ideal location to host mission-critical IT [information-technology] infrastructure for businesses that can't afford downtime.

We built state-of-the-art data centers to ensure that data, systems and information hosted in our facilities are available 24/7. We're delivering uptime and peace of mind. Our facility is a data fortress. All systems have standby backups for protecting and routing information, and if there's a power failure, we generate our own power supported by diesel tanks.

Equipment is housed in cages with the environment controlled for temperature and humidity. Perforated tiles in the floor and ceiling push cold air through and hot air out. A matrix of laser beams detects smoke particles, oxygen content, heat or fire.

We use a closed-loop geothermal cooling system. Heat is absorbed into the aquifer, with no environmental damage. In the winter you could use cool air, but you'd be bringing in dirt and dust contaminants. This is a green alternative. We know of no other data center like it.

What are your sales trends, and what do they show?

Since inception, TierPoint has grown significantly year over year. We're proud of



TierPoint Spokane Details

- Founded in Liberty Lake in 2003, TierPoint LLC (now TierPoint Spokane LLC) expanded in 2008 and 2011, adding two more buildings for a total of three in the Liberty Lake data-center complex.
- St. Louis-based Cequel III LLC, a partnership of several investment/equity firms, acquired TierPoint LLC in May 2012. In July 2013, Cequel-owned data centers in Texas, Oklahoma, Maryland and Washington state all began operating under the TierPoint brand.
 - 25 employees in Liberty Lake.
- TierPoint meets the "SSAE 16 SOC 1&2 Audited" standard—a voluntary international auditing standard that TierPoint met by implementing specific guidelines and processes for facility maintenance and services; annual third-party audits prove that TierPoint stays true to the standard.
 - Fortinet 2012 VIP Partner of the Year for the United States.

that. It's a market that's growing, and we're growing with it. That's because as a society we're hooked on IT. Because of that, we have more reliance on data, and it needs to be in a safe location.

• What need are you filling?

The beauty of cloud services is that the user can pay for IT services in the same manner they pay for utilities—a consumption-based model that's more cost-effective. Our customers don't need to invest in their own IT infrastructure. They're sharing cloud resources with other customers, allowing them to focus on what they do best.

• Describe Spokane's quality of life.

The Spokane area offers many of the amenities of a larger city while retaining a small-town feel. There are numerous parks and lakes, museums and other cultural opportunities available, without traffic, smog and chaos. The quality of life in Spokane is wonderful.

Juston Rouse, Vice President of Operations, WEMCO Inc., Aerospace Sector, West Plains Area

Twenty-five-plus-year-old company, building automated equipment such as equipment, made for a Boeing supplier, that can lift and transport a 737 airplane wing across Boeing's manufacturing floor. WEMCO (Washington Equipment Manufacturing Company) also manufactures wing stringers, a structural part of an airplane wing. The company expanded into the aerospace sector about three years ago after a rich history of building customized machinery to provide cost-saving efficiencies in industries such as agriculture, mining, oil-field work and quarrying, which it continues to serve. WEMCO has customers worldwide.

· What are your growth and revenue trends?

We've doubled in employment and revenue since 2010, despite the overall downturn in American manufacturing. We used the downturn in the economy as a time to retool. We started buying up machines. We spent money on equipment while others ran for the hills. We asked, "What industry is still building?"

Aerospace-manufacturing companies had reduced the number of airplanes per month but were still investing in facilities and building equipment for planes they'd already started. So we bought up a bunch of CNC (computer numerical control) milling and lathe equipment, and got rid of our manual equipment. Moving to modern, computerized equipment allowed us to head out of the downturn into America's recovery period with a shop full of equipment and qualified employees ready to take on work that others were still trying to get set back up to do.

Where do you envision your growth coming from in the future?

A lot of our growth will come from the airplane-manufacturing industry as more manufacturing companies go to composite airplanes [aircraft built with more composite materials such as fiberglass and carbon fibers to reduce weight]. Fuel-cost rise is driving this industry. Those companies have to change the way they



WEMCO Details

- Founded in 1988 in Airway Heights. Expansion will relocate WEMCO in Spokane County's West Plains area (which includes Airway Heights and is also home to Spokane International Airport).
- Employs 38, with plans to hire an additional 10 employees when relocation-related expansion is completed this summer.
- Sales and revenue have consistently grown 12% to 18% each year since 2010.

make airplanes, and they'll need new tooling to do that.

WEMCO will also broaden our engineering services and the industries we serve. I see a coming change in the way automobiles will be made. Companies are testing new ways to manufacture cars out of aluminum panels rather than steel, and we're building test equipment for this industry now. If it succeeds, I see growth for us in this sector.

Also, with ever-growing emphasis placed on workplace safety, we see the use of automated equipment and crane-safety products increasing. We're structuring our business to take advantage of these markets. We provide automated tooling for fuselage assembly and disassembly, for example. This used to require workers to be in dangerous places and positions. Now it's safely accomplished from a control station.

• What are your expansion plans, and what's driving expansion?

We purchased, and are moving to our property, a 69,000-square-foot building from the former Kaiser Aluminum site [in North Spokane]. Recycling a building for our needs is a green approach. It will expand our square footage by 39,000 when we begin using it this summer. We'll be able to put two 100-ton cranes in it. We build heavy tooling equipment, and this makes it easier to move things. We are also adding an 18,000-square-foot building, expected to be completed in March, for painting and processing work, as well as a 20,000-square-foot building, expected to be completed in April, to house future manufacturing equipment. In addition, we've pur-

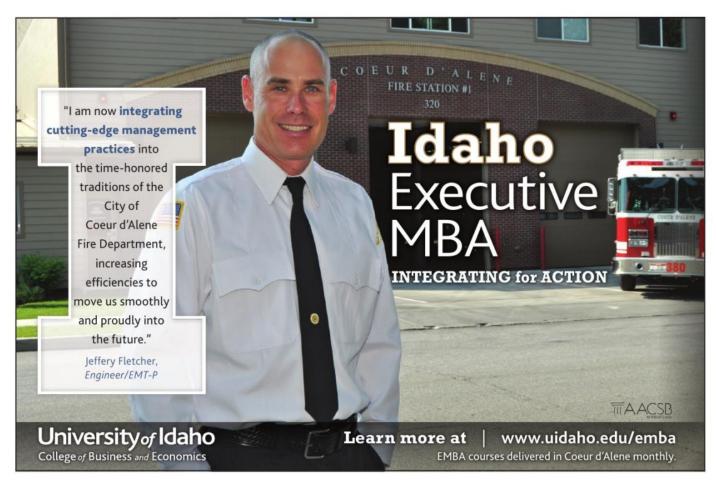
chased a CNC planing mill that will machine parts that are 11 x 50 x 8 feet. It's the largest CNC mill we know of in the Northwest, and we expect it to be online in July 2014, when we open the relocated and renovated Kaiser building. We'll be able to provide more cost-effective tooling for heavy industrial equipment. Our projects are big. A more cost-effective flow will make us more competitive.

Rhonda Elliott, President, North Star Equipment Inc., Small-Business Manufacturing Sector, Cheney

Approximately 40-year-old company, making pottery equipment for emerging and established ceramic artists in schools and studios around the globe. In the 1970s, founder Robert Creighton moved from Texas to Washington because he was attracted by the verdant landscape. In 1987, he met Rhonda Elliott, who became a co-owner in 1988. In 1991, the couple (who later married) moved to Cheney, which has good access to suppliers and to Spokane International Airport, which is less than 15 miles away. North Star has customers worldwide.

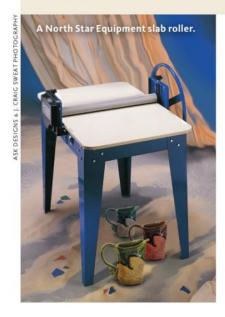
. How and why did the company get started in the business?

We're probably the oldest manufacturer of this kind of equipment in the United States. We started in Texas in the early '70s. My husband was a commercial potter and made his own studio equipment for himself on the side. In a pottery studio, people are divided into two camps. Throwers make their wares on a wheel,



North Star Equipment Details

- Founded by Robert Creighton in the early 1970s. Joined in business in the late 1980s by Rhonda Elliott.
 - 11 employees.
 - · About \$1 million in annual sales.
- Prides itself on its long-term product guarantees, and on shipping 75% of orders within one working day; 97% within two working days.



and hand builders make them on a slab roller or extruder and build their wares entirely by hand. Equipment for hand builders didn't exist in the early '70s. You couldn't go to the store and buy it. He made his equipment for the need that he had. Then somebody who was a pottery supplier said, "Why don't you make one for me?" That's how it got started. Eventually,

Robert decided he didn't have the talent to be a potter, but he still made studio pottery equipment for other people.

· What need are you aiming to fill with your products?

We make what's called secondary studio equipment—slab rollers, extruders, ware carts and a variety of accessories that go with them—for the hand builders. It makes it way easier. Working with clay is difficult. It's heavy. It requires a lot of physical activity. It's helpful to have a machine that does different things to clay without the artists having to use their physical bodies. For instance, before Robert created his slab roller, potters would make slabs by repeatedly throwing the clay on the floor until it flattened out, or by hand rolling it with a rolling pin. Our slab roller looks like the ringer mechanism on an old ringer washing machine. It has two rollers, one on top of the other, to compress the clay. It takes very little effort. You turn a hand wheel.

• Describe the reach of your market.

We're in North America, Europe and Asia. We've also done business in Latin America and Australia. We've been shipping internationally practically ever since we've been in business. Worldwide there are less than 12 manufacturers of what we make. We mostly sell to distributors. About two-thirds of our end users are in education, and the rest are studio and hobby potters.

· Where do you envision your growth coming from in the future?

Things are finally starting to level out in regard to the recession. It was tough because one of our primary end-user markets is

schools with ceramics departments. All the states had budget problems. Unfortunately, when schools don't have much money, the art programs tend to suffer. It's a shame because arts in schools lead to more satisfied students who do better academically. There's just something about that kind of curriculum that helps them relax and feel part of the school. That transfers to the other classes.

As long as we have students at universities and K–12 schools, we'll be selling slab rollers and extruders, and new pottery enthusiasts are coming along every day. They're setting up their own studios or going into business or doing it as a hobby. As more people in general are getting involved in arts and crafts as a way to relieve stress, I think this business will continue to grow. **S**

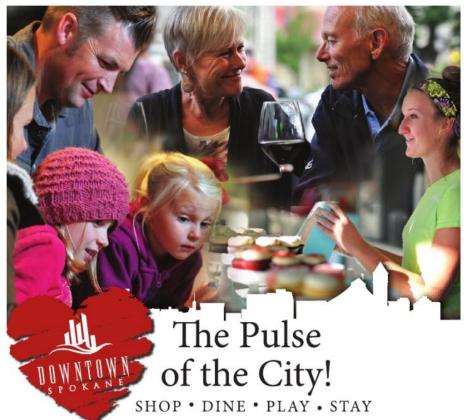
Writer Jill Barville is also a regular correspondent and columnist for The Spokesman-Review.

Alaska Airlines (alaskaair.com, 800-ALASKAAIR) flies daily to Spokane. For more information on doing business in the Greater Spokane Area, contact Greater Spokane Incorporated, 800-SPOKANE; greaterspokane.org.

Interesting information about the Spokane area

- Business costs are 18% lower than the national average, according to data from Moody's Analytics.
- The cost of living is 5% lower than the national average, according to a 2013 third-quarter cost-of-living index created by the Council for Community and Economic Research.
- Spokane boasts the sixth-best commute time in the nation, according to 2010 statistics compiled by Bundle and TheStreet.
- Spokane has the nation's sixth-lowest natural-disaster risk, according to a 2011 ranking of 379 metro areas by Sperling's Best Places.
- Spokane has a large concentration of medical services, including major hospitals, and multidisciplinary health-care education and research at the Riverpoint Campus, including a mix of medical, pharmacy, dentistry, nursing and allied-health (e.g., speech-and-hearing sciences) programs and endeavors.
- There are more than 70,000 post-secondary students within a 75-mile radius, providing a skilled pool of potential employees.
- Spokane is one of the 15 happiest cities in the contiguous U.S., according to a University of Vermont study. Spokane is also on *Outside* magazine's list of "Best Towns 2013"; is No. 1 on 20somethingfinance.com's 2013 list of "Top 10 Cheapest Cities for New College Grads (& Everyone Else)"; and received an "Excellence Award" in 2013 for the city's integrated solid-waste-management system, from the Solid Waste Association of North America.
- Spokane County statistics: Population, 485,406 / businesses, 21,511 / labor force, 236,878 / average annual wage, \$39,931 / average home price, \$177,363.

Source: Greater Spokane Incorporated



View our Events Calendar and Downtown Directory

at DowntownSpokane.net . Follow us on Facebook & Pinterest



Community Info

Here's a brief look at just a few of the Greater Spokane communities where businesses and business clusters are flourishing. For more information, contact Greater Spokane Incorporated.

