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ALASKA AIRLINES MAGAZINE



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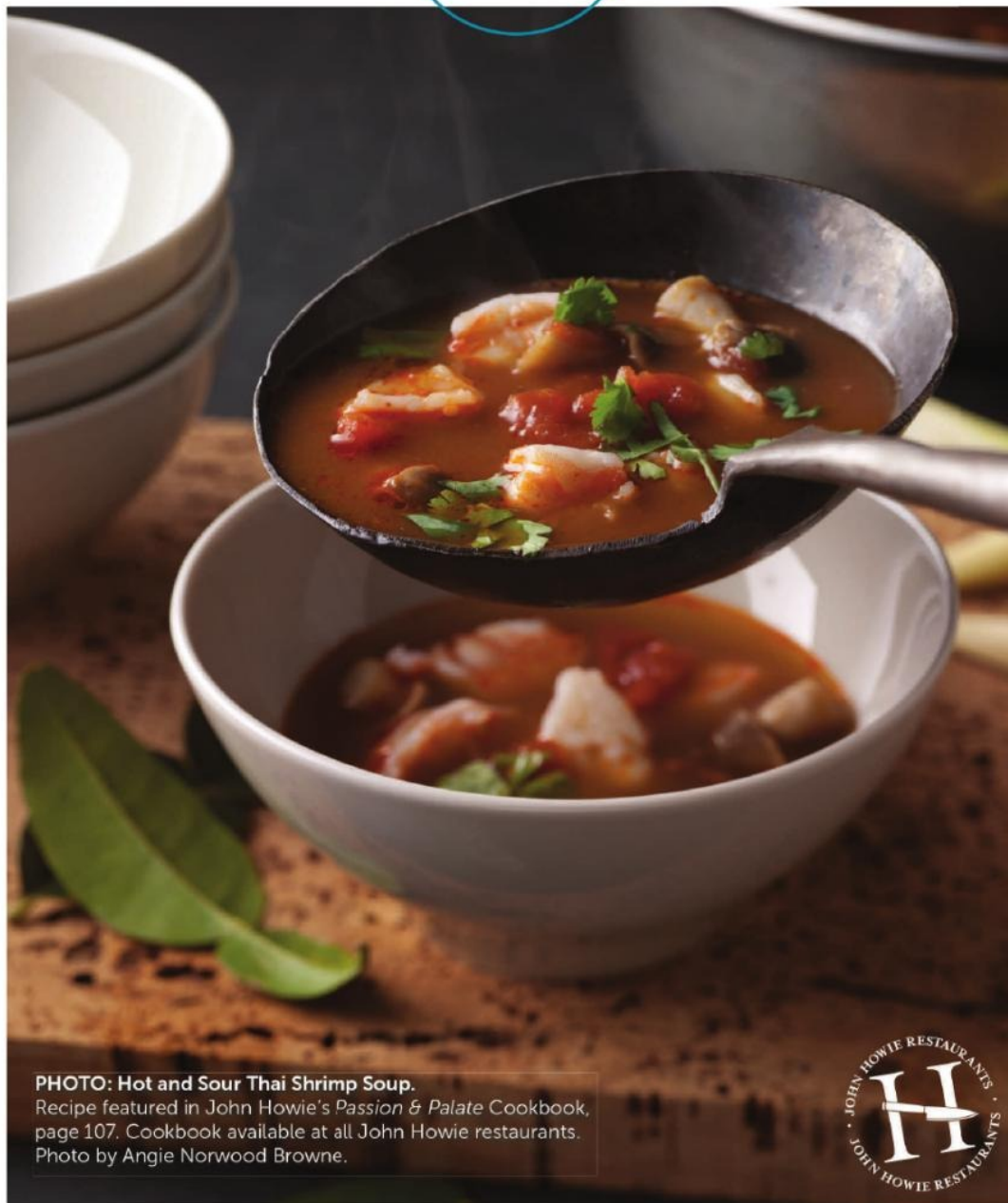
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**PHOTO: Hot and Sour Thai Shrimp Soup.**  
 Recipe featured in John Howie's *Passion & Palate* Cookbook, page 107. Cookbook available at all John Howie restaurants.  
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# Spirit of Alaska



Brad Tilden,  
Chief Executive  
Officer



## IT'S ALL ABOUT PEOPLE

This month, I've asked Ben Minicucci, our chief operating officer, to speak about the role of veterans and military members in our company today. Ben served in the Royal Canadian Air Force for 14 years. —Brad Tilden

I'll never forget my first day in the military, when I began boot camp at Canada's Royal Military College, the Canadian equivalent of West Point. It was August 13, 1983, and I was 17 years old. I am not sure I knew what I had signed up for, but it was an emotional send-off as my Italian-speaking parents, brothers and sister left behind the youngest of their family, and the first to join the military. Little did I know that my life would be irrevocably changed by the experiences I was about to embark upon.

Military life profoundly shaped my thoughts on leadership, and gave me opportunities to lead, at a very young age, large and complex organizations. I was fortunate that I had good mentors, noncommissioned officers who took me under their wings and taught me how to gain the trust of the men and women I was leading, while accomplishing the mission at hand. It was all about people then, just as it is now at Alaska Airlines.

We are very fortunate at Alaska and Horizon Air to have more than 1,000 military veterans, serving in several departments across our company. I strongly believe that the men

and women who have served (or are serving) in the U.S. armed forces bring not only extraordinary experience and skills, but also an understanding of the powerful impact of values, integrity, courage, honor and work ethic.

This fall, we welcomed Commander Kevin Sproge, from the U.S. Navy, to Alaska Airlines. Commander

Sproge is rolling up his sleeves and joining us for a year as part of the Secretary of Defense Corporate Fellows Program. This elite program is an opportunity for top military

officers with strong operational backgrounds to partner with leading companies across the U.S. to gain corporate experience, while at the same time working alongside our employees and sharing insights. We are incredibly fortunate to have Commander Sproge on board and to learn from him.

In addition to our armed-forces employees, we are proud to have so many service members as customers. We work hard to make sure that these important men and women feel welcome on our flights, with early boarding and free bag check, and we support the Hero Miles Program,

which provides airfare to wounded, injured and ill service members who are undergoing treatment at a military or VA medical center, and family members traveling with them. And we recently helped the USO expand its facility at Seattle-Tacoma International Airport, which welcomes thousands of active-duty-military, reserve and guard service members and their families as they travel between assignments. Employee volunteers from our maintenance team helped put the finishing touches on the new facility as it opened early this year.

But nowhere is our dedication to veterans felt more deeply than through our Fallen Soldier program. A volunteer group of maintenance employees designed a customized cart with blue paint, red carpet and American-flag curtains to transport fallen service members when they fly Alaska to their final resting place. Alaska now offers the Fallen Soldier solemn service program in Seattle, Portland, Anchorage, Los Angeles and San Diego. Read more on page 30.

We are lucky to have our veterans and service members reminding us every day that service is about people, and about taking care of each other. Please join me this month in devoting a moment to honor our country's heroes and their families, and remembering those who paid the ultimate price for our freedom.

Thanks for flying with us today.

—Ben Minicucci



Alaska and USO Northwest recently honored Vietnam-era veterans.

# El Espíritu de Alaska



Brad Tilden,  
Jefe Ejecutivo



Ben Minicucci

## TODO ES CUESTIÓN DE GENTE

Este mes le he pedido a Ben Minicucci, nuestro oficial y jefe de operaciones, hablar sobre el papel de los veteranos y miembros del ejército en nuestra compañía hoy en día. Ben sirvió en la Fuerza Aérea Canadiense por 14 años. —Brad Tilden

Nunca olvidaré mi primer día en el ejército, cuando empecé el campamento de entrenamiento en el Royal Military College de Canadá, el equivalente canadiense de West Point. Era el 13 de agosto de 1983, y yo tenía 17 años. No estoy seguro de que supiera en lo que me había metido, pero fue una despedida emocional de mis padres, hermanos y hermana de habla italiana, que dejaron atrás al más joven de su familia, y el primero en unirse al ejército. Yo no sabía que mi vida cambiaría irrevocablemente por las experiencias que estaba a punto de embarcar por los siguientes 14 años.

La vida militar formó profundamente mis ideas sobre el liderazgo, y me dio la oportunidad de dirigir grandes organizaciones complejas a una edad muy joven. Tuve la suerte de tener buenos mentores, suboficiales que me tomaron bajo su alas y me enseñaron a ganarme la confianza de los hombres y mujeres que dirigía durante el cumplimiento de la misión que teníamos a cargo. Se trataba de gente entonces, al igual que es ahora en Alaska Airlines.

Somos muy afortunados en Alaska y Horizon Air a tener más de 1.000 veteranos militares que prestan servicio en varios departamentos a través de nuestra empresa. Creo firmemente que los hombres y mujeres que han servido (o están sirviendo) en las fuerzas armadas de Estados Unidos traen no sólo extraordinaria experien-

cia y habilidades, sino también una comprensión del impacto de gran alcance de los valores, la integridad, el coraje, el honor y ética de trabajo.

Este otoño nos dio la bienvenida al comandante Kevin Sproge, de la Marina de los EE.UU., a Alaska Airlines. Comandante Sproge está preparándose para unirse a nosotros por un año como parte del programa Corporate Fellows de la Secretaría de la Defensa. Este programa élite es una oportunidad para los mejores oficiales del ejército con fuertes antecedentes operativos para asociarse con empresas líderes en los EE.UU. para adquirir experiencia corporativa, al mismo tiempo trabajan junto a nuestros empleados e intercambian ideas. Somos increíblemente afortunados de tenerlo a bordo y aprender de él.

Además de nuestros empleados, nos sentimos orgullosos de tener tantos miembros del servicio como nuestros clientes. Trabajamos duro para asegurarse de que estos hombres y mujeres importantes se sienten bienvenidos en nuestros vuelos con abordaje temprano y documentación de equipaje gratuito, y apoyamos el Programa de Millas para el Héroe (Hero Miles), que ofrece vuelos a los miembros del servicio y familiares heridos, lesionados y enfermos que están sometidos a un tratamiento en un centro médico militar. Y recientemente hemos ayudado a la USO (United Service Organizations por sus siglas en inglés) a ampliar

sus instalaciones en el aeropuerto Sea-Tac, que acoge a miles de miembros militares en servicio activo, reserva, guardia y sus familiares a medida que viajan para llegar a sus asignaciones. Empleados voluntarios de nuestro equipo de mantenimiento ayudaron a poner los toques finales a la nueva instalación, ya que abrió a principios de este año.

Pero en ninguna parte es nuestra dedicación a los veteranos más profundo que a través de nuestro programa del soldado caído. Un grupo de empleados voluntarios de mantenimiento diseñaron un vehículo personalizado, azul con alfombra roja y cortinas con la bandera americana, para transportar miembros del servicio que han caído mientras cumplen con su misión, y vuelan en Alaska Airlines para llegar a su lugar de descanso final. Alaska Airlines ofrece ahora el servicio solemne Soldado Caído en Seattle, Portland, Anchorage, Los Ángeles y San Diego. Lea más sobre esto en la página 30.

Tenemos la suerte de tener a nuestros veteranos y miembros del servicio que nos recuerdan cada día que el servicio se trata de personas, y el cuidado de unos a otros. Por favor, únanse a mí este mes en tomar un momento para honrar a los héroes de nuestro país y sus familias, y recordar a aquellos que han pagado el precio máximo por nuestra libertad.

Gracias por volar con nosotros hoy. —Ben Minicucci

"My Best 10 changed my life almost immediately."

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

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

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

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

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

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

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

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

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

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# The Art of Hair Restoration



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



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

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

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

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

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

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

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

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



**eyebrow Transplantation**  
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## WHAT'S NEW



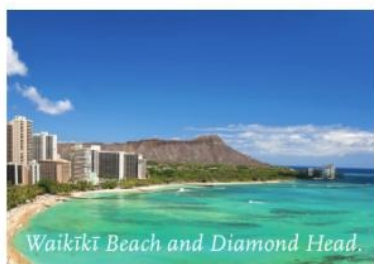
Dubai's Burj Al Arab hotel.

### ALASKA AND EMIRATES EXPAND PARTNERSHIP

It's easier than ever to travel the globe with the new codeshare agreement between Alaska and Emirates. In addition to earning frequent-flier miles, customers can now enjoy the simplicity of purchasing connecting flights on both airlines using one reservation, and a seamless ticketing, check-in, boarding and baggage-check experience during the entire journey. Several other new benefits for elite fliers, including reciprocal lounge access, as well as priority boarding and check-in, will be introduced in the coming months. Learn more at [alaskaair.com](http://alaskaair.com).



### INVESTING IN HAWAI'I EDUCATION AND ENVIRONMENT



Waikiki Beach and Diamond Head.

Alaska recently announced financial contributions for two local organizations in Hawai'i, in support of youth, education and environmental stewardship. The first partner—Kupu—has a vision for Hawai'i's future and provides training in green jobs for teens and young adults. Funds will enable and empower youth to transform the world, and will help create Kupu's Green Job Training Center on the island of O'ahu. The second gift created the Alaska Airlines Endowed Scholarship at the University of Hawai'i, providing support to students with an interest in or focus on environmental sustainability at any campus in the UH system.

### GO BEHIND THE SCENES ON ALASKA'S BLOG

Explore news and features about Alaska Airlines on our blog, where you can check out videos, photos and articles about Alaska's people, places and planes. Recent posts explore what to do in Nashville, new music featured on Alaska Beyond™ Entertainment and a sneak peak at new TV ads featuring Alaska's CFO, Russell Wilson. Visit [blog.alaskaair.com](http://blog.alaskaair.com) and enjoy.

## FOCUS ON SUSTAINABILITY

### Alaska and Port of Seattle Recognized for Their Efforts

Two projects at Seattle-Tacoma International Airport, led by Alaska Airlines and the Port of Seattle, were recently recognized at an international summit in Switzerland. The two projects—the electrification of ground-support equipment at Sea-Tac and the Greener Skies Over Seattle initiative—were cited as examples of how the aviation industry is cutting carbon-dioxide emissions. The two projects are estimated to prevent more than 35,000 metric tons of greenhouse-gas production each year—the equivalent of taking 7,300 cars off the road.



Kathy Gonzalez  
Alaska Airlines  
Legend

## Friendship Flights

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, Flight Attendant Kathy Gonzalez.

Kathy Gonzalez remembers the details. She might ask a customer about a business deal he traveled to close the week before. She’ll often greet frequent passengers by name and ask if they’d like her to pour the same brand of whiskey they’d enjoyed, on the rocks, on recent flights.

She has made many personal connections with her customers. In fact, she considers many of them good friends.

For the San Diego-based flight attendant, friendship is the foundation of all that she does—in personal relationships, with co-workers and with customers.

“Kathy is the consummate professional flight attendant, poised, prepared and focused on the passengers,” says Denia Pisia, San Diego inflight base manager. “She’s passionate about what she does and always makes those working with her feel like they want to step up their own game.”

Kathy was born and raised in Chicago and took a flight attendant job in Long Beach, California, with start-up airline JetAmerica. She was part of the airline’s

first class of flight attendants in 1981. Kathy became part of Alaska Airlines in 1987 when it bought JetAmerica.

Three years ago, when Alaska opened a flight-attendant base in San Diego, Kathy and her husband, Bill, decided to move south, where he started a new business, Duffy of San Diego, which rents electric boats for tours on San Diego’s Mission Bay. Their son is a pilot working on his commercial rating, and their daughter will soon finish college with a business degree.

When the San Diego base opened, more than a third of its flight attendants had less than six months’ experience. Kathy took it upon herself to mentor them and help them succeed.

But Kathy says she’s never been interested in taking a job as a trainer or other office position. Her ground job, she says, is spreading the love of flying. She’s an active and popular guest at local high school career days. Kathy also volunteers with local pageant programs—coordinating, fundraising and judging for such

events as the Miss Southern California scholarship pageant each June.

Kathy recently spent a couple of weeks traveling in southern Europe, and on her flights overseas, she came to better appreciate her experience with Alaska, she says. “When I fly, I fly with people I’ve known for years—or at least it always feels like it. We catch up, and we laugh as we serve customers and interact with them. It becomes a fun experience.

“When you make a connection with a couple of passengers and everyone around you sees that, pretty soon they become a part of that friendship, and maybe they carry on that conversation.”

Kathy’s warm and caring presence has won her hundreds of formal comments of praise from customers and more than 80 Golden Service awards from the airline.

“I felt like a member of the family immediately upon boarding,” commented one customer. “Kathy is a true delight. I would love to have her as one of my employees!” —Paul Frichtl

## VOLUNTEER SPIRIT

### Inspiring Education

Seattle-area elementary school students recently learned about the importance of staying in school from Mariners’ all-star second baseman Robinson Cano, along with Alaska Captain Franklyn Rojas, First Officer Elliot Wilson and Flight Attendant Isa Pulido.

The group visited Hilltop Elementary first-grade classes that are part of a dual-language program in which students develop academic skills in English and Spanish. Cano talked with students in both languages and told them about his journey from the Dominican Republic to Major League Baseball. The



Hard work, dedication and staying in school.

employees shared their stories about choosing careers in aviation. “I’ve wanted to be a flight attendant since I was 7 years old,” Pulido told the children. “It took hard work and dedication to get me where I am today.”

Cano also attended an assembly and talked to Hilltop’s approximately 640 students about the importance of staying in school.

“I love getting the chance to talk to kids about their lives,” he says. “I’m really happy that we could show kids how important it is not just to work hard, but to be active in their community.” —Dianne McGinness

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## A TOAST TO THE SEASON

In 1965, the first Pinot Noir grapevines were planted in Oregon's Willamette Valley, laying the groundwork for a new viticultural center and wine-tasting destination. This month, visitors to the area can celebrate 50 years of winemaking excellence at the **Wine Country Thanksgiving** (November 27–29), as more than 150 wineries open their doors to the public. Some of the participating venues are accessible to the public only once or twice a year. During the Thanksgiving weekend

event, guests can enjoy tasting tours, food pairings and more at limited-access wineries as well as at established favorites throughout the valley. To learn more, visit [willamettewines.com](http://willamettewines.com). —*Grace Qian*

- The Alaska Airlines **Wine Flies Free** program allows Mileage Plan members to enjoy complimentary tastings at select tasting rooms and to check a case of wine without charge on flights from Oregon airports or Walla Walla. Visit [oregonwine.org](http://oregonwine.org) for details.



LOS ANGELES, CA

## The Art of Life

Renowned photographer Frans Lanting ventured to remote locations in Siberia and faced bears in Alaska among his many adventures collecting images for “Life: A Journey Through Time,” a multiyear project that evokes the evolution of life on Earth.

More than 70 photos from this project, including the image of a **flower hat jelly**, left, are showing at The Annenberg Space

for Photography in Los Angeles through March 20, 2016, with several tie-ins. Organized in sections, the images represent life in elemental through evolved forms. For the LA presentation of this traveling exhibition, The Annenberg Space commissioned a documentary about Lanting’s work. Visitors to “Life” can also enjoy free admission to the nearby Skylight Studios, for programs related to the exhibition and “Iris Nights” lectures on nature photography. Call 213-403-3000 or visit [annenbergphotospace.org](http://annenbergphotospace.org). —Francesca Steele

NEW YORK, NY

## Retrospective of a Legend

The iconic New York-based contemporary artist Frank Stella is the focus of “**Frank Stella: A Retrospective**,” showing at the Whitney Museum of American Art through February 7, 2016. The exhibition represents nearly 60 years of paintings, prints and sculptures.

Stella is best known as a pioneer in the Minimalist and Hard-Edge Abstraction movements. Famous pieces such as *Harran II* (1967), below, from Stella’s “Protractor” series (which the artist based on the drafting tool), and *Gobba, zoppa e collotorto* (1985), from his “Pillars and Cones” period, are among approximately 100 works installed in the 18,000-square-foot temporary-exhibition gallery of the new Whitney building that opened in May.

After showing in New York, the exhibition will be on view at the Modern Art Museum of Fort Worth, Texas, April 17–September 4, 2016, and at San Francisco’s de Young Museum (November 5, 2016–February 26, 2017). For more information about the exhibition in New York, call 212-570-3600 or visit [whitney.org](http://whitney.org). —Francesca Steele



**MOVE OVER, TURDUCKEN.** An 1807 recipe for *rôti sans pareil* (roast without equal) includes 17 varieties of bird stuffed one inside another. Chefs preparing a turkey-duck-chicken roast this holiday season therefore have good cause to give thanks: If the older recipe were in higher demand, prep time could be a whole lot longer.



TOP RIGHT: FLOWER HAT JELLY, CALIFORNIA, USA © FRANS LANTING / WWW.LANTING.COM; BOTTOM RIGHT: FRANK STELLA, *HARRAN II*, 1967, POLYMER AND FLUORESCENT POLYMER PAINT ON CANVAS, SOLOMON R. GUGGENHEIM MUSEUM, NEW YORK; GIFT, MR. IRVING BLUM, 1982. © 2015 FRANK STELLA / ARTISTS RIGHTS SOCIETY (ARS), NEW YORK.



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SEATTLE, WA

## A New and Classic Nutcracker

This month, Pacific Northwest Ballet opens its annual homage to the holiday season with a new production of *The Nutcracker* (November 27–December 28), featuring classic choreography by George Balanchine and all-new costumes and sets designed by children's author-illustrator Ian Falconer.

This is the first time that PNB has performed Balanchine's version of the ballet. Last year, the company retired its Kent Stowell–choreographed, Maurice Sendak–designed production that had run since 1982. The new production has 150 roles and remains distinctive, with unique costumes and a set featuring a 40-foot-tall tree with 300 lights. Tchaikovsky's famous score is performed live by the PNB Orchestra. This year's show also includes the beloved **Sugar Plum Fairy** character (shown below, danced by soloist Elizabeth Murphy). To learn more, call 206-441-2424 or visit [pnb.org](http://pnb.org). Alaska Airlines is the title sponsor of this production. —Kristen Johnson



### SEATTLE'S NUTCRACKER BY THE NUMBERS

❄️ **30 CUBIC FEET**

of simulated snow per performance

❄️ **400 HOURS**

required to build the tree

❄️ **70 POINTS**

on the Christmas star used in Act I

❄️ **697 PETALS**

on *Waltz of the Flowers* costumes

**4,000 HAND-CUT HOLES**

in the Marzipan costumes

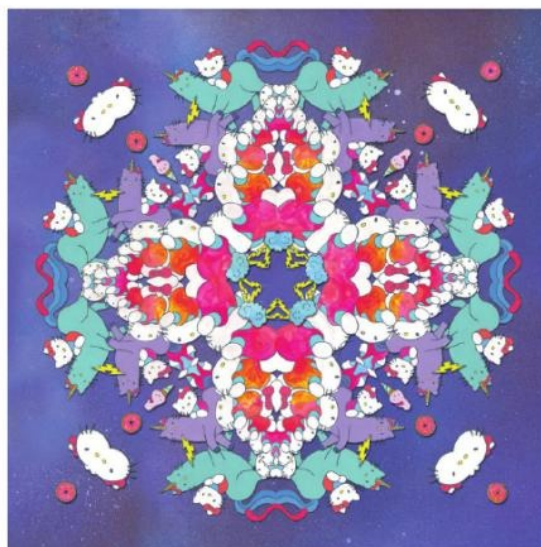
❄️ **640 BLACK POM-POMS**

on the eight Polichinelle costumes

Source: Pacific Northwest Ballet



Pacific Northwest Ballet dancers perform in George Balanchine's *The Nutcracker*.



**SAY HELLO, SEATTLE!** Still supercute at 40, the pop-culture icon Hello Kitty (who is a girl, not a cat) has gained many fans and influenced many artists over the years. Her popularity is showcased in **"Hello! Exploring the Supercute World of Hello Kitty"** at the EMP Museum (206-770-2700; [empmuseum.org](http://empmuseum.org)), November 14, 2015–May 15, 2016. Visitors learn how H.K. has inspired various forms of art and archival objects on display. —Kristen Johnson

▲ *Kitty Visions* (2014) by kozyndan; acrylic paint, glitter, resin.

# *My brother found freedom from addiction*

*Based on a true story*



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

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

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

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

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

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

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

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

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

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

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

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

— As told by the grateful brother of a former patient

## **About us**

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

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\*#1 success rate for treating alcoholism based on results of a verified survey of former patients (success being measured as total abstinence for one year and assessed by self-evaluation), as against published success rates from verified, comparable studies of other medical institutions.

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

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\*Terms and conditions apply.



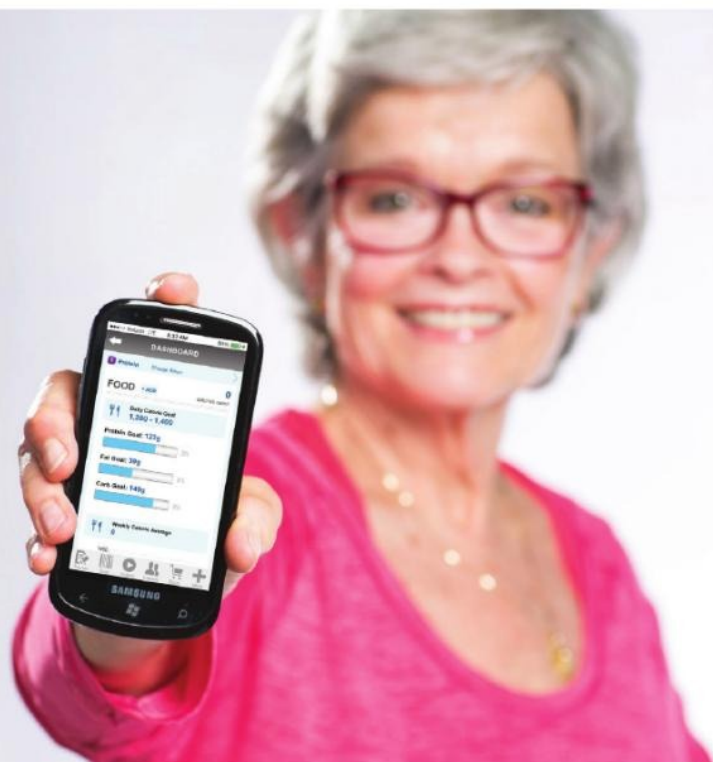
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"Don't settle for what is considered inevitable. No matter how old you are – you are still in control of your life."

-Ellen, lost 48 lbs

## YES! YOU CAN LOSE WEIGHT AT ANY AGE!

Story by Ellen Martin | Photo by Gerald Pope

At 64, I tell others my age, "Don't settle for what is considered inevitable. No matter how old you are – you are still in control of your life. Being overweight is not your destiny and can even be reversed! Yes, you'll need sound advice... and yes, you'll have to work a little harder to get and stay healthy. But it can be done. And it will change your life!"

My journey began when, after trying and failing at other weight loss programs, I was introduced to 20/20 LifeStyles Online. Like many others my age, I had trouble losing weight. My doctor gave me two options: a lifetime of medications to correct my high blood pressure or lose weight and keep it off through a program like 20/20 LifeStyles and, hopefully, get off the meds.

It took me seven months until I finally decided to look up the 20/20 LifeStyles program online. As I watched Dr. Dedomenico's introductory video, I thought, "He's talking to me!" I was amazed. I watched more videos, ordered the 20/20 protein shakes, downloaded the 20/20 App and got started. I enrolled in Essentials Plus, the online program that includes weekly reviews of my nutrition and lifestyle by a registered dietitian.

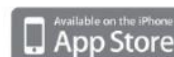
Having that personal one-on-one contact on the App with my dietitian was great for accountability and encouragement, but

the App also kept me honest by tracking everything I ate. Aside from the weekly contact with the dietitian, I was able to do everything else on my own. The App was the key to success!

While other programs mainly stress weight loss, 20/20 LifeStyles recommends a lifestyle change. It's a common sense, logical path to health. The videos are so straightforward. They don't just tell you what you need to do, they tell you why you need to do it. You learn how your metabolic response is tied to diet, and how exercise and sleep have a tremendous impact on your success. Also, being hungry is not part of the program. That would only set you up for failure. Instead, nutrition guidelines are balanced so that you're not starving. And you're even forgiven when you go astray.

Since beginning the program, I've been able to get off my blood pressure medication completely, which was huge since I'd been taking it for 10 years. Plus, I've lost 48 pounds to date. Now I can be a healthy wife, mother and grandma. And I feel great!

Yes, online or in-person, 20/20 LifeStyles really works. As you get older, putting on weight and not being able to lose it doesn't have to be inevitable. Change that destiny and get healthy. You can do it!