City of Spokane

- Population, 216,181 / businesses, 11,514 / labor force 105,763.
- Best known for services, retail, public administration, health care and education.
- The Spokane Convention Center is undergoing a 91,000-square-foot expansion expected to be completed in December.
- Developer Walt Worthy is building a new 15-story hotel near the convention center, to open in 2015, with 714 rooms, parking for 920 cars, a restaurant and a skywalk to the convention center.
- Spokane Veterans Memorial Arena replaced and added seats, making it large enough to seat 11,940 for the NCAA men's basketball tournament. In March, the arena will host some of the tournament's rounds of 64 and 32 that lead to the Sweet 16.
- Developer Jerry Dicker launched a multimillion-dollar renovation of the 60,000-square-foot Burgans building, creating corporate-stay apartments, two restaurants and retail space.
- Riverfront Park, a popular destination since the 1974 World Expo, is creating a new 2014 master plan.
- At Riverpoint Campus, phase one of the new, 125,000-square-foot Pharmaceutical & Biomedical Sciences Building opened in December and is expected to contribute to the city's economic vibrancy. By 2030, education, research and business activities on the Riverpoint Campus will likely have an economic impact of about \$2.1 billion annually, and support 13,410 jobs, according to a report by the Tripp Umbach consulting firm.

City of Spokane Valley

- Population, 92,674 / businesses, 4,725 / labor force, 47,089.
- Best known for manufacturing, business parks and health care.

- Certified-sites program designed to make site development easy. The program provides an inventory of sites that have undergone a rigorous prequalification process and shown they meet certain standards.
- 4.5 million-plus-square-foot industrial park.

City of Liberty Lake

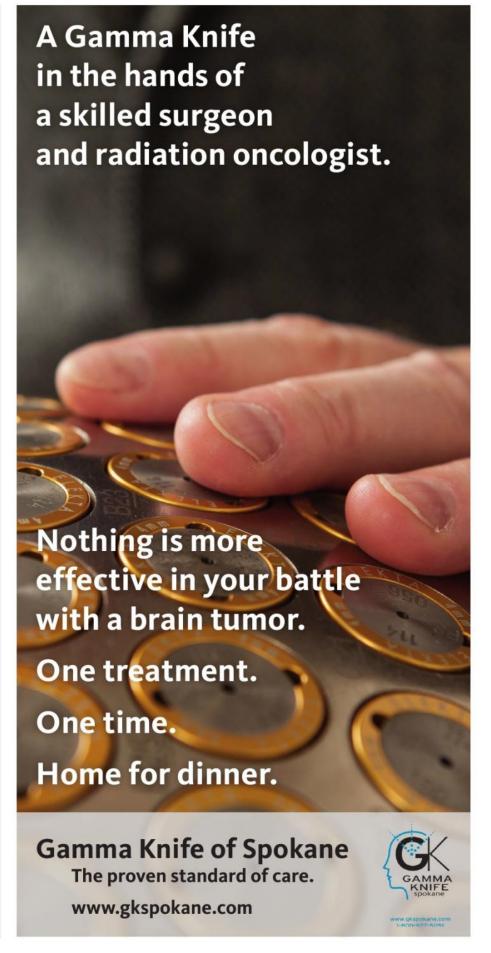
- Population, 7,832 / businesses, 304 / labor force, 3,949.
- Best known for high technology and insurance.
- 85% of adult residents have some post-secondary education.
- 79.4 acres of open space per 1,000 people.
- In July 2013, Vivint, a Utah-based home-security, automation and energy-management company, expanded into Liberty Lake and is expected to generate about 400 jobs in the area over the next two years.

City of Airway Heights and the West Plains

- Population, 7,935 / businesses, 179 / labor force, 1,706 (Airway Heights).
- West Plains is best known for aerospace manufacturing, logistics, distribution, Fairchild Air Force Base and Spokane International Airport, all of which provide thousands of jobs.
- Three aerospace companies are in the process of relocating or expanding in the West Plains, adding an estimated 400 to 800 new jobs.

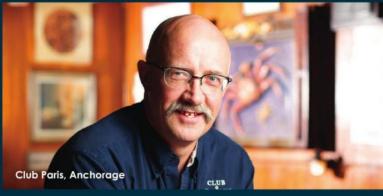
City of Cheney

- Population, 10,873 / businesses, 329 / labor force, 4,761.
- Best known for higher education, services, manufacturing and technology.
- Home of Eastern Washington University, which has about 12,800 students statewide, a quarter of which are STEM (science, technology, engineering & math) majors.
- About 45% of the adult residents have bachelor's degrees.
- The county's first certified site was created in November 2012 at the Cheney Industrial & Commerce Park.









Good for health. Great for business.

Research shows that smokefree policies improve the health and productivity of employees, decrease business costs for maintenance and insurance, and are routinely positive or neutral in their economic impact. Alaska's business owners agree!



We got a lot of new customers going non-smoking.

> It was more like they expected it. People like fresh air!

— Ray Legrue Henry's Great Alaskan Restaurant, Kodiak













We're smokefree

for the health of our staff and customers. And we've seen a significant decrease in maintenance costs - it was a solid financial decision.

— Scott and Lela Rosen The Duck Inn, Soldotna



Introducing Personalized Learning

The First Competency-Based, Online Bachelor's Degrees Offered by a Public University



EDUCATION



Taking the Tests

By Greg Scheiderer

College-admission tests provide opportunities. They allow students to demonstrate academic potential to colleges they hope to attend. And, when considered alongside grades, essays and other application materials, test scores can be useful to colleges as tools for assessing students' strengths and level of preparedness. SAT and ACT scores—the most widely used standardized test results—are only two of the

many factors colleges look at when making admission decisions, and some colleges no longer even require score reports. However, preparing well and performing strongly on the tests can benefit many students—particularly those with adequate but undistinguished academic records.

The following offers a closer look at precollege tests, how colleges treat them, and how students may want to approach testing as they prepare their applications.

ABOUT THE TESTS

The SAT is the oldest of the tests, administered for the first time in 1926. SAT originally stood for "Scholastic Aptitude Test." In 2008 the name SAT came to stand on its own. The ACT was introduced in 1959 as "American College Testing" and has also

been shortened to initials. Experts say the major difference between the tests (which are usually taken in 11th or 12th grade) is that the SAT aims to test reasoning ability, while the ACT is more subject-focused.

Each of these tests has a preliminary test. The PSAT, generally taken in 10th or 11th grade, is used by the National Merit Scholarship Program to help determine scholarship eligibility. The ACT Plan test, usually taken in 10th grade, helps students find strengths and areas to improve while they are still in high school. In 2014, ACT Plan will be replaced by the ACT Aspire program, which aims to connect student-performance assessments from elementary grades through high school.

Students can elect to take other tests, too. These include the SAT Subject Tests,

which allow students to demonstrate specific areas of aptitude, and the tests of the Advanced Placement program, through which students can earn college credit.

SAT OR ACT?

Admission professionals say it is difficult to predict whether a student will do better on the SAT or ACT, and that most institutions will accept either results.

"Both tests are wonderful in helping us understand a student's ability in an academic setting for college preparedness," says Melissa Trifiletti, executive director of admissions at Portland State University, in Oregon. "They don't tell the whole story, but they help us understand more when we're doing a holistic review."

Many admission professionals suggest that students take both tests, and then retake the one on which they did best. That sometimes leads to a higher score because students become more familiar and comfortable with the tests and identify areas in which they might benefit from more study.

ADVICE FOR STUDENTS

Students should not put undue stress on themselves by considering the SAT and ACT as make-or-break tests, according to Wendy Jo Peterson, director of admissions at Washington State University in Pullman.

"We're not looking for ways to keep students out," she says. "We're looking at a variety of things that signal to us that a student is academically prepared and ready to be here."

That doesn't mean students should take the tests lightly. Admission professionals frequently stress the importance of practice.

"We always encourage students to look at online resources, sample questions, or sample tests offered by their career centers in their schools," says Hannah Middlebrook, assistant director of admission at Pacific Lutheran University in Tacoma, south of Seattle. "The key to being successful is being confident, and they're going to be confident the more they prepare for it."

Test administrators also provide useful resources. "What I appreciate about the ACT and the SAT programs is that they offer a lot of tools for students and families to help with getting students to college and thinking about the next step," says Trifiletti.

Peterson has practical tips for students, too: "It's really important to get a good night's sleep the night before and eat a good breakfast before you take one of the tests."

HOW COLLEGES TREAT THE TESTS

Fundamentally, colleges use ACT and SAT

scores in admission decisions because they work, according to Phil Ballinger, associate vice provost for enrollment and undergraduate admissions at the University of Washington in Seattle.

"Generally speaking, we know that tests like the SAT or the ACT add significantly to academic records when it comes to assessing how a student might do in college, particularly in the first year, but even beyond the first year," Ballinger says.

The catch is the "generally speaking" part. The predictive value—how well test

results predict college achievement—can vary widely among institutions. In 2008 Ballinger served on the Commission on the Use of Standardized Tests in Undergraduate Admission, a panel established by the National Association for College Admission Counseling to evaluate standardized testing. Ballinger says the conclusions were fairly straightforward.

"An institution should do research and should know how a test is useful or not useful," he says.

He adds that research on student outcomes demonstrates the predictive value of the tests at UW. "They're useful here, and not just for admission purposes, but sometimes also for indicators of where students are going to need added support," he says.

CONSIDERING OTHER FACTORS

While tests can be useful, experts generally agree that a student's high school grade point average is the single best indicator of his or her likelihood of success in college. That's what Portland State University looks at first on a student's transcript.

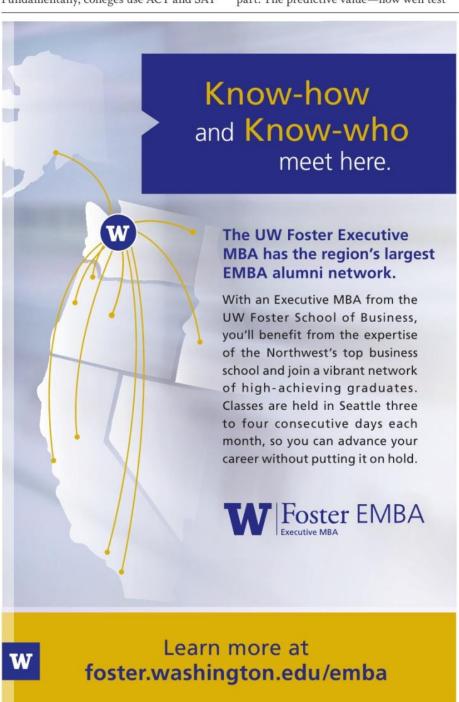
"The high school GPA is the admissiondecision driver for us," says PSU's Trifiletti. "If a student meets our minimum GPA requirement (3.0), then we don't have a minimum test score that they have to have in order to be admissible."

Pacific Lutheran University also looks at grades first: "We weight the GPA the highest because that's four years' worth of work, while a test score is a Saturday morning," says Hannah Middlebrook. "GPA for us is most important, but test scores are going to be right in there predicting how successful students will be in college."

Washington State University assures admission for applicants who have a cumulative high school GPA of 3.5 or above, or who are in the top 10 percent of their senior class, regardless of their ACT or SAT scores.

"Applicants who do not meet the assured-admission standards are considered based on multiple factors, including test scores," says Peterson.

Colleges are wise to look beyond test scores, according to Jeffrey Brooks, professor of educational leadership at the University of Idaho, in Boise: "Standardized tests



NOTHING CURES WINTER BLUES LIKE THE GORGEOUS PALM SPRINGS WEATHER.





Studies show that healing is faster in a peaceful, relaxing environment. We invite you to come test that theory at Eisenhower Medical Center in Rancho Mirage, in the beautiful Palm Springs resort area. Whether your visit is a few days or a few months, you'll find the health care you need in the environment you crave.

- ★ Primary Care a range of options and exceptional physicians
- ★ Urgent Care convenient locations throughout the Valley
- ★ Executive Physicals personalized care in one place, in one day
- ★ Bundled cash pricing available for these services plus imaging and scheduled procedures

Call or click to learn more today.







can tell us things to a certain point, but you simply can't capture the human side of something like education through being in this or that quartile," Brooks says.

Whitworth University in Spokane, Washington, values the power of other predictors highly enough that it offers a test-optional admission track for students with a GPA above 3.0. Those students can request an interview in lieu of submitting ACT or SAT scores.

"We offer this because we know that there are good students who may not be

good standardized-test takers," says Greg Orwig, vice president for admissions and financial aid at Whitworth. The interview includes a discussion of scholarly articles, and Orwig notes that interviewers have found it's pretty easy to recognize collegeready students during the process.

"The interview option is doing exactly what we had hoped it would in terms of removing the test as a barrier for otherwise good students who are going to do well at Whitworth and contribute to our community," he says. Students admitted through

the interview do as well as those who submitted test scores.

Essays, extracurricular activities and demonstrations of leadership also count for colleges trying to figure out if students will succeed. So does participation in Advanced Placement, International Baccalaureate and honors programs, all of which tell admission officials that a student has tackled rigorous academic material.

POTENTIAL FOR BIAS

Standardized testing sometimes comes under criticism for being biased. Critics point to differences in average test scores across different socioeconomic groups and claim that the tests unfairly favor some over others.

Jeffrey Brooks, at the University of Idaho, says that the research bears this out. "There's definitely test bias in most of these tests, and I think it's relevant," Brooks says. "It's also much deeper than just the test itself. It goes through to the whole kindergarten-through-college system, which has lots of built-in biases for and against different types of people."

Wherever the bias lies, it is a reason UI considers criteria other than the tests.

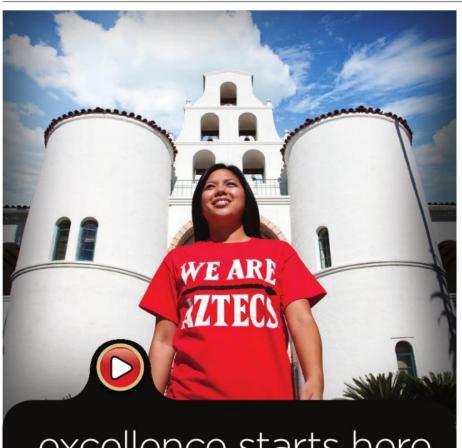
It's also a reason Whitworth University made the tests optional for admission.