Start losing today at  
[2020lifestyles.com](http://2020lifestyles.com)

Renowned cardiovascular surgeon **Dr. Mark Dedomenico** created 20/20 LifeStyles over 20 years ago to help people struggling with obesity-related metabolic disorders such as high cholesterol, diabetes and hypertension.



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*Festival Gourmet International will feature distinctive dining experiences by the Pacific coast of Mexico this month.*

MULTIPLE LOCATIONS, MEXICO

## Spicing Up the Season

Visitors to Mexico can soak up the sun while savoring diverse culinary attractions as the popular vacation spots Puerto Vallarta and Los Cabos present fall food festivals.

**Festival Gourmet International XXI** (November 16–22) returns to picturesque Puerto Vallarta, where attendees can enjoy a week of dining and workshops at 22 of the area's top culinary establishments. Enjoy a Fiesta by the Sea or attend a cooking demonstration with one of the festival's featured international guest chefs. The lineup includes world-recognized chefs Daniel Eardley, Nic Vanderbeeken and Andreas Fischer among other talented participants. Call 322-222-2247 or visit [festivalgourmet.com](http://festivalgourmet.com).

**Sabor a Cabo** (December 2–5) offers "Simmering ... A Tribute to Mexican Roots" as its theme, and will highlight the cuisine and wines of Baja California Sur. A gastronomic adventure that involves nearly 40 participating restaurants, this festival includes an art walk, a beer fest and an Evening Under the Stars with live music and food. Call +1-52-624-143-3944 or visit [saboracabo.mx](http://saboracabo.mx). —Grace Qian

## A 49th-State First

**DURING PRESIDENT OBAMA'S VISIT** to Alaska in September, he focused the nation's interest on preserving national parks and forests. This month, for the first time, "The People's Tree"—the Christmas tree that adorns the West Front Lawn of the U.S. Capitol—will be sourced from Alaska forestland. The **74-foot-tall Lutz spruce** (shown at right) is from the Chugach National Forest south of Anchorage, near Seward. Chosen for its beauty, symmetry and durability, the tree will be delivered to the Capitol on November 20 and will stay in place until January 2, 2016.

Highlighting the theme "Youth in the Outdoors" (which is a focus of the Chugach National Forest), children from across Alaska have been busy since July **making more than 4,000 ornaments** to decorate the main tree and more than 70 other trees delivered from Alaska to adorn offices inside the U.S. Capitol and at other sites around Washington, D.C.

Alaska Senator Lisa Murkowski will lead a congressional delegation at the lighting ceremony. Members of Alaska's Kenaitze tribe will also travel to D.C. to attend this and other events. Some events will feature Alaska foods, and beers from Alaskan Brewing Company and Kenai River Brewing Company.

To learn more, and to follow the tree on its journey to the Capitol, visit [capitolchristmastree.com](http://capitolchristmastree.com). —Francesca Steele



## CALENDAR

**Through Jan. 10, 2016**

"Art AIDS America," artistic responses to AIDS; Tacoma Art Museum, Tacoma, WA; 253-272-4258; [tacomaartmuseum.org](http://tacomaartmuseum.org)

**Through Jan. 10, 2016**

"Guitar: The Instrument That Rocked the World," hands-on displays address science, cultural history; OMSI, Portland, OR; 503-797-4000; [omsi.edu](http://omsi.edu)

**Through Jan. 18, 2016**

"Artists at Work," exploring art inspirations, celebrating the McMurtry Building for Art and Art History; Cantor Arts Center, Stanford, CA; 650-498-1480; [museum.stanford.edu](http://museum.stanford.edu)

**Through Jan. 31, 2016**

"Sōtatsu: Making Waves," works of a major 17th century Japanese painter-designer; Smithsonian's Arthur M. Sackler Gallery, Washington, D.C.; 202-633-1000; [asia.si.edu](http://asia.si.edu)

**Through May 30, 2016**

"Tropical Butterflies Alive in Winter," 500+ live butterflies; American Museum of Natural History, New York, NY; 212-769-5100; [amnh.org](http://amnh.org)

**Dec. 5, 2015–May 15, 2016**

"Flowers, Fruit, Books, Bones," still-life photos, paintings; Phoenix Art Museum, Phoenix, AZ; 602-257-1222; [phxart.org](http://phxart.org)

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## Spotlight: Anchorage

Alaska's largest city continues to roll out events and attractions in its centennial celebration year

### Artistic Narratives

► Alaska Native artists share their perspectives through art, found objects and recordings in **"Our Story,"** an exhibition showing at the Anchorage Museum, November 20, 2015–September 11, 2016. Featuring a total of 22 works, by 21 artists, the collection encompasses art in various media, from wood carvings to photographs to paintings to beadwork. Accompanying each piece is a story from the artist—in the form of a video or written account—about what inspired the work. For example, a sculpture by Susie Silook called *Keeping My Head* (ivory and baleen, 2007; left) stands at the exhibition's entrance, and visitors are able to watch a video interview with Silook projected on a nearby wall. For more information, call 907-929-9200 or visit [anchagemuseum.org](http://anchagemuseum.org). —Olivia Moon



Artist Andrew Gronholdt's Hunting Hat (1993) is among the museum's recent acquisitions.



Forward Christian Leckband (1) drives to the hoop in the 2014 GCI Great Alaska Shootout.



CLASSIC  
HOLIDAY  
HOOPS

► This month, a Thanksgiving tradition tips off for the 38th year in Anchorage at the **GCI Great Alaska Shootout** (November 24–28).

The Shootout, hosted by the University of Alaska Anchorage, is billed as the longest-running regular-season tournament in major college basketball. It features four women's teams and eight men's teams in games at UAA's Alaska Airlines Center, which opened last year.

The tournament traces its roots to 1978, when men's head coach Bob Rachal started the event to help put his fledgling team on the basketball map. Since then, top-ranked teams and all-time greats such as Dwyane Wade and Ray Allen have played in the Shootout.

2015 attendees will get an early look at UAA Seawolves teams. Last year's women's team went 29-2 and dominated the regular season, but lost in the NCAA DII Tournament's first round. The men are building from a 16-13 season, with strong transfers joining this year. Alaska Airlines is a sponsor of UAA Athletics. Visit [goseawolves.com](http://goseawolves.com) to learn more. —Jeffrey Giuliani

**Also at the Anchorage Museum:** **"Recent Acquisitions,"** through Feb. 21, 2016; 100+ new museum additions—art, objects and archival materials.

**"Living Alaska: A Decade of Collecting Contemporary Art for Alaska Museums,"** Nov. 6, 2015–Feb. 7, 2016; 48 works from the Anchorage Museum; 25 pieces on loan.

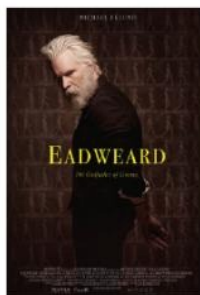
**"100 Snapshots,"** Nov. 13, 2015–Jan. 10, 2016; images of Anchorage residents from the last 100 years; tied in to the Anchorage Centennial Celebration.

### Northern Film Exposures

**MORE THAN 100 WORKS** by independent filmmakers from approximately 20 countries will be screened at the 15th-annual **Anchorage International Film Festival** (December 4–13).

The festival's lineup will range from features to animations to documentaries, and will highlight Alaska filmmakers and films with connections to the 49th state.

Opening night will include a screening of the feature *Eadweard* (2015), poster shown at right, which tells the story of Eadweard Muybridge, the "Godfather of Cinema." Muybridge traveled to Alaska in 1869, after the 1867 Alaska Purchase from Russia piqued his interest in the region.



Among other highlights is the documentary *Children of the Arctic*. This film records experiences of Alaska Native teens growing up in Barrow and compares their lives to the lives of their ancestors.

The 420-seat Bear Tooth Theatrepub will be the festival's main venue. Some films will be shown at the Alaska Experience Theater, the Anchorage Museum and the Snow Goose Performing Arts Theatre. For details, visit [anchoragefilmfestival.org](http://anchoragefilmfestival.org).

—Olivia Moon

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## Paying Respects

Alaska Airlines programs honor veterans and active-military members *By Ben Raker*

**A SENSE OF DUTY** drives many decisions made by service members to train extensively, risk their lives and serve their country to the best of their abilities. A corresponding sense of duty to pay tribute to our military-service heroes rests at the heart of several Alaska Airlines initiatives.

In 2011, a group of Alaska maintenance employees in Seattle decided to honor the memories of service members by developing a **Fallen Soldier program** that features ceremonies for loading and unloading caskets being transported on Alaska planes to a final resting place. The employees volunteered their time to customize a luggage cart, painting the outside blue, adding American-flag curtains, installing red carpeting inside, and affixing emblems of U.S. military branches outside.

The employees developed protocols for the program, including standing at attention while the caskets were carefully moved. Announcements by the flight crew often inspire passengers to stay boarded and watch from windows, touched by the ceremony.

The grassroots program has been well-received by families of the fallen, and Alaska now also has carts in Portland, Anchorage, Los Angeles and San Diego. Other airlines may also use the carts at these airports.

Additional ceremonies that publicly honor veterans



Alaska maintenance team members Tim Fahey and Kevin Kruse with Honor Flight veterans.



Alaska maintenance employees Tony Sander and Brian Bowden with the cart they helped create for the respectful transport of fallen military heroes.

are associated with Alaska's **Honor Flights**. In partnership with the national Honor Flight Network and its regional affiliates, Alaska transports veterans and guardians (travel companions) from Seattle, Portland and Anchorage to Baltimore or Washington, D.C., to visit war-service memorials in the capital. Preference is given to older vets; World War II participants are often in their gos.

"It's incredible to be able to do this for the veterans," saysCarolynn Hoey, manager of wholesale groups and meetings in Seattle. "It's one of the best parts of my job."

At Sea-Tac Airport, the TSA's Honor Guard escorts vets through security and joins USO and Coast Guard representatives, and Alaska Airlines employees, in thanking the veterans and guardians as they board first. After the gate closes, Alaska staff and others stand on the tarmac and salute with flags as the plane is towed from the gate.

The airline operates about six Honor Flights per year out of Sea-Tac, taking up to 60 vets and their guardians at a time. Alaska partners in this effort with the Puget Sound Honor Flight organization.

Bill Knudsen serves on PSHF's board to honor his father, a casualty of World War II whom Knudsen never met. He notes that fewer than 1 million World War II vets remain nationally, and hundreds pass away daily. He feels great urgency to honor the roughly 15,000 in Western Washington: "Our No. 1 mission is to thank as many of these heroes as humanly possible."

To learn how to help support Honor Flights, visit [honorflight.org](http://honorflight.org), [pugetsoundhonorflight.org](http://pugetsoundhonorflight.org), [lastfrontierhonorflight.com](http://lastfrontierhonorflight.com) and [portlandhonorflight.org](http://portlandhonorflight.org).

### Other Ways Alaska Supports the Military

- ★ **Expanded goals** for hiring, retaining and promoting veterans and active-military personnel.
- ★ **Support for the airline's military hires and families** who are transitioning to civilian life.
- ★ **Priority boarding** to uniformed service members.
- ★ **Expanded bag-check allowances** for travel on military orders.
- ★ **Annual fundraising** for veterans organizations.
- ★ **Special events**, such as a recent 50th-anniversary ceremony in Seattle that honored Vietnam-era veterans.
- ★ **Charity Miles program** options to encourage contributions of Hero Miles for military families.
- ★ **Reduced rates** for active service members to ship pets.

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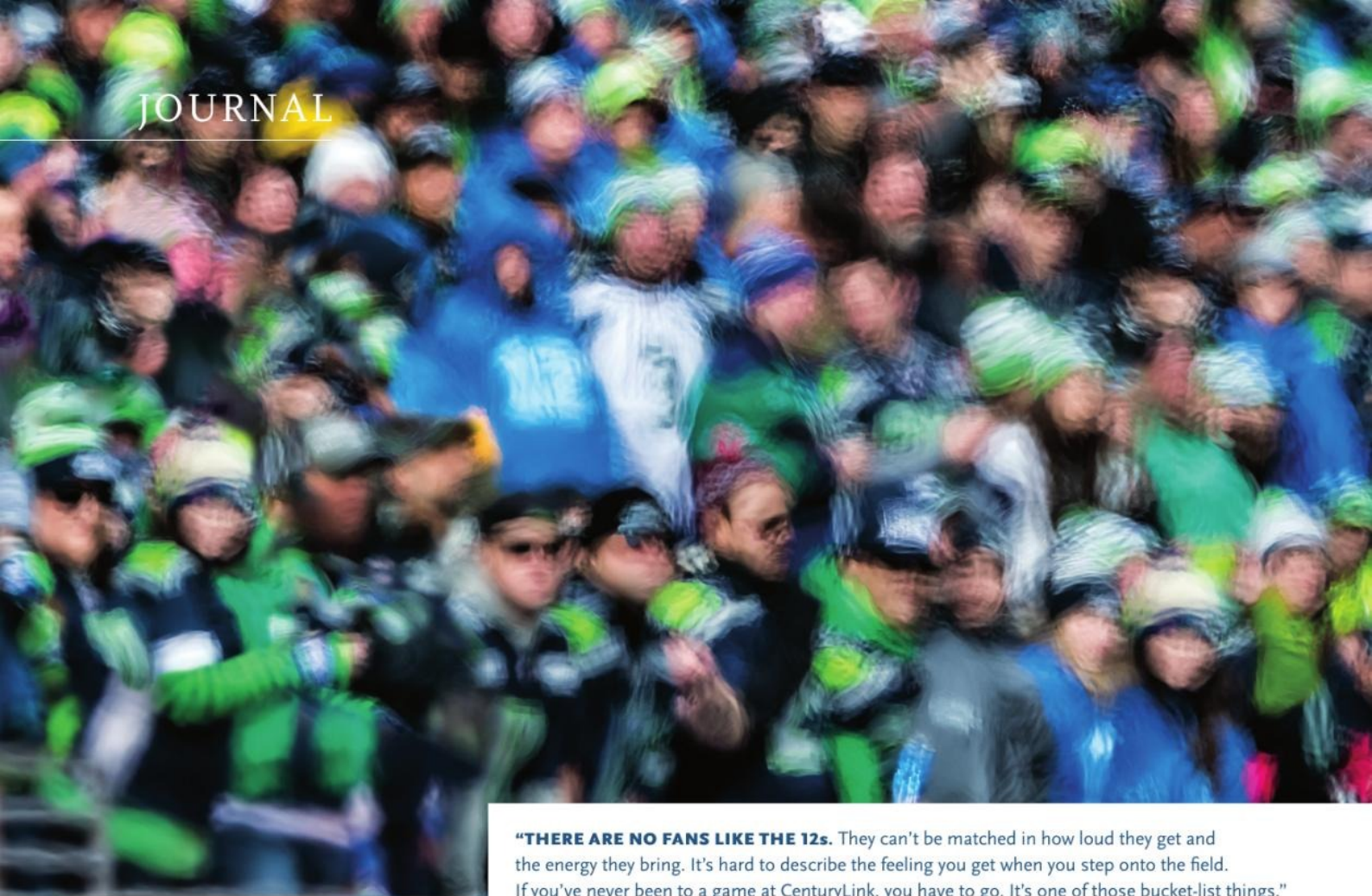
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—Russell Wilson, *Seahawks* quarterback

## Spirit of Twelve

An Impressionistic view of Seattle's fervent Seahawks fans *By Paul Frichtl*

### GAME-DAY SUNDAYS IN SEATTLE

pulse with a sea of deep blue and brilliant green, a tide of fan gear and energy that flows toward CenturyLink Field from all directions. Seattle calls the flood "the 12s," a collective passion that grips the city, a level of fan frenzy that earns the stadium a reputation as the most dreaded venue in the NFL for visiting teams.

For photographer Robin Layton,

it's a uniquely Seattle phenomenon with an electric vibe. Her new book, *12* (12robinlayton.com), offers mesmerizing Impressionistic photographs of Seahawks fans in their element, with many photos accompanied by quotes from Seahawks players, Coach Pete Carroll, some of the team's most ardent fans, and others.

Layton came to Seattle in 1995 as a photojournalist. She's the one who captured that iconic shot of Ken Griffey Jr. smiling from beneath a pile of teammates after the Mariners won the 1995 American League Division Series.

After stints at five newspapers, Layton has built a busy freelance career shooting fine-art photos and working with celebrity clients such as Jennifer Aniston, Sarah Jessica Parker and Tobey Maguire.

Adding a Monet touch to her photos is

a technique done entirely in the camera. As a result, Layton typically can't evaluate the quality of her images until she gets into her studio. In editing *12*, for instance, she went through more than 100,000 photos to select the final 88.

*12* is Layton's third book. For *Hoop: The American Dream*, she traveled across 35 states to photograph the childhood and often unique hoops that influenced dozens of NBA greats. In *A Letter to My Dog*, Layton's pet portraits illustrate the unconditional loyalty and love people share with their canine companions.

Honored by *Life* magazine in 1987 as one of the eight most talented photographers in the country, Layton says a photograph, by nature, captures a moment in time. Her work seeks to "illuminate the life within that moment."

Robin Layton, photographer.



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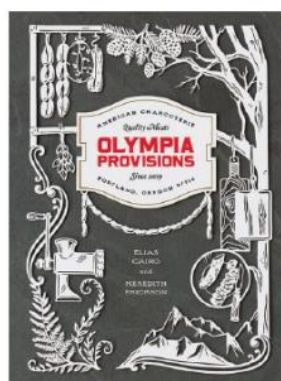
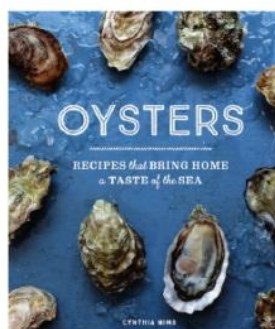
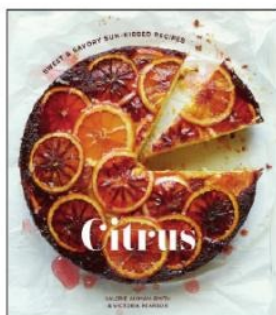
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## The Joy of New Cookbooks

Recent and upcoming releases provide inspirations for various styles of cooking *By Francesca Steele*

A beautiful, well-arranged cookbook can be a food lover's best friend. Recent and forthcoming titles meet these criteria while presenting creative pairings, highlighting artisanal ingredients and exploring bold recipes. Many new titles also represent offerings by the hottest chefs, foodies and restaurateurs from various regions around the country. The following sampler serves up scintillating recipes, creative approaches, sumptuous photos and intriguing anecdotes about the passions of people working in food preparation today.

### CITRUS

*By Valerie Aikman-Smith and Victoria Pearson; Ten Speed Press*  
Arranged by course in a meal, this book illustrates how varieties of citrus can add flavor and color to dishes of any season.

### COOKIES & BEER

*By Jonathan Bender; Andrews McMeel Publishing*  
Bender makes a case for linking two highly popular items, with recipes from well-known chefs and bakers, and pairings created with top brewers. Included are recipes for cookies made with leftover brewing grains.

### KITCHEN GYPSY

*By Joanne Weir; Oxmoor House*  
Designed like an artful memoir, this book traces Weir's path to becoming a chef, with more than 100 recipes and a foreword by Alice Waters.

### OLYMPIA PROVISIONS

*By Elias Cairo and Meredith Erickson; Ten Speed Press*  
From this beautifully photographed cookbook, readers learn about preserving meats, using them in a variety of preparations—including 19 variations on the frankfurter—and pairing meats with wines.

### OYSTERS

*By Cynthia Nims; Sasquatch Books*  
This full-color guidebook from Seattle cookbook author and culinary consultant Nims takes the mystery out of identifying, handling and serving the flavorful gastropods.

### SARABETH'S GOOD MORNING COOKBOOK

*By Sarabeth Levine; Rizzoli*  
This stunning book from award-winning pastry chef Levine features large, colorful photographs and simple recipes for elevating morning meals to gourmet status.

### SEA AND SMOKE

*By Blaine Wetzel and Joe Ray; Running Press*  
Veteran journalist Ray chronicles the work of Wetzel, a two-time James Beard Award winner and owner/founder of The Willows Inn on Lummi Island, Washington. Artful photos and recipes focus on the restaurant's hyperlocal cuisine.

### THEO

*By Debra Music and Joe Whinney; Sasquatch Books*  
Celebrated bean-to-bar chocolatiers Music and Whinney channel their passion for chocolate into innovative, cacao-focused recipes.

### Also of Note ...

**Besh Big Easy** By John Besh; Andrews McMeel Publishing

**Heartlandia** By Adam and Jackie Sappington with Ashley Gartland; Houghton Mifflin Harcourt

**The New Sugar and Spice** By Samantha Seneviratne; Ten Speed Press

**Women Chefs of New York** By Nadia Arumugam; Absolute Press

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**HIKING TIP**

To experience the beauty and cultural richness of Bandelier on a short hike, follow the 1.2-mile Main Loop Trail from the visitor center. This partly wheelchair-accessible route (pictured) takes you up Frijoles Canyon past excavated ruins, including dramatic cliff dwellings, Big Kiva and Tyuonyi Pueblo.

## Hiking Highlight: New Mexico

Scenery and archaeology combine in Bandelier National Monument *By Peter Potterfield*

**OFF THE RADAR FOR MOST VISITORS**

to New Mexico is a magical cluster of hidden canyons, mesa-top meadows and thousand-year-old pueblos in Bandelier National Monument. There are more than 70 miles of trails in this parkland, and most routes pay off generously. The short loop hike from the visitor center provides access to dramatic ruins and land features (shown above). For me, though, the area's best hike is the half-day journey to its spiritual center: to Alamo Canyon, the ruins of Yapashi Pueblo and the ancient rock carvings called the Stone Lions.

This distinctive hike starts about a two-hour drive mostly due north from Albuquerque International Sunport. Head first from ABQ to Sante Fe—and be sure to stop in this famously charming, artsy

town that is especially scenic around the holidays. Drive about 40 miles farther, and you'll reach the park entrance, then the dramatic approach to Frijoles Canyon. Park near the visitor center and hike the switchbacks to the mesa top and Frijoles Rim Trail. Then stop to enjoy the view. In about a mile, veer left onto the Mid-Alamo Trail as it crosses the plateau toward Yapashi, dropping in and out of shallow drainages. In 2 miles, stunning Alamo Canyon, 500 feet deep, stops you with its spectacular vistas. The canyon rim makes for a good lunch stop, or turn-around point for those short on energy or time.

However, a real highlight lies about an hour beyond. The trail takes you to the bottom of Alamo Canyon and back up to the opposite rim. Follow signs for the half-

mile walk to Yapashi. The Shrine of the Stone Lions is a quarter mile farther. Even today, the eroded carvings have spiritual importance for Pueblo Indians. One feels a palpable sense of mystery here. Take a moment to savor this ancient place before retracing your steps to the visitor center.

### HIKE TO YAPASHI PUEBLO / THE SHRINE OF THE STONE LIONS

**Distance:** 12.5 miles round-trip from the Bandelier Visitor Center. **Elevation gain:** 1,800 feet. **Details:** A moderate to strenuous 5-hour to 7-hour day hike; backcountry camping is allowed in designated areas for those who wish to overnight (a free permit can be obtained at the visitor center). Call ahead for conditions and be advised that this area often has snow in winter. **Info:** 505-672-3861; [nps.gov/band](http://nps.gov/band).

# Building a Successful Partnership With Your Lender

By David Parr

**T**here are many reasons businesses need a source of capital. Perhaps they need to expand and purchase new equipment, purchase or refinance a commercial building, or fund short-term cash-flow needs associated with revenue growth.

Taking on debt is one of the most critical decisions a business can make. Businesses may find it challenging if they don't have a full financial team in place to lend the critical eye needed to review financial statements and develop potential solutions.

Business owners need to be creative when putting together a team of outside partners to help with critical decision-making, such as knowing the right time to seek an influx of capital. The external partner team should include the business's attorney, CPA and commercial lender. In the midst of ongoing changes to the regulatory and business environments, the value of a trusted relationship with a commercial lender may be one of the most important contributors to the long-term success of a business.

Experienced commercial lenders provide no-cost resources for business owners to discuss and review their business objectives and challenges.

Here are a few simple tips that can help you as a business owner find and build a productive relationship with a commercial lender.

**1 Do the research.** Seek out banks in your area. Consider banks with a local connection or regional banks that know the market, know the region's strengths, and are vested in the local economy.

**2 Begin an ongoing dialogue.** Start with a simple conversation. Make the call and begin the dialogue. Conversations with a banker are free. A call is a way to determine if the match between you and the bank is a good fit. Ask the critical questions: does the lender have knowledge of your industry, and if not, is the lender willing to roll up his or her sleeves and learn about it?

**3 Know that every business is unique.** Getting a relationship started with a commercial lender can be hard. Be aware of any lender's attempt to fit your business into a pre-existing lending formula that was constructed as a one-size-fits-all solution.

**4 Find a lender that is engaged.** A good commercial lender bases decisions on the merits, prospects and performance of a specific business. He or she is ready to learn everything about your business right down to your vision and hope for the future. As a rule, lenders should be willing to meet with their clients at the client's location to get a full scope of the business. Nothing is more informative for a commercial lender than a visit to a business. Once there, a lender can see first-hand the way the business functions and spot the needs for capital.

**5 Welcome your banker to your business team.** Finding the perfect commercial lender for your business may take some time, but once you create that relationship, make this person part of your larger business team.

**6 Rely on your lender for advice.** A good commercial lender will learn about your business or

industry, his or her real area of expertise is commercial lending. The lender will be able to guide you through fundamental questions such as when to add capital, when to grow, and when to add capacity against demands.

**7 Have an open and honest relationship.** Be open with your commercial lender about what you really want, need and require. Trust is one of the most important keys to any successful relationship. Be willing to have the tough conversations, and remember that it's all right to share bad news with your banker. He or she needs to know every aspect of your business in order to offer you the best advice.

**8 Help your lender help you.** The more your lender understands your purpose and vision, the easier it will be for him or her to prepare an accurate and appropriate loan presentation for the bank's credit team. Your banker's credibility with the credit administration group at the bank ultimately impacts your ability to obtain the appropriate credit.

When it works right and when there is trust, honest discussion and clear goals, a business owner will find that a relationship with a commercial lender is crucial to a business's success.



David Parr is a Vice President and Regional Team Lead in Commercial Lending at HomeStreet Bank in Kent, Washington. Parr and his lending team focus on developing long-term

and valued relationships with commercial companies in Western Washington. Parr is a recent graduate with honors from the Pacific Coast Banking School in Seattle. He can be reached directly at his office in Kent at (253) 850-9817 or [David.Parr@HomeStreet.com](mailto:David.Parr@HomeStreet.com).

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# *Skiing the West*



TORY TAGLIO / IDAHO STOCK IMAGES

## Making the most of the region's wealth of winter activities

By Kim Brown Seely



I grew up in Southern California, where our school's winter break was a week long, and we'd almost always spend it skiing the West. My parents would drive our VW camper van to Mammoth, where we'd ski the spine of the Eastern Sierra; at the two-week Christmas break, sometimes we'd trek all the way north to Sun Valley. We accumulated less than 10 ski days a season—but somehow those days crystallized into fantastically vivid childhood memories.

One of the best: My sister and I, maybe 11 and 13, are standing at the lip of Mammoth's Cornice Bowl, named for the massive snow cornice formed when high winds blast its top. An icy gust flies up like a hand and socks us straight in the face. *Yikes!* We've just ridden the gondola to Mammoth's 11,053-foot summit—the highest ski pinnacle in California—and stepped out. It's our first time up. Snow squeaks beneath our boots as we nervously step into our K2s. We're both scared stiff, but the 360-degree alpine view of snowy peaks marching off into the distance is empowering. Gingerly, we drop into the spooky rutted traverses that lead into the iconic run and pick our way down. Our descent isn't pretty, but the recollection of that rite of passage—just making it to the bottom of

Sun Valley was the West's first destination ski resort when it opened in 1936.



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that big bowl edged by so much granite and sky—stands out in the running for most exhilarating of my life. It also leads to a lifelong love affair with winter. And that's why, as a new ski season approaches, these early memories gain fresh strength in my life. When the mountains and snow beckon, the West is the best place to answer the call.

Head out to any of our region's legend-

ary ski mountains—such as Squaw Valley, Alta/Snowbird, Crested Butte, Steamboat, Sun Valley, Telluride, Grand Targhee—and you'll still get those mammoth views from the top, the exhilaration of descending, the bracing touch of sharp, snowy air and the rewarding warmth of exertion.

As a young adult, friends and I talked about taking off on some kind of epic ski trip: a powder pilgrimage to mountains big and small. But back then we could never quite make it happen. So when I recently heard about the Mountain Collective, a new

multi-resort pass (\$409 buys two days skiing at each of 14 different ski areas, plus 50 percent off additional days at some), I thought, *cool*. Maybe it's time to make that trek to all those famous big mountains after all. You see, I eventually made my way back to Sun Valley and now spend much of the winter in Hailey, Idaho—a snowball's throw from the second famous mountain where my first big ski memories were imprinted and where you can still find clear blue skies and wide open slopes; and during midweek especially, you have the views from the top practically all to yourself.

Of course, skiing is different in many ways from the days of my youth. Better skis and boots and much spiffier lifts have been accompanied by amenities such as ski-in/ski-out lodging, terrain parks, pedestrian villages, top-notch on-slope cuisine and more. Those enhancements are all excellent, more so as I grow older. But still, for so many of us fans of winter, each mountain is totally worth skiing for its own unadorned mountainness: terrain, setting, steeps, pitch, visibility, authenticity; and most important of all, snow. (Groomed vs. ungroomed; fast vs. corn; hard vs. soft; and increasingly these days, how consistently it's made and maintained.)

Skiing is not a bargain sport, and we all want our days to be off the charts: bluebird skies, 3 inches of fresh powder overnight, just enough sun and warmth to hold the snow but let us forego the mega-down jacket. But sometimes temperatures plummet, winds growl and your fleece neck gaiter freezes into a ring of ice. Even when it's snowing so hard it feels like the bottom is falling out of the sky, it's tough to have a bad day skiing. If you're a winter lover it's exhilarating just being out there.

In an era when more and more of us crave open space, we can still step into our skis and find mountains upon mountains of soul-stirring beauty. I can, in fact, still

Squaw Valley hosted the West's first Winter Olympics in 1960, which spurred the area's development as a major destination.

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# Crested Butte

By Ted Alan Stedman

TUCKED DEEP IN A HIGH VALLEY in Western Colorado surrounded by the Elk Mountains, Crested Butte comprises a tale of two places. The independent-minded town of 1,500 clings to a retro mountain culture that has roots in mining and ranching from the 1880s, but the big-league ski resort that opened its first lifts in 1962 is the reason so many of those residents are here. Crested Butte Mountain Resort's 1,547 acres of downhill territory offer reliable deep powder snow, challenging steeps and uncrowded intermediate cruisers; the skiing matches the town in the sense that both offer simple virtues perfect for those who want a ski vacation to be just that—a getaway with great skiing.

The town is a throwback to a bygone era, and historic preservation is embraced with fervor. The compact downtown of eight blocks is a low traffic, pedestrian-friendly oasis with plenty of nooks and crannies to explore on foot. The main street, Elk Avenue, seems like an Old West movie set with historic mining cabins, clapboard Victorians and weathered wooden buildings covered with rusty license plates.

But CB, as locals call it, is no backwoods outpost. There are more than 50 restaurants dishing up everything from sushi to cowboy-cut rib steaks; old-school saloons are cheek by jowl with trendy bars and artisan distilleries; New Age craft shops and night-life venues lie behind weathered facades. To get a twofold sample of local flavor, pop into The Eldo, a brewery and restaurant where

NATHAN BILOW / CRESTED BUTTE MOUNTAIN RESORT



## Paradise Bowl is a place where beginners swell with pride.

1,547-acre ski mountain. Sure, the mountain draws its share of ultra-advanced thrill seekers, here largely thanks to terrain suitable for adrenaline junkies: If you want a hard-core skiing experience inbounds, you'll find it on Crested Butte's signature steep chutes and expert-only bowls. This terrain is the reason for the many free-skiing and competition events that regularly visit the resort during the ski season.

But in reality, 84 percent of the mountain's 121 trails are rated beginner and intermediate. That explains all the families and other mortals who head to Paradise Bowl, popular for its wide open blue runs that enable giant, crowd-free carved turns on trails with names like Forest Queen and Ruby Chief. It's a place where beginners swell with pride.

Non-Alpine winter sports fans can easily find their outdoor adventure at the Nordic Center, at the ice skating rink (in town) and on the miles of cross-country and snowshoe trails offering wintry solitude and majestic mountain scenery. If ski convenience trumps the downtown scene, the mountain village holds slopeside lodging with numerous modern condos, hotels such as the Elevation Hotel & Spa, and remarkably diverse dining and après-ski hangouts right at the base.

True to its indie streak, pricing for lodging and lift tickets is similarly retro; both are about 10 percent less expensive than better-known major resorts. And lift lines, if there are any, might be all of two minutes—just enough to catch your breath at 9,375 feet before carving through the powder stashes that fall annually in this quirky, fun-loving town that feels like a time capsule of a vanishing era.

*Alaska Airlines begins service between Los Angeles and Gunnison, Colorado (Crested Butte's gateway), December 16. For more information visit [alaskaair.com/ski](http://alaskaair.com/ski) or call 800-ALASKAAIR. For town information, go to [visitgcb.com](http://visitgcb.com); ski resort info is available at [skicb.com](http://skicb.com).*



ALEX FENLON / CRESTED BUTTE MOUNTAIN RESORT

locals and visitors mingle over craft brews beneath a sign that proclaims the bar's slogan, "A Sunny Place for Shady People." Locals are marvelously friendly—testament to what happens when life is good, perhaps. Even the dogs are friendly, usually some tail-wagging mixed breed fitted with a bandana.

Three miles uphill, there's a similar easygoing dichotomy at the



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The snow is reliably light and deep at Utah's Alta/Snowbird complex.

hop on the gondola to the top of Mammoth, pause a moment at the top of Corncorn Bowl, and relive that long-ago moment that my sister and I first fell in love with winter. Let's all just hope for the monster El Niño that is predicted this year to deliver great snow. Then be ready to take a week and follow it.

### *Alta / Snowbird, Park City / The Canyons*

Alta's appeal is all about authenticity—no gondolas, few high-speed chairs, no-nonsense skiers foregoing fashion statements and show-off runs. I've skied at Alta/Snowbird when it was insanely cold (13 degrees below at midday), and ridiculously warm (snow turning to slush as a group of us swept down Yellow Trail one spring), and once during the 2002 Winter Olympics when no one was even out in Little Cottonwood Canyon but my husband and me and a few diehards. There we met Lou, a 75-year-old stalwart who'd raised five kids while on ski patrol at Mad River Glen, Vermont (famous, along with Alta and Deer Valley, as the three areas in the country that bar snowboarders). Lou took the two of us under her wing for some reason, then talked us down some of the craziest stuff we'd ever skied together. It was a blast.

Time marches on, but Alta stays true to its roots. Stay at one of the timeless lodges that still cater to hard-core skiers, like the

Peruvian or Alta Lodge, or in Snowbird, the larger Cliff Lodge, and you'll go back to a simpler era ... Don't look for plasma screen TVs in rooms at Alta; supper is a set-time family affair.

And the big secret at Alta: Despite its hard-core character, it has a wide array of excellent intermediate territory.

Nearby, at the other end of the spectrum, Vail Resorts bought Park City ski resort last year for \$182.5 million and has just linked it to The Canyons, creating the largest ski complex in the United States, with 7,300 acres of terrain. A new high-speed, two-way gondola will whisk skiers in eight-passenger cabins between the base of Park City's Silverlode Lift to The Canyons' Flatiron Lift. The result leapfrogs the pair past Big Sky (formerly the biggest ski resort in the country) and takes Ski Utah one step closer to its "One Wasatch" goal—adding a few more connecting lifts and turning seven resorts into the largest contiguous ski experience in North America, as in the Alps.

I remember Park City when it still felt like a funky silver-mining town and as kids we thought it was awesome prowling around after the lifts closed and finding pieces of rusty old mining equipment on the hillsides. That was a gazillion years, of course, before the build-out of the Canyons Village subsumed much of the old mining territory. Today Park City has a terrific range of hotels to choose from, hundreds of bars and restaurants, and of course, all the

buzz and glamour that comes with the annual Sundance Film Festival, taking place this winter January 21–31.

Either way, whether you choose to ski big and bigger or wild and steep, one of the best things about Utah is that it's so accessible. Since it's only a 45-minute drive from Salt Lake City airport to either Park City or Alta/Snowbird, you can fly in and hit the slopes the same afternoon.



LARRY PIERCE

Steamboat's "champagne powder" is perfect for tree skiing.

### *Steamboat*

Steamboat is known for whisper-light powder, and when storms align, tree skiing through perfectly spaced pines and aspens that make it viable for all of us. The resort's easy access from nearby



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Hayden Airport makes me wistful for the last time I skied those trees. A group of us rented a condo on the mountain and in the mornings we would all have breakfast in our long johns, then jump into our one-piece ski suits (it was the '80s, OK?) and walk a few feet to the lifts.

The best day, though, was a blizzard day when we all stayed in, playing Monopoly and grumping, until someone said: "The heck with this!" Out we went. Floating through the Twilight Glades, air sharp with the scent of pine, boughs heavy with snow, then making those

The snow was so light that even those of us who hadn't skied much powder could enjoy it that morning.

accentuated slo-mo turns through the trees, champagne powder pillowed in the glades, is something I'll never forget. The snow was so light that even those of us who hadn't skied much powder could enjoy it that morning. That's all it takes: a single day like that, a ski day you might have so easily missed, and you're hooked all over again.

Steamboat is also, like Crested Butte 100 miles south, a real historic town whose main drag, below the mountain, offers authentic delights such as the famous F.M. Light & Sons, a 110-year-old family-owned Western outfitter.

"Designer wear" here consists of Carhartt, Stetson, Levi's, Pendleton and Tony Lama goods. Yes, you can take some of that right uphill to the mountain and see how denim handles ultra-light powder.

Pretty well, I'd say.

NEW nonstop round-trip service on Alaska Airlines from Los Angeles (LAX) to Gunnison/Crested Butte (GUC).



📷 Big mountain skier Wendy Fisher gets an out-of-bounds experience, inside the ropes, just above Morning Glory. Photo: Tom Stillo

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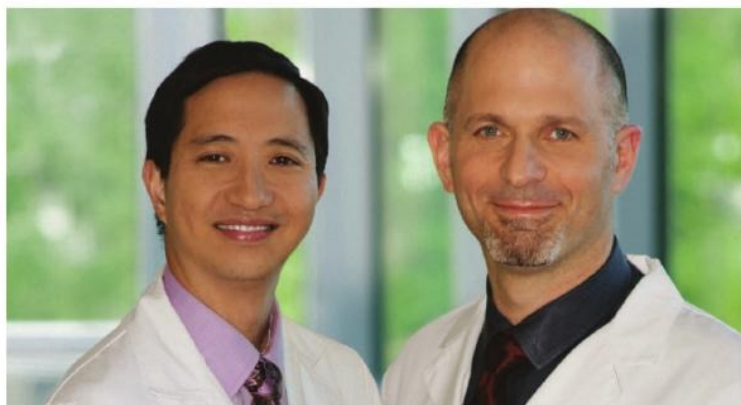
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## Big Sky

Big Sky makes an epic winter break ski trip. Once my teenage son and I flew from Seattle to Bozeman, rented a car, and wound upward through the canyons



JEFF ENGBRETSON

Lone Mountain dominates the skyline at Montana's Big Sky Resort.

of the Gallatin Basin. Moonlight Basin and Lone Mountain had just combined operations, creating what was until this year the "biggest skiing in America," with 5,800 acres and 4,350 vertical feet. You can rent a big-timbered small cabin a short walk from the lifts and cruise blue runs all day, or challenge your legs with laps from the top. The year we were there, Big Sky had just installed its Lone Peak Tram, built to whisk you to Lone Mountain's 11,166-foot summit and extreme treeless terrain. The inside of the tram's cabins were painted pink to have a calming effect on the passengers, but I still remember the hillside dropping away precipitously, the sound of the wind whistling past as we rose higher and higher, and a lot of anticipatory chatter. It was the spookiest thing

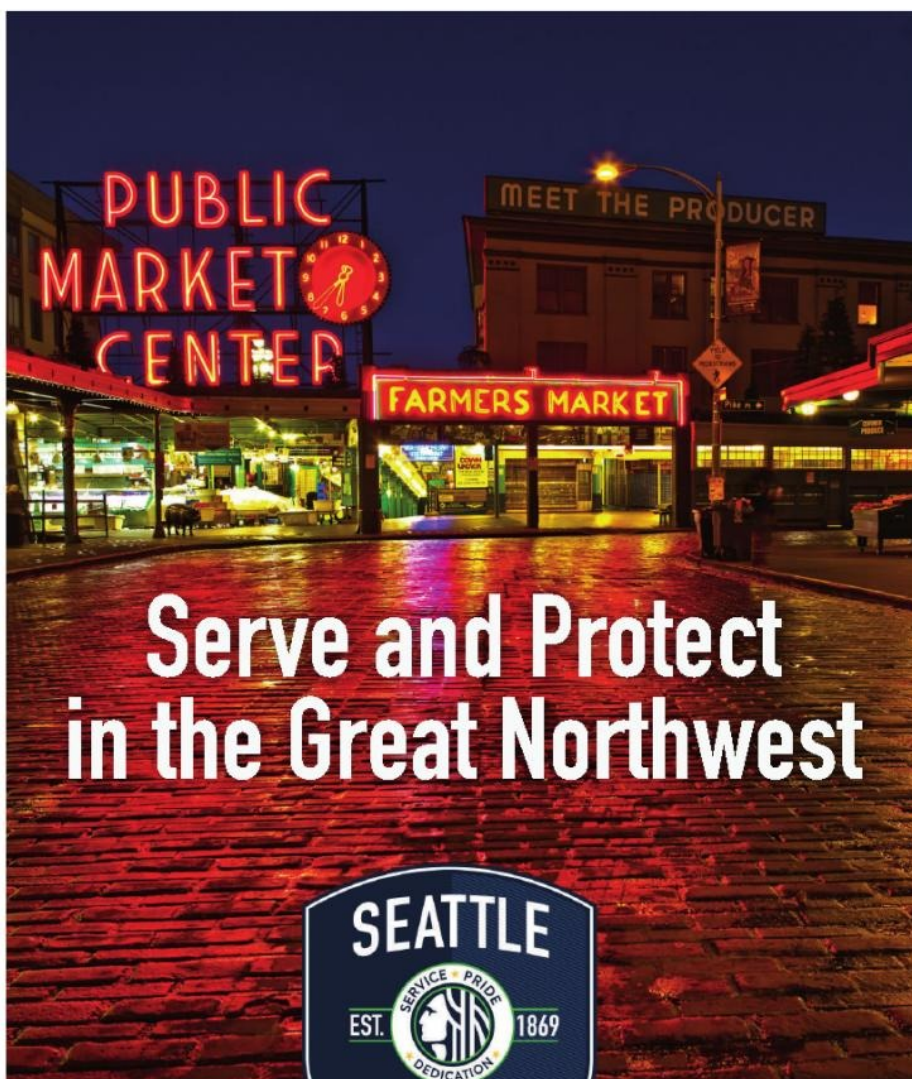
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my younger son and I had ever done together, but awesome too—stepping out at the top with its 360-degree views, then descending the ungroomed dome of Liberty Bowl and, in my case, finding out I could keep up with a teenager.

### *Sun Valley*

Sun Valley has long been a refuge, a secluded gem of a place where refined and rustic have gone hand in hand. This year's big news is that the iconic Sun Valley Lodge has just revealed a major new look with 94 gorgeous updated rooms and suites, and the addition of

### *Fly first, then ski*

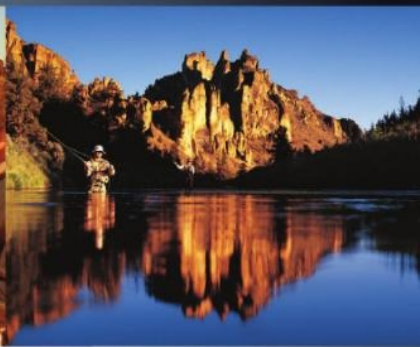
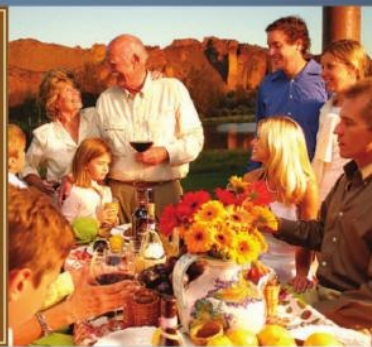
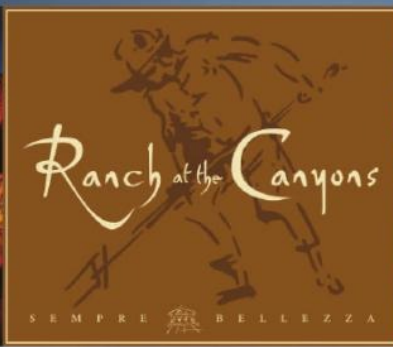
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- ▶ **Salt Lake City:** Alta, Snowbird, Park City/The Canyons, Deer Valley, Solitude and Sundance.
- ▶ **Seattle:** Crystal Mountain, Stevens Pass, Snoqualmie.
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a 20,000-foot spa. And tiny Ketchum, Idaho, is in the midst of an upscale hotel boom. A five-star \$53 million Auberge Resorts Sun Valley lodge is under construction, along with Aspen Skiing Co.'s 99-room Limelight Hotel (modeled after the company's luxurious Little Nell).

In other words, plenty of excellent



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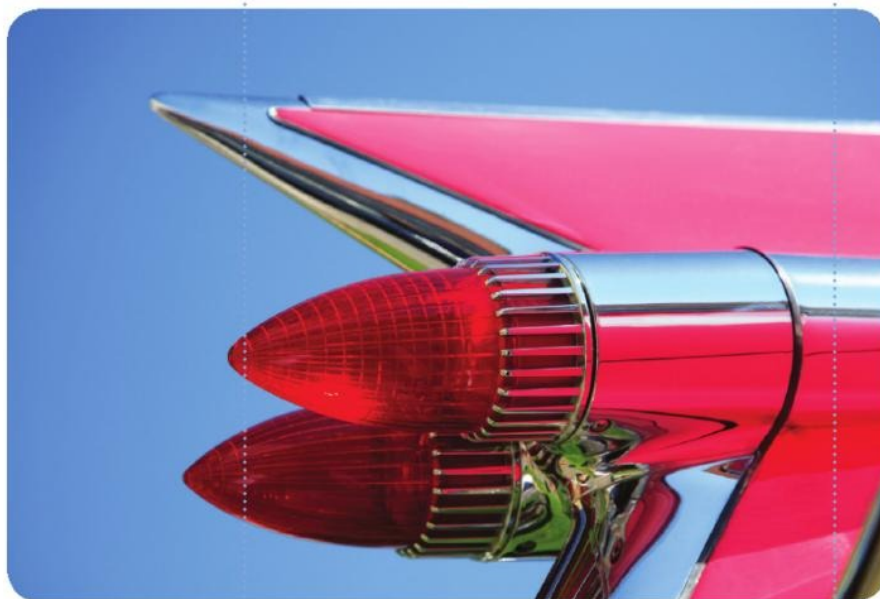
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hotel rooms await you if we get lucky and score another holiday powder day. It's an increasingly rare privilege. Even though Sun Valley has one of the largest snow-making systems in the country and immaculate grooming, some years are better than others. And in midwinter there's nothing like waking to a foot of fresh-fallen snow.

That's what happened last Christmas. Our boys (now in their 20s), my husband and I woke early, took one look outside and yelled, "Christmas can wait!" We grabbed our skis and headed for the hill, where a small group of skiers was already in line for the gondola. By the time we made it to the top the snow was glittering white and the sun was shining: a Christmas Miracle.

The fastest way into Baldy's bowls is to ski straight from the top onto Lookout Chair, which everyone calls the "Chair to Nowhere" because it winds along the ridgeline rather than heading up the mountain. That day, though, it became the Chair to Everywhere.

If skiing consists of a lifetime of standout moments, that one—epic sunny bowl skiing Christmas Day with my family—is like that long-ago first run down Mammoth's Cornice Bowl, something I'll never forget. In our case, riding a chair that feels like it's strung from the sky while listening to childlike whoops of delight as grown men and women plop into untracked powder below. It's glorious: mountains marching off into the distance, and the sky the deepest blue imaginable.

When we reach the top we all ski off together and find our own lines. I watch my boys make their turns, snow flying, and at the bottom we agree it's the best Christmas ever, the stuff winter dreams are made of. Then we ride straight back up, marveling at the twin gifts of sun and snow, and do it all over again. ▲

*Kim Brown Seely divides her time between Seattle and Idaho.*



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# *Celebrating THE Holiday Spirit*

*Gifts to create lasting memories*

*By Marie Elena Larsen*



**Winter's holiday season** offers occasions to savor the simple pleasures—those that put us at ease, that help us pause and reflect, that magnify our joy—

the pleasures that make a good day seem a little bit longer. This is the season for us to seek and anticipate gifts that enhance what we already do, spark curiosity and engender a smile. What are the simple pleasures in your life? How do they make you feel? Who would you like to share them with?

As we venture into another holiday season, we hope you can notice your surroundings with a refreshed sense of joy in the diverse wonders of the world. Perhaps you'll take time to watch a songbird flit past, to breathe in the crisp air of frosty mornings, to appreciate the silvery light reflecting off the West Coast's marvelous waters. Most of all, this is the season to savor the moments you have with the people you love. Our gift selections that follow are designed to enhance the wonders of the season for us all—children and grown-ups alike.

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**The Barrel**, Bryer Leather's perfect weekend or overnight duffel, is made with genuine Horween American leather and German wool felt, with a matching shoulder strap. (\$405, [bryerleather.com](http://bryerleather.com))

## Gift Guide Men and Women



**Boho Betty** puts the world on your wrist in one stylish bracelet. Collections range from American Dreams to London Chic; the cowhide cuff (center, above) adds a bit of country to your wardrobe. (\$79, [boho-betty.com](http://boho-betty.com))



**Red Twist Cozy** doesn't just belong indoors: Red Twist's 100 percent cashmere wrap is perfect for fall and winter seasons indoors and out. Not only is the wrap functionally elegant, it will feel good knowing that with every purchase made, Red Twist donates to Room to Read, helping provide a young girl access to education. (\$195, [theredtwist.com](http://theredtwist.com))



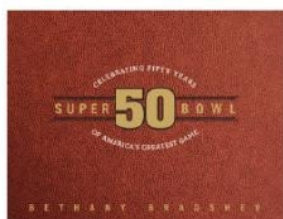
Focusing on clothing and gear for active adventurers, **evo** has locations in Seattle and Portland, as well as an extensive online catalog. Brands include Patagonia, Vans, Arc'teryx, Rossignol and many other respected names in action sports. A highlight this year is a 20th-anniversary edition of the Arbor wood-grain Cosa Nostra snowboard with the signature arrowhead tip. (\$599 for the snowboard; prices vary; [evo.com](http://evo.com))



**Carbonzcoalt** offers men's style for all occasions. The Upper Echelon plaid shirt is luxuriously soft, made with two layers of cotton. Designed and created in Santa Barbara, the elegant fabrics are sourced from Europe. (\$89, [carbonzcoalt.com](http://carbonzcoalt.com))



On the beach or on the mountain, **Hawkers** sunglasses are great for all-weather adventures, and the polarized lenses with UV400 protection safeguard your eyes. There's a wide array of colorful lenses; the Carbon Black Dark One is a great start. (\$25, [hawkers.co](http://hawkers.co))



**Super Bowl 50**: Celebrating Fifty Years of America's Greatest Game is a commemorative volume covering everything about the game, from complete player stats to halftime trivia. And who will take the field this February for No. 50? No telling, but there's elaborate coverage of a certain Northwest team that appeared in the past two games. (\$50, [superbowl50book.com](http://superbowl50book.com))

*Gift Guide*  
Experiences



**Springer Bike Leash.** A gift for both you and your dog, this device allows you to ride your bike while Fido can safely run beside you. (\$130, [ourpamperedhome.com](http://ourpamperedhome.com))



**ChordBuddy** helps all music lovers become guitar players; attach the tool on the neck of the guitar and quickly learn four important chords. (\$50, [chordbuddy.com](http://chordbuddy.com))



PEETZ OUTDOORS

Handcrafted of mahogany in Victoria, **Peetz fishing reels** are both works of art and functional masterpieces; this year's Artist Series reel features a depiction of salmon by Kwagiulth carver Jason Henry Hunt. (\$618, [peetzoutdoors.com](http://peetzoutdoors.com))

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**Annika Academy.** The ultimate experience for the golf lover—three days of golf and fitness instruction, lunch and nine holes with LPGA Hall of Famer Annika Sörenstam and her team of instructors. The same techniques she used for success during her career she now shares with guests. (\$10,000, [annikasorenstam.com](http://annikasorenstam.com))



**Oskar Blues Brewery's MacGyver Kit** fits in your bike's water bottle holder and is the perfect answer for that "oh no" moment on the road, with a rain poncho, flat fixer, sunscreen and more. (\$25, [oskarblues.com](http://oskarblues.com))



**Wilson Staff Duo Golf Balls.** The "World's Softest Golf Ball" was originally designed for winter use, but its low-spin characteristics are making it a popular choice for all seasons. (\$20/dozen, [wilson.com](http://wilson.com))



Soho storage bed shown in mahogany, \$5199; C-table nightstand, \$949



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Though you can't bring back the past, you can wear it with **Vortic Watches**, which are custom restorations of vintage watches. (\$1,795 and up, [vorticwatches.com](http://vorticwatches.com))



The glow is all aromatic with **Parfumerie Nasreen's** custom-chosen fragrances from around the world—including dozens of selections for men. (Prices vary; [parfumerienasreen.com](http://parfumerienasreen.com))



**Tanya Farah** designs jewelry inspired by many different cultures. Each piece is finished in 18k gold, often with intentionally placed pops of color and depictions of small creatures woven into the overall design; the four-petal flowers with diamonds bangle is perfect for evening wear. (\$2,800, [tanyafarah.com](http://tanyafarah.com))



The **Seiko Coutura** men's watch is solar powered and has a calendar good through 2100; available at Fred Meyer stores. (\$495, [seikousa.com](http://seikousa.com))



The aesthetic appeal of **Natasha Grasso's** jewelry is augmented by the fact it is handcrafted from recycled metals milled in the United States. The **Sapphire Victoria Opera Necklace** is 36 inches long and includes hand-cut sapphires; it's hand-made in San Francisco. (\$650, [natashagrasso.com](http://natashagrasso.com))



**Jet Set Candy's** luggage tag charms featuring airport codes can be collected for all the destinations the stylish traveler has visited, creating a bangle bracelet that spans the globe. (From \$68; [myjetsetcandy.com](http://myjetsetcandy.com))



Beautiful, amber-toned koa wood is wedded with gold in **Na Hoku's** Koa Inlay jewelry. (\$399 and up; [nahoku.com](http://nahoku.com))

## Gift Guide Sparkles & Adornments



**Honolulu Jewelry Company** specializes in rings and pendants with island themes such as plumeria blossoms. (Prices vary; [honolulujewelry-company.com](http://honolulujewelry-company.com))



**Blue Nile** led the creation of online gem buying in 1999, and remains the Internet's largest diamond retailer—though numerous other items are available, from sapphires to men's cobalt rings. (Prices vary; [bluenile.com](http://bluenile.com))



**Hawaii Titanium Rings** uses exotic woods, along with precious and semiprecious stones such as turquoise and diamonds, in its wide array of rings. (\$287 and up; [hawaiiititaniumrings.com](http://hawaiiititaniumrings.com))



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**Swae Koa Watches.** Made from naturally fallen Hawaiian koa trees, each watch is unique and fully inspired by Hawai'i. Each purchase supports planting one sapling to help bring Hawai'i's native trees back to the land. (\$225, [swaewatches.com](http://swaewatches.com))



**All Across Africa.** The talented artisans of Burundi use natural fibers of raffia and sweet grass to create home decor items such as this Hope Coaster Set. Each purchase of these handcrafted gifts provides one full month of rent to the artists. (\$30, [allacrossafrica.org](http://allacrossafrica.org))

## Miles For Good

Brain cancer survivor Joey traveled to Montana to join paleontologists on a dig, sponsored by Make-A-Wish.