"We're particularly sensitive to the fact that lower test scores are correlated with lower incomes and with underrepresented racial and ethnic populations," says Whitworth's Greg Orwig. "We want to take as close a look as possible at whether students are a good fit for Whitworth and would be successful here."

For students, it's worth keeping in perspective the role tests play in demonstrating fit with a school. And admission experts say that it is counterproductive to treat the tests as scary and stressful. They advise students to study hard and practice, but also to keep in mind that your career is not all riding on a Saturday morning test.

In the end, SAT and ACT scores are among many tools colleges have for deciding if students have the right stuff to succeed.

Greg Scheiderer writes from Seattle.



excellence starts here

Excellence is on the rise. US News & World Report's annual ranking of America's Best Colleges lists SDSU as one of the "Up-and-Coming Schools" in the country, having risen higher in the rankings than any other university over the last three years. With a strong commitment to student success, international experiences, impactful research and entrepreneurship, SDSU is taking its place among the nation's leading public research universities.

To learn more, visit www.sdsu.edu







palm springs • desert hot springs • cathedral city • rancho mirage • palm desert • indian wells • la quinta • indio • coachella



Information About Our Advertisers

Visit www.alaskaairlinesmagazine.com/ads or mail in the facing response card≈ to request free information on products and services offered by our advertisers, and we'll enter you in a drawing to win a free Alaska Airlines ticket!

ACCOMMODATIONS

- 1 Cedarbrook Lodge: Delightfully unexpected; less than 5 minutes from Sea-Tac International Airport. Free shuttle, Wi-Fi, 24/7 snacks and NW continental breakfast, www.cedarbrooklodge.com.
- 2 The Davenport Hotel Collection: Far from the ordinary.
 Unique amenities, architectural elegance, exceptional service.
 Spokane, WA, www.thedavenporthotelcollection.com.
- 3 Goldbelt Hotel Juneau: Relax in style on the waterfront. Free Wi-Fi, complimentary airport shuttle, Zen Restaurant. (888) 478-6069. www.goldbelthotel.com.
- 4 Grand Solmar Land's End Resort & Spa: The ultimate Land's End resort in Cabo San Lucas. www.grandsolmar.com.
- 5 Heathman Hotel Portland: Portland's premier downtown hotel—where service is still an art. Ask about our new "bed menu." www.heathmanhotels.com.
- 6 No-See-Um Lodge: Unmatched Alaska fishing vacation. Your experience ... your way ... no compromises. www.noseeumlodge.com.
- 7 Pearson's Pond Luxury Inn: Adventure, romance, forest views, enchanted garden, wellness spa, hot tubs, personalized service. (907) 789-3772. www.pearsonspond.com.
- 8 Pineapple Hospitality: Seattle visitors have access to five great hotels under one umbrella. Now in Portland as well. Staypineapple.com.
- 9 Red Lion Hotels & Inns: Join the Red Lion R&R Club and earn 1,000 Mileage Plan Miles at participating hotels. Mention AKDOUBLE at check-in. www.redlion.com.
- 10 Travelodge Hotel Juneau: 24-hour courtesy shuttle to airport and ferry. Juneau, AK. (888) 660-2327. www.travelodge.com.
- 11 Villa del Palmar Loreto: Seaside resort in Loreto, Mexico. Four restaurants. Spa and fitness amenities. (800) 790-4187. www.villadelpalmarloreto.com.

CASINOS

- 12 Muckleshoot Casino: 3,100+ machines, 100 table games, 8 dining options and always free entertainment in Club Galaxy, www.muckleshootcasino.com.
- 13 Northern Quest Resort & Casino: Your quest for fortune and fun starts here. Near Spokane, WA. www.northernquest.com.
- 14 Tulalip Casino: Gaming, entertainment, dining, shopping. www.tulalipcasino.com.

RESTAURANTS

- 15 Anthony's Homeport Restaurants: The freshest Northwest seafood—waterfront view restaurants throughout Washington and in Bend, OR. www.anthonys.com.
- **16** Elliott's Oyster House: "One of America's Top 5 Oyster Bars"— *Fortune* magazine. Seafood excellence on Seattle's Pier 56. (206) 623-4340. www.elliottsoysterhouse.com.
- 17 John Howie Steak: At The Bravern, Bellevue, WA. www.johnhowiesteak.com.
- 18 Prime Time Top 10: Send comments and interests to Prime Time Top 10, 4369 D'Evereaux Circle, Pensacola, FL 32504. www.primesteakhouses.com.
- 19 Seastar Restaurant and Raw Bar: Perfection in seafood. Chef John Howie's award-winning Bellevue, WA, restaurant. Also in Seattle. www.seastarrestaurant.com.
- 20 Tom Douglas Restaurants: Visiting Seattle? Check out one, two, or all 11 of the Tom Douglas joints. www.tomdouglas.com.
- 21 Woodman Lodge: Snoqualmie's historic steakhouse and saloon—Woodman Lodge stands as a tribute to a bygone era. Enjoy our rustic ambiance! www.woodmanlodge.com.

TRANSPORTATION

- 22 Anchorage Chrysler-Dodge Center: Buy from your "hometown" dealer. Massive Iditarod sell-down! (800) 770-1330. www.anchoragechryslercenter.com.
- 23 Carlile Transportation: Largest heavy-haul service provider in Alaska. (800) 478-1853. www.carlile.biz.
- 24 Crowley Maritime Corporation: Providing marine solutions, transportation and logistics for Alaska and beyond. (907) 777-5464. www.crowleyalaska.com.

- 25 Dave Smith Motors: Hassle-free buying. World's largest Dodge truck dealer. Low prices—high customer satisfaction. (800) 635-8000. www.davesmith.com.
- **26** Dick Hannah Subaru: We ship Subaru vehicles across the U.S., including to Hawai'i and Alaska! (877) 240-1929. www.dickhannahsubaru.com.

Korean Air: www.koreanair.com

- 27 Lynden Inc: Delivering multimodal cargo transportation throughout Alaska and around the world. www.lynden.com.
- 28 Northland Services: Marine transportation service to southeast, southcentral and western Alaska ports. www.northlandservices.com.
- Northwest Toyota Dealers: 20,000 new Toyotas in the Northwest right now. www.buyatoyota.com.
- 29 Span Alaska: Freight-forwarding from the Lower 48 to Anchorage, Fairbanks, Southeast, Dutch Harbor, The Bush. www.spanalaska.com.
- 30 Spokane Transit: How a great city moves. Spokane, WA. www.spokanetransit.com.
- 31 Totem Ocean Trailer Express: Biweekly roll-on/roll-off cargo service to Alaska, between Anchorage and Tacoma ports. www.totemocean.com.

BUSINESS SERVICES

- **32** Alaska Tobacco Prevention: Going smoke-free. Good for health, great for business. www.alaskatca.org.
- 33 Alcan Builders, Inc.: Successfully promoting responsible growth in Alaska's great interior since 1981. (907) 456-1383.
- 34 Avista: Finding ways to be more energy-efficient. (800) 936-6629. avistautilities.com/bizrates.
- **35 Bristol Bay Native Corporation:** Bringing Alaskans together ... Alaska's Bristol Bay, it's always been. www.bbnc.net.
- 36 Construction Machinery: Largest Alaska-owned heavyequipment supplier to the state's construction, mining and logging industries. (800) 478-3822.
- **37 Doyon Limited:** Family of companies: oil and gas services; government contracting; tourism; lands and natural resources. www.doyon.com.
- 38 Greater Spokane Incorporated: Consider doing business in Spokane, WA. The health care hub for the Inland Northwest. www.greaterspokane.org.
- 39 Travel Assurance Promise: Premium air evacuation membership. Protect your health, wealth and time. www.tapglobal365.com.

FINANCIAL SERVICES

- 40 Alaska Airlines Visa Signature Card: Earn 25,000 Bonus Miles upon approval. (888) 924-7343. www.myalaskacard.com.
- 41 Becker Capital Management: Let us help with your goals. www.beckercap.com.
- **42 BECU:** Offering better rates and lower fees to all Washington residents. www.becu.org.
- 43 Cobalt Mortgage: Proud to be named one of Washington's fastest-growing private companies. www.cobaltmortgage.com.
- **44 Laird Norton Wealth Management:** Private wealth management and investment management. lairdnortonwm.com.
- **45 Northrim Bank:** Northrim Bank for business. www.northrim.com.
- **46 Propel Insurance:** Innovative insurance solutions that help clients grow their businesses. www.propelinsurance.com.

RECRUITING

- **47 Norton Sound Health Corporation:** Serve the people of Northwest Alaska. Competitive salaries, benefits, relocation allowance. (907) 443-4525. www.nortonsoundhealth.org.
- **48 Tanana Chiefs Conference:** Come join our "state-of-the-art super-clinic." Fairbanks, AK. www.tananachiefs.org.
- **49 Yukon-Kuskokwim Health Corporation:** Join us for the challenge of a lifetime. Visit us online at www.YKHC.org.

PERSONAL ENRICHMENT

50 It's Just Lunch: A dating service for busy professionals, with 100 locations worldwide. (800) 858-6526. www.itsjustlunch.com.

HAWAII

- 51 Ali'i Kula Lavender: A lifestyle company offering unique lavender-inspired gifts with Aloha. www.aklmaui.com.
- 52 Aston Hotels & Resorts, LLC: 26 hotels and condominium resorts in Hawai'i, Lake Tahoe and Las Vegas. www.astonhotels.com.
- **53 Blue Hawaiian Helicopters:** Blue Hawaiian is "Hawai'i's premier helicopter tour company" *National Geographic.* www.bluehawaiian.com.
- 54 Chase 'N Rainbows Real Estate, Inc.: The largest selection of oceanfront vacation condominiums in West Maui. www.chasenrainbows.com.
- 55 Expeditions: www.go-lanai.com.
- 56 Fair Wind Cruises: Award-winning snorkel cruises to Kealakekua Bay on Hawai'i's Big Island. www.fair-wind.com.
- 57 Farm Credit Services of Hawai'i, ACA: A premier agricultural lender in Hawai'i. www.hawaiifarmcredit.com.
- 58 Germaine's Lu'au: Hawai'i's original "too good to miss" lu'au. www.germainesluau.com.
- 59 Grand Wailea Resort: Known as the jewel of Maui. www.grandwailea.com.
- **60 Hawai'i Titanium Rings:** Custom jewelry handmade in Hawai'i. www.hawaiititaniumrings.com.
- 61 Honolulu Cookie Company: Fresh-baked premium shortbread cookies infused with tropical flavors of Hawai'i. www.honolulucookie.com.
- **62** Honolulu Jewelry Company: Traditional Hawaiian heirloom jewelry custom-made in Honolulu. (808) 836-6989. www.honolulujewelrycompany.com.
- 63 Ka'anapali Beach Hotel: Maui's most Hawaiian hotel is Hawai'i's best oceanfront value! www.kbhmaui.com.
- 64 Kahala Hotel and Resort: Legendary luxury vacation resort minutes away from Waikiki, on a white-sand beach.
- 65 Kaua'i Sea Tours: Deluxe catamaran and raft adventures.
 Explore Kaua'i's Napali Coast, www.kauaiseatours.com.
- 66 Kukui'ula: Kaua'i's newest private club and community in decades. www.kukuiula.com.
- 67 Maui Kai: All condos are oceanfront on Maui's famous Ka'anapali Beach. www.mauikai.com.
- **68 Maui Visitors and Convention Bureau:** Maui offers the Hawaiian experience in perfect balance—explore today! www.VisitMaui.com.
- **69 Mauna Lani Bay Hotel & Bungalows:** Experience the tranquil essence of a luxurious oceanfront Hawaiian resort. www.maunalani.com.
- 70 Na Hoku—Hawai'i's Finest Jewelers Since 1924: The finest Hawaiian and Island lifestyle jewelry. www.nahoku.com.
- 71 O'ahu Visitors Bureau: An Island paradise with the best of town and country. www.visit-oahu.com.
- **72 Paradise Cove Lu'aus:** Enjoy a unique Island experience of culture and tradition. www.paradisecove.com.
- 73 Sheldon Gate Jewelry Designs: Take home a piece of the Islands, the original diamond in Koa ring. www.sheldongate.com.
- 74 The Shops at Wailea: Retail, art and cuisine in the heart of Wailea, Maui, Hawai'i. www.theshopsatwailea.com.
- 75 SunQuest Vacations: Kona's best selection of resort condominiums and vacation homes. (800) 367-5168. www.sunquest-hawaii.com.
- 76 Timeshare Resales Hawai'i: www.timeshareresaleshawaii.com.
- 77 Turtle Bay Resort: Experience the new era on O'ahu's North Shore, www.turtlebayresort.com.



Information About Our Advertisers

Visit www.alaskaairlinesmagazine.com/ads or mail in the facing response card* to request free information on products and services offered by our advertisers, and we'll enter you in a drawing to win a free Alaska Airlines ticket!

78 Waimea Valley: Cultural activities, botanical gardens, waterfalls. Special events, weddings, guided hikes. www.waimeavalley.net.

REAL ESTATI

- 79 Channel Construction/Real Estate: 86 acres. Juneau, AK (Douglas Island). Great views, connects to forest service land, D-18 zoning. (907) 789-0200.
- **80 Citrone Partners:** Exceptional residential representation. Ranked in the top 1% of Brokers in the U.S. www.citrone-partners.com.
- 81 The Commencement: Luxury apartment living in Tacoma, WA. www.thecommencement.com.
- **82 Escala:** There's nothing quite like Escala. You really can live here, www.escalaseattle.com.
- 83 Home Plate Center: Superior office space in Seattle, with views of Elliott Bay and Mount Rainier. www.HomePlateSeattle.com.
- 84 Iron Bridge Office Campus: Now leasing in Spokane, WA. www.ironbridgeofficecampus.com.
- 85 Palm Springs Area Real Estate: Susan Canavan and Deirdre Coit, your Northwest connection to California desert real estate. www.canavancoit.com.
- **86 Terrie Cox, PC:** Upgrade to the executive level of real estate. Premier OR and WA Broker. www.USA-Relocate.com.

EDUCATION

- 87 Compass Courses Maritime Training: Classes you need, the schedule you want, prices you can afford. www.compasscourses.com.
- 88 Foster School of Business—University of Washington: Busy professional? Need an MBA? Choose wisely—choose Foster. www.foster.washington.edu/emba.
- 89 Northern Arizona University–personalized learning: Earn a respected degree online and at your own pace. www.nau.edu/personalized.
- 90 San Diego State University: http://www.sdsu.edu/.
- 91 University of Idaho EMBA: An EMBA that delivers—innovatively, integrated program-immediate, real-world application. www.uidaho.edu/emba.
- 92 Washington State University: There's a reason why they hire Cougs. Recently listed among the Top 25 "recruiter picks" in the country! www.wsu.edu.
- 93 Whitworth University: An education of mind and heart. Spokane, WA. www.whitworth.edu.

HEALTH & BEAUTY

- 94 20|20 Lifestyles: A new level of health. Bring your health back in balance. www.2020lifestyles.com.
- 95 Advanced Cosmetic & Laser Dentistry: Award-winning, world-class care. Call today. www.acld.com.
- 96 Arctic Chiropractic: "Proudly serving most regions of Alaska." 18 locations statewide. (877) 625-7775. www.arcticchiropractic.com.
- 97 Eisenhower Executive Physical Program: Comprehensive health assessment and more from Eisenhower Medical Center. www.emc.org/canada. (855) EMC-CANADA.
- 98 Eterna Vein and Medical Aesthetics: World-class medispa offering minimally invasive spider vein and varicose vein treatment, body contouring and medical-grade skin care. (253) 268-3400. www.eternaaesthetic.com.
- 99 Hair Transplant Seattle: World leader in the field of hair restoration and transplantation. Learn about Dr. Brian O. Goertz, MD, at www.hairtransplantseattle.com.
- 100 Harbor Plastic Surgery Center: Double board-certified plastic surgeon removes skin cancer and performs reconstructive surgery in the same visit. www.theskincancercenter.org.
- 101 My Best 10: Leading-edge guidance from The Spa at Pro Sports Club's world-class experts. Visit mybest10.com.
- **102 Samuel Simmonds Memorial Hospital:** In the top 5% of accredited hospitals nationwide. Medical, nursing, allied health, administrative positions available. www.arcticslope.org.

- 103 Schick Shadel Hospital: The world leader in addiction treatment. (800) CRAVING. www.schickshadel.com.
- **104 Seattle Children's Hospital:** Ranked among the nation's top centers of cancer research. Hope. Care. Cure. Visit seattlechildrens.org/cancer.
- 105 Solutions 4 Life dba Capo by the Sea: Alcohol and drug detox for depression and all forms of addiction. www.capobythesea.com.
- **106** The Spa at Pro Sports Club: Advanced medical, aesthetic and traditional spa therapies. www.proclub.com.
- 107 Spine Institute Northwest: If you are living in pain, take back your life today. Don't wait. Visit today laserawaymypain.com.
- 108 Stern Center for Aesthetic Surgery: The latest in eyelid, facial laser cosmetic surgery and liposuction. (425) 455-9100. www.sternctr.com.
- 109 Swedish Radiosurgery Center: Offering CyberKnife and Gamma Knife nonsurgical treatment options for many conditions. Swedish.org/radiosurgery.

GOLF

- 110 Classic Club Golf: Classic Club/Troon Golf in Palm Desert, CA. www.classicclubgolf.com.
- 111 Desert Willow Golf Resort: Premier golf resort in the Palm Desert area, offering 36 breathtaking experiences at one location. www.desertwillow.com.

TRAVEL IDEAS

- 112 Alaska Railroad: Great Alaska vacation packages feature the best train in the world! www.alaskarailroad.com.
- 113 City of Palm Desert: Weekend getaways or family vacations. See why people say, "Palm Desert is paradise." www.palm-desert.org.
- 114 Fairbanks Convention and Visitors Bureau: Go deep inside Alaska where the unparalleled meets the unexpected. www.explorefairbanks.com.
- 115 Great Alaskan Holidays: No better way ... experience the beauty, culture and history that is Alaska in a motor home rental. (888) 225-2752. www.greatalaskanholidays.com.
- 116 Greater Palm Springs: www.visitgreaterpalmsprings.com.
- 117 Idaho Travel Council: Idaho. Adventures in living. Call (800) VISIT-ID for a free guide. www.visitidaho.org.
- 118 Juneau Convention & Visitors Bureau: Experience glaciers, wildlife and wilderness in Alaska's capital city. www.traveljuneau.com.
- 119 Ketchikan Visitors Bureau: Our lifestyle, your reward. www.visit-ketchikan.com.
- 120 MasterPark: No. 1-rated Sea-Tac valet parking facility. Three lots and a six-floor valet garage. www.masterparking.com.
- **121 Palm Springs, California:** An outdoor playground with year-round sunshine. www.visitpalmsprings.com.
- 122 Pullman Chamber of Commerce: Picture yourself here ... explore the Palouse. Visit, work, live in Pullman, WA. www.pullmanchamber.com.
- 123 Spokane International Airport: Your global connection, when it's time to fly. www.spokaneairports.net.
- **124 Tikchik Narrows Lodge:** Alaska's best fishing. Experience the legend. www.tikchiklodge.com.
- 125 Visit Anchorage: Plan now for your Alaska vacation. Order a free Anchorage Visitor Guide. www.anchorage.net.
- **126 Visit Spokane:** Near nature. Near perfect. www.visitspokane.com.

THINGS TO SEE & DO

- 127 Darwin's Theory: "Where everybody knows your name" favorite tourist trap. Serving for 30 years. (907) 277-5322. www.alaska.net/--thndrths/.
- 128 Downtown Spokane Partnership: The intersection of everything. www.downtownspokane.net.
- 129 Jones & Terwilliger Galleries: www.jones-terwilliger-galleries.com.
- 130 K1 Speed Indoor Kart Racing: Arrive and drive. Adults and juniors 48" and up. (855) 517-7333. k1speed.com.

- 131 The Living Desert Zoo and Gardens: Native and exotic animals and plants from the world's deserts. www.livingdesert.org.
- 132 Northwest Museum of Arts & Culture: Long-term exhibit featuring hundreds of cultural objects from the MAC's American Indian collections, www.northwestmuseum.org.
- 133 Palm Springs Air Museum: WWII air and history museum displaying and flying WWII Warbirds. www.palmspringsairmuseum.org.
- 134 Palm Springs Art Museum: Enriching the entire community through dynamic exhibitions and diverse programs. www.psmuseum.org.
- 135 The Palm Springs Follies: Celebrating the music, dance and cast of Mid-Century America! www.psfollies.com.
- **136 Santa Barbara Contemporary Arts Forum:** The Santa Barbara Contemporary Arts Forum's million-dollar home raffle! www.sbhomeraffle.com.

CULINARY CORNER

- 137 10th and M Seafoods: A fresh seafood idea for the perfect Alaska gift. Salmon, halibut, king crab and more. (800) 770-2722. www.1othandmseafoods.com.
- 138 Kwik'Pak Fisheries: Smoked Yukon River Keta products. www.kwikpaksalmon.com.
- 139 Ocean Beauty: The world's finest smoked salmon. www.oceanbeauty.com.

FOR THE HOME

140 McKinnon Furniture: Handcrafted solid-wood furniture, classic styles and timeless beauty. www.mckinnonfurniture.com.

PHOTOGRAPHY

141 Whimsical Photo Design: We capture your wedding wherever you choose to walk down the aisle. Whimsicalphotodesign.com.

SHOPPING

- 142 Alaska Mint: Not just an exciting store. It's a destination! (800) 770-6468. www.alaskamint.com.
- 143 Blue Nile: As the largest online retailer of certified diamonds, engagement rings and fine jewelry, Blue Nile offers outstanding quality, selection and value. www.bluenile.com.
- * If the reader information card is missing and you would still like to enter the drawing, please specify by number which advertiser you want information from and write to Alaska Airlines Magazine, 2701 First Avenue, Suite 250, Seattle, WA 98121, Attention: Reader Information. No purchase is necessary, and entrants need not be present to win. Entrants must be 21 years old or older and residents of the United States to win. Winner will be chosen once a year in a random drawing among completed entries. Entries for the 2014 drawing must be received by December 15, 2014. Winner will be notified by mail. Drawings are held once a year at Alaska Airlines Magazine offices on or about December 31. Entrants may submit multiple entries. Odds of winning are based on the number of entries received. Each year one winner will receive one round-trip ticket to any Alaska Airlines destination in the continental United States. Blackout dates may apply to travel dates. Winner of the drawing in 2014 must complete travel by December 31, 2015. Prize does not include transfers, incidentals, tax, insurance, or any additional trip expenses. Prizes are nontransferable and may not be cashed in or sold. For the name of this year's winner, send a stamped, self-addressed envelope to "Reader Response" Ticket Drawing, c/o Holly Genest, Paradigm Communications Group, 2701 First Avenue, Suite 250, Seattle, WA 98121.



Adventure in the Andes

Visiting Cusco and Machu Picchu, the legendary cities of the Inca

By Andrea Poe

Visiting Cusco—more than 11,000 feet high in the Peruvian Andes—is like stepping into another world. After descending through clouds so vertical and peaks so stark they look as though they sprang directly from Greek mythology, we arrive in this historic capital city of the Inca Empire, today a warren of cobblestone streets with squat, colonial-era adobe buildings and soaring stone cathedrals. ■ I am here with

my mother to celebrate her retirement with a trip to Lima, Cusco and Machu Picchu (just about anyone headed to Machu Picchu must pass through Cusco). The flight from Lima—Peru's capital and largest city, with geometric high-rises, chic restaurants and colorful paragliders soaring above the city's coastline—may last just more than an hour, but the plane might as well be a time machine.

Cusco is a UNESCO World Heritage Site with a long and dramatic history. The city—which today has a population of more than 350,000—was founded by the Killke culture, which ruled from A.D. 900 to 1200 and created the basis for today's roadways and city walls. By the 13th century, the Killke had been supplanted by the Incas, who established the mountain city as the capital of an empire that eventually stretched from Ecuador to Brazil. The Inca Empire met its end following the

arrival of Spanish conquistadores in the 16th century, and in 1533, Cusco fell to the European invaders and the Spanish introduced a new government and religion, while also changing the city's architecture and culture. Although the Spanish toppled many Inca palaces and temples, they retained the foundations of many of these buildings, along with the walls circling the city.

Peru ultimately gained its independence from Spain in 1821, and Cusco became a governmental center for the newly formed country, thanks to the region's robust agricultural output. But it wasn't until 1911, when Yale professor Hiram Bingham visited the nearby ruins of Machu Picchu—an Inca city abandoned around the time of the Spanish conquest, and unknown outside the immediate region until Bingham's arrival—that Cusco became the international destination it is today, as travelers from around the world began making it their jumping-off point for visits to Machu Picchu.

As we heave open the heavy carved doors of a monastery—recently converted to Monasterio, a luxury hotel—in the heart of Cusco, a woman bearing steaming cups of herbal tea greets us. She says the tea is to help alleviate altitude sickness—a common concern among visitors (it's a good idea to check with a physician before traveling, and many hotels, including Monasterio, offer supplemental oxygen to guests to offset the altitude's effects)—and she urges us to sip as she leads us beneath the arched colonnades and through a quiet courtyard where a hummingbird flits

TBGIN/SHUTTERSTOCK.COM

among the flowers at the base of a 300-year-old cedar tree.

Monasterio was built within walls that have stood since the 1560s. Here, former monk cells have been converted into guestrooms that evoke the feel of monastic life—if such a life ever involved marble baths and iPod docking stations. The hotel is also home to El Tupay, a neo-Andean restaurant tucked within the cloisters across the courtyard from a richly gilded chapel that dates to the 17th century, and that's still occasionally used by locals. The former monastery has a venerable feel, but the hotel's Catholic heritage isn't the only element of history to the location-previously, this was the site of the Inca Amaru Qhala's palace.

This sounds extraordinary, and it is. But in Cusco, practically every building unfolds its own distinctive history.

There's no better way to absorb the city than to wander its mazelike streets. My mom and I, typically speed walkers, have slowed our pace here. We pause to study the complicated architectural designs, materials and construction methods.

The Incas, who worked only with copper and bronze instruments, didn't use mortar or mud between stones. Instead, the stones of the city's oldest buildings are fitted so closely together that you'd be hard pressed to slide so much as a credit card between them. One of the best examples is the 12-angled stone placed with



great care and precision into the base of a building (now ruins) on Calle Hatunrumiyoc that's become so famous, it's now the logo for the local Cusqueña beer.