**Alaska Airlines Charity Miles.** Donating frequent-flier miles offers the gift of travel to worthy organizations such as Angel Flight West (transport for needed medical treatment); Fred Hutchinson Cancer Research Center; Make-a-Wish America; and The Nature Conservancy. (Donations start at 1,000 miles; [alaskaair.com](http://alaskaair.com))



**The Museum of Flight.** One of the world's finest aviation museums holds rarities such as the first 747, a Concorde, and the "Red Barn" in which the Boeing Company got its start. Family gift memberships at this nonprofit institution offer expanded horizons and help support a Seattle cultural mainstay. (Memberships start at \$65; [museumofflight.org](http://museumofflight.org))



These reusable Blu Bags are machine-washable polyester and can hold up to 50 pounds, and are perfect for travel or just daily life. Rock-flowerpaper donates 20 cents per bag, with a minimum total of \$50,000, to the Ocean Conservancy, which has worked for more than 40 years to protect our oceans. (\$10, [rockflowerpaper.com](http://rockflowerpaper.com))



Every glassybaby tea candleholder is handblown, making each a one-of-a-kind. Ten percent of sales are donated to causes ranging from environmental conservation to cancer-survivor support to animal welfare. To date, more than \$3.5 million has been donated. (\$44, [glassybaby.com](http://glassybaby.com))

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**Elliott's Oyster House**  
Seattle, WA [elliottsoysterhouse.com](http://elliottsoysterhouse.com)

**Bourbon House**  
New Orleans, LA [bourbonhouse.com](http://bourbonhouse.com)

**Z's Oyster Bar & Steakhouse**  
Louisville, KY [oysterbar.com](http://oysterbar.com)

**RingSide Fish House**  
Portland, OR [ringsidefishhouse.com](http://ringsidefishhouse.com)

**The Sea Fire Grill**  
New York, NY [theseafiregrill.com](http://theseafiregrill.com)

**Osetra**  
San Diego, CA [osetrafishhouse.com](http://osetrafishhouse.com)

**Tony Mandola's**  
Houston, TX [tonymandolas.com](http://tonymandolas.com)

**Eddie V's Prime Seafood**  
Scottsdale, AZ [eddiev.com](http://eddiev.com)

**Lynnhaven Fish House**  
Virginia Beach, VA [lynnhavenfishhouse.net](http://lynnhavenfishhouse.net)

**Capt. Anderson's Restaurant**  
Panama City Beach, FL [captanderson.com](http://captanderson.com)

America's Top Ten Club  
12 Greenway Plaza, Suite 1100 Houston TX 77046



HONOLULU COOKIE COMPANY

This lavish Mele Gift Set from **Honolulu Cookie Company** combines the collectible Mele Mini Bites Round Tin with the Mele Quilt Box. (\$33, [honolulucookie.com](http://honolulucookie.com))



FRAN'S CHOCOLATES

**Fran's Chocolates.** One of the country's first artisan chocolatiers offers a wide array of gift boxes to suit the wide array of tastes in chocolate, from mild and creamy milk chocolate to dark, deeply flavored varieties. The Grand Collection gift box includes 80 different pieces, plus hot chocolate mix. (\$150, with many other selections available; [franschocolates.com](http://franschocolates.com))

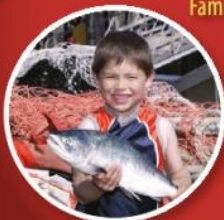


RICHARD BROWN PHOTOGRAPHY

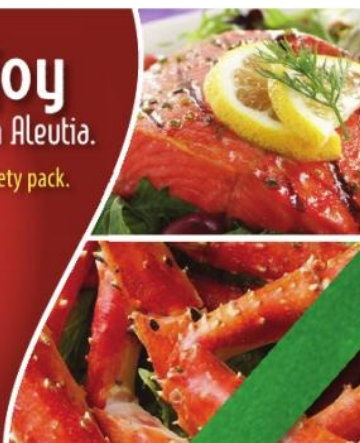
**TriBella.** Thrill wine lovers with this wine aerator. The gear opens a bottle's flavor by channeling red wines into three pretty pouring streams. (\$40, [tribellawine.com](http://tribellawine.com))

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## Gift Guide Food



Face Rock Creamery

**Face Rock Creamery.** Located in Bandon, Oregon, this artisan crafter's cheddars and other styles offer the deep flavors of European cheeses. (Prices vary; [facerockcreamery.com](http://facerockcreamery.com))

Learn how to make and brew your own batch of matcha green tea in your kitchen. The **MatchaBar** traditional starter kit has a 30-gram tin, a bamboo whisk, ceramic whisk holder and bamboo scoop. (\$50, [matchabarnyc.com](http://matchabarnyc.com))

**Island Trollers Albacore.** Island Trollers troll-caught albacore tuna is harvested one by one off the coast of Washington and Oregon, and cooked in the can with a pinch of salt and added fresh flavorings such as chile pepper. (Gift boxes start at \$39; [islandtrollers.com](http://islandtrollers.com))

**Chukar Cherries.** The intense flavor of cherries is the ideal complement to chocolate, and Chukar's truffles and other treats blend the two ingredients perfectly. (Prices vary; [chukar.com](http://chukar.com))



Chukar Cherries



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*ExOfficio Ometto Blazer*

**The Shrine Sneaker Duffel.** Hate packing? Shrine Company's The Sneaker duffel bag makes it fun again—there is a place for everything in this bag. Two large compartments are dedicated to two pairs of shoes,



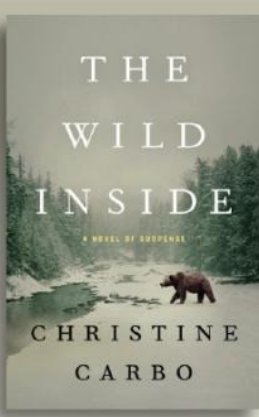
*The Shrine Sneaker Duffel*

and separate pockets keep cords and electronics untangled and easily accessible. (\$195, [theshrine.co](http://theshrine.co))

**Skits Travel Cases.** Electronic devices and their accompanying cords can be artfully and safely arranged in these clever, durable cases that fend off wire tangles in your purse, day-pack or carry-on bag. (\$49 and up; [skitsproducts.com](http://skitsproducts.com))



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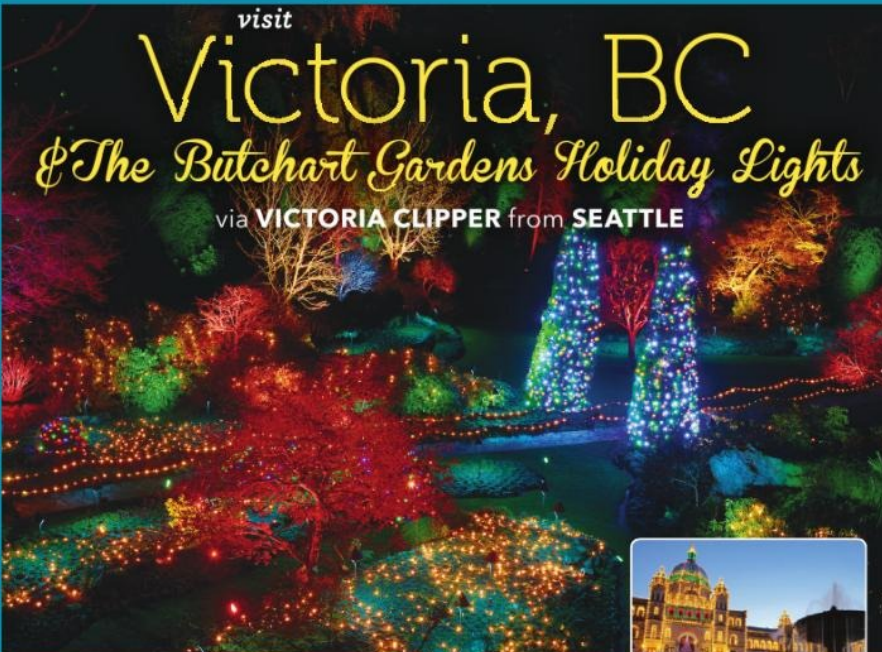

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## Gift Guide Time to Play

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Laurie Berkner

**Little Passports.** Each kit helps make learning and "traveling" a fun and memorable experience; every month a new locale is delivered to your mailbox in the form of maps, booklets, recipes, pictures and more. (\$14, [littlepassports.com](http://littlepassports.com))



Little Passports

**Trunki** is the rideable suitcase for children, while it acts as hand luggage for adults. Featuring many different characters such as Harley Ladybug and Benny the Cat, the bright colors delight kids and help their parents keep track. (\$50, [trunki.com](http://trunki.com))



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Alpaca Throw

**RainMachine** gathers the most recent and accurate forecast for your weather via NOAA, syncs with your phone and then accurately dispenses water on your lawn in the most eco-friendly method. (From \$179; [rain-machine.com](http://rain-machine.com))



RainMachine uses  
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**Saddleback Leather iPad Case.** Keep your iPad Air 2 safe in Saddleback Leather's case, which can fold into a stand for typing, reading, and watching videos; choose among four varieties of leather. (\$98, [saddlebackleather.com](http://saddlebackleather.com))



Saddleback Leather  
iPad Case

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ecbc's Lance Executive  
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A woman with blonde hair, seen from the back and side, is leaning against a white wall. She is wearing a blue and green patterned singlet and blue shorts with green trim. She is looking out over a balcony railing at a vast landscape of vineyards and snow-capped mountains under a clear blue sky.

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A man and a woman are sitting on the edge of a swimming pool. The man is on the left, wearing a yellow short-sleeved shirt and patterned swim trunks, smiling and wearing sunglasses. The woman is on the right, wearing a blue bikini and a straw hat, also smiling. They are both looking towards the camera. The pool is filled with clear blue water. In the background, there are several tall palm trees and a white fence. Beyond the fence, there are mountains under a clear sky. The overall scene is bright and sunny, suggesting a warm day in a desert location.

# Desert Getaways

Exploring The Greater Palm Springs Area  
**By Ken Van Vechten**

▷ Palm Canyon, a desert oasis in Palm Springs.



▷ Palm Springs Aerial Tramway.



▷ Cabazon Dinosaurs roadside attraction.



**It's been nearly 90 years** since oilman Thomas A. O'Donnell built the first golf course in the Greater Palm Springs area. It's still there, located at the toe of the San Jacinto Mountains. Today, with more than 120 golf courses located throughout the Coachella Valley, the Greater Palm Springs area remains one of the top golf and resort getaways in the world. There is no shortage of opportunities to enjoy a round in the area's warm and inviting autumn and winter days. However, golf is just the beginning. The valley also boasts a variety of other outdoor activities, fine dining and luxurious spas that are perfect for any vacation. So toss another dozen golf balls into your bag and let's go explore all that the Greater Palm Springs area has to offer.

▷ Brittany Lincicome won the LPGA's first major of 2015 at the Mission Hills Country Club in Rancho Mirage.





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▷ The par-3 17th hole at TPC Stadium Course at PGA West, La Quinta.

## Golfing the Valley

Start your tour of valley layouts by testing yourself on a course the pros play, PGA West's Pete Dye–designed **TPC STADIUM COURSE** in La Quinta. On January 21, 2016, the PGA Tour will be stopping here for the first time since the late 1980s when the pros play the CareerBuilder Challenge, formerly the Humana Challenge. The course probably won't prove as wild and woolly as when it first befuddled the game's best during its brief stint as home to The Bob Hope Chrysler Classic more than 20 years ago. Still, the guys will have to contend with canyonlike bunkering, oblivion-edge fairway margins and the infamous Alcatraz, the par-3 17th hole that features an island green. It's the West Coast's version of the same-numbered hole on that other Pete Dye warm-and-fuzzy play, Florida's TPC Sawgrass.

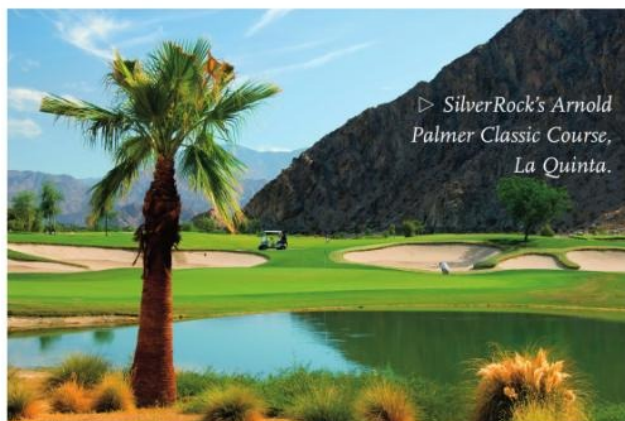
Stadium remains relevant, quirky and tough. And you should go and play it, whether for the first time or the first time in eons. When you stand on the greens, make sure to turn around and scan back toward the tee box. You'll see that there is a lot more room on these fairways than you may have thought when teeing it up, when all you saw were trees, pit bunkers, walls of railroad ties and more water than should exist in a desert. That's Pete Dye's secret: creating visual trickery of a high and luscious order.

And let's not forget that the PGA West portfolio also includes excellent courses by Jack Nicklaus and Greg Norman, as well as Dye's duo at **LA QUINTA RESORT & CLUB**—the Dunes and Mountain courses.

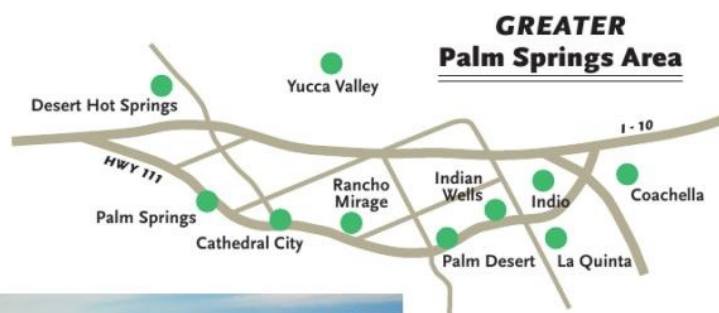
## By the People, for the People

Excellent municipal courses are scattered across the Coachella Valley landscape. Two layouts that are of a particularly high note are La Quinta's **SILVERROCK RESORT** and Palm Desert's **DESERT WILLOW GOLF RESORT**.

Stretching to nearly 7,600 yards from the back tees, SilverRock Resort's Arnold Palmer Classic Course shows the beefy structure of a layout designed for the PGA Tour, which it was, also hosting the Hope tournament for a short time. The pros have moved on, but one of the King's most compelling designs remains. Whatever the yardage, SilverRock is a play of angles and not simply sheer brute strength, which is good since there is zero altitude-assist playing here, roughly at or below sea level. The course does allow you to cut a few fairway corners, if you dare, but beware of the deep waste areas and shock-white bunkers.



▷ SilverRock's Arnold Palmer Classic Course, La Quinta.



▷ The Classic Club golf course, Palm Desert.



## THE COUPLE

✦ **GREG STEED:**  
CEO, Northwest  
Brewing Company  
**EDUC:** BA, Western  
Washington Univ.  
**INTERESTS:** Running,  
golf, skiing

✦ **JENNIE (BOWEN)  
STEED:**  
Marketing Brand  
Manager, Intl Coffee  
Corporation  
**EDUC:** BA, University  
of MA, Amherst  
**INTERESTS:** Yoga,  
theatre, hiking

## DATE SMARTER

It's rare to hear about a love story that starts on an airplane. When single, we all secretly wish that the romance of meeting someone while traveling just might happen to us.

Jennie Bowen Steed's idea of finding love changed on a flight when she saw an ad for It's Just Lunch, a personalized matchmaking service for busy professionals. The ad read like a good friend who could introduce her to single, professional men she wouldn't have the opportunity to meet on her own. Today, Bowen Steed is married to her IJL match Greg Steed. We sat down with Greg and Jennie to learn about their dating experience, lifestyle, and why they chose to invest in their pursuit of relationship happiness.

## Why did you join IJL?

G: I'd been divorced for about two years, and it was a hectic time career wise. My company was in a transitional phase, and it demanded a lot of my time and effort, so I didn't have time for much else.

## Favorite first date memories?

G: I was attracted to her right away. On the second date there was a real chemistry. Then it evolved very, very quickly.

J: When Greg and I started talking, I discovered we had similar careers. I remember the conversation was so easy and comfortable. When I shared my date feedback with my IJL matchmaker, I let her know that Greg and I had made arrangements to attend a big award dinner at his country club. The minute I walked in, I knew he was a consummate gentleman. He was attentive and made sure I was introduced to everyone.

## How did IJL compare to your online dating experience?

G: Online dating isn't easy, it's work. I've got a full-time career; I didn't need another job. With IJL they did everything for me. You're busy with your career and everything else going on – IJL was just easier. The caliber of matches was much higher.

## Best part about dating thru IJL?

G: Besides choosing all my matches I would say the scheduling of my dates. They call you and ask what your schedule is like, so you don't have to worry about it. If I said I was available Wednesday or Thursday this week and Sunday next week they would find a way to fit dating into my schedule.

## What would you tell a friend who was interested in IJL but was tentative about making the investment?

G: At the end of the day what is your end goal? Then I'd ask, what's the cost of being happy worth to you? The kinds of people who choose IJL aren't fooling around. It's not someone on the Internet just looking to meet a ton of people and date up a storm. It was definitely worth it for me.

It's Just Lunch has been matching busy singles since 1991. Find out what an It's Just Lunch matchmaker can do for you by calling 1.800.858.6526 or visiting [ItsJustLunch.com](http://ItsJustLunch.com).



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**40%**

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▷ Gary Player Signature Course, Westin Mission Hills Golf Resort & Spa, Palm Springs.

In Palm Desert, the Michael Hurdzan/Dana Fry–designed Firecliff Course at Desert Willow appears to be cut right out of a desert oasis. The play is strong and as interesting and powerful as any course John Q. Public can access in the valley. The high aesthetic quality of this course is on display as fairways dart through a mantle of palms and bougainvillea, magenta-flowered *Chilopsis linearis* (desert willow tree) and veiled mesquite. You can also admire a backdrop of snow-tipped 10,000-foot-high mountains as you launch 3-irons toward the undulating greens.

## Modern Classic

Like SilverRock, **CLASSIC CLUB** was purpose-built for a pro tour event and was also a former host of the Hope Classic from 2006 to 2008. However, the pros will play elsewhere and that makes it all the better for us amateurs—we don't have to share.

Palmer again was called on to render his layout style, with significant input from the tour's in-house design folks. The project also had a good-size budget and a large piece of property that could be molded into a challenging course.

The result of this collaboration is a stirring course that could handle large crowds of spectators. What that means for the average golfer is a wide, open layout

that offers sweeping vistas throughout. Golfers can look out from every tee and *feel* the preferred flow of play—and sometimes we even pull it off. When you play here, you can't help but wonder if the pros just don't know what they're missing.

## Don't Just Scan the Surface

For all of the Greater Palm Springs area's reputation as Left Coast golf central, there are a few plays in the desert that fly just a bit beneath the popular radar, yet deliver all the power one would want. The **GARY PLAYER SIGNATURE COURSE** at the Westin Mission Hills Golf Resort & Spa and the **INDIAN CANYONS GOLF RESORT SOUTH** are two that fit this description. So does a personal favorite of mine, **DESERT DUNES GOLF CLUB**, located in Desert Hot Springs, in the northwest corner of the valley.

The course scampers through dunes, mesquite thickets and stands of tamarisk, giving a natural definition to the layout, which is not hemmed in by developments that can sometimes determine a course's margins and routing. It's a ball-strikers' paradise, as plentiful in wildlife as it is stingy with birdies. However, be prepared to show your prowess with the low ball, because those wind turbines are out this way for a reason.

## TOP Desert Attractions

▷ Aviation buffs will enjoy the **Palm Springs Air Museum**, which is home to aircraft from World War II, Korean War and Vietnam War eras. Learn about the planes and hear the stories of those who flew and serviced these fighters, transports and other aircraft. Wind-in-the-hair types can even book rides in vintage biplanes.



With two campuses in Palm Springs and a third in Palm Desert, **Palm Springs Art Museum** is the cultural linchpin of the valley. The permanent collection includes Native American art and Western-influenced paintings, Mesoamerican works, architecture and design exhibits, photography, glass and contemporary art. Two of the current special exhibits include the entertaining "Killer Heels: The Art of the High-Heeled Shoe," at the Main Museum, and "Seeing the Light: Illuminating Objects," at the Architecture and Design Center.



△ Winde Rienstra, Bamboo Heel (2012), bamboo, glue, plastic cable ties.



△ Nicholas Kirkwood, Pumps (2013), suede with gold and clear Swarovski crystals.



△ Walter Steiger, Unicorn Tays (2013).



△ Aperlaia, Geisha Lines (2013), leather.

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▷ *Two Bunch Palms Spa Resort.*

## Spa Experiences

“Springs” is in a lot of names in Coachella Valley, and that’s because of the area’s unique geography, which includes lots of geothermal stuff. It’s OK if you slept through geology class, because all you need to know is that whatever your chakras demand, there’s a spa ready to help you refresh. The following are a few of the spas in the valley.

**SUNSTONE—THE SPA AT AGUA CALIENTE:** Agua Caliente is the handsome casino-resort rising midvalley along the famed Bob Hope Drive. Fittingly for a place whose name, when translated, means “hot water,” this adult gaming facility offers a top-tier spa. When you go, try the Restored Energy treatment. It includes a fusing of shiatsu, Thai and reflexology styles into one holistic healing bundle of massage goodness.

**SPA LAS PALMAS:** Located at Rancho Mirage’s Omni Rancho Las Palmas Resort & Spa, the newly remodeled facility has a spa boutique—and a spa-only pool, which includes piped-in underwater music. The menu here offers more than 50 treatments, such as massage, body and facial services, manicures and pedicures. Also, check for special offerings.

**THE SPA AT DESERT SPRINGS:** This is a haven of calm, reflection and restoration at the

up-tempo JW Marriott Desert Springs in Palm Desert. The spa-only salt pool looks out across a lake, the golf course and distant mountains, and comes with bistro service. The spa itself is big enough to provide everything you might need, including isolation. The Sanctuary Spa Suite is the place to book when doing a special day with friends.

**THE WELL SPA:** The Tuscan-themed Miramonte Resort in Indian Wells offers guests a relaxing visit to the luxurious Well Spa. This 12,000-square-foot facility has two salt pools, a eucalyptus-infused steamroom and Vichy shower—equipped indoor treatment rooms. There are outdoor treatment areas and a well pool that offers a variety of water therapies.

**TWO BUNCH PALMS SPA RESORT:** The north-valley town of Desert Hot Springs is well-known as a home to many natural springs of varying temperature and mineral content. One of the most popular is the award-winning Two Bunch Palms Spa Resort, which has been pleasing overnight guests and day visitors with its healing waters since the 1940s. The secluded spa offers many treatments, including soothing soaks in mud baths and Watsu pools. And be sure to visit the Grotto. This verdant oasis with two rock-carved therapeutic pools is perfect for a star-washed desert-night visit.



## EXPLORING Indian and Tahquitz Canyons

▷ Long before the resorts were here, the ancestors of the Agua Caliente Band of Cahuilla Indians were well aware of the life-giving attributes of this desert. Theirs was a symbiotic relationship with the natural world, and that relationship can best be seen and felt on hikes into the sacred tribal canyons fringing Palm Springs: the **Indian Canyons**—Andreas, Murray and Palm—and the famed **Tahquitz Canyon**, located near downtown Palm Springs.

## Fine Dining

Golf, hiking, spas, tennis ... All these activities can really make a person hungry.

Thankfully, fine dining is something that the desert handles with aplomb. The tally of restaurants runs into the hundreds, with the valley offering excellent restaurants for every taste, style and price point. Here is a handful known for serving guests well.

**CUISTOT:** You will find excellent French cuisine at this Palm Desert restaurant. Quail, duck, steak au poivre, petrale sole, saddle of rabbit—the main dishes make the full circuit, as expected—and a “bistro” menu brings in the familiar steak frites and paillards, pâtés and salads, of that casual style of eating. The wine program offers great small-production California houses as

well as all the requisite French regions.

**ERNIE'S BAR & GRILL:** It's just happenstance that Ernie's is at PGA West, overlooking the ninth and 18th holes of the Jack Nicklaus Tournament Course. But if you get a great golf-course view, run with it. Ernie's serves breakfast through dinner. It even has a power-play happy hour that includes carnitas street tacos and a Margherita flatbread. Ernie's brings in local and visiting diners, and not just the 19th-hole crowd.

**FRANK'S PLACE RESTAURANT AND LOUNGE:** Coachella Valley has been associated with celebrities for decades, but few glowed brighter than Frank Sinatra. For dinner,



◁ Cuistot's warm asparagus with morel essence and fresh thyme oil.

and a nostalgic and intimate show, visit Indian Wells, where Frankie DiSalvo channels the Chairman of the Board for his famed stage production.

**LC'S PRIME STEAKHOUSE:** Most every named steakhouse chain in the country appears to have a presence in the desert. Yet time and time again, it is this locally rooted provider that gets the nod. It offers traditional chop-house fare, a solid wine list that is heavily slanted toward California and a smile-inducing caveat on the menu: “Please allow extra time with steaks ordered over



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## DESERT GETAWAYS

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**MELANGE:** Just-minted at the totally re-modeled Chateau at Lake La Quinta, Melange offers Old World culinary touches on an American menu that focuses on fresh and organic ingredients. Chef Omar Pena, who cut his teeth at some of Mexico City's finest restaurants, creates meals that range from prime filet mignon to salmon. Sit outside near the wood-burning pizza oven, where you can create your own custom flatbreads.

**PHO 533:** Fresh, vibrant Vietnamese and southeast Asian fusion has come to the south end of Palm Springs. The restaurant offers a casual vibe and a nice wine list while serving pho and wonton soups, wok-fired rice dishes, vermicelli and regional specialties. Try the *bun bo hue*: braised beef shank in lemongrass.

DRE NAYLOR



△ SO.PA's Humboldt Bay, California, Kumamoto Oysters with Osetra Siberian Caviar.

**SO.PA:** The restaurant, whose name means "South Palm," is one of the new hot spots. Located at the L'Horizon Hotel in Palm Springs, SO.PA has outdoor seating and offers alfresco dining, with dishes that mix American and Mediterranean flavors. Seafood is a specialty, ranging from caviar to octopus to Alaskan ling cod. Breakfast, lunch and dinner service are offered.

**SOLANO'S BISTRO:** I've touted Solano's New American—they describe it as "West

Coast seasonal”—creations for a number of years. It just never fails to impress. Because of the seasonal menu, the dishes change regularly. However, this past summer’s blackened white fish with cilantro lime butter and pomegranate scallops and shrimp were superb.



### **DESERT Beauty**

▷ One of the best ways to appreciate the beauty of this desert region is to travel northeast of Coachella Valley to **Joshua Tree National Park**. The 792,000-acre area can be experienced as a drive park, with visitors driving from the Cottonwood entrance, located east of the city of Indio, to the Yucca Valley, and then back around to Interstate 10.

Still, Joshua Tree is best enjoyed by hiking through this truly stunning and varying landscape, which is popular with rock climbers, backpackers and campers. Hike to the palm oases at the park’s southern edge. Visit Keys View for a panoramic look at Coachella Valley.

Walk with a naturalist and learn about the differences between the Mojave and Colorado deserts. And pause within a forest of Joshua trees and imagine the early settlers who came through this land and named the trees after the biblical prophet. Get a little dust on your shoes and explore. It will change your perspective on this land.

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modern buzz of the Marriott. Moorish-styled, the Westin wears many hats with ease. Is it a golf resort? Yes, with designs by Pete Dye, and the only Gary Player track in the desert. What about family get-aways? No worries—larger-than-usual accommodations; three pools, including the main complex with a waterslide; and organized kids activities. But is it a retreat? Sure. The spa has various cozy spots to relax with a cold drink and the latest best seller.

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*Ken Van Vechten is a golf and travel writer who lives on the central California Coast.*

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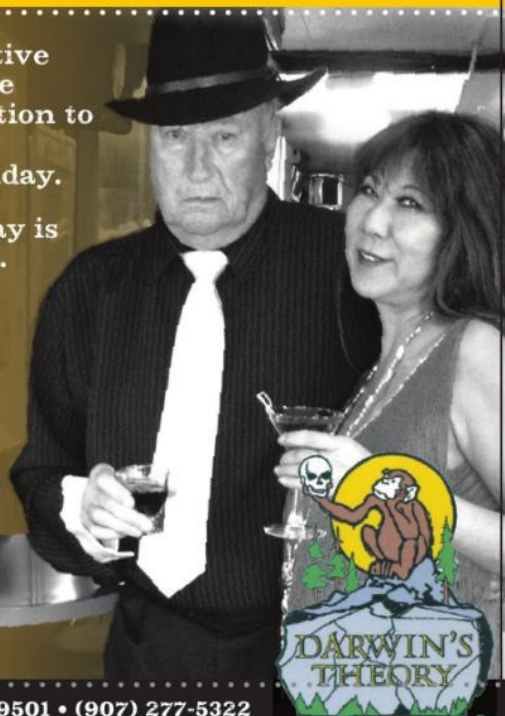
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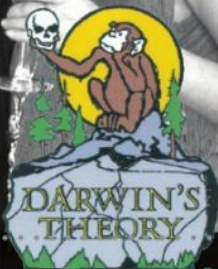
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# ISLAND BREWS

One of Hawai'i's most revered products, coffee has a unique history in the Islands

**By Eric Lucas**

**P**icking coffee seems like it should be easy. There's no problem finding your quarry—the beans are bright red, set against dark green leaves, and just the perfect size for easy grasping between three fingers—like a small cherry.