While studying that stone, marveling at the engineering feat, we're approached by a mother, her two young daughters and a baby goat that one girl cradles in her arms. The family is dressed traditionally with colorful woven dresses capped with vibrant shawls. They hold out the baby goat and make a camera motion with their hands. How can I resist? The family nestles me to them, and the baby goat bleats tenderly as my mother snaps a photo of us (for such photos, it's customary to share a gratuity). This photo becomes my favorite from my trip to Peru; back home, it's a



Far left: Inca builders worked without mortar, instead fitting stones together with care and precision; an example is this 12-angled stone, part of ruins on Calle Hatunrumiyoc.

Left: Quechua Indian women wearing colorful traditional dresses in Cusco.



Earn and redeem your Alaska Airlines Mileage Plan™miles around the globe with Korean Air



SKYPASS



MEUNIERD / SHUTTERSTOCK.COM

Located on the expansive Plaza de Armas, Cusco Cathedral dates to the 16th century and is a vivid example of Cusco's colonial-era grandeur.

reminder that in Cusco, history is fluid and alive.

Cusco's history is also on display at its numerous museums, such as the Museo Inka, which houses 13th century instruments; the Machu Picchu Museum, which displays artifacts from Hiram Bingham's expedition; and ChocoMuseo, a place dedicated to all things cocoa, and that includes a cafe that serves creamy chocolate fondue. But our favorite museum happens to be steps from our hotel. The Museo de Arte Precolombino, housed within what was once the residence of a Spanish conquistador, has a carefully curated collection of pre-Columbian art and artifacts-mostly ceramics, shells and gold-that are displayed as if they were rare jewels.

The city center is Plaza de Armas, a town square where visitors and locals frequently gather. Local schoolchildren play tag; vendors sell Inca Kola, a yellow soda that tastes like bubble gum; and elderly women gather and gossip on the benches. The plaza is dominated by the Cusco Cathe-

dral, an imposing Baroque church dating to 1550, which was built on the foundations of the palace of the Inca Wirachocha. Inside, the riches of the New World are displayed via a solid silver altar.

The cathedral was built using labor from the indigenous people, and there are many images incorporated into the church that are considered Inca religious symbols, such as the pumas that are carved into the massive front doors. The cathedral is renowned for its collection of art and artifacts; perhaps the most notable work is the large painting of *The Last Supper*, painted by Marcos Zapata in 1753. In this version,



INCA ARTIFACTS

This statue of a warrior, made around A.D. 600, is displayed at Cusco's Museo de Arte Precolombino.

When You Go

LODGING

Hotel Monasterio

Calle Palacio 136 Plazoleta Nazarenas; 51-84-60-4000; monasteriohotel.com. Housed within a former 16th century monastery, this Orient-Express luxury hotel is located in the heart of Cusco.

The Garden House

Los Alamos B-6, Larapa Grande; 51-84-27-1117; cuscohouse.com. A warm and welcoming B&B run by two sisters who treat guests as if they have come home.

Casa Cartagena Hotel and Spa

Pumacurco 336; 51-84-22-4356; casacartagena.com. This boutique hotel has luxurious suites and an elegant spa.

DINING

Marcelo Batata

Calle Palacio 121, second floor; 51-84-22-2424; cuzcodining.com/marcelobatata. Known for its neo-Andean menu and a spectacular rooftop view over Cusco.

MAP Café at the Museo de Arte Precolombino

Plaza Nazarenas 231; 51-84-24-2476; cuscorestaurants.com. Creative Andean cuisine and a setting in the stylish colonial patio of the Museo.

Hearts Café

Avenida Ventiderio s/n, Ollantaytambo; 51-84-43-6726; heartscafe.org. Comfort food such as soups, sandwiches and baked goods. Profits fund a nongovernmental organization that provides educational programs for local women and children.



Jesus and the apostles are seated before a feast centered around a large *cuy*, or guinea pig—a Peruvian delicacy—legs-up on a platter.

Nearby, my mom and I explore Barrio de San Blas, a neighborhood that's been a part of Cusco's artistic heritage since the city's earliest days. Sturdy Inca stone foundations anchor colorful homes clustered among a tangle of cobblestone streets. We wander among artists' studios, workshops and galleries that spill out onto a square

where vendors offer artisan crafts, such as blankets woven from alpaca wool.

Although Lima still leads Peru's culinary emergence, Cusco isn't far behind. Andean cuisine taps pre-Hispanic ingredients such as *lupine*, a legume; potato, which originated in the Andes and of which 3,000 varieties are grown here; grains such as quinoa; and plants such as amaranth, *cochayuyu* and *maca*. Chefs typically combine these ingredients using international—largely Asian and French—cooking

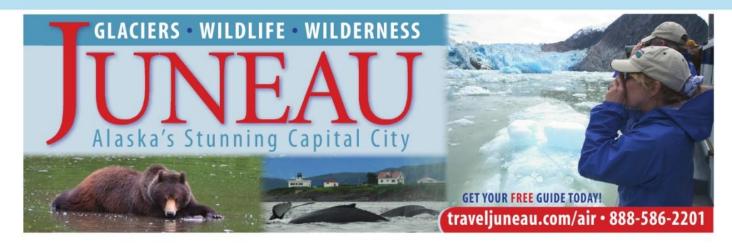
The luxury hotel Monasterio is housed in a former monastery in the heart of Cusco.

techniques. Peruvian cuisine is found at corner markets and food carts throughout the city; common dishes include *papas* rellenas, a mixture of potatoes, beef, olives, vegetables and egg; and *lomo saltado*, beef tips flavored with tomatoes and onions, and served over french fries.

Alpaca steak, which tastes like mild venison, is ubiquitous in Cusco's



JUNEAU





Come stay and relax at Juneau Travelodge Hotel! Our 100% non-smoking facility includes banquet rooms, meeting rooms, and an indoor heated swimming pool!

- · MiCasa Restaurant & Travelodge Lounge
- · Complimentary In-Room Safes





Imagine...

- Adventure/Romance
- Water & Forest Views
- **Enchanted Garden**
- Wellness Spa
- Hot Tubs, Fireplaces, Bikes, Boats & more
- Activities galore
- Personalized Service



www.pearsonspond.com (907) 789-3772 Weddings & Packages available



TRACY ARM

ADVENTURE BOUND ALASKA

Alaska's largest icebergs and more

ADVENTURE BOUND BOARD: 7:30 A.M. RETURN: 6:00 P.M.

CAPTAIN COOK

BOARD: 8:30 A.M. RETURN: 6:30 P.M.

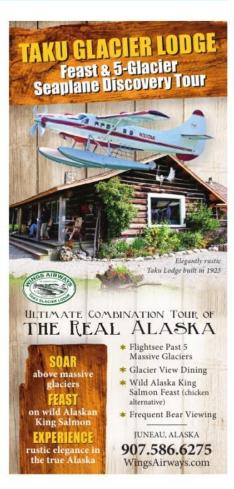
TRACY ARM, FLIGHTSEEING, CITY TOURS, WHALE WATCHING, GLACIER ADVENTURES BY BOAT, HELICOPTER, VAN OR DOG SLED

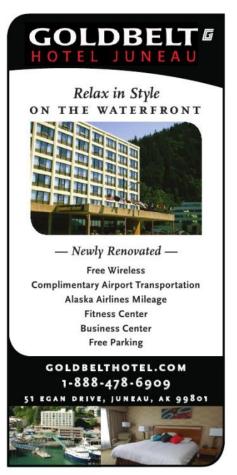
> Office across from Goldbelt Hotel at 76 Egan Drive

RESERVATIONS:

907-586-8687 • 1-800-820-2628

P.O. Box 23013, Juneau, AK, 99802 adventureboundalaska1@gmail.com







Renew your sense of adventure Located in Barrow, Alaska, while fulfilling Samuel Simmonds Memorial Hospital is the primary healthcare your spirit of facility for the North Slope region-an compassion. area larger than Washington State that is colored by rich cultural diversity and the beauty of the Inupiat people. And a place where the adventures of the last great frontier are as inviting as the communities under your care. We look to adventurous and compassionate Medical, Nursing, Allied Health and Administrative professionals like you to help preserve the health of our region. We offer highly competitive compensation and benefits, a relocation allowance, subsidized housing; and are an eligible IHS loan repayment site. For more information on Barrow, the North Slope, and the hospital, or to apply, visit www.arcticslope.org. Samuel Simmonds **Memorial Hospital** Arctic Slope Native Association

Embracing the past. Looking towards the future. Together we can heal.

restaurants, thanks to the animal's surefooted presence along the rims of the mountains that ring the city. For the more adventurous, some Cusco restaurants serve cuy. Although Peruvian guinea pigs resemble our cute American pets, they're much larger; typically the animals are grilled whole, and are served with tail and claws intact

On our final day, we head to the outskirts of Cusco and board the *Hiram Bingham*, a luxury Orient-Express train outfitted with an observatory car. With glasses of champagne in hand, we arrive in Aguas Calientes, a rugged town that serves as a transit point. My mom and I board a rustic bus and ascend along hairpin curves until we arrive at Machu Picchu.

The city is in an almost mystical location, fittingly situated on a mountain ridge at what seems to be the top of the world. We're so high that clouds drift between us and the ruins; I split them with a chop of my hand.

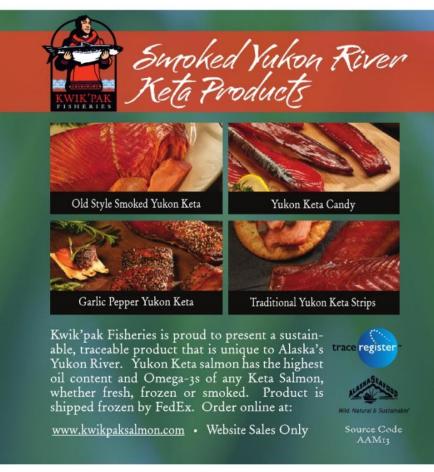
Machu Picchu was designated a UNESCO World Heritage Site in 1983 and in 2007 was voted as one of the New Seven Wonders of the World. Known as the Lost City of the Incas, Machu Picchu was built during the height of the Inca Empire then abandoned only a century later as the Spanish ventured into the Americas. Following Bingham's visit in 1911, parts of the site were carefully restored. The city's most notable buildings include Intihuatana (the Hitching Post of the Sun), the Temple of Three Windows and the Temple of the Sun, and about 200 additional buildings are arrayed along terraces around a vast central square.

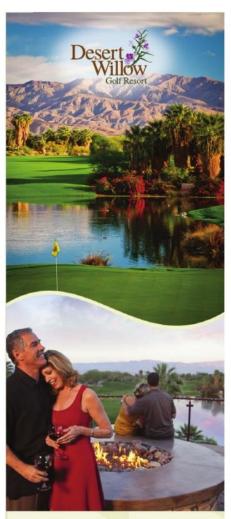
Why this walled city was built in this precarious place and how the Incas constructed such enduring walls remains a mystery. Here, as in Cusco, all we can do is soak it in and marvel.

Andrea Poe is a travel writer based in Washington, D.C.

Use Mileage Plan miles to book a trip to Lima, gateway to Cusco, via partner airlines American Airlines, Delta and LAN. For information or to enroll in Mileage Plan, go to alaskaair.com or call 800-654-5669.







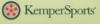
One Legendary Location, Two Unforgettable Courses

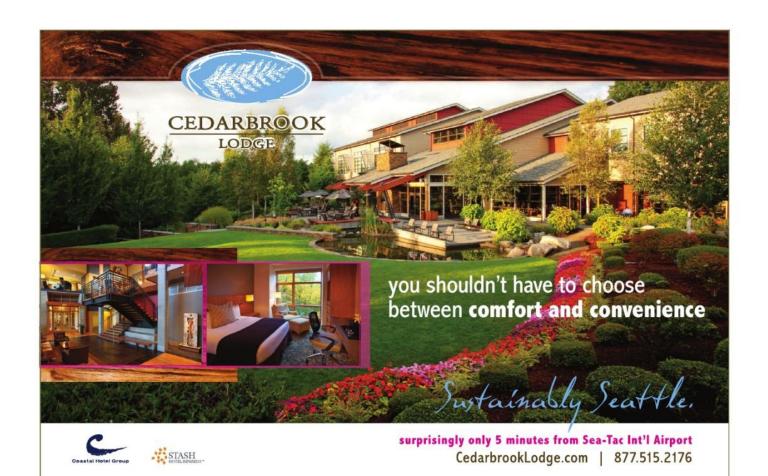
Experience Desert Willow Golf Resort's two world-class golf courses, Firecliff and Mountain View. After your round, soak up all that Palm Desert has to offer, including fine dining, a variety of shopping, and incredible outdoor adventures.



Sunny with a great chance of spectacular.

760-346-0015 www.desertwillow.com/Alaska14 38-995 Desert Willow Drive Palm Desert, CA 92260









America's Sports Car

By Bengt Halvorson

Enjoying a convertible with the top down on a brisk, sunny morning with the heater and seat warmers on is truly one of life's pleasures. ■ Make it the convertible version of one of the world's great sports cars, the Chevrolet Corvette, and you would have to consider yourself quite fortunate, indeed. ■ I definitely did. And as I piloted the 2014 C7 Corvette Stingray Convertible up and down mountain highways near Palm Springs,

California, with General Motors Co.

Design Director Tom Peters in the passenger seat, I relished the growl of the big
6.2-liter V-8 and its forgiving, flexible output. I reveled in the precise steering that made it easy to place the wheels exactly where I wanted them as I negotiated each bend, and I found confidence in the low, stable feel of this wide two-door as I pushed just a little faster into each successive corner.

I'd already taken a brief drive in the Stingray Coupe a few weeks earlier near Atlanta, and I had to admit that the convertible felt every bit as responsive. It wasn't Southern California's high-desert air playing tricks on me, either. From the car's conception, the C7—for seventh generation—Corvette was designed and engineered as an open-top vehicle, with a stiff, lightweight aluminum frame that carries its especially stout construction down low, requiring no special reinforcements up high in the roof. Because of that, the coupe and convertible body styles are very close in weight, which means that engineers could use the same suspension tuning, wheels and tires for both body types.

That also means that some of the tradeoffs typically inherent in a convertible are definitely absent from the new Corvette. Many sports cars and coupes are designed first as fixed-roof coupes, with the roof playing a structural role. The top is then "chopped" for the convertible version and the remaining body reinforced in some way. With that strategy, no matter how much rigidity you try to make up for with reinforcements elsewhere, you usually end up with inferior ride and handling characteristics in the convertible.

GM's open-roof approach toward the design and engineering of this Corvette also allowed a lot of flexibility in the profile of this model, inspired by the 1963 Corvette Sting Ray, though it borrows design details from Corvettes of the past, including the 1976, the last Corvette to wear the Stingray badge. The result is a look that's fresh and modern.

As we stopped along the mountain pass to take in the view, and take in the design of the 2014 Stingray, Peters noted that it took a long time for the GM design team to settle on a design path for the C7.

According to Peters, the split-window look of the original '63 model almost made it to the C7—a look GM teased Corvette fans with on a 2009 concept car that was featured in the movie *Transformers*: Revenge of the Fallen—but the design team couldn't make it work with the edgier, less retro (and more youthful) look they wanted for the new Corvette's rear styling, and for its overall shape. That concept was just a design exercise, Peters said, but you can see in today's production Corvette how the shape evolved from those early stages.

To its credit, Chevrolet avoided gimmickry such as fake air intakes or louvers that are there for looks alone. Everything in the new Stingray is functional, and it's clear that practicality was a priority. The driving position is great; seats are comfortable; and wind turbulence with the top down is tolerable at highway speeds. Raise the top and you'll seal out a lot of road and wind noise—although if you live in a very wet climate you might want to consider the coupe and its solid, removable targa roof, which stows neatly at the back of the hatch.

The power soft top in the Corvette Stingray Convertible works without com-

plicated procedures. It will power up and down with the car moving at speeds of up to 30 mph, allowing you to raise the roof while you're still a stoplight away from valet parking, or open it up to the skies as you're slowly exiting the office park.

And the top stows away so elegantly that having it down really seems like the natural position. While the Stingray Coupe has a small stowage area just behind the seats, part of that space in the convertible gets repurposed for top stowage, with a tonneau cover and styled "waterfall" panel

that rounds out the space just between the seats. It's all very elegant.

In fact, sporting elegance reigns throughout the Stingray. Within the cabin there's a refreshing simplicity to the instrument panel and controls. You won't need to consult the owner's manual to take a short test drive, or even to raise or lower that top-something we can't say for many of the Corvette's internationally pedigreed competitors. And the team that created this Corvette made a conscious decision to not include an all-encompassing, screen-

comments and nominations to:

America's Top Ten Club, 12 Greenway Plaza,

Suite 1100, Houston, TX 77046

based infotainment system, such as the CUE system that is installed on the GM's Cadillac models.

The Corvette's interface is centered around what's important for a sports car: driving. Through a simple dial, you can access five different drive modes, and you can set the steering separately if you prefer the weighting of one drive-mode setting to another. Some versions offer Magnetic Ride, with electronic controls and magnetically activated fluid that can adjust the suspension in a fraction of a second to easily soak up road roughness.

FOR MY ROAD TESTS, I drove both the base 1LT edition, which starts at \$56,000, and a sump engine lubrication; upgraded cooling for the brakes, engine and differential; a namic improvements aimed at high-speed stability. If you ever plan to take your while the Z51 suspension is in theory stiffer than the base setup, most drivers are going to be fine with the difference in ride.

The new Stingray definitely feels more sophisticated than its predecessor, but fundamentally, one thing hasn't changed: It's still a relatively compact, light (about 3,400 pounds) rear-wheel-drive car that packs a very large V-8 under the hood. While the engine-a big pushrod V-8might seem like the kind of motor you'd find under the hood of a large pickup truck, it's actually a very different kind of powerplant. It's all aluminum, has direct injection and variable valve timing, and can run on just four cylinders to save fuel in some cruising and coasting conditions. But what matters to the driver is that it makes 460 horsepower and 465 pound-feet of torque. It feels plenty strong at low revs, as a V-8 should, yet revs up easily, as well.

And you do want to rev that engine. Each time I neared the 3,000-rpm range, keeping my right foot into the accelerator, the exhaust note got suddenly louder and more strident, until I let up and it crackled



www.ElliottsOysterHouse.com

Z51 performance-package setup, which costs \$2,800 more. For that, you get drylimited-slip differential; special wheel, tire and brake upgrades; and various aerody-Corvette on the track-and even if you don't-the package makes sense. And

back like an open-pipe race car.

While the six-speed automatic transmission performs just fine—and you get steering-wheel paddle-shifters to call up quick shifts—the new seven-speed manual gearbox offers a greater sense of enjoyment out of the Corvette's surprisingly rev-happy engine.

According to Chevrolet, the new Stingray with the Z51 package can get to 60 mph in just 3.9 seconds, while it can pull up to 1.03 g of cornering grip and stop from 60 mph in just 107 feet.

All that makes the new Corvette quite a performance bargain—at just a fraction of the cost of rival models, including cars with exotic nameplates such as the Lamborghini Gallardo and Ferrari California.

Some of those rivals accelerate even faster than the Stingray, and reach a faster top speed, but there are consequences associated with that gain, namely that they are far less practical and forgiving than the 'Vette. The Stingray is actually a car that someone living in sunnier climes could drive every day.

AFTER DRIVING the Stingray Convertible, I was impressed by how surprisingly accessible such performance is. This is a car that looks downright fierce, but also one that, provided you respect its capabilities, is surprisingly docile. It's not a car that you need track time to understand and learn to be safe with—even though it would, of course, help.

That accessibility is a good thing for GM because the automaker is feeling pressure. The C5 Corvette of the late 1990s and early 2000s was a huge success, but the more recent C6 could never match those sales numbers—perhaps because the C6 design was too conservative, some speculated.

The C7 comes out not only amid an improved economy, but with the prospect of reaching an increasingly broad world stage, as the 'Vette will be exported to China for the first time next year.

Coupe or convertible, the new Stingray remains uniquely American. ▲

Bengt Halvorson is an independent automotive journalist living in Portland, Oregon.

Jones & Terwilliger Galleries

One Man Show 1-5 PM - February 22, 2014 73-375 El Paseo, Suite A- Palm Desert, CA.



Kent R. Wallis

"Glorious Water Garden" o/c

30" x 40"

Carmel, CA 831-626-9100

Toll free 888-278-0040

Palm Desert, CA 760-674-8989

www.jones-terwilliger-galleries.com

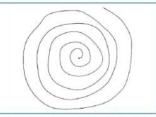
Does Your Hand Shake When You...

Drink a glass of water? Write a note? Dial a phone number?

If so, you may be suffering from Essential Tremor. Dr. Ronald Young from the Swedish Radiosurgery Center has successfully treated over 1,000 patients — more than any other physician worldwide — using Gamma Knife, a non-surgical approach to treat Essential Tremor.



DRAWING SAMPLE BEFORE TREATMENT



DRAWING SAMPLE AFTER TREATMENT

Learn more about Essential Tremor and find out if Gamma Knife treatment is right for you.

1-206-320-7187 Swedish.org/essentialtremor



Fairbanks





IN THE BEAUTIFUL GOLDSTREAM VALLEY 8 EASY MILES FROM UNIVERSITY MUSEUM

Featuring Alaskan Seafood, Prime Beef, Large Appetizers, Sandwich Menu All Major Credit Cards

Off-Premise Liquor Store

Open daily 11 A.M. to 10 P.M., Fri.-Sat. to 11 P.M. Serving Lunch and Dinner • Weekend Breakfast Reservations Accepted (907) 455-6666 Call for Directions

THE TURTLE CLUB

For an evening of fine dining

Featuring our famous

PRIME RIB & PRAWNS

Lobster, Halibut & King Crab (includes salad bar)

10 Miles Old Steese Highway Fairbanks, Alaska For Reservations (907) 457-3883

E-mail: turtle@polarnet.com

Fax (907) 457-4789

Major Credit www.alaskanturtle.com Cards Accepted



Chief Andrew Isaac Health Center

Owned and operated by Tanana Chiefs Conference, the Chief Andrew Isaac Health Center promotes and enhances spiritual, physical, mental and emotional wellness through education, prevention, and the delivery of quality service.

Tanana Chiefs Conference is proud to announce that Chief Andrew Isaac Health Center has achieved a full 3-year term accreditation by the Accreditation Association for Ambulatory Health Care (AAAHC). Accreditation distinguishes this health center from many other outpatient facilities by providing the highest quality of care to its patients as determined by an independent, external process of evaluation.

Healthy People Across Generations









Gold Ri

2014 SEASON

A WORLD PREMIERE KINROSS Fort Knox

Composed by Emerson Eads • Libretto by Cassandra Tilly

MARCH 14 - 16, 2014



Opera Fairbanks, now in our 8th season, is proud to present our first fulllength, commissioned opera during the 2014 Arctic Winter Games!

Plus, Alaska's own Vivica Genaux sings the role of Isabella in Rossini's comedic opera.

Come see the farthest north professional opera company in the United States!

SEASON & SINGLE TICKETS AVAILABLE ONLINE AT www.OperaFairbanks.org

FROM PAGE 44 the workshop, and very little downtime for activities other than sleeping. Some offer instruction on the processing and preparation of digital images with computer programs such as Photoshop.

Kerrick James conducts portfolio reviews at the start of his workshops that allow him to assess the participants' skill level and interests. "Then I do real-time photo instruction and critiques in the field, plus in-depth critiques later in the workshop and online critiques after the workshop," he says. "I key my approach to the individual needs, goals and skills of participants."

After early-morning shooting sessions, the middle of the day—which usually where access may be limited by hardto-get permits; where specialized equipment is required to reach locations; or where local guides are needed. Workshop personnel secure necessary permits, or partner with experienced outfitters and guides who handle permitting and provide any equipment and services that may be required.

James works with outfitter Arizona
Outback Adventures for some of his workshops. The Scottsdale-based outdooradventure tour company provides a variety
of services, including securing permits for
remote locations, providing experienced
guides, and supplying any specialized
equipment and services required for group

Through photo workshops and tours, participants experience the stunning landscapes of national parks, wilderness areas and unforgettable travel locations.

coincides with harsher light—is often devoted to instruction or critiques. James says, "I'll use that midday time to conduct critiques for the participants, taking their digital files into Photoshop and tweaking them to show how much better they can be with diligent creative processing," he says. "The digital darkroom is what makes your images really sing, and digital files demand to be processed to come to life."

Art Wolfe's workshops also include instructional sessions, in-the-field instruction and group critiques. "Many photographers can operate their cameras, but most run out of inspiration," he says. He feels photo workshops are ideal for anyone who feels stuck when trying to create new and inspiring images. "I impart solid compositional skills while teaching the art of seeing," Wolfe says. "Since I concentrate on the aesthetic, virtually everyone learns from the experience."

Destinations

Photo tours can offer photographers access to remote natural areas or other locations camping. "This allows the workshop leader to focus on the workshop curriculum and participants, instead of worrying about the details like food, equipment, transportation and safety," says Brian Jump, director of multiday tours for Arizona Outback Adventures.

Photography workshop leaders also take groups to international locations, partnering with tour organizers who coordinate the required permitting, travel logistics and guide services. In 2014, James will partner with other organizations to present workshops in New Zealand, Zambia and Switzerland. These kinds of trips offer the possibility of "learning on vacation," says James.

Through photo workshops and tours, participants experience the stunning landscapes of national parks, wilderness areas and unforgettable travel locations; and when the trip is over, they have the stunning photos to prove it.

Gary Hayes is a writer and editor in Cannon Beach, Oregon.



86 ACRE PROPERTY LOCATED IN NORTH DOUGLAS, AK

ASKING PRICE \$3,000,000

- · Great views
- · It was originally mining claims
- Only 10-15 min. from downtown
- · Nice secluded property for a family estate
- D-18 Zoning which is great for highend housing (Juneau has a high demand for rental properties)
- · Great rock source on site
- Forest Service land is located behind property
- City water/sewer/electric located at front property line
- · Treadwell Ditch trail behind property
- · Enjoy the AK wilderness wandering through time to time



Traci Campbell, Office Assistant • Channel Construction, INC 2223 Jordan Ave. Juneau, AK 99801 (907)789-0200 ph. • (907)789-5248 fax • tracic@channelak.com

PALM DESERT • PALM SPRINGS out and about



January 25 – May 25, 2014

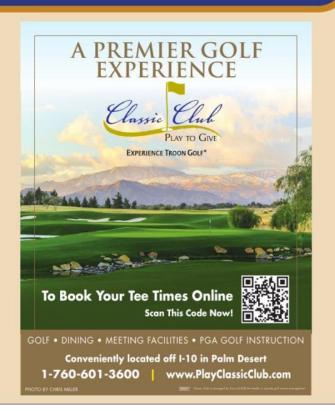
This exhibition features gifts and promised gifts newly obtained in honor of the museum's 75th Anniversary.