In fact, “cherry” is the industry term for coffee berries: “Buying Cherry,” announce the signs common at processing warehouses along Hawai'i Island's Volcano Highway. The cherry here at the Ueshima Coffee Company's estate is mostly found on the bushes between waist and head height, within easy reach. I think I've done well in my first time ever at this art, but ...

“Not as easy as you think, is it?”

The Kona Coffee Cultural Festival picking-contest judge who is assessing my harvest offers a kindly grin, but remains unrelenting on my score: too many unripe berries, twigs, leaves, dried-up old cherries and whatnot.

Expert coffee pickers (who this morning mostly happen to be 60-year-old



A Hawai'i visitor tries her hand at picking coffee at the Kona Coffee Cultural Festival.



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women of Japanese-Hawaiian descent) bring to the judging table buckets uniformly brimming with carmine berries, perfectly ripe. My 15 minutes of hard-fought toil in this enterprise will not win, place or show.

No matter. It's a delightful sojourn in a beautiful place during an event devoted to one of Hawai'i's most important icons, coffee.

Today's contest is taking place high on the western Kona District slopes of Hualālai Volcano. The robust bushes—small trees, really, reaching up to 10 feet—stand at a sturdy, oblique angle to the grassy expanse of the steep hillside. The clouds tango with sun above—the same clouds that provide the shade for which the Kona growing district is famous. Lava-warmed air eases up the hillside. Gentle Hawaiian ballads sift over the grass from the festival booths below, and tureens of hot oil broadcast the yeasty smell of deep-fried *malasadas*.

Sounds romantic, and it fits perfectly with the centuries-old romance of coffee in the Islands, a story of distant lands, kings and queens, missionaries and tycoons, soaring heights and deep declines.

Although coffee is only the fifth most valuable Hawaiian food crop, the words "Kona coffee" elicit an image of a high-quality, gourmet substance held in high regard around the world. But Hawai'i's coffee industry extends way beyond this one famous district on the state's biggest island.

» **WITH 900 SEPARATE GROWERS** operating on five islands, annual harvests in the range of 8 million pounds, and a value that has reached as high as \$50 million in some years, coffee is a significant part of the state's agricultural industry.

» **THOUGH KONA IS BY FAR** the most famous district, others are gaining visibility, such as Ka'ū, on the southeast side of Mauna Loa; Hilo, farther northeast still; and West Maui, around Lahaina.

» **KAUAI BOASTS** the largest coffee farm in the United States, Kauai Coffee's 3,140-acre plantation.

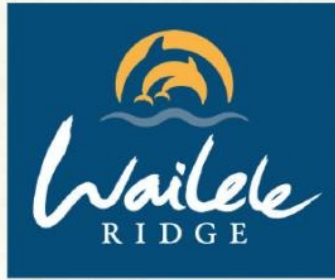
» **WHILE A HALF-DOZEN LARGE PRODUCERS** are the

Islands' most conspicuous coffee companies, a burgeoning number of small artisan grower-producers are helping steer the industry toward the sort of niche markets that have been so successfully employed by West Coast estate wineries.

The Ueshima Coffee Company estate spreads across the slopes of Hualālai Volcano on Hawai'i Island.

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» **AND, DESPITE DROPS IN PRODUCTION** caused by an introduced pest—the coffee berry borer, introduced to the Islands in 2010—Hawai'i is by far the biggest coffee-producing state in America.

The latter superlative makes Hawai'i Island coffee guru Shawn Steiman chuckle. There is virtually no coffee production in any other state—a few backyard plots around Santa Barbara, perhaps several similar operations in southern Florida.

"It's not hard for us to be at the top of the list of states growing coffee," he observes wryly. (Puerto Rico has greater coffee production, but is an autonomous commonwealth within the United States.)

grows the tree, so goes the cup.

"There's no question about the cachet of Kona coffee," continues Steiman, operator of Daylight Mind Coffee Company in Kona, and author of *The Hawai'i Coffee Book*. "The mystique is real."

But Steiman attributes this cachet as much to history as to terroir. "Not much scientific evidence of [terroir]," says the University of Hawai'i Ph.D.

tropical plant and soil sciences graduate whose doctoral dissertation examined Hawai'i shade-grown coffee. In the middle of the 20th century, most Americans drank coffee that was grown in locations around the world and blended together like so much grain, roasted and processed at massive mainland facilities, vacuum sealed in one-pound tin cans and percolated electrically from Barrow to Key West. Kona was one of the few places on Earth that maintained a mass-market identity as a distinct coffee-growing region, and coffee gourmets sought its products.

Kona grower Tom Greenwell and his wife, Jen, have hired a biologist to develop new varieties for their 70-acre coffee plantation and drying operation.

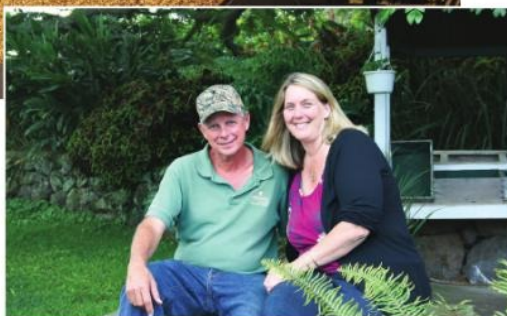


GUM DESIGN / GREENWELL FARMS (2)



Hawai'i is also perhaps the northernmost area in the world with commercial coffee production; at 22 degrees N, Kaua'i is 10 degrees closer to the North Pole than the desert foothills of Ethiopia and Yemen, from which coffee originated 14 centuries ago.

And Kona coffee has a reputation—a "brand"—known around the world. Coffee connoisseurs value its spicy, slightly acidic but mellow complexity, a profile that, were this wine, would prompt discussions of terroir and how the coffee reflects its origin. I'd say the hillside on which I was picking coffee rested on mellow, warm volcanic ground, brushed by the subtropical sea breeze rising upslope from the Pacific below. As



## MOST KONA GROWERS ARE AVID ADHERENTS OF THE IDEA OF TERROIR.

COFFEE WAS FIRST BROUGHT to the Islands in the early 19th century when an aide to King Kamehameha II planted some Brazilian bushes on O'ahu. Those plantings languished until a missionary, Samuel Ruggles, took cuttings from O'ahu to the Kona area in 1828. There they eventually flourished, and by the end of

the 19th century, coffee was one of the Islands' biggest industries.

As Hawai'i transitioned to the 20th century, a global coffee-price collapse turned local agricultural

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**Alaska Beyond**

Puzzle on page 178.



Puzzle © 2015 Penny Press, Inc.

## Hawai'i Coffee

attention to pineapple and sugar cane, which dominated until 1980 or so. But Kona coffee persevered because the landscape is far too steep and rugged here for most other crops, especially cane. And growers had a ready market in the form of Hawai'i's burgeoning numbers of tourists.

Meanwhile, no one can say that terroir is nonexistent, just that scientists such as Steiman say they cannot chemically measure it. Most Kona growers are avid adherents of the idea of terroir.

"Each place has a different soil and different microclimate," says Malia

**GROWERS ARE  
INCREASINGLY  
APPLYING THE  
SPECIALTY FOODS  
TERM "SINGLE-  
ORIGIN  
ESTATE-GROWN."**

Bolton, general manager of her family's company, Kona Coffee & Tea. "When you add in different growing techniques, different handling techniques, different processing, you're bound to get different coffees.

"For example, higher-elevation cherries ripen more slowly, thus allowing a longer period of time for picking and the ability to make sure you pick only ripe beans." (That's the task at which I performed so poorly during the KCCF contest.) Kona coffees are grown between 1,000 and 4,000 feet in elevation; few places in the world offer coffee growers such a wide elevation range in such a short distance.

Location and handling distinctions enable growers to apply to coffee a term gaining great importance in specialty foods: "single-origin estate-grown." Many

of the Islands' grower-packagers now utilize this idea for their branding, and the phenomenon is not confined solely to small estates in the Kona area.

Three decades ago, enterprising growers decided to try growing coffee on Moloka'i. With most of the island a semi-arid landscape, a different variety of coffee was needed, and they began to plant a type called Catuai. The variety's shorter trees hold their cherries until well past traditional ripeness—almost dried—which helps the coffee withstand heat, sun and wind, and allows machine harvest. Thus was born Moloka'i Muleskinner, a

MIKE GALLO / HAWAII NOTES.COM



dark-roasted arabica coffee famed for its ultrarobust flavor. The company that produces Muleskinner, now called Coffees of Hawaii, has also been a

Merle and Phil Becker are restoring the Aikane Plantation, started by her great-grandfather.



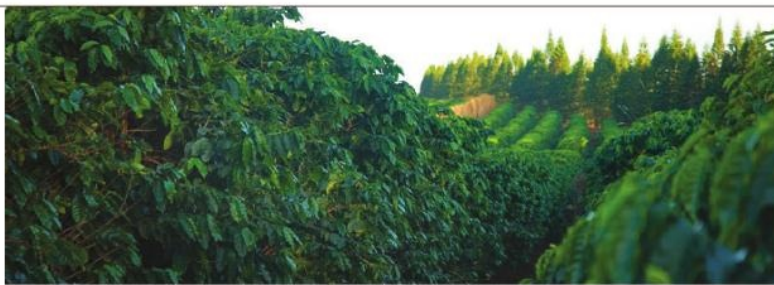
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At the Muleskinner coffee plantation, the coffee trees are grown in hedges to aid mechanical harvesting, and Norfolk Island pine trees are planted as windbreaks.

pioneer in another new area of specialty foods, "seed-to-cup" production. The company plants seeds from its own trees to create new trees for planting. "That's particularly important to help us combat the coffee berry borer," explains Pua Naeole, manager of the company. "We consider our coffee a seed-to-cup, single-origin product."

Such distinctions are becoming ever more numerous.

» **AT AIKANE PLANTATION,**

in the newly prominent Ka'ū District south of Hawai'i Volcanoes National Park, Merle Becker has

revived a farm first started in 1894 by her great-grandfather J.C. Searle, a visionary grower, also a sheriff escort of Queen Liliuokalani. Searle's orchards had virtually disappeared by the time Merle and her husband, Phil, returned to her ancestral farm in 2000 and painstakingly started restoring the plantation—sometimes with seedlings from stray heritage trees still enduring in the Mauna Loa foothills.

**"OUR COFFEE WAS  
BORN IN 1894. NOT  
MANY FARMERS CAN  
SAY SOMETHING  
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» **OVER IN WEST MAUI**, fourth-generation Islander Kimo Falconer revived what had been fallow sugar cane



ground north of Lahaina for coffee on the 400-acre Ka'anapali Estate, and he has developed several varieties of arid-land coffees with distinctive character: Maui Mokka, Yellow Caturra, Red Catuai and Typica.

"The actual meaning of the name Lahaina is 'wicked sun,' so all our varieties were selected for full-sun production," Falconer explains. "Mokka is perfect, as it is naturally suited for the desert—it comes from Yemen. And Mokka is great for machine harvest, as

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the cherry grows individually and not in clusters like other coffees."

MauiGrown coffees are a particular favorite of mine—I do not fail to stop in at the company's store, by the old sugar mill smokestack, any time I pass through Lahaina. My suitcase going home is invariably weighted down with Maui Mokka. Although the name has nothing to do with chocolate—it's a

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Above: MauiGrown Coffee's four varieties are estate grown and harvested at the Ka'anapali Coffee Farms, comprising 500 acres of trees on the slopes of the West Maui Mountains. Right: The cherries are wet-processed, using water to remove the fruit from the beans.

coffee variety whose appellation instead derives from a coffee-origin port in Yemen—Maui Mokka holds hints of spicy Venezuelan dark chocolate.

» **LONGTIME KONA INDUSTRY STALWART TOM GREENWELL** has brought a biologist on staff to create new varieties for planting on his 70 acres, which stretch from 1,200 to 2,000 feet in elevation. One new type, Maramoka, is a cross between Marago Gype (a Brazilian variety with very large beans) and Maui Mokka.



LINN NISHIKAWA

"Now I'm really having fun," Greenwell says of his new variety development, after a lifetime of growing and processing mainstream Kona coffee.

Though Greenwell Farms is one of the Islands' largest growers and packagers, producing almost a half-million pounds a year, Greenwell devotes ever more energy to his single-origin

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estate coffees—half of which he sells online directly to consumers. Greenwell also operates a visitor center, just off the highway south of Kona, and is a big believer in the visibility that farmstands bring growers: He credits the exposure for his company's direct-sales success.

"We sell out our estate coffees every year, and until recently I bet every one of our online buyers had previously been in our store," he points out.

» **FAR UPHILL FROM THE KONA COFFEE BELT**, Mountain Thunder Coffee is an organic plantation at 3,200 feet. Here, at the very upper limits of coffee cultivation, founder Trent Bateman recalls the skepticism that greeted his plan to locate at this elevation.

"They said I couldn't grow coffee up here." He laughs. Yes, the temperatures are cooler, but coffee is abundantly evident; in fact, visitors to Mountain

Thunder are able to pick and taste red berries off the tree, then roast green beans to take home. (Not the same beans in one day; see page 114 to learn how coffee is processed).

» **OVER THE SHOULDER OF KILAUEA VOLCANO** and down its northerly slope toward Hilo, growers are producing distinctive coffees in an area far wetter than elsewhere in the Islands. Hilo's airport records 126 inches of rain a year, with 275 days of precipitation.

Up the hill, at Hilo Coffee Mill, it rains even more—nearly 160 inches a year. This could be the wettest place in the world where coffee is grown; on Moloka'i, and in the highlands of Ethiopia, rainfall is perhaps 20 to

30 inches. At Hilo Mill they gather some of that 13-plus feet of rain to use in washing the beans, an essential part of readying the coffee for roasting.

"We've got all that rain, it must be good for



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## Hawai'i Coffee

something," jokes Jeanette Baysa, co-owner of the mill. The company grows its own coffee on nearly 24 acres and buys from about 80 local growers. Aside from beans, it dries the pulp removed from the coffee cherries to make a tea rich in antioxidants.

» **THOUGH THE KONA COFFEE CULTURAL FESTIVAL** is easily Hawai'i's largest coffee event, it's not the only one. At the annual Ka'u Coffee Festival, in May, one of the highlights is the coffee recipe contest. Entries range from coffee-basted meats to coffee-infused pastries, and since there are typically just 50 attendees, everyone gets to taste every-

### FROM BERRY TO BREW

The process by which ripe berries are transformed into the world's second most popular beverage (tea is first) includes many steps, and numerous variations influence the resulting taste.

- **Picking:** Machine harvest has become possible with the introduction of varieties that ripen all at once. Otherwise, human pickers are still the key, usually seeking only ripe red berries. Pickers are paid by volume. Some varieties lend themselves to allowing berries to dry on the tree; these are called "naturals."

- **Washing:** Requiring vast quantities of water, wet agitating removes the berry pulp. The beans are then dried, and the remaining husks are removed by hulling machines.

- **Dry processing:** An older method simply dries the berries, sometimes in the sun, sometimes in shade. Hulling machines then remove the dried pulp and husks. Occasionally, some dry mucilage is left on the bean, resulting in a "honey process" coffee.

- **Storing:** Beans are stored "green"—processed but not roasted. The world's most widely traded commodity, after petroleum, is shipped as green beans in burlap sacks.

- **Roasting:** This final step takes place in small batches for specialty coffee; connoisseurs believe fresh-roasted yields the best flavor. —E.L.

HILO COFFEE MILL (2)



## THE CHIEF OF O'AHU, BOKI, IN 1825 BROUGHT BACK THE FIRST COFFEE TREES TO SURVIVE IN THE ISLANDS.

thing. I may be the only mainland visitor, in fact, which I believe qualifies me to try two samples of the splendid, mouthwatering coffee-macadamia nut tart, whose authoress is delighted to hear me say I voted for it twice. Is that legal? Well, I came a *long* way to taste this pie.

"I picked the macadamias myself.

Shelled and roasted them myself," the pie maker tells me. "And then I just substituted



Left: The Hilo Coffee Mill plantation may be one of the wettest places on Earth where coffee is grown. Inset: Coffee cherries and blossoms.



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## Hawai'i Coffee

coffee for molasses flavor." She pauses, grins. "Can you vote again?" Yes, her pie wins a prize.

THE FULL-BORE INFUSION of coffee into Hawaiian life is a two-centuries-old story now. Hawai'i's first coffee trees were planted on O'ahu in 1813 but did not survive. The chief of O'ahu, Boki, in 1825 brought back from Brazil the first coffee trees to survive in the Islands, and planted them as a tribute to Kamehameha II, who had died of measles on a trip to London. From there, the plants spread across the islands, some-

### A VERY FESTIVE DRINK

This year's **Kona Coffee Cultural Festival** takes place on Hawai'i Island November 6–15, with events at various sites on the Kona Coast throughout that time span. This is the festival's 45th anniversary.

Art shows, art walks, school talent shows, farm tours, concerts, recipe contests and more fill the daily calendar. Highlights include an art show November 6; the Miss Kona Coffee Pageant November 7; the coffee-picking contest (now called an "experience") November 8; a quilt show November 9–11; a coffee cupping competition November 11 and 12; and a windup fair at the Hale Halawai County Pavilion November 15. For more information, go to [kona-coffee-fest.com](http://kona-coffee-fest.com).

Next year's **Ka'u Coffee Festival** promises to be bigger and better than ever. It will take place May 6–15, with the signature fair and recipe contest on May 14. For more information, go to [kaucoffee-festival.com](http://kaucoffee-festival.com).

The one-day **Hawai'i Coffee Festival** takes place each autumn (early October) in Honolulu. Check the calendar at [wardvillageshops.com](http://wardvillageshops.com) for next year's date.

On the mainland, coffee festivals in Portland (CoffeeFest, late October) and Atlanta (SCAA Exhibition, in April) both draw thousands of coffee-industry figures. —E.L.

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## THANK AN AFRICAN GOAT

Legend says that an Ethiopian herder named Kaldi noticed that his goats were unusually spry after eating the red berries of bushes in the highlands near Harar. Intrigued, he discovered that a tea made from the berries was an energy booster. Thus was born humanity's long love affair with coffee, which spread to Arabia and then around the world. —E.L.

I SAMPLE A FEW  
RIPE RED COFFEE  
BERRIES FOR  
DESSERT. THEY  
HAVE A MILD,  
WOODY  
SWEETNESS, LIKE  
PERSIMMONS.

times by human hands, sometimes not. Ornithologists will tell you that most songbirds love no food more than red berries, for they seem invariably sweet and are conspicuous and easy to find in any environment.

That includes the high valleys in the West Maui Mountains above the Lahaina coast. I'm here on a picnic hike in a high rain forest vale whose sacred ancient use was for Hawaiian women to give birth. At 2,000 feet, the emerald forest above a dashing stream is pocked with wild coffee trees, blended seamlessly in the understory, their seeds brought here across the mountains long ago by the songbird species that now flit through the verdure like butterflies.

It seems clichéd to say that time stands still here; let's just call the moment immeasurable. I have no trouble finding and picking three dozen ripe red coffee cherries. I sample a few



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for dessert: They have a mild, woody sweetness, like persimmons.

It's tempting to take some of the wild cherries back to dry and roast them myself. But they belong here, like so much of the Hawaiian environment, physically and culturally, brought here across thousands of miles of ocean to join the human civilization that found a home in the Islands.

About the same time that coffee arrived in Hawai'i, British humorist and clergyman Sydney Smith said, "If you want to improve your understanding,

**"IF YOU WANT  
TO IMPROVE YOUR  
UNDERSTANDING,  
DRINK COFFEE;  
IT IS THE  
INTELLIGENT  
BEVERAGE."**

drink coffee; it is the intelligent beverage." I set my coffee cherries on a rock, confident that a honeycreeper or parrot bill will take advantage of my effort. There's plenty of brewed coffee waiting down below, in Lahaina, and the experience of picking cherries in the mountains of Maui reminds me that coffee, so central to daily human life, is a dynamic and lovely part of the natural world, too. ▲

*Eric Lucas is contributing editor at Alaska Beyond magazine.*

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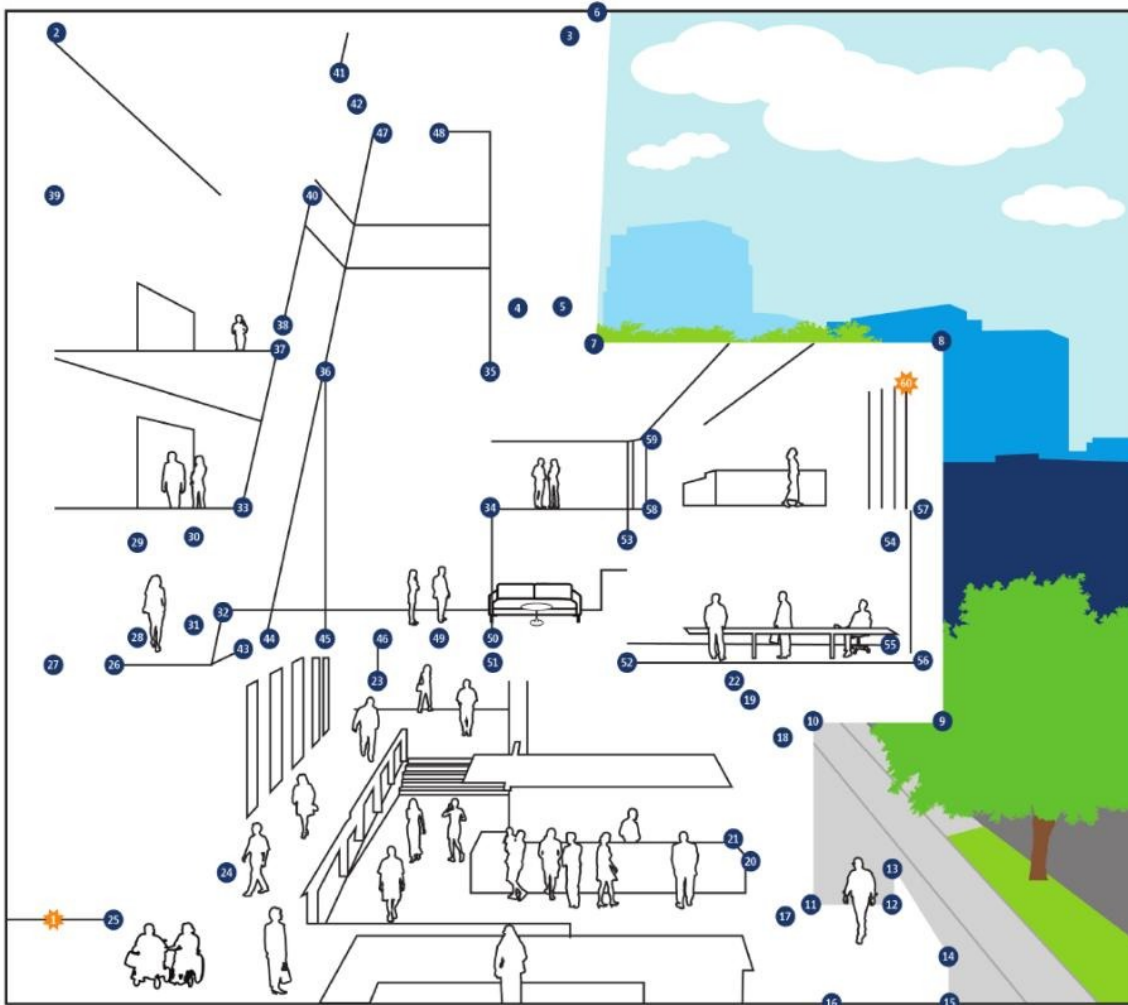
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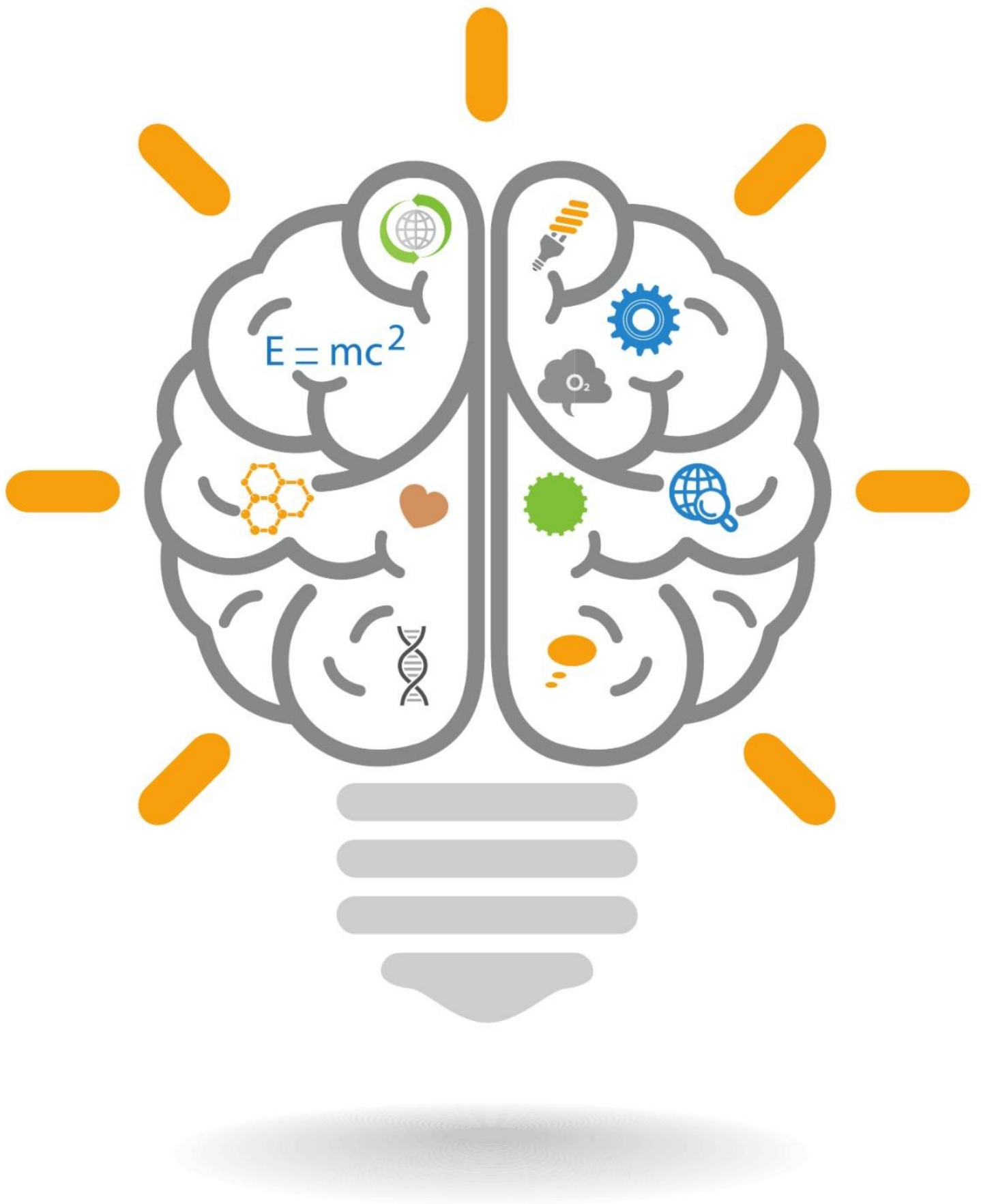
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# Envisioning a Better Tomorrow

FIVE CREATIVE THINKERS WHO ARE CHANGING OUR WORLD

BY JIM GULLO

Discovering ways that individual DNA impacts our health. Devising a new kind of company that is equally proficient at business and philanthropy. Solving the mysteries of cystic fibrosis. Developing new ways to grow enough food with fewer resources to feed the world's burgeoning population. And figuring out a possible method for scouring the world's atmosphere of carbon dioxide.