This exhibition is organized by the Palm Springs Art Museum and funded in part by Title Sponsors Newman's Own Foundation/Patty and Arthur Newman. Additional support is provided by Anne and Kirk Douglas, Mr. and Mrs. Paul Schorr III, and Mary Silver.

Exhibition Season Sponsors: Joan Dale and R.D. Hubbard Dorothy and Harold J. Meyerman, Annette and Ted Lerner, JoAnn McGrath, and Deborah and Kenneth Novack.

101 Museum Drive Downtown Palm Springs psmuseum.org

PALM SPRINGS ART MUSEUM celebrating our 75th anniversary





DISCOVER ALASKA AIRLINES FEATURES & AMENITIES

We know why you travel. It's not just to get somewhere. It's to learn, to explore and experience new things. It's to see the world from a fresh perspective. Not just to pass time, but to live life fully. That's what Designed to Explore™ is about. It's why we put time and attention into dozens of different aspects of your flight. Throughout this section, and your flight, you'll experience things we've designed to make your trip better, richer and easier.



TABLE OF CONTENTS

A2-3	Mileage Plan™ and alaskaair.com	A9	Our Fleet and Baggage Guarantee
A4	Onboard Amenities	A10	Terminal Maps
A5	Inflight Entertainment and Wi-Fi	A11	Customs and Immigration Information
A6-8	Route Maps	A12	A Guide for Air Travelers



Discover what Alaska Airlines can offer you

MILEAGE PLAN Easy sign-up at alaskaair.com/mileageplan.

WHERE YOUR MILES CAN TAKE YOU



Starting at 7,500 miles (one way) anywhere within one state, including Alaska, California, Idaho, Montana, Oregon and Washington.



Starting at 12,500 miles (one way) or 25,000 (round trip) Fly anywhere Alaska Airlines flies in continental U.S. and Canada.



Starting at 17,500 miles (one way) or 35,000 miles (round trip) to Mexico.



Starting at 20,000 miles (one way) or 40,000 miles (round trip) to Hawai'i.



Money and
Miles Awards
Reduce the price
of your ticket by up
to 50% while still
earning Mileage
Plan™ miles.



Partner Airlines Redeem your hard-earned miles with any of our 15 airline partners and travel to over 700 destinations worldwide.

HOW TO GET THERE

mile for each

Earn flight miles on Alaska Airlines and all our airline partners. 3 miles per dollar spent

Purchase onboard products, vacation packages or tickets for travel on Alaska Airlines, or send shipments with Alaska Air Cargo, using the Alaska Airlines Visa Signature® card, Alaska Airlines Platinum MasterCard® and Alaska Airlines Visa® Business card.

6,000 miles

Purchase an Alaska Airlines Vacation package at alaskaair.com. 25,000 miles (upon approval)

Visa Signature® card.
Earn 25,000 miles when you are approved for the card.
Plus earn triple miles on
Alaska Airlines purchases and one mile per dollar spent on everyday purchases made with the card. Additionally, receive a Coach Companion Fare every year.*

Sign up for the Alaska Airlines

Tons of miles for everyday purchases

Rent a car, buy flowers or go out to dinner and earn Mileage Plan™ miles with our many non-airline partners.



ALASKA AIRLINES VISA CARD

*Yearly Coach Companion Fare from \$118 (\$99, plus taxes and fees from \$19). For every dollar you spend with your card, you'll earn one Bonus Mile. Ask a flight attendant or visit alaskair.com for details.

AIRLINE PARTNERS—TRAVEL THE WORLD ON YOUR WAY TO ELITE STATUS

Mileage Plan Miles earned on all our international partners will count toward elite status qualification. Travel throughout the world on the following partners while earning miles and elite status in the Mileage Plan Program.





























START EVERY TRIP AT ALASKAAIR.COM

Sign up for the Insider Newsletter to receive great travel deals and information.





On alaskaair.com, you can:

- · Always find the lowest fares, guaranteed
- · Plan and book your flight, car and hotel
- · Purchase, change or cancel and redeem miles
- · Check in and print boarding passes
- · View Mileage Plan activity and access My Account

Access to alaskaair.com is free on flights with Inflight Wi-Fi.

WE'RE MOBILE

We constantly work on new features for our iPhone and Android apps and our mobile site, m.alaskaair.com. Get the app or visit the site to:

- · Purchase tickets
- · Track your trip details
- · Access Mileage Plan information
- · View and change seat assignments
- · Check in and access your mobile boarding pass



FLIGHT STATUS ON THE GO

If you have a flight scheduled to depart in the next 24 hours, use the mobile phone listed in your reservation to text MY FLIGHT to 252752 (ALASKA), and we'll send you up-to-the-minute flight status. Or use any mobile phone to text a flight number to 252752 for flight status.

Message and data rates may apply.

JET TEXT MOBILE CLUB

Text ALASKA to 44227 to receive text alerts on our deals and offers.

Message and data rates may apply. Maximum of four messages per month. Text HELP to 44227 for help. Text STOP to 44227 to opt out. Terms and Conditions at http://bit.ly/jetText/.





LET'S BE SOCIAL

Connect with us on Facebook and Twitter.



MVP, GOLD AND 75K STATUS

We know what it takes to be a road warrior, so the more you fly with us, the more we can take care of you and make your experience as comfortable as possible.

Gold and 75K benefits include:

- · Unlimited complimentary upgrades
- Express security lines
- Initiation fee waived for Board Room membership
- · Bonus Flight Miles
- One complimentary alcoholic beverage per flight

Elite status level miles/year:

MVP Gold 40,000 MVP Gold 75,000



BOARD ROOM

Become a Board Room member or purchase a One-Day pass for access to our award-winning airport club rooms. Enjoy complimentary snacks and adult beverages, private workstations, free Wi-Fi and our personalized service.

ONBOARD AMENITIES















For Purchase \$6 USD

Miller Lite Budweiser Sauza Tequila Dewar's White Label Scotch lack Daniel's Black Label Crown Royal Baileys Irish Cream

Premium Liquor \$7 USD

Sun Liquor Vodka Sun Liquor Gin Sun Liquor Rum Crater Lake Hazelnut Espresso Vodka Courvoisier Cognac

Premium Wine \$6 USD

Waterbrook Two Ponds Red Blend Waterbrook Two Ponds Chardonnay

Complimentary

Coca-Cola, Coke Zero, Diet Coke Sprite, Sprite Zero & Fanta Orange Seagram's Ginger Ale, Seltzer & Tonic

Athena® Bottled Water Juices: Orange, Tomato, Cranberry, Apple and our special blend of Passion, Orange and Guava* Bloody Mary Mix Tazo® Awake® black tea Tazo® Wild Sweet Orange herbal infusion (caffeine-free) Proudly serving Starbucks®

Pike Place® Roast





Premium Beer \$7 USD Alaskan Amber

Corona (to/from Mexico) Kona Longboard Island Lager (to/from Hawai'i)

The Meals & Snacks card in your seatback pocket displays all our food and beverage options.

Beverage service may vary due to time of day and flight-segment time limitations. Items limited and based on availability. Individuals must be 21 years or older to consume alcoholic beverages. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Pike Place is a registered trademark of The Pike Place Market PDA, used under license. * On flights to Hawai'i only.

FIRST CLASS

Passengers seated in First Class are always treated to our special brand of customer service. Enjoy our distinctive menus, a dedicated flight attendant, a convenient lavatory and complimentary use of an Inflight Entertainment Player when available.

WINES OF THE MONTH

First Class passengers enjoy fine wines from west coast vineyards. This month, we're pleased to feature the wines below.



Wild Meadows Chardonnay

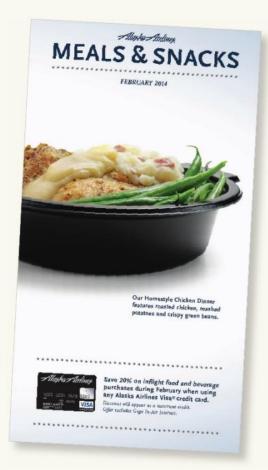
Washington Notes of jasmine and honey suckle lead to a creamy palate that layers ripe peach, nectarine and pear. A well-rounded finish with lingering melon notes.



Wild Meadows Merlot

Washington

Welcoming notes of cassis and cigar box invite you to this balanced Merlot. Rich blackberry and cherry fruit lead to a silky finish and supportive tannins.



SIGNE

0



ONBOARD RECYCLING

Please join our effort to reduce our environmental footprint by separating recyclable paper, cardboard, plastic, glass and aluminum, and passing these items to flight attendants for recycling. Thank you.

INFLIGHT ENTERTAINMENT

Put Hollywood in the palm of your hand

Enjoy our portable inflight entertainment system, including more than 75 movies, plenty of TV shows, sports, music, discounted Internet access and more.



BLOCKBUSTER HITS



PG13-edited; 1:30 (available with English subtitles) Disaster strikes on a routine spacewalk, leaving two astronauts tethered to nothing but each other. As fear turns to panic, they realize the only way home may be to go farther out into the terrifying expanse of space.



Thor: The Dark World

PG13; 1:51 (available with English subtitles) Marvel's Thor: The Dark World continues the adventures of Thor, the Mighty Avenger, as he battles to save Earth and the Nine Realms from an enemy that predates the universe.



Runner Runner

R-edited; 1:30 (available with English subtitles) Justin Timberlake and Ben Affleck star in this high-octane thriller in which a young genius finds himself in over his head when he travels to Costa Rica to confront a gambling kingpin and learns there's no such thing as easy money.



Enough Said

PG13; 1:32

Single parent Eva is dreading her daughter's departure for college. Eva befriends Marianne, who complains about her own ex-husband way too much, and suddenly Eva begins to doubt the relationship she's developing with Albert.



Baggage Claim

PG13-edited; 1:35 (available with English subtitles) A flight attendant sets out to find a fiance before her younger sister's wedding. She relies on her airline contacts to set her up with dates, only to discover that the man she really wants lives right next door.

MORE THAN 70 POPULAR MOVIES

- · All-Time Favorites
- · Oldies But Goodies
- Disney Kids

TV SHOWS

- 20 Network Favorites
- Next Stop Travel Show



- Movies
- TV About **REELZ

MORE

- Music & Music Videos Health
- · Discover Hawai'i
- Discover Alaska
- Sports
- Internet Access (\$7.95)

PRICING

- Flights scheduled 4.5 hours or longer: \$10 onboard
- Flights scheduled 3.5–4.5 hours: \$8 onboard
- · Reserve at alaskaair.com 24 hours prior to departure
- Complimentary—First Class on flights scheduled 3.5 hours or longer

INFLIGHT WI-FI

Gogo® Inflight Internet is available on nearly all Alaska Airlines 737 aircraft, including all aircraft flying transcontinental routes. Only eight of the airline's Boeing 737s do not offer Wi-Fi—our Freighter and Combi (part-passenger/ part-freight) aircraft and two 737-400s. With Gogo you can:

- · Surf the web and check email
- · Access your VPN
- · Enjoy free access to alaskaair.com

Please refer to the card in the seatback pocket for pricing and availability information and sign-up instructions. Flight attendants will indicate when Gogo is available.



In the air or on the ground, visit gogoair.com for flexible pricing options and subscriptions.

U.S., HAWAI'I AND MEXICO

Alaska Airlines is proud to serve more than 90 locations throughout the United States, Canada and Mexico. We serve many other cities with our codeshare partners, American Airlines, American Eagle, Delta Air Lines and Delta Connection.

On routes that require a connection to one of our partners, we strive to ensure a smooth transition, which includes the ease of purchasing your ticket with just one call or a visit to alaskaair.com, taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

What's more, all our codeshare partners are also Mileage Plan partners, allowing generous opportunities to earn Bonus Miles. And with reciprocal elite-status benefits, you can enjoy several enhancements to your journey. Learn more at alaskaair.com.

LEGEND

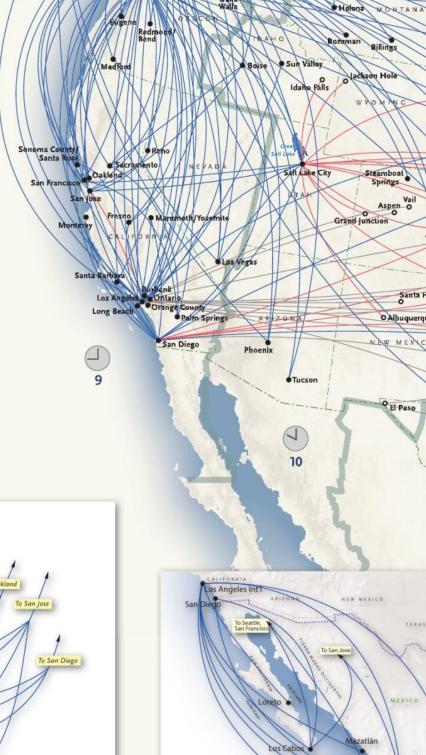
Routes served by:

— Alaşka Airlinez



Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

Some routes shown operate seasonally.



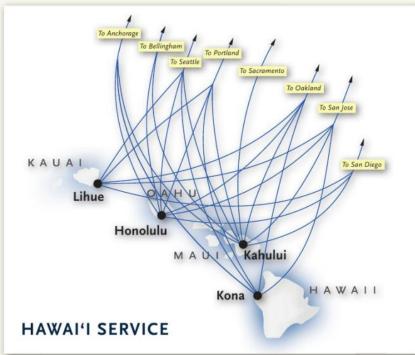
Bellingham

Kalispeli

Missoula Great Falls

Puerto Vallarta

MEXICO SERVICE





Between	Mileage
Seattle &	
Boston	2496
Denver	
Fort Lauderdale	2697
Honolulu	2677
Los Angeles (LAX)	954
New York City/Newark	2401
Orlando	2553
Phoenix	1106
San Francisco	678
Washington, D.C	2306
Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket.

Mexico City

Ixtapa/Zihuatanejo

UPCOMING NEW SERVICE

Route	Service Begins
Salt Lake City-Portland	June 9, 2014
Salt Lake City-San Diego	June 10, 2014
Salt Lake City-Los Angeles	June 11, 2014
Salt Lake City-San Jose	June 12, 2014
Salt Lake City-Boise	June 16, 2014
Salt Lake City-Las Vegas	June 16, 2014
Salt Lake City-San Francisco	June 18, 2014



HABLAMOS ESPAÑOL



Amy, Customer Service Agent, San Francisco

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente
- · Quioscos de registro del aeropuerto

- · alaskaair.com/español
- El editorial mensual del director ejecutivo se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A12

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

OUR BAGGAGE SERVICE GUARANTEE



Your time is money, so we guarantee speedy delivery of your checked luggage.

Size and weight limitations

Passengers traveling on Alaska Airlines and Horizon Air may check bags with a maximum dimension of 62 linear inches (length + width + height) and weight of up to 50 pounds.

Baggage Service Guarantee

Alaska Airlines is the first major U.S. carrier to implement a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a \$25 Discount Code for use on a

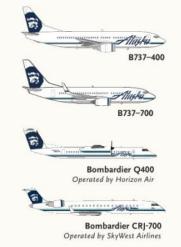
future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

- One voucher per qualified passenger, for one or more checked bags.
- Our guarantee does not apply for conditions beyond our control, such as severe weather or a malfunction in the airport's mechanical systems.
- Since additional care is needed to deliver specialty items such as pets, sports equipment, assistive devices, etc., the guarantee does not apply to these items.
- Additional international processing prevents us from offering our guarantee on flights arriving to the U.S. from Mexico.
- Full terms and conditions available at alaskaair.com.

OUR FLEET

Alaska Airlines maintains a fleet of more than 125 Boeing aircraft, including our newest, the 737-900ER. Configured with 165 seats in the main cabin and 16 seats in First Class, Alaska's new 737-900ERs will predominantly fly transcontinental and Hawai'i routes. Onboard, passengers will enjoy custom-designed Recaro seats and the Boeing Sky Interior, featuring sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.





HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



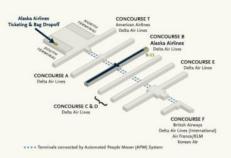
Chicago O'Hare International Airport (ORD)



Los Angeles International Airport (LAX)



Atlanta International Airport (ATL)



Seattle/Tacoma International Airport

(SEA) ng the N, C, S, B Gates to the Main Termin

Portland International Airport



San Francisco International Airport (SFO)



Helpful tips upon landing at SFO from Mexico:

- If necessary, clear all checked baggage through U.S. Customs.
- through U.S. Customs.

 After clearing Customs, exit to the right through sliding glass doors.

 Pack all duty-free liquids securely in your checked baggage to avoid confiscation by the TSA. Then recheck your baggage with an Alaska Airlines Customer Service Agent at the baggage resheet point in the San Francisco. recheck point in the San Francisco International Terminal.
- Proceed directly down the hall and turn left to the connecting hallways leading to Domestic Terminal 1.
- Continue in the same direction and turn
- right at the signs for Gates 20–36
 —Alaska Airlines uses Gates 20 and 22.

 Average time from landing to Gate 20 is 40 minutes.

Datos de ayuda a su llegada de México a San Francisco:

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.

 Empaque seguramente todos los
- líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- · Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal
- Doméstica 1.
 Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterriza, es de 40 minutos.

CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

Las formas de Aduana y Migración son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se porporcionan a continuación. Las formas completas seran presentadas en la Terminal Internacional.

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form? All travelers

Helpful tips

- One form per person or one per family with same address
- Lines 5, 6—If not using a passport, leave these lines blank
- · Line 9-Enter "AS" for Alaska Airlines
- · Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6—Si no tiene pasaporte, deje esta sección en blanco
- · Línea 9-Use "AS" para Alaska Airlines
- · Firme en la "X"

TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.



Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form? All travelers

Helpful tips

- One form per person or one per family with same address
- Section 6—It is not necessary to declare medicine for your personal use

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros.

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Sección 6—No es necesario declarar sus medicamentos de uso personal

FMM

Who must complete this form?
All travelers except citizens of Mexico
¿Quién debe completar esta forma?
Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form? Citizens of Mexico



FEM PARA MEXICANOS

¿Quién debe completar esta forma? Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

Datos de ayuda

- · Complete una forma por persona. No olvide firmarla.
- · Seleccione la opción "Entrada a México".
- En la línea 5 escriba el tipo y número del documento que usara como identificación.

MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerias and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	

A GUIDE FOR AIR TRAVELERS

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

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.

- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault,

- threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use
 of items that do not meet FAA
 Regulations or Company regulations.
 This includes the use of seat-belt
 extensions not provided by Alaska
 Airlines, devices that restrict the
 recline of seats, self-heating meals
 or beverages, air filters placed on
 overhead vents and personal air
 purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669 (Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations Within the U.S. and Canada: 800.ALASKAAIR (800.252.7522)

(TTY 800.682.2221)

En Español: 800.858.5525

From Mexico: 001.800.252.7522

Alaska Airlines Vacations: 800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

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 players
- > Noise-canceling headphones
- Cellphones (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

- > SEC filings: Companies announce their intent to go public with an S-1 filing with the SEC. This document is considered essential reading for investors. (As you read, be wary of financial disclosures that do not incorporate generally accepted accounting practices, or GAAP, including information from online companies that might value the business not by revenues or profits, but by the number of page views, Benson notes.) You can search for, download and read filings at the SEC website named EDGAR (the Electronic Data Gathering, Analysis, and Retrieval system): sec.gov/edgar. shtml.
- ➤ Roadshow presentations: SEC rules require companies to make widely available the roadshow presentations that are given to institutional investors. Prior to an IPO, you can search for presentations at the website RetailRoadshow: retailroadshow.com.

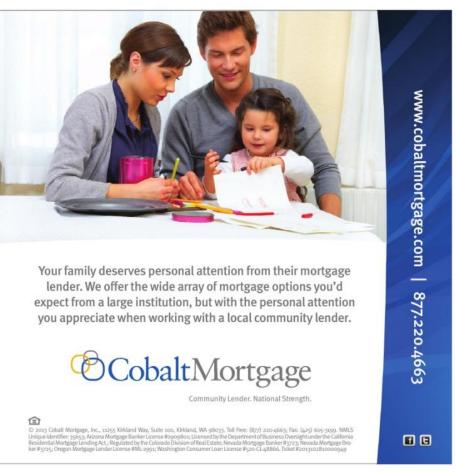
Beyond the numbers disclosed, investors should also know where a company stands within its particular industry. How does it compare to competitors? Does it have something unique? When deciding whether to buy a company's shares, experts stress, investors should not rely on "gut" feelings or base investment decisions on their personal interactions with the brand. Instead, they should stick to the facts about the company, the product and the state of the market.

Experts also warn that investors should make sure that any money they put into individual stocks is money they can afford to lose, or to do without for a prolonged period while they wait for a down stock to recover from a major decline.

"People just remember how Twitter went up over 70 percent and forget how Groupon went down 70 percent," Benson says. "Ask yourself how much more risk you are taking, and how much you might gain or lose, compared with simply investing broadly in the stock market."

Carol Tice is a Seattle-based writer.





WORD GAMES

23

27

49

55

60

65

70

82

92

120

125

129

It Means So Much!

20

24

28

40

66

71

93

98

21

25

22

26

54

74

81

ACROSS

- 1 Cooperates in crime
- 6 Erin's ____ Islands
- 10 Chops
- 14 Twangy
- 19 Sci-fi, e.g.
- 20 Evening in Venice
- 21 Draft code
- 22 Make amends
- 23 LANE
- 25 Viva-voce
- Young horses 26
- 27 Place
- 28 Telecast 29 LANE
- 32 Yen
- 35 Entirely
- Singer Shannon 36
- 37 Pt. of EEC
- 40 Pub beverage
- 41 Either Dipper
- 43 HST's successor
- 45 Snow toy
- 49 Grunts
- 51 Skedaddle
- 52 Lavish
- 54 Miss.'s neighbor
- 55 Washington, e.g.
- 56 Meat-filled rolls
- 58 Poet Dickinson
- 60 Assistant
- 61 Fast pace 63 Uncooked
- 64 "Bette Davis Eyes" singer
- 65 Sycophant's word
- Battle offering 66
- 67 Pouches
- 69 Grim
- 70 Compass dir.
- 71 I ANF
- 74 Interjections
- 77 Hag
- 79 Fourth letters
- 80 Say so
- 81 ___ culpa
- 82 Come to pass
- 84 Madre's sister Hera's son 85
- 86 Bread unit
- 87 In reserve
- 88 Closing
- 91 Busybody
- 92 Judge Lance_ 93 "The Crucible" locale
- 95 "Bus Stop" dramatist
- 96 Attorney
- 97 Touch down
- 99 Hoodwink
- 100 Greek letters
- 101 Slippery customer 102 Hosp. test
- 103 First woman
- 105 Home add-on
- 106 Named **109** LANE
- 115 Golf coach
- 116 Farrier's tool
- 120 Kicking's partner
- 121 Stringed instrument

- **122** LANE
- 125 Eye enhancer
- 126 Like ___ of bricks

DOWN

- 1 Taj Mahal's site
- 2 Yogi, e.g.
- 4
- 5 Sun. discourse
- 6 Aim
- 7
- 8
- 9 "Oz" co-star
- 10 Commotion
- 11 Sign up
- 12 Erode
- 13 Tar

- 14 Mother-of-pearl
- 16
- 127 What time?
- 128 Ethical
- 129 Loamy soil
- 130 Famed soprano
- 131 Hang tough
- 132 Tilt

 - 3 Noun suffix
 - Pick up the tab

- 15 Bikini et al. Alone

- Raises
- Wall display

79

105

100

17 Against

121

126

130

- 18 Not as much
- 24 libs
- 30 Alleviates
- 31 Primal garden
- 33 Abhor 34 Dutch flower
- 37 Lamb products
- 38 Frees
- 39 LANE
- 42 Apt. 43 Comic Carey
- "___ Kapital" 44
- 46 LANE
- 47 She, on the Seine
- 48 "___ of Our Lives"
- 50 Hwy. 51 Tuck's job
- 52 Tumbler
- 53 More expensive 57 Pod members

122 123

127

59 Mme., ici 61 Irving's teacher?

80

107

- Erstwhile Italian coins
- 64 Zoo pads
- 66 Positive electrodes
- 67 Perspire Tarzan's "mom" 68
- 69 Own
- Loathing 72
- Barracks bigwig 73
- 75 Dashboard item
- 76 African vacation
- 78 Clear
- 82 Ladle 83 Como_
- 84 At that time 85 Feeling of dread
- 86 Mr. Ayres
- 88 -mo 89 Earl or Lord
- 90 Ms. Claire 91 Harvard's rival
- 94 Maple genus 96 Tart fruit

- 98 Searches deeply
- 100 Barkin and Burstyn

108

124

128

- Wandering 101 104 Deviates
- 105 Singer John
- 107 Fencing swords
- 108 Slaver 109 Kid's toy
- 110 Miscellany 111 Claret
- 112 Insult
- 113 Self: pref. 114 Bawl
- 117 Radiance 118 Ollie's pal
- 119 Furrier's purchase
- 123 Chinese tea 124 Realty abbr.



Puzzle © 2014 Penny Press, Inc. www.PennyDellPuzzles.com



Come see what great memories are made of. We proudly offer an entertainment venue that will make you want to get up and dance! Club Galaxy, where admission is always free, offers a variety of acts from every genre of music, including The Beatles Tribute and The Eagles Tribute in February! Check out our show list at muckleshootcasino.com.

From SEA-TAC International Airport I-5 South to WA 18 East • Auburn Way Enumciaw Exit







2402 Auburn Way South, Auburn, WA 98002 800-804-4944 | muckleshootcasino.com





A tiny saw-whet owl blends in among a profusion of muted pussy willow blossoms.





The World's Largest Dodge Chrysler Jeep Ram Dealer - 10 years and counting and the Northwest's Largest GM Dealer for 19 consecutive years.















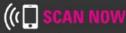












Largest New/Used single point dealer

DaveSmith.com

1-800-635-8000

210 N. Division St. Kellogg, ID 83837

dare to dream. Perhaps you're living many of your dreams. And perhaps you have many more to pursue. Our role is to help you prioritize your wishes and create financial plans that allow you to continue dreaming. That is the Laird Norton way.



Call us at **800.426.5105** or go to: lairdnortonwm.com Independent and privately owned since 1967.