The five people we profile in the following pages are working on ways to solve these varied and complex challenges. They are creative thinkers who are leaders in their respective fields of genomic science, business, biology, botany and chemistry. They all have been lauded by their peers and, on occasion, credited with changing our understanding of their fields and of the world around us.

Such people prove that creative thinking can inspire us and make profound impacts on our lives.

## DR. LEROY HOOD, WELLNESS & DNA RESEARCH

As a high school math and science whiz in Shelby, Montana, Leroy (Lee) Hood first read about how James Watson and Francis Crick solved the mystery of DNA's double helix in the mid-1950s. His life would never quite be the same.

Hood would go on to play a pivotal role in the development of genomic science, helping to create various instruments that would

unveil the secrets of DNA sequencing, as well as synthesizing proteins. In fact it is daunting to try to summarize the influence that Hood has had

Lee Hood is using systems biology to help personalize health care treatments and prevent disease.



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in the field of genomics during the past 50 years. He has founded or cofounded 15 different biotechnology companies, and his work has not only transformed the science of studying individual biology, but led to applications for disease intervention—and maintaining wellness—that had never before existed.

Hood and his research team at California Institute of Technology, where he chaired the Biology Department in the 1970s and 1980s, invented tools that allow for the rapid sequencing of individual genomes. The result is that a detailed analysis of a person's DNA can now be accomplished from a blood test in a matter of days, allowing for much greater understanding of an individual's genomic propensity for certain diseases.

However, Hood's greatest contribution to health care may be his plan to use this information in the future. By studying an individual's genomic makeup, Hood says it is possible to prevent that person from becoming sick or suffering from a major disease.

Now based in Seattle, Hood is using his breakthroughs in the field of systems biology, or the study of how multiple systems in the body interrelate, to create whole new ways to evaluate an individual's health, both from their genetic background and from other biomarkers that are now available to researchers.

Hood is putting his theories about "scientific wellness" into practice by founding Arivale ([arivale.com](http://arivale.com)). The Seattle-based health maintenance company offers intensive individual diagnostics derived from blood, bodily fluids, genetic, microbiome and lifestyle tests. The company analyzes billions of data points on each patient and then develops personalized wellness and coaching plans to help the individual remain healthy.

The program is still in the beta stage. However, Hood hopes to eventually roll out such therapies nationwide and possibly even internationally.

"There is no question that we can now identify [personalized] actionable steps to improve wellness and avoid illness," Hood says. "We can foresee [an individual's] potential physical problems well before diseases begin."

## BLAKE MYCOSKIE, PHILANTHROPY & ENTREPRENEURSHIP

On a vacation to Argentina in 2006, Blake Mycoskie was shocked to see so many barefoot children living just outside the bustling capital of Buenos Aires. The young entrepreneur from Texas was told that their families couldn't afford shoes, making life and health very difficult.

Mycoskie, who had built four successful companies in various

Blake Mycoskie began Toms Shoes with the idea of giving away one pair of shoes to a child in need for every pair he sold. The idea was so successful that Mycoskie has built a philanthropic empire that offers numerous products to support a variety of causes.



TOMS

fields by then, returned to the United States and conceived the idea for a new company called Shoes For Better Tomorrows that was aimed at helping supply shoes for poor children around the world. However, everyone called the company Tomorrow's Shoes, and eventually the company's nickname morphed to simply "Toms." As Mycoskie points out, the nickname is not only easier to say, but it fits much better on the heel of a casual shoe.

The revelation that Mycoskie had on the trip was twofold: He would create a for-profit shoe company in the Los Angeles beach neighborhood of Venice that produced a version of the *alpargata*, a soft, casual canvas shoe that was popular in Argentina. He would also donate one pair of shoes to a child in need for every pair of shoes that the company sold. A noble idea, many thought, but what business could afford to give away half of its inventory? The answer is Toms, a company that sells a variety of shoes and then runs the company on a proverbial shoestring.

Mycoskie continues to be hailed as a visionary business leader, being an early believer in such practices as paid maternity and paternity leave for his own employees. Toms has also turned into an ever-expanding enterprise, but it has always kept its core values

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of providing desirable products while combining each sale with a product or service to a person in need.

With “one-for-one” as its corporate slogan and rallying cry, Toms has to date donated more than 45 million pairs of shoes to children around the world with, obviously, sales to match of its expanding line of canvas slip-ons, casual lace-up shoes and boots.

In 2011, the company began expanding its product line to include sunglasses, matching sales with dollar-for-dollar donations to people in need of prescription glasses, eye surgery or treatments for sight disorders. That same year, Mycoskie, who sports the title of chief shoe giver, published *Start Something That Matters*, a book extolling his corporate philanthropy, which shot to the top of best-seller lists. The book continues the corporate matching concept by donating a children’s book for every copy sold. Mycoskie established the Start Something That Matters Foundation, in collaboration with GOOD, an online media company and a social impact consulting firm, to fund entrepreneurs who have creative ideas aimed at changing the world.

In 2013, the company began hosting like-minded businesses on Toms.com Marketplace that offer their products for sale and benefit socially conscious causes. In 2014, the Toms Roasting Company was founded and began selling gourmet coffee. For each bag of coffee sold, Toms donates to the Water For People program, which helps impoverished countries develop clean-water sources.

The most recent project is the Toms Bag Collection, which launched in 2015 and helps provide safe births to mothers in need through skilled birth attendant training and birth kits. Additionally, the Toms StandUp Backpack Collection helps Toms Giving Partners provide training for school staff and crisis counselors to help prevent and respond to instances of bullying.

For Mycoskie—whose first successful business was a dry-cleaning service while he was attending Southern Methodist University and who in 2002 competed with his sister, Paige, in the television program *The Amazing Race* (they finished in third

place)—the idea of combining business and humanitarian actions seems like a natural fit. “We make it easy for people to do something,” Mycoskie said during a 2011 interview on *The Ellen DeGeneres Show*. “Everybody wants to serve, they want to give back. But it may be difficult. So we donate on their behalf, one-for-one.”



## FRED VAN GOOR, CYSTIC FIBROSIS RESEARCH

Biologist Fred Van Goor, Ph.D., has a hand-drawn bookmark on his desk—it is pink with little flowers. The bookmark was sent to him nine years ago by a 6-year-old girl from Maine named Kate Marshall, who suffered from cystic fibrosis (CF). She wanted to encourage his progress in finding new medicines for the deadly disease that afflicts 30,000 people in the U.S. alone.

In 2001, Van Goor, a native of Canada, joined the San Diego laboratory of Vertex Pharmaceuticals, a biotech company with headquarters in Boston, Massachusetts, to focus on the challenges of treating CF. Geneticists had determined that the disease was caused by the mutations of the CFTR gene.

The mutations result in the development of a defective protein that caused thick mucus to build up in the lungs of people suffering from the disease. However, genetic attempts to “fix” the mutation had so far failed. Van Goor’s research was

Fred Van Goor and his team at Vertex Pharmaceuticals have given hope to the thousands who suffer from cystic fibrosis.

focused on trying to address the defective CFTR protein, which acts as a gateway of sorts to allow the passage of salt into and out of the cells in the lung and other organs in the body, including the sweat glands. It had long been an observed symptom of CF patients that their sweat had a higher amount of salt than usual, a result of the defective gateway. However, even after the condition was identified, the problem of opening that gateway, and getting a protein to the correct location in the cell, took years to overcome. “We almost thought it was a fantasy that we could create a medicine that could

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get the protein to the right place in the cell to help it function properly," Van Goor says. "It had never been done before."

After eight years of trial and error in identifying compounds that might work on CF cells, Van Goor and his team had a breakthrough, discovering a drug that could open what was essentially a stuck gateway, to CF-affected cells. Human trials began in 2006 and the drug was approved and released in 2012, but with a catch. The drug could slow, but not halt, the steady decline of pulmonary function in CF patients, and it was only effective in opening the cell gateway for a small percentage of patients ages six and older who displayed one particular mutation in the gene that causes CF. Still, it was a beginning to treating the underlying cause of the disease.

Unfortunately, Kate Marshall, the teen whose bookmark served as an inspiration for Van Goor, was not one of those patients who could benefit from this first drug. Her gene mutation seemed to be creating cells that didn't have functioning gateways at the right location in the cells. Van Goor and his team

kept pushing forward to help patients such as Marshall. "We screened hundreds of thousands of compounds," he says. "It's a very slow, iterative process that takes years and years to try to get everything right. There are a lot of ups and downs along the way."

The team's work led to the development of another new drug that not only helped open the gateway, but could help the protein get to the right place in the cell, potentially improving lung function for more patients. In July, the FDA gave approval for the drug to be used by about 8,500 CF patients who are 12 or older with the most common mutation that causes CF. Fully one-third of the domestic CF population is now eligible for either of these medicines. That category includes Kate Marshall. Now 15, the star soccer and lacrosse player for York High School in Maine and the subject of a *Sports Illustrated* magazine profile for her determination in playing sports while fighting CF, continues to inspire Van Goor and his team.

"The key is that we're not done yet," Van Goor says. "We've taken steps in the right direction, but we're very mindful that there is a lot more to do. Drug discovery is hard, and there are a lot of

"Food security today and in the future is one of the great challenges of the 21st century."



DONALD DANFORTH PLANT SCIENCE CENTER

James Carrington, president of the Donald Danforth Plant Science Center in St. Louis, Missouri, is working on new methods to feed the world's growing population.

challenges along the way. You keep people like Kate in mind, who embody hope for the future, and you keep pushing forward."

### JAMES CARRINGTON, PLANT RESEARCH

Four years ago, James Carrington, who received a doctorate in plant pathology from the University of California, Riverside, was leading the Center for Genome Research and Biocomputing at Oregon State University in Corvallis, where he enjoyed exploring the northern Willamette Valley area with friends.

"For 25 years we studied the mechanisms of viruses, published papers," says the eminent plant scientist with a number of important discoveries to his credit. "But as I entered my 50s, I wondered how this knowledge could help the world."

Carrington, an expert on identifying ways that viruses mutate and attack plants on a genetic level, and how those plants continue to develop defenses to fend off the viruses, was offered a position in 2011 to become president of the Donald Danforth Plant Science Center in St. Louis, Missouri.

At the center, he has continued to conduct his research alongside 20 teams of scientists who are engaged in improving the health and nutritional value of plants and agricultural crops. Finding ways to get more productivity from food crops while using fewer resources is one of the main objectives of research at the center. Scientists are studying how root systems take up water and nutrients, and how they capture sunlight and energy. The work, which sometimes involves genetically modified crops, has, at

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times, been considered controversial by some groups. However, Carrington says new research in how to increase yields is crucial as the world's growing population continues to put pressure on food production methods.

"If we're going to feed another 2 billion people by the year 2050, we're going to have to do things differently," Carrington says. "By [then] we'll have to double productivity of agriculture just to keep up with where we are. But if we continue to use current practices, we will use all of the water, lose unrecoverable levels of topsoil ... and agriculture is a large producer of greenhouse gases."

Carrington's career in plant science began as an undergraduate at the University of California, Riverside, where a chance campus job as a dishwasher in a plant science lab spurred an interest in the study of plant biology. His studies continued at the University of California, Berkeley, and at North Carolina State University. Carrington was on the faculties of Texas A&M and Oregon State University before accepting the position at the Danforth Center.

Carrington and other scientists at the Danforth Center are also exploring ways to improve staple crops that provide food security to people living in sub-Saharan Africa and other places in the developing world, as well as to develop sustainable sources of bioenergy from plants.

"Food security today and in the future is one of the great challenges of the 21st century," Carrington says. "It's also our biggest environmental issue. We need to find practices where we grow more while using less."

## STUART LICHT, CARBON REDUCTION AND CLIMATE CHANGE RESEARCH

The announcement came as—excuse the pun—a breath of fresh air this summer when it was reported that a George Washington University chemistry lab led by Stuart Licht, Ph.D., had invented a new

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process for removing carbon dioxide (CO<sub>2</sub>) from the atmosphere. Licht showed that by sending small amounts of electricity between two electrodes placed in molten lithium carbonate, carbon can be pulled from the solution, potentially reducing greenhouse gases.

Called Solar Thermal Electrochemical Production (STEP), the method also converts the CO<sub>2</sub> into solid, stable carbon nanofibers, which increasingly are being used in the manufacture of everything from buildings to airplanes.

The research has consumed most of Licht's career, which includes a doctorate from the Weizmann Institute of Science in Israel, postdoctoral studies at the Massachusetts Institute of Technology and a stint as a program director at the National Science Foundation, before his current posting in the George Washington University chemistry department.

"The idea rose in several parts over the course of 30 years," he wrote in an email. It began in the 1980s, he explains, with studies that showed the viability of using solar energy to create chemical conversions in a liquid.

In 2003, a new solar energy conversion process was discovered that utilized the full spectrum of sunlight. "Unlike solar cells," he adds, "which use only the visible portion of sunlight." The full-spectrum conversion turned out to be far more efficient than the best solar cells. The next leap forward came six years later, in 2009, when Licht's team showed that atmospheric CO<sub>2</sub> could be transformed by the solar energy-fueled process, separating the carbon from the oxygen of the molecule.

"Finally," he writes, "in 2015 [we understood how] atmospheric CO<sub>2</sub> could be converted not only to carbon, but to valuable carbon nanofibers in [large amounts], at low energy and at low cost."

The key discovery of the process was the application of the lithium carbonate solution as the bath for the electrodes. When CO<sub>2</sub> is added to the bath and

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electricity is applied, a reaction occurs that produces oxygen that can be safely released into the atmosphere, and strands of carbon nanofibers that are drawn to one of the electrodes. These fibers can be grown into different sizes and shapes for practical application. The process also renders carbon into a stable, solid form that is no longer accumulating in the atmosphere.

Could his process actually clean something as enormous as the Earth's atmosphere? Licht thinks so. He points out he's not an engineer or technician, but he says he believes the system can be easily built to a much larger scale. He can imagine countries and business entities taking on the challenge of applying his research.

Still, Licht acknowledges that it wouldn't be easy. His own team calculates that this process could draw enough CO<sub>2</sub> from the atmosphere to reach levels of the pre-Industrial Revolution period in a decade. However, it would require massive operations covering an area that might be hundreds of thousands of square miles. Licht says the carbon nanofiber facilities would best be distributed globally in areas of high solar radiation such as major deserts.

"During the industrial age we've released a massive amount of CO<sub>2</sub>, and the infrastructure that is required to mitigate this greenhouse gas should not be understated," he says. "However, the consequences of climate change are extensive, and now there is a financial motivation to transform and remove CO<sub>2</sub> from the atmosphere."

As with each of the other four people profiled here, Licht's breakthroughs show that by thinking in creative ways, we can potentially solve the insurmountable challenges and change the way we live for the better in the 21st century. ▲

*Jim Gullo is a freelance writer based near Portland, Oregon.*



INNOVATION IN

# Art

*Artists explore the frontiers  
of human culture* | BY TED FRY



COURTESY: ALAN FULLE (2)

*Optical Vision*, by Alan Fulle, is composed of paint and epoxy resins. He created the 6-foot-long panel in 2010.

Remember the craftsman in the booth at the county fair pulling strands of clear or colored glass through a concentrated propane flame? With a practiced touch he'd tease the molten material into mass produced gewgaws to be wrapped up in tissue for the journey home to the curio cabinet. It's called lampwork, and it's a classic North American folk art—thus its fair-ground habitat.

Seattle artist Ginny Ruffner remembers this craftsman, too. When she started experimenting with glass art in the late 1970s she encountered the technique, which was not really considered “art,” and had a revelatory moment. “I looked at lampwork and thought, ‘Wow, you can do a lot of things with this,’” she says. “So I began to make sculptures with it, rather than little trinkets.”

She didn't truly realize it then, but the work she created by applying the essential elements of lampwork marked a true innovation in what was then itself a relatively new form of art, glasswork. “Now there are schools that teach lampwork and exhibitions of it and many people doing it worldwide,” Ruffner marvels. “When I started, nobody I knew of was doing it. Except at county fairs, of course.”

Although our modern culture seems to think

innovation is the exclusive province of the high-tech industry, the art world has a unique claim on the idea which is far older and more universal than anything digital. An artist's innovation springs from personal expression and adapting existing ideas or forms that were once innovative themselves—one could argue that all art is innovative, as each artwork is a new creation. This distinction has lofted artists as cultural torchbearers throughout human history.

The art-world figures featured below not only demonstrate a history of innovation, they continue to push the boundaries of art in ways that help make our society more dynamic today.

## ALAN FULLE

An artist's studio is close to the most personal space a person can have, so it should be no surprise that Seattle's Allan Fulle gives his a distinct name: “an arena of events.” It's just a room in



Alan Fulle

a ramshackle Craftsman house in Seattle's Central District, but this is where Fulle pours hot resin onto vibrantly colored wood planks, collects the viscous overflow and renders the resultant mix of marine supplies and home-brewed pigments into the remarkably vivid pictures and sculptures for which he has become well-known.

Fulle's innovation is the use of industrial resin to mimic, enhance or replace the role of paint or sculptural mass. He pushes the resins and chemicals far beyond the traditional boundaries of the industrial applications for which they were developed. With a fondness for their nearly indestructible, sometimes toxic properties, he likens the material to “turbo-charged paint.”

Fulle says he came upon the process of pouring resin in the wake of much experimentation with other materials such as acrylic, varnish and polyurethane. After a fortuitous introduction to a new prod-



COURTESY: DA-KA-XEEN MEHNER

Da-ka-veen Mehner's answer to an exhibition about British explorer James Cook is titled *I Was Not Discovered*. This composite photograph documents Mehner's July tableau in Anchorage.

uct developed for boat construction and wind energy farms he knew he'd found his medium. "I'm probably not the first guy to use resin," he says, "but I love the build. I love the strength of it."

Prime examples of his passion for the innovation of building with resin are his tower sculptures, which display agate-like color schemes and organic

forms based on silicon, not carbon, life. Reaching up to 15 feet, they're fabricated of leftover resin that has drizzled off his paintings into plastic bins. He cuts the large accumulated blocks of semi-opaque polymer into small cubes to create Jenga-like structures that glisten and undulate with auras that are sometimes primeval, sometimes markedly architectural.

## WHERE TO SEE ART

The many museums in the West that include art are far more than just buildings with objects hanging on the walls. Today's museums embrace roles as facilitators, even sponsors, of experimental art. But they also treasure their roles as guardians of our artistic heritage.

- The **Anchorage Museum** has galleries devoted to classic Alaska art, typified by Sydney Laurence's massive landscapes; as well as a hallway devoted to Native art and artifacts; [anchagemuseum.org](http://anchagemuseum.org).
- The **Seattle Art Museum** is noted for its collection of Northwest School artists such as Morris

Graves and Mark Tobey; [seattleartmuseum.org](http://seattleartmuseum.org).  
 • The **Museum of the North** at University of Alaska Fairbanks has a memorable gallery in which modern, traditional and Native works are displayed side by side; [uaf.edu/museum](http://uaf.edu/museum).  
 • The **Portland Art Museum** is known for its



COURTESY: CHRIS AREND PHOTOGRAPHY / ANCHORAGE MUSEUM

holdings of American Impressionist Childe Hassam; [portlandartmuseum.org](http://portlandartmuseum.org).

The Anchorage Museum exhibits both modern and traditional art depicting Alaska.

The alchemical abstractions of Fulle's builds are what he describes as an attempt to elicit psychic resonance. "I want something that looks like I chopped it out of a Martian landscape," he says bluntly. "The layers and chunks of otherworldly resin certainly help with that.

"When artists explore innovative content, only time will tell if the ideas are just gimmicks or truly innovative," says Fulle about the long process of finding his way to a signature form—a comment that almost any creative professional would endorse. As for his use of resin and penchant for wearing a respirator while he's working, he intends to continue pushing envelopes. The prospects are good with newer, more interesting materials coming all the time from every quarter. "It's not just a gimmick. It's what you do with it that counts."

Seattle gallery owner William Traver, who exhibits and sells Fulle's work, observes that artists have always been drawn to new materials. "In Alan's case he's definitely done that with resins and the ability to create depth, to create an illusion of space, to create energy fields with colors that couldn't have been done otherwise," he says.

As Fulle's work demonstrates, artists don't necessarily stock their larders at the art supply store anymore. These days they're shopping at the hardware store or the marine supply store, a newish trend in which products developed for industry move into the artists' studios.

"Artists are often invited to workshops in large factories and plants where new materials are being created," says William Traver. "Only through their new creative applications do industries become aware of all the possibilities." Thus the innovations continue—an apt illustration of the role art has long played in civilization.

## GINNY RUFFNER

Ginny Ruffner's original adoption and continuing use of lampwork in her glass art shows that a process or material developed for a particular use can offer an array of applications for an artist. She recently received affirmation that the tech industry is well aware of opportunities to expand their own actual innovation within the galaxy of art when a tech company invited her to join the

**"It's not just a gimmick. It's what you do with it that counts."**

field of augmented reality.

The company brought Ruffner to its campus to advise its engineers on how an artist might use their developing technology, which is a giant leap forward from virtual reality. In simple terms, augmented or cinematic reality uses clear glasses that stream digital light fields directly onto the retina to fuse actual space with ethereal holographic effigies.

Ruffner is steering this new technology to places the company hadn't imagined with a project she's dubbed "Aesthetic Engineered Poetic Hybrids." She began by interviewing geneticists to discover what they find beautiful and motivating in their work. She's randomly connecting concepts from those responses into hybridized drawings that are then rendered into 3D animation.

Late next year, exhibition spaces will come alive with Ruffner's augmented reality of fanciful science-meets-art. "For example, there'll be this little bitty tornado laughing uncontrollably, running around the room doing nothing, having no purpose whatsoever except to make you laugh," Ruffner explains.



Ginny Ruffner



COURTESY: AMBODIA

*How Spring Feels* 2015 illustrates glass artist Ginny Ruffner's fanciful approach to conveying sensations.

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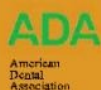
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Dr. Namdarian is a member of the Frontier Institute (formerly California Center for Advanced Dental Studies) where he now serves as clinical instructor to Dentists attending their cosmetic courses.

Dr. Namdarian achieved post-graduate certification from UCLA Dental School and he is a member of numerous professional organizations, such as The Fresno Madera Dental Society and:



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Speaking about the innovations that have rippled throughout her work as a painter, sculptor, glass artist and conceptual designer, she believes that important art is innovative by nature. "Innovation in art is kind of a redundant term," she observes. "True innovation lies in allowing people to see things differently."

Whether it's a blowtorch and a palette of glass or an abstract sculpture amid a stream of digital bits, her only imperative is to continue to evolve. "I usually choose the material based on the idea, not the other way around," she says, declaring an approach almost exactly opposite Fulle's. "For me what's most important is what's happening now and in the future."

## JULIE DECKER

A development happening right now and well into the future at the Anchorage Museum in Alaska is a regular series of innovative interpretations on the nature of museum exhibits. "Interventions," initiated by museum director Julie Decker, challenge and support the perception of art, its role in our broader society, and the way art is regarded by both artists and the public.



Julie Decker

COURTESY: CHRIS AREND PHOTOGRAPHY / ANCHORAGE MUSEUM

Decker launched the "Artist Intervention Program" several years ago when she was the museum's chief curator. The series grew out of the Polar Lab, an area of the museum that exposes visitors to the confluence of science, culture, history, art and environment that's woven into the circumpolar Arctic and subarctic regions—often thought of more poetically.

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“When you invite experimentation you don’t know what the most important result will be.”

cally in culture and society as the North—among which Alaska is a key component, along with Scandinavia, northern Canada and Siberia.

The museum describes the Polar Lab as “a conversation” in connecting art, science and the environment, and “a place of active investigation and dialogue.” Based on that mission, Decker’s belief that “things need to be iterative and unfold through conversation” sparked her to create events that would highlight the North’s diversity, and spotlight an array of perspectives on the land and tradition of the North in innovative ways. They have since expanded into a means for artists to respond to particular exhibitions throughout the museum in ways that would have been considered quite radical not long ago.

As a longtime curator, the daughter of an artist and an artist herself, Decker believes that impatience and curiosity are the core drivers of any artistic innovation. “And I mean impatience in a good way,” she adds. “Artists are obsessive thinkers, in a good way. Their job is to be present in a way that a lot of us aren’t or can’t be.”

For some intervention participants, impatience and intellectual curiosity become two sides of a coin; being present can take on many meanings. Such was the case when Tlingit/N’ishga artist and photographer Da-ka-xeen Mehner countered a recent showcase exhibit about British explorer Captain James Cook, who sailed into what is now called Cook Inlet in 1778 and “discovered” it—despite the fact the region had been inhabited by Den’aina Athabascan people



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for many centuries before then.

Mehner's intervention was a conceptual undertaking titled *I Was Not Discovered*, in which he set an installation of his large steel sculptures based on Tlingit warrior knives around a landmark statue of Cook in downtown Anchorage, thus "trapping" Cook. He then photographed himself within this tableau for a multiple exposure composite rich with metaphor. Occasionally he would hold up a sign displaying his intervention's title, and observe reactions from Anchorage residents and visitors.

For Decker, the innovation was using the photo as a counterpoint to illustrate how an artist can change the way someone thinks and feels about a place. The ongoing interventions at the Anchorage Museum present new ways of thinking about a community, she says. "It's not about permanence, but about creating experiences that become memorable to people. How do you change the way somebody thinks and feels about place?"

Promoting a museum as a huge, dynamic institution with myriad resources, rather than just a building with objects hanging on the walls, is another way to engage artists in innovative processes. It's also a boon to visitors who can discover new ways to regard art. "If you bring an artist in they look at the whole facility as a space filled with tools that invites a whole different experience," says Decker.

It's a little like Ginny Ruffner's ethereal digital sculptures that will soon be soaring through the empty space of a gallery or laboratory—without question a new experience for the viewer.

"When you invite experimentation you don't know what the most important result will be," says Decker. "But if you present the opportunity, there's going to be something meaningful. I love that. That's what art is all about." ▲

*Ted Fry is a Seattle-based arts and culture writer.*

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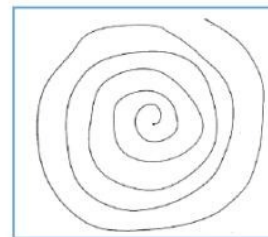
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# EYES ON THE FUTURE

## The Art and Science of Trendspotting

BY DAYTON FANDRAY

At his office in La Jolla, California, Dr. Eric Topol plugs a small, hand-held device into his smartphone. He holds the device to his chest and an instant later, the image of his heart appears on the smartphone display. “Echocardiogram of my heart thru my smartphone,” he tweets to 71,500 followers on Twitter. “Eureka!”

Topol is the director of the Scripps Translational Science Institute and author of several books that explore coming trends in health care. He believes that mobile technology will increasingly enable individuals to monitor their own medical conditions. His declaration on Twitter, highlighting a working technology, supports his point. The doctor-patient relationship, he believes, is about to be turned on its head.

This shift in the generation and handling of health care data is among many developing trends poised to change people’s lives, as well as whole industries—and to do so rapidly.

The Greek philosopher Heraclitus once observed, “One cannot step in the same river twice, for it’s not the same river.” His point was that change is inevitable. But if the pace of change felt like a river in Heraclitus’ time (the late sixth century to the early fifth century B.C.), the pace today has accelerated such that we might think of the river as something more akin to a raging torrent.

People like Eric Topol, however, stand ready to help us navigate uncharted waters. They are known variously as consultants, futurists and “trendspotters,” and they make it their business to study innovation, and give their clients and social-media followers a sense of the shape of things to come. Some of these experts focus on specific categories—such as health care, technology,





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fashion or culture. Others regard themselves as generalists, allowing their instincts and interests to lead them where they may. Their methods vary, as well. Some trendspotters use surveys and focus groups to collect statistics upon which they base predictions. Others follow their gut. The common threads among these skilled prognosticators seem to be curiosity and an ability to see connections that other people tend to dismiss or simply ignore.

"Strategic trendspotting requires not only tracking things that are on the radar now, but also developing an intuition about

passion for "artisanal culture"—everything from craft beers and pizza to handcrafted furniture—and the growing popularity of mobile payment systems.

Another top trendspotter is Richard Laermer, CEO of RLM PR in New York and author of 2011: *Trendspotting for the Next Decade* (2008) and *Trendspotting: Think Forward, Get Ahead, Cash in on the Future* (2002). He agrees with Salzman about trendspotting's key elements and adds that self-promotion is also important.

"People need to know that you're full of information," says Laermer. He suggests

## WHAT THE WATCHERS ARE WATCHING

### ERIC TOPOL

*Director of Scripps Translational Science Institute and cardiologist at Scripps Clinic, La Jolla, CA.*

Topol tracks developments in health care and medicine. He is currently tracking the following:

■ **Mobile data-gathering of health information.** Patients will record their own medical data on their mobile devices. "These will be data that they never had access to before, such as their blood pressure, every heartbeat, their oxygen when they're sleeping, their glucose, you name it. The patient will not just be center stage, but driving things. This very data-rich new world of medicine is the biggest thing to happen in the field in decades, maybe in the history of medicine."

■ **Telemedicine.** "This is becoming the most common way to have an office visit with a doctor. Instead of going for a physical visit, you're just tapping on a phone and instantly connecting with a doctor. The big new thing here is it's not just the video chat. You can now exchange data from sensors. Or the lab test that you did yourself through your smartphone. These are going to be the visits of the future."

### RICHARD WATSON

*Futurist, speaker, publisher of the trends report What's Next.*

Watson tracks trends in technology, medicine, politics and culture. Trends that he is currently watching include:

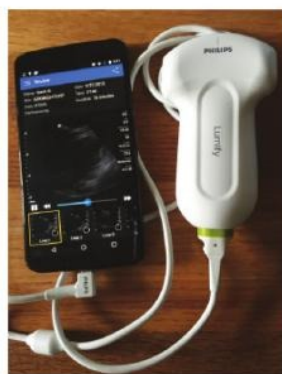
■ **Personalized medicine.** "Medicine traditionally has treated everyone the same. But people are not the same. Men and women respond differently to treatments. Individuals respond differently to treatments based on their genome. Personalized medicine, based on our genetics, is going to be a massive area, although it has huge implications around privacy." Tailored efforts at prevention and treatment, based on an individual's genome, are one example of this approach to medicine. Cancer cells from a tumor can be sequenced and the mutations driving the cancer »



SCRIPPS HEALTH (2)

what's just off the radar," says Marian Salzman, CEO of Havas PR North America. "It requires a combination of focusing on what's front and center, and maintaining a constant awareness of what's flitting in and out of one's peripheral vision."

Salzman, who divides her time between New York and Phoenix, was once named one of the world's top five trendspotters by the media company VNU. For her, trendspotting consists of three primary elements: (1) scanning the media systematically to identify and extrapolate patterns, (2) developing possible scenarios and (3) consulting with experts and influencers. Using these precepts, Salzman successfully predicted the rise of America's



Scripps Translational Science Institute Director Eric Topol consults with a researcher in the institute's lab (above). Topol is a keen observer of developments in medicine, such as the increase in personalized data collection. He recently tweeted about a device that can be held to the heart to create an echocardiogram on a smartphone.

that by promoting themselves and sharing knowledge, trendspotters draw people to them and gain knowledge in return.

Laermer's track record includes the prediction—in his 2002 book—that people would increasingly seek to detach from desktop computers, a prediction that pointed the way to today's smartphones.

If trendspotters rely on collecting



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HEATHER JOHNSON

Marian Salzman.

information and connecting to people with ideas, they also rely, to an extent, on their own intuitions—with some practitioners focusing more on this aspect than others.

Richard Watson, a London-based futurist, speaker and publisher of the *What's Next* trends report (nowandnext.com) believes that successful trendspotting is ultimately a matter of awareness and instinct.

"You have to walk around with your eyes and ears wide open," Watson says. "You look for anomalies. And you say, 'Well, I've never seen that before. That's interesting. That connects with different stuff. That serves a need.'"

Relying on this method of observation and reflection, Watson says, he predicted the economic collapse of 2008 and the current turmoil in the Chinese economy.

The notion that spotting trends should be based largely on gut feelings does not sit well with consultants who take highly data-driven approaches.

Rebecca Brooks, co-founder and partner of Alter Agents, a research firm in Los Angeles, argues that the difference between research-based analysis of developing trends and an instinctive approach is like the difference between astronomy and astrology.

"What we do here is all research-based, but there's been a complete revolution in how we do research," says Brooks. She notes that the majority of survey research is now conducted online and that the methodologies have evolved with technology, too. She says that in the past it was enough to

simply conduct surveys and interviews with samples drawn from a product or service's target demographic. Now, however, the Internet and social media have made it possible to get responses that are more indicative of attitudes and consumer preferences. It's not enough to find out what people in the target demographic are thinking; it is essential to target "thought leaders" who shape attitudes in that demographic. These thought leaders, says Brooks, "are the people who are into things before they become hip."

In addition to targeting these people in the vanguard, Brooks says that it is crucial to explore so-called influencers: "The way that people influence nowadays is through social media," she says. "Marketers need to be looking at people who are getting the word out there, who are putting energy into the trends that are developing."



Richard Laermer.

It might well be a data-driven world, but Brooks admits that information is useless if you don't have perceptive people around to analyze data. This brings the discussion back to the human side of trendspotting.

Looking back at analysts she has hired over the years, Brooks says that very few of her best hires have had marketing-research backgrounds. She didn't, either.

"I come from anthropology. I think anthropology and sociology are the two most valuable degrees in people I see who are able to marry the rigor of research with the art of being able to interpret."

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#### REBECCA BROOKS

Co-founder and partner of Los Angeles-based research firm Alter Agents.

Brooks is tracking the following:

**Need for constant customer cultivation.** Brooks argues that old-fashioned brand loyalty is a thing of the past: "Even with crackers. You have the family that bought Ritz, say. They always bought Ritz. They didn't even think about it. That type of loyalty is simply evaporating. Millennials and Generation Z behind them really don't see any value in that kind of loyalty. We are moving into a state of constantly acquiring customers. You can no longer count on your base to always buy your product."


**3-D Printing.** "About 18 months ago, we got a call from a company that created 3-D printers. They were saying we want to start monitoring the category. We considered 3-D printing to be very niche. But ... innovations around it have far surpassed what that company originally thought they'd be doing." One exciting application of this technology is the manufacture of pharmaceuticals, especially in remote parts of the world where lines of distribution are challenging.

#### MARIAN SALZMAN

CEO, Havas PR North America.

A wide-ranging observer, Salzman names the following area of interest:

**Decentralization.** "Smaller [cities] will take off as a big priority as the cloud invites people and businesses to relocate where they want, in destinations that are good for talent. The question will become, 'What does it take to make Provo, Utah, or Prescott, Arizona, or Asheville, North Carolina, hotter?'" —D.F.



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One thing that Brooks and other trendspotters agree on is that the pace of change is increasing at an unprecedented rate in an age of innovation and interconnected communication. This demands that all “spotters,” be they research-based or intuitively inclined, stay constantly alert, lest events catch them unaware.

“Nobody saw Uber coming, or Airbnb,” says Brooks, noting that these online services took on significance within a span of six months. “You used to be able to do research, and that research would be pretty solid for three or more years,” she says. “But now, with technology evolving the way it is, you can have an app hit the market the next day that completely revolutionizes an entire category.”



Richard Watson.

Also due to recent developments—because social media exposes people to new information so quickly—trendspotters must be quick to identify trends before trends become obvious. But fortunately for those who make their living spotting trends, analysis is key. It’s the analysis that makes spotters valuable to organizations hiring them as consultants.

For Richard Laermer, the key to staying ahead of the curve is, to a large extent, staying outside one’s comfort zone: “The things that interest you will come to you,” he says. “You have to look at the other fields, the things you don’t know anything about, and see what’s happening there.”

Eric Topol, at Scripps, does not con-

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sider himself a trendspotter per se. But as a physician and researcher with a large popular following, making sense of the ever-shifting landscape in health care is a big part of his job. He has been a physician for three decades now, and over the years he has seen a lot of promising research and technology fall short of expectations. When looking at trends in health care, he assesses their potential for



Rebecca Brooks.

success by looking at the science and preliminary data that are available, the potential impact on medical practice and the potential impact on patients' lives.

Yet it's experience tempered with maturity that gives him a perspective on change that younger colleagues lack.

"I've had the grounding of all these years of practicing medicine," he says. "I have a better sense of whether this thing or that is going to have a life to it or not. It's harder if you're just new at this. Everything looks promising."

IN THE END, most who pursue trend-spotting would likely agree that it is an art as well as a science. If you are trying to anticipate trends, it's important to pay attention, listen to what people are saying and watch for patterns. And if you learn to think like the pros—or at least watch them while they watch trends—it just might help you keep your head above water when the torrents of change sweep toward you. ▲

*Dayton Fandray writes regularly about trends and technology.*

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The Scout-XC snow bike from MotoTrax was developed through the University of Idaho's technology-transfer program.

## Transforming Tech

By Matt Villano

The new Scout-XC snow bike from MotoTrax is the ultimate winter-sport-vehicle hybrid. With a treaded track in the back and a ski at the base of the front handlebars, the vehicle essentially is one part dirt bike and one part snowmobile. And the public seems to love it. The company has presold its limited 2015 production run of 100 machines, and Northwest shops are asking for more. ■ While you might think that

such a vehicle would be the result of years of research and development at a large commercial company such as Kawasaki or Yamaha, nothing could be further from the truth. The Scout-XC snow bike is the creation of two University of Idaho students who used the school's space and expertise to help develop the product and launch the company. MotoTrax's success is just one example of how the idea of technology transfer at the country's universities is getting an upgrade and allowing students and faculty to better develop and market their ideas and, in turn, see a return on investments (ROI).

Technology transfer is the process through which universities help commercialize products and ideas that are created by faculty or graduate students with institu-

tional resources or on institutional time. In the past—as recently as 10 years ago—this process involved predominantly faculty members and staff. More recently, many schools and universities have expanded their approach, extending a number of new tech-transfer and entrepreneurship programs to students, as well.

Many schools have also developed incubators—spaces where school-affiliated startups can develop and learn from other startups. While the tech-transfer process is most often associated with medical, technological and scientific breakthroughs, on occasion, a product such as a Scout-XC does motor its way into the mix.

According to the Association of University Technology Managers (AUTM), a non-profit organization of academic technology

transfer professionals and business representatives, the benefits of this evolution are plentiful. Many of the companies that emerge from this process create jobs, spark the development of new industries and lead to new products being developed for a variety of markets. According to AUTM's 2014 U.S. Licensing Activity Survey, the most recent collection of data on tech transfer, there were 965 new commercial products derived from university inventions and introduced in 2014, a 34 percent increase over 2013 alone.

AUTM President Fred Reinhart points out that the technology transfer phenomenon is happening across the country and that over the years, 153 FDA-approved drugs that have reached the market were based on academic discoveries.

The Boston area, home to the Massachusetts Institute of Technology (MIT) and Harvard University, among other institutions, has become a national leader in the process. Companies that began at local universities have gone on to develop a wide range of products, including breakthroughs that help doctors better diagnose diseases, create a more efficient form of insulin and produce lithium-ion batteries for half the production costs.

The West Coast has also developed into one of the centers of this expanding tech-transfer movement. In particular, schools in the University of California system, University of Washington, University of Idaho, San Diego State University and Washington State University are among the schools leading the charge. Here's a closer look at what's happening in the world of tech transfer.

### UW: A Center of Innovation

One of the busiest schools for tech transfer on the West Coast is the University of Washington. According to a ranking by



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## EDUCATION

Reuters released in September 2015, UW is one of the most innovative universities in the world, coming in fourth on the overall list behind only Stanford University, MIT and Harvard. Reuters' ranking was in part based on UW helping to launch 18 new startups based on school research technologies in 2014 alone. UW has developed more than 100 startups during the past decade.

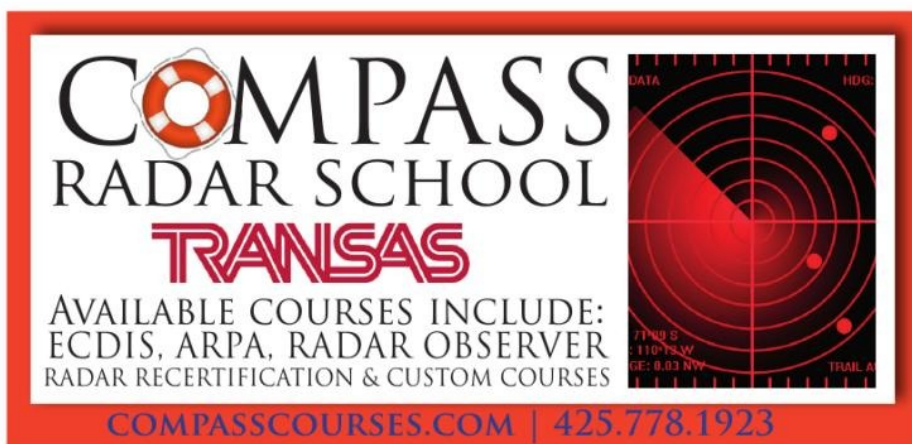
Most of the new startups are handled by CoMotion, UW's collaborative innovation hub. Executive Director Vikram Jandhyala has overseen the creation of the CoMotion Innovation Fund, a program through which UW offers seed funding to early-stage university-affiliate startup companies twice a year. Once the money has been allocated, recipients receive mentoring and training on helping to make sure they spend the cash wisely. "We give the money when it's too early for a venture capitalist or angel investor to come in, so there's really a gap," Jandhyala says. "We're providing legitimate help at a time when these entrepreneurs need it most."

One of the companies that has benefited from this program is C-Sats. Last year the firm received a \$50,000 grant to help develop its technology to chronicle and chart surgeon performance during surgery. AnswerDash, which provides quick-help information for customers on websites, received \$25,000. Both companies are expected to fully commercialize by early 2016 (if not before).

### Expanding Infrastructures

Many other West Coast universities are working to expand their infrastructure to help develop companies and bring new products to the marketplace.

In 2014, the University of California system (which includes 10 different campuses) announced the launch of the \$250 million venture fund, UC Ventures. The independent fund will pursue investment opportunities in UC research-fueled enterprises.



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San Diego State University, which is not part of the University of California system, has developed a two-pronged approach to tech transfer. Tommy Martindale, director of the school's Technology Transfer Office, says his department empowers professors to take their ideas into the marketplace by helping them find the best licensing deals or by providing entrepreneurs with other resources they need to succeed.

For instance, SDSU's Zahn Innovation Center works with students, faculty and staff members to develop early-stage ideas into businesses. The center provides help with everything from finding information on licensing intellectual property to organizing a meeting with an angel investor. "If you [are affiliated with the university and] have the will, we can figure out a way to help you be successful," explains Cathy Pucher, executive director of the center.

Pucher cites a faculty-led company named ProPopulate, which helps probiotics work more effectively in the human body. Once company founders started the process of patenting their technology with the university's tech-transfer office, Pucher and her teams stepped in, helping the founders find seed money and connecting them with an MBA class that offered advice on commercializing the product. ProPopulate hopes to take its product to market in the near future.

Martindale notes that overall, the institution earned about \$629,000 in royalties from products and patents in 2014-15 fiscal year.

### Competing for Support

Another way to spark innovation and evaluate the very best student-driven projects in the university setting is through business plan competitions. These programs play an integral part in deciding which ideas to push through the tech-transfer process.

The University of Idaho offers the Idaho Entrepreneurs program, which

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## EDUCATION

helped the students who founded MotoTrax get the Scout-XC snow bike to market. It also sponsors a number of business-plan competitions throughout the state and region. George Tanner, who runs the program, says some teams will enter multiple contests and win as much as \$50,000 to help them on their quest to commercialization. “The way we see it, anything we can do to help these entrepreneurs further develop their business models and get their companies started is a good thing,” Tanner says.

The University of Idaho has also developed Idaho Entrepreneurs Network, an on-campus space that anyone in the community can use when developing new ideas. The space also promotes collaborations among different creative groups, including engineers, programmers and artists.

### What's Next

Tech-transfer officials say the demand for such programs continues to increase and many will need to scale up.

In just the past two years, Washington State University's Office of Commercialization has almost doubled the number of startups it has helped launch and also has witnessed a more than 50 percent increase in the number of patents issued, including developing systems to improve the harvest of crops. Faculty members have also helped create unique types of grains that produce higher yields and have a greater tolerance to diseases.

At UW, Jandhyala is even looking at taking the traditional tech-transfer model and exporting it to the world community.

“Technology transfer is no longer about making the most money,” says Jandhyala. “Now, it's about the quality of engagement. Just helping the ideas get out into the world can make an incredible difference.” ▲

*Matt Villano is a writer based in Healdsburg, California.*

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# Land of Fire and Ice

*Iceland's history and culture are as dynamic as its landscape*

By Marlene Goldman

**Iceland is the home of the Hidden People**—trolls, elves, gnomes, fairies, sprites, giants and other magical creatures, unseen but culturally treasured. Many Icelanders embrace the legends surrounding these evanescent spirits who populate the island's mountains and dales. ■ Most of the 2 million visitors who come here each year are likely more skeptical. But one need not go very far to find Hidden

People. Barely halfway through my first day in Iceland, I've already found two trolls: life-size replicas of a wart-faced couple in tattered clothes on the main shopping street in Reykjavík, hunched and carrying

the weight of the world while tourists pose for photos in their presence.

Real or not, the Hidden People are part of a rich history of storytelling, the Tolkien-esque sagas that unfold with the complexity

of the *Lord of the Rings* trilogy and retell the heroic stories that describe the island's ninth century settlement by Norwegian Vikings looking for new land to farm.

Were the Hidden People already here then? Hard to say, but they certainly are now. These two trolls stand outside The Viking Store on Reykjavík's Laugavegur street, a shopping and nightlife roadway lined with storefronts highlighting everything from high-end fashions to tourist knick-knacks, including souvenir troll

Left: Hallgrímskirkja's tower dominates Reykjavík's cityscape. Right: Kids enjoy trying out the replica Viking headgear and battle dress at the city's Saga Museum.

statues and sheep's wool hats and gloves.

I wander in and out of bookstores, record shops, art galleries and cafes, all testament to how far this vibrant city has come from its roots as a fishing village.

The stores and galleries continue on Skólavörðustígur street, which leads to Hallgrímskirkja, a stark, imposing Lutheran church rising 244 feet above the cityscape. It is the largest church in Iceland and took 38 years to build. The columns flanking the main tower were designed to resemble the lava flows endemic in Iceland's landscape. I arrive just as its facade takes on the golden glint of the September sun. From atop the viewing platform, a rainbow of corrugated rooftops dominates the foreground.

"In the time of the Vikings, each was his own king and all wanted to be top king," my Icelandic guide Runar Ingi Hjartason says. "It's the same today, as you see from our houses—each roof is a different color than its neighbor's."

Iceland is famously the home of one of the world's first real democratic institutions, the Althing representative assembly. Formed in A.D. 930, it lives on today as Iceland's parliament and is the oldest such institution in the world.

I make my way to the Saga Museum, its 17 exhibits focused on re-creating the colorful history of Iceland's past, from its settlement by Norwegian adventurers to

centuries of Danish rule to its independence after World War I. Realistic wax figures depict different characters and scenes, from martyrs and heroines to the devastating medieval plague outbreaks. Some exhibits illustrate legends from the famous Edda, a collection of Icelandic sagas whose priceless manuscript was returned from Denmark in 1971.

To lighten the mood, there is a table of replica Viking headgear and costumes that visitors can try on.

The city's cultural heart lies in Old Reykjavík, an area anchored by City Hall and Lake Tjörnin. Here the arts community is in full view with galleries, handicraft stores, and institutions like

the revered National Gallery and Reykjavík Art Museum, spanning three buildings and including modern Icelandic painters among its collection.

In the evening I meander along the waterfront, passing a handful of boats at the Old Harbour and sculptures adjoining much of the path. Most famous is the Sun

Voyager sculpture, a photo magnet for its skeletal shape pointing out toward the sea. Catching the last of a purple twilight, I stop at the Harpa concert hall, designed in collaboration with the Danish-Icelandic artist Olafur Eliasson, as the building's odd geometric shapes and flickering lights shine in the reflection pools out front.

For all its cultural assets, Reykjavík's social scene is equally alluring. Tourists and locals pack the Laundromat Cafe for



COURTESY: SAGA MUSEUM

## WHAT'S TO EAT

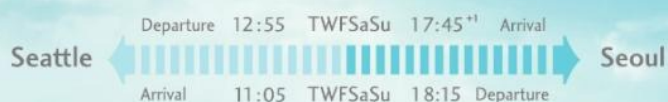
Among Iceland's many culinary curiosities, the item with the biggest buzz may seem mundane: the *pylsa* (hot dog), made mainly from Icelandic lamb. The Icelandic way is to serve the hot dogs *med öllu* (with everything), which means fried and raw onions, ketchup, sweet mustard and a remoulade of mayonnaise and relish. The leading hot dog stand is the red and white Baejarins Beztu Pylsur, dating to 1937.



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The famous Blue Lagoon is easily reached from Reykjavík's airport; it's adjacent to a geothermal energy facility. Below, Icelandic band Íkorni performs during the 2014 Iceland Airwaves music festival.

brunch, and for dinner the Fish Market restaurant, where everything from lobster sushi to Arctic char is on the menu.

Music is this city's hallmark, with international stars such as Björk, Sigur Rós and Of Monsters and Men, as well as major music festivals like the annual Iceland Airwaves. Taverns and bars are also at the heart of the social scene, which I discover on a pub crawl, locally known as *rúntur*, regular evenings of revelry in the bars and clubs beginning around midnight.

"It used to be that hard liquor was legal, but not beer," Runar tells me. Prohibition of beer ended in 1989, with March 1 being proclaimed Beer Day. "I remember the day beer became legal like you would remember where you were New Year's Day 2000."

During the *rúntur*, I slip in and out of various bars, ranging from live music dives and hipster spots such as

Kaffibarinn (KB for short), and Lebowski Bar, a retro-themed club based on the Coen Brothers' classic *The Big Lebowski*. Its cocktail menu features 15 variations of white Russian, the Dude's favorite drink, and even sports a bowling lane along one wall.

But Iceland's true wonders are on full display outside the city.

In a land of geothermal hot pools, the Blue Lagoon reigns as most popular for its proximity to Reykjavík. The lagoon was formed in 1976 during startup operations at a nearby geothermal power plant and as locals began bathing in the waters, the silica mud began improving people's skin, even aiding ailments such as psoriasis.

I join a half-day trip to the surreal turquoise mist-shrouded waters. As instructed I apply mud to my face and go over to the



DANIEL STARRASON, COURTESY: ICELAND AIRWAVES

## WHEN YOU GO

Many tour companies operate from Reykjavík to sights around the island, offering everything from day trips to the Blue Lagoon to weeklong tours with specific goals, such as seeing the Northern Lights. Icelandair Hotels Group also manages Laugarvatn Fontana, home to geothermal pools, and Fákasel Icelandic Horse Park, a good place to meet the famed Icelandic horses. For more information go to [visiticeland.com](http://visiticeland.com).

### Stay

Icelandair Hotels runs three properties in Reykjavík, including the colorful 108-room **Reykjavík Marina Hotel**. As creative as its playful decor is the cocktail list and share menu at the onsite restaurant Slippbarinn, which also features local music and pop-up concerts; [icelandairhotels.com](http://icelandairhotels.com).

Another boutique hotel with great character, **Holt Hotel** is close to the city center and boasts Iceland's largest privately owned art collection—more than 400 works; [holthotel.is](http://holthotel.is).

### Dine

Upscale **Dill Restaurant** consistently wins accolades for chef Gunnar Karl Gíslason's new twists on old North Atlantic standards. One of the leaders of the New Nordic culinary movement, Gíslason creates dishes such as Arctic char with butter and birch, mushrooms and cheese; [dillrestaurant.is](http://dillrestaurant.is).

Seafood lovers have much to choose from in Reykjavík, but connoisseurs will want to try **Fiskfélagid** (Fish Company), located in a former 19th century store. Creative fare includes the Fiji coconut: boiled fish soup with langoustine, grilled monkfish, coconut jelly and Icelandic seaweed; [fiskfelagid.is](http://fiskfelagid.is).

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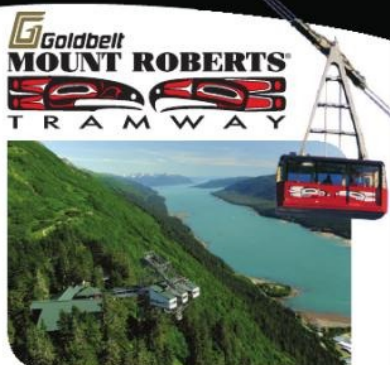
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## Iceland

swim-up bar for a free cocktail. Like everyone else covered in the white-tinged mud, I look like an apparition floating in some giant extraterrestrial Jacuzzi.

Next day, on a tour of the Golden Circle, a 185-mile scenic drive replete with waterfalls, erupting geysers, bubbling pools and steaming vents, I get a taste of the island's dynamic geology.

Our first stop is the Gullfoss waterfall, one of Iceland's best-known photo ops, fed by the rushing Hvíta river. At Haukadalur, the main attraction is the Strokkur geyser, which erupts every five to 10 minutes. Starting with a belching giant bubble before shooting water 60 to 100 feet into the air, Strokkur spouts to the clicking of myriad cameras and recording devices.

Our final stop is at Thingvellir National Park (home of that long-ago people's parliament) for a wander through a giant fissure caused by the separation of the North American and Eurasian tectonic plates.

Heading to the remote North starts with a drive to Nordfjörður fjord, passing fields of white flowers called cotton grass and flocks of fluffy, skittish sheep, as well as scraggly hillsides with occasional stands of stunted birch, examples of Iceland's few trees.

"What do you do if you get lost in the Iceland forest? You stand up," Runar quips.

I try my hand at riding Icelandic horses at Skorrastadur farm. These animals were an import by the Viking settlers, and today there are more than 70,000. The regal beauties are known for their modest size and smooth fifth gait, or tölt.

My horse-riding guide explains that tölt is a four-beat gait where one foot is on the ground at any time. "The back end of the horse is not up and down, it's back and forth, so you can have a beer on a horse while riding," he says.

Other highlights include majestic waterfalls topped by Dettifoss, reputedly the most powerful waterfall in Europe. More than 330 feet wide, the falls on average have almost 7,000 cubic feet per second of water plunging 150 feet. I see it in full splendor with double rainbows arching across.



Icelandic horses were brought to the island long ago by the Vikings. They are known for their gentle gait as well as their beauty.

"Vikings believed the rainbow was a bridge between man's world and the world of the gods," Runar says.

Later we hike at Dimmuborgir (dark castles), a world of odd lava formations that seems prime real estate for Iceland's Hidden People. Another highlight is a glimpse of the Northern Lights, shimmering like green garlands under a distant erupting volcano's red glow, reflected by the clouds.

"We have volcanic eruptions every two to three years," Runar says. "Most are calm ... we call this a tourist eruption."

At Jökulsarlón Glacier Lagoon in southeast Iceland, I join a boat tour through a shimmering glacier pool where it looks like Norse gods tossed a tray of oversize ice cubes. One last stop is a black sand beach, covered with ice chunks, yet one more otherworldly wonder. It looks like giants had been playing tiddlywinks with glacier debris. More signs of Hidden People: Can't see the giants, but their handiwork is all around in this remarkable North Atlantic outpost shaped by Earth's primal forces. ▲

Travel writer Marlene Goldman is based in San Francisco.

Use Mileage Plan miles to visit Iceland via partner airline Icelandair. For information or to enroll in Mileage Plan, please go to [alaskaair.com](http://alaskaair.com) or call 800-654-5669.

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**SilverRock Resort**  
[www.SilverRock.org](http://www.SilverRock.org)

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[www.villadelpalmarloreto.com](http://www.villadelpalmarloreto.com)

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**Frank's Place at Indian Wells Resort Hotel**  
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**Metropolitan Grill**  
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**Pearl Bar and Restaurant**  
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**Ponti Seafood Grill—Seattle**  
[www.pontigrill.com](http://www.pontigrill.com)

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**Tanana Chiefs Conference**  
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[www.sdsu.edu](http://www.sdsu.edu)

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Mazda MX-5 Miata.

# Making Memories

By Bengt Halvorson

**The Mazda MX-5 Miata has never been one of the fastest, quickest or most powerful sports cars, but it's always been one of the best cars for zooming out to the countryside on a sunny afternoon and making the experience truly memorable. ■ From the driver's seat, from a sensory standpoint, it's one of the most intimate cars on the market, more so, perhaps, than any other new mass-produced vehicle. After even**

a short drive, you feel bonded to the Miata. You're simply more in touch with the road and the elements in a way that makes driving more of an experience.

Plus, the Miata is maneuverable, easy to park and fuel-efficient, and has a starting price of \$24,915—well under today's \$34k average new-car price and far less than the average sports-car price—adding up to what some see as a most egalitarian sports car.

Looking back to the original MX-5 Miata, 25 years ago, and comparing it to the fully redesigned 2016 model, I see that the Miata has wavered little in its layout, in its mission or in its driving experience.

That's an extraordinary accomplishment considering how much passenger vehicles have been required to change over that quarter century due to constantly evolving

safety and emissions rules.

Building a larger, more powerful Miata probably would have been the easy way to evolve this classic sports car into its next generation, but thankfully, Mazda's designers and engineers took the high road—producing a model that's even slightly smaller on the outside, and sheds 150 pounds compared with the outgoing model.

Over the past several years, Mazda has been undertaking an admirable project to re-engineer and redesign its core components, from body structures to engines and transmissions, all aiming to meet future emissions regulations without relying on hybrid powertrains in every vehicle, and to bring greater occupant safety without adding hundreds of pounds of extra weight.

In the global realm of automaking and

its tremendous regulatory costs, Mazda remains an independent, and so the redesign project, called SkyActiv, is a mammoth achievement. Those technologies are at the core of Mazda's latest generation of cars and crossovers, and they're essential to making the new Miata what it is.

The 2.0-liter direct-injection four-cylinder that's under the hood only makes 155 horsepower, but with a curb weight of just 2,332 pounds in its base configuration, that engine doesn't have a lot of weight to haul around. Factor in the Miata's perfect 50/50 weight distribution front to rear, as well as its low center of mass, and that meager figure becomes plenty for more-than-respectable performance.

By the stopwatch, the new Miata can get to 60 mph in around 6 seconds—a second quicker than the previous Miata. That makes the car plenty quick by most standards, although it's a little beside the point, as the Miata's never been a car for performance numbers and bragging rights.

What does matter—and what matters more to the team behind the car—is that it's subjectively satisfying and intuitive to drive, with all the right tactile sensations. The engine revs eagerly and blips quickly. Clutch action is easy, and the shifter is precise (there's an automatic offered, but you really should go with the manual). The pedals are placed just right; brakes are all-wheel discs that feel entirely up to the task; and you sit really low down, right in sync with the dynamic center of the car.

The steering, too, is far more precise and communicative than what you'll find in other performance cars. It has a rack-mounted electric assist system that, with special reinforcement to keep the steering rack from flexing, allows better feedback.

With all those fundamentals in place, the Miata is a sports car that's easy to drive. It leans a bit more than other sports cars, and its tires don't seem to grab the pavement with as much tenacity as those of other performance models—but that's intentional. The payoff is that the Miata's

# AUTOS

thresholds aren't sudden and scary. If you push a little too hot and fast into a corner, the Miata is quite forgiving.

The MX-5 Miata by no means turns its back on serious driving enthusiasts, though. For the first time ever, the Miata is now offered in a factory-official version that's geared toward those who will take their cars out to the track on the weekend. Called the MX-5 Miata Club, it brings stiffer suspension springs, special Bilstein dampers, a limited-slip differential and extra bracing. Add a package bringing upgraded Brembo brakes and BBS wheels, and you truly have a machine ready for track time.

The MX-5 Touring and Grand Touring models are remarkably comfortable on real road surfaces, and Mazda has pulled off some impressive aerodynamic work that results in a relatively quiet, turbulence-free zone around the driver. Driver and passenger can carry on a normal-voice

## MAZDA MX-5 MIATA

**Model type:** Sports car

**Base Price:** \$24,915

**Power:** 2.0L DOHC

16-valve 4-cylinder

**Technology:** EPA 27 city/34 highway; cruise control; Bluetooth hands-free calling; rain-sensing wipers; adaptive headlights.



conversation, with the top down, at 70 mph—something that makes the Miata far more comfortable for day trips.

The manually folding cloth soft top can be opened or closed with one arm while you're seated in the car. That and the seating itself are examples of the refreshing simplicity you find throughout this roadster. There's no seat-height adjustment in the Miata. Instead, the engineering team went with a mechanism that lowers the

seat more as you adjust the seat rearward.

The Miata has an exemplary record for reliability, but there's another pragmatic plus for this roadster: Its fuel-economy numbers are great—actually the best of any current production sports car, if you go by EPA numbers. It achieves a rating of 27 mpg in the city and 34 mpg (or 36 mpg for the automatic version) on the highway.

While all those light-and-lean strategies make the Miata what it is from the driver's seat, an entirely new "Kodo" design language has been applied on the outside. With the combination of classic long-hood sports-car proportions, combined with more adventurous surfacing, Mazda designers have produced a form that's familiar yet new—and a lot more curvaceous than its predecessor.

The simple, horizontal layout of the cabin and dash make a great counterpoint to that, for the most *continued on page 175*

**K1 SPEED**  
INDOOR KART RACING

100% ELECTRIC

**ARRIVE & DRIVE · ADULTS AND JUNIORS 48" AND UP**

**SPACIOUS LOBBIES**

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## Dining—FAIRBANKS

**Ivory Jacks**—For a fun dining experience take a beautiful drive north of Fairbanks to the Goldstream Valley, eight miles from the UAF Museum. We feature steak and seafood, and specialize in gluten-free preparation. Our crab-stuffed mushrooms are legendary. We also offer a great selection of appetizers and sandwiches. Visit our off-sale liquor store, plus our gift shop with a large variety of Alaskan souvenirs and plenty of memorabilia to admire, a must for Elvis fans. Open daily from 11 a.m. to 10 p.m.  
[www.ivoryjacks.alaskansavvy.com](http://www.ivoryjacks.alaskansavvy.com)

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[www.capobythesea.com](http://www.capobythesea.com)

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# Enjoy your Alaska Beyond™ flight experience

Start exploring at 30,000 feet. Your journey becomes part of the adventure as you watch free entertainment, snack on artisan food and beverages, relax in our custom, leather, power-equipped seats, and enjoy our award-winning service. It's all part of Alaska Beyond™—a new flight experience designed to go above and beyond your expectations.

## Table of Contents

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<b>A6-8</b>	Route Maps	<b>A12</b>	A Guide for Air Travelers

# Discover what Alaska Airlines can offer you

**MILEAGE PLAN** Easy sign-up at [alaskaair.com/mileageplan](http://alaskaair.com/mileageplan).

## WHERE YOUR MILES CAN TAKE YOU



**Starting at 7,500 miles (one way)** anywhere within one state, including Alaska, California, Oregon and Washington.



**Starting at 12,500 miles (one way) or 25,000 (round trip)** Fly anywhere Alaska Airlines flies in continental U.S. and Canada.



**Starting at 17,500 miles (one way) or 35,000 miles (round trip)** to Mexico.



**Starting at 20,000 miles (one way) or 40,000 miles (round trip)** to Hawai'i.



**Money and Miles Awards**  
Reduce the price of your ticket by up to 50% while still earning Mileage Plan™ miles.



**Partner Airlines**  
Redeem your hard-earned miles with any of our 14 airline partners and travel to over 700 destinations worldwide.

## HOW TO GET THERE



**Earn a mile for each mile flown on Alaska Airlines.**



**Purchase onboard products,** vacation packages or tickets for travel on Alaska Airlines, or send shipments with Alaska Air Cargo, using the Alaska Airlines Visa Signature® card, Alaska Airlines Platinum MasterCard® and Alaska Airlines Visa® Business card.



**Purchase an Alaska Airlines Vacation package** at [alaskaair.com](http://alaskaair.com). Receive an automatic 1,500 Bonus Miles, your actual miles flown and triple miles on every dollar spent with an Alaska Airlines Visa card. Choose from more than 75 destinations and 5,000 hotels.



**Sign up for the Alaska Airlines Visa Signature® card.** Earn 25,000 miles when you are approved for the card. Plus earn triple miles on Alaska Airlines purchases and one mile per dollar spent on everyday purchases made with the card. Also, receive a Coach Companion Fare every year.\*



**Rent a car, buy flowers or go out to dinner** and earn Mileage Plan™ miles with our many non-airline partners.



## ALASKA AIRLINES VISA CARD

\* Yearly Coach Companion Fare from \$121 (\$99, plus taxes and fees from \$22). For every dollar you spend with your card, you'll earn one Bonus Mile. Ask a flight attendant or visit [alaskaair.com](http://alaskaair.com) for details.

## AIRLINE PARTNERS—TRAVEL THE WORLD ON YOUR WAY TO ELITE STATUS

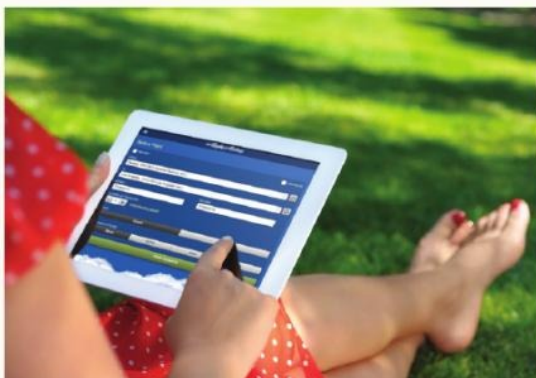
Mileage Plan Miles earned on all our international partners will count toward elite status qualification. Travel throughout the world on the following partners while earning miles and elite status in the Mileage Plan Program.



\*Not applicable for international Elite Qualifying Miles.

# START EVERY TRIP AT ALASKAAIR.COM

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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
- NEW! Print your baggage tags at home with Self-Tag Online

Access to alaskaair.com is free on flights with Inflight Internet.

## THE APP KEEPS YOU MOBILE ON ANY DEVICE

Several mobile options to keep you moving when you're on the go: iPhone, Android, Windows Phone and our mobile website at m.alaskaair.com.

- Find and book flights
- Check in from your phone
- No more paper—use your mobile boarding pass
- Access Mileage Plan™ information
- View and change seats



## 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.*

## MOBILE DEALS

Text ALASKA to 44227 to receive text alerts on our deals and offers.

*Message and data rates may apply. Maximum of four messages per month. Text HELP to 44227 for help. Text STOP to 44227 to opt out. Terms and Conditions at <http://bit.ly/1hUeTdd>.*

## LET'S BE SOCIAL

Connect with us on Facebook, Twitter and Instagram.



## 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:

<b>MVP</b>	20,000
<b>MVP Gold</b>	40,000
<b>MVP Gold 75</b>	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



### Premium Wine \$7 USD

Canoe Ridge Exploration  
Red Blend  
Canoe Ridge Exploration  
Sauvignon Blanc

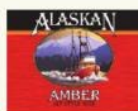


### Liquor \$7 USD

Sun Liquor Vodka  
Sun Liquor Gin  
Sun Liquor Rum  
Crater Lake Hazelnut Espresso Vodka  
Sauza Tequila  
Dewar's White Label Scotch  
Jack Daniel's Black Label  
Crown Royal  
Courvoisier Cognac  
Baileys Irish Cream

### Beer \$6 USD

Miller Lite  
Budweiser



### Complimentary

Coca-Cola, Coke Zero, Diet Coke,  
Sprite, Sprite Zero  
Seagram's Ginger Ale, Seltzer &  
Tonic  
Bottled Water  
Juices: Orange, Tomato, Cranberry,  
Apple and our special blend of  
Passion, Orange and Guava (on  
flights to Hawai'i)  
Bloody Mary Mix  
Tazo® Awake® black tea  
Tazo® Sweet Orange hot herbal  
tea (caffeine-free)  
Proudly serving Starbucks®  
Pike Place® Roast

### Premium Beer \$7 USD

Alaskan Amber  
Alaskan Freeride Pale Ale  
Corona (to/from Mexico)  
Kona Longboard Island  
Lager (to/from Hawai'i)

## Meals & Snacks

NOVEMBER 2015



Seattle chef Tom Douglas definitely knows his way around turkey. He's roasted one with Martha Stewart, created an espresso-bean version on ABC's "The Chew" and made seasoning a snap with his famous Rub with Love® spice blend. This month, his signature style shines in two new entrees, both featuring our favorite seasonal bird and created exclusively for Alaska flyers.

*Alaska*

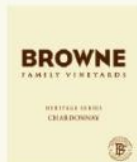
The Meals & Snacks card in your seatback pocket displays all our food and beverage options.

## FIRST CLASS

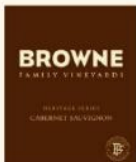
Customers seated in First Class are always treated to our special brand of customer service. Enjoy our distinctive menus, a dedicated flight attendant, a convenient lavatory and complimentary use of an Inflight Entertainment Tablet when available.

### WINES OF THE MONTH

First Class customers enjoy fine wines from West Coast vineyards. This month, we're pleased to feature the wines below.



**Browne Family Vineyards**  
**Chardonnay**  
Washington  
Aromatics of crème brûlée introduce a fresh and fruity palate of pear, kiwi and passion fruit.



**Browne Family Vineyards**  
**Cabernet Sauvignon**  
Washington  
Vanilla bean and sweet tobacco aromatics with big fruit flavors of ripe cherries and black figs.

*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.*

## INFLIGHT INTERNET

Gogo® Inflight Internet is available on nearly all our 737s, including all aircraft flying transcontinental routes.

- Surf the Web
- Check email and access social media sites
- Enjoy free access to alaskaair.com

In the air or on the ground, visit [gogoair.com](http://gogoair.com) for flexible pricing options. Flight attendants will indicate when Gogo is available.

\* Gogo Inflight Internet is not available on flights to/from Hawai'i or when aircraft are flying over Mexico.

## ALASKA BEYOND™ ENTERTAINMENT

Calling all sci-fi geeks, indie buffs and rom-com fans. Now virtually every flight offers Alaska Beyond™ Entertainment, which allows you to watch more than 70 premium movies, 80+ TV shows and nearly 100 free video shorts on your own device. Movie and TV prices start at \$1.99.

### MORE THAN 70 TOP MOVIES, INCLUDING:

•Requires the Gogo Entertainment App. Download at [loadplayer.com](http://loadplayer.com).



**Spy**  
R; 2:00



**Max**  
PG; 1:51



**San Andreas**  
PG-13; 1:54



**Pitch Perfect 2**  
PG-13; 1:55

### NEARLY 100 FREE TITLES, INCLUDING:

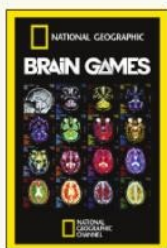
•No app required for viewing.



**Nat Geo's Most Amazing Photos**



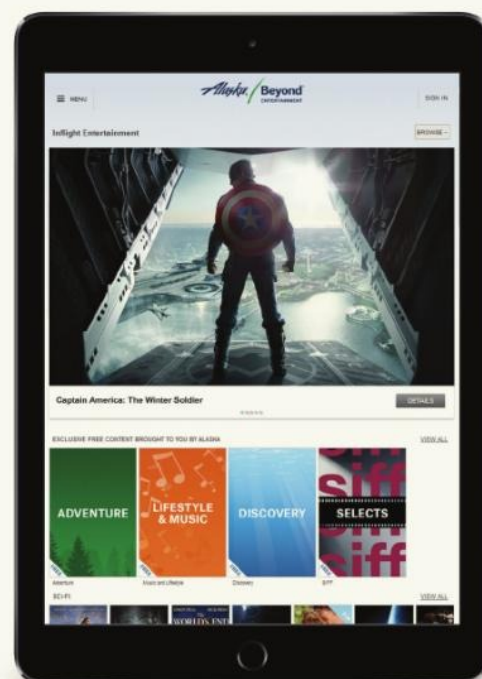
**Jamie's 15-Minute Meals**



**Brain Games**



**Band in Seattle**



**NEW VIDEO PLAYER!** Download the **Gogo Entertainment App** now at [loadplayer.com](http://loadplayer.com). Further instructions on the **Flight Amenities** card in your seatback pocket will get you started.

### FEATURED CONTENT PARTNERS:



FULLSCREEN



## RENT A TABLET FOR THE LATEST HIT MOVIES, AND MORE



On longer flights, you can rent an Inflight Entertainment Tablet that includes more than 30 hit movies and 20 TV shows—with new movies you can't get anywhere else. They also offer music, Xbox games and digital magazines such as *National Geographic*, *Us Weekly*, *Rolling Stone* and more. Tablets are free in First Class, and available to rent for \$8–\$10, depending on flight length.

### TOP MOVIES AVAILABLE ON THE TABLET:



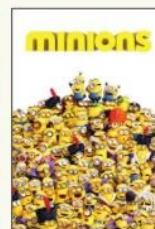
**Fantastic Four**  
PG-13; 1:40\*



**Vacation**  
R (edited); 2:04\*



**Paper Towns**  
PG-13; 1:59\*



**Minions**  
PG; 1:31\*



**Jurassic World**  
PG-13; 2:04\*

\*also available with English subtitles

# WHERE WE FLY

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

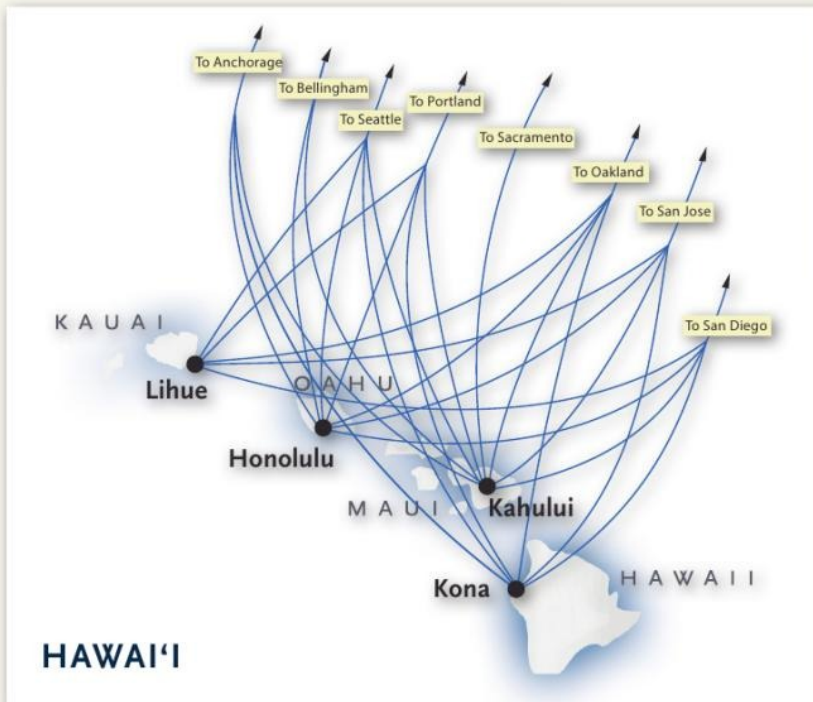
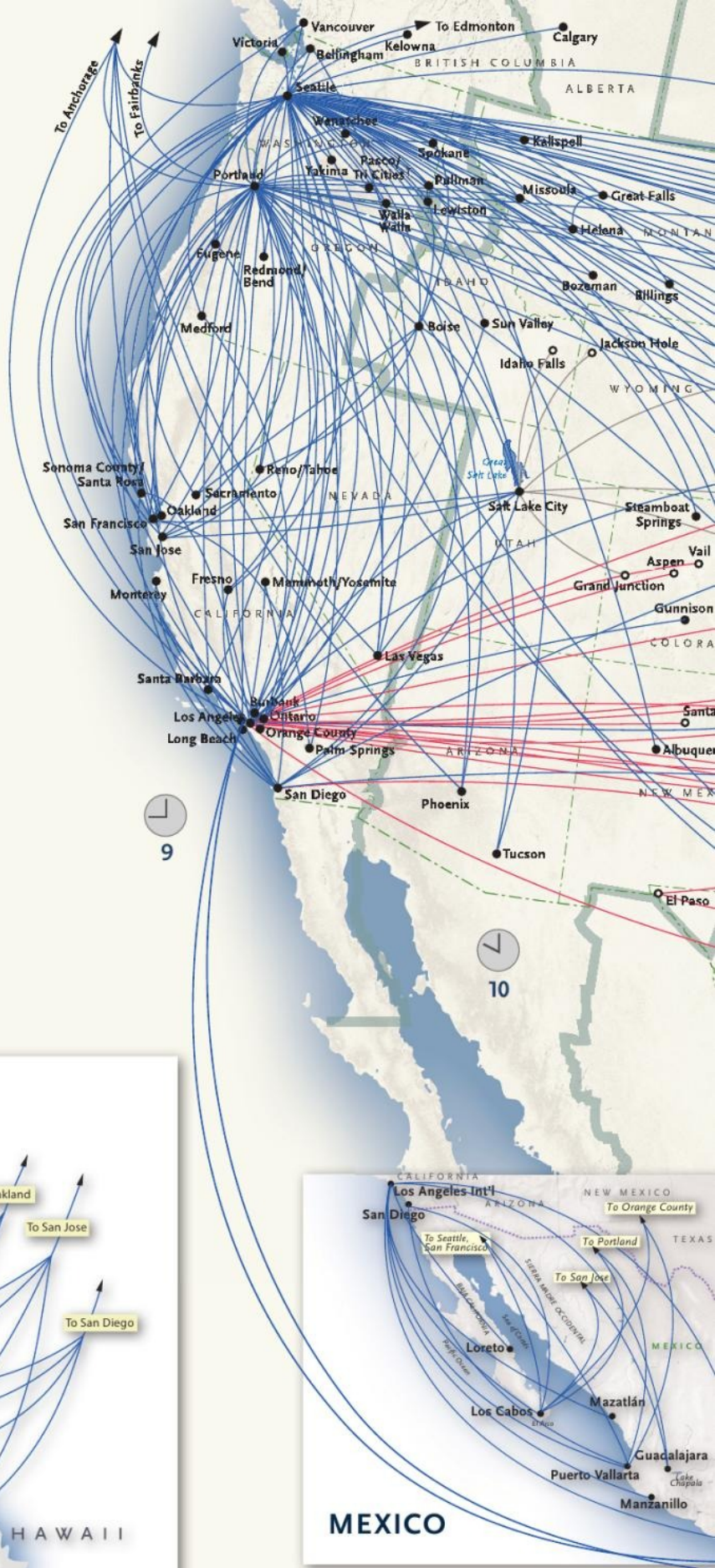
## U.S. MILEAGE

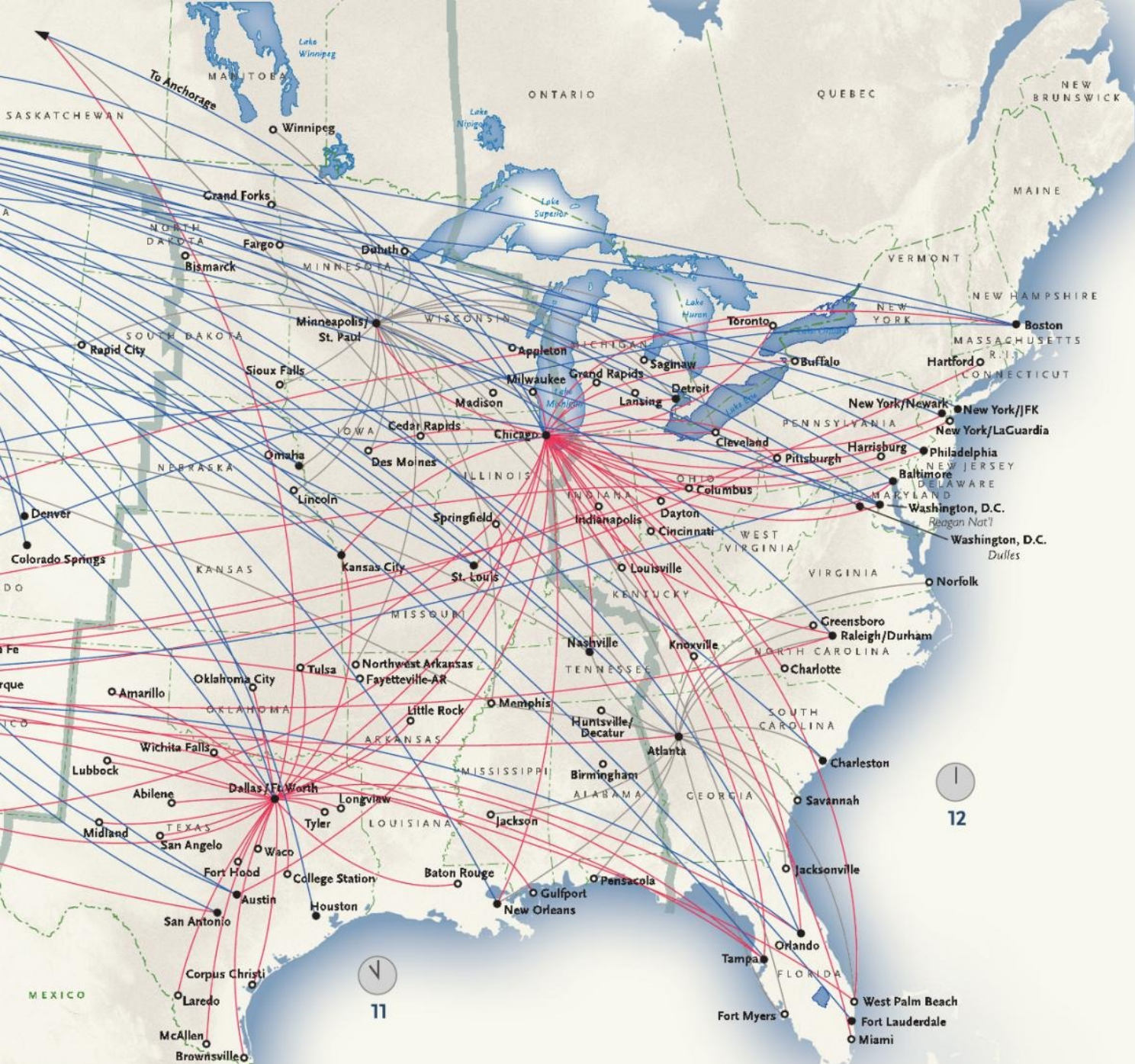
Between	Mileage
<b>Seattle &amp;</b>	
Boston .....	2,496
Denver .....	1,024
Fort Lauderdale .....	2,697
Honolulu .....	2,677
Los Angeles (LAX) .....	954
New York City/Newark .....	2,401
Orlando .....	2,553
Phoenix .....	1,106
San Francisco .....	678
Washington, D.C. ....	2,306
<b>Portland &amp;</b>	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

## LEGEND

-  *Alaska*
-  American Airlines
-  DELTA

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





## UPCOMING NEW SERVICE

Route	Service Begins
Boise–Reno	Nov. 5, 2015
Eugene–San Jose	Nov. 5, 2015
LAX–Monterey, CA	Nov. 5, 2015
Portland–Austin	Nov. 5, 2015
Seattle–Charleston	Nov. 16, 2015
LAX–Gunnison, CO	Dec. 16, 2015
Portland–Kansas City	Feb. 18, 2016
Portland–Minneapolis	Feb. 18, 2016
Portland–Omaha	Feb. 18, 2016

# ALASKA



## ALASKA MILEAGE

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

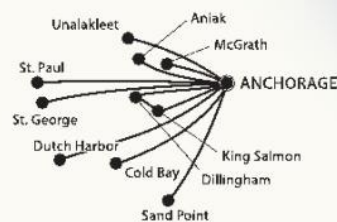
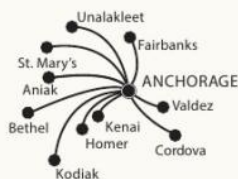
Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

Some routes shown operate seasonally.

† Dutch Harbor–Anchorage service operated by PenAir.

## AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.



## ALASKA'S FLEET

Alaska maintains a fleet of more than 130 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, with sculpted overhead bins and lighting designed to provide a more spacious cabin environment.



**B737-900/900ER**



**B737-800**



**B737-400F**



**B737-400C**



**B737-400**



**B737-700**



**Bombardier Q400**  
Operated by Horizon Air



**Embraer 175**  
Operated by SkyWest Airlines



**Bombardier CRJ-700**  
Operated by SkyWest Airlines

## OUR BAGGAGE SERVICE GUARANTEE

We're proud to offer a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a \$25 Discount Code for use on a future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See [alaskaair.com](http://alaskaair.com) for full terms and conditions.

## HOW ARE WE DOING?

Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit [alaskalistens.com](http://alaskalistens.com) from any device to take a fast, two-minute



survey—even inflight, where access to [alaskalistens.com](http://alaskalistens.com) is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at [alaskalistens.com](http://alaskalistens.com).

## 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/espaol](http://alaskaair.com/espaol)
- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda. "A su servicio."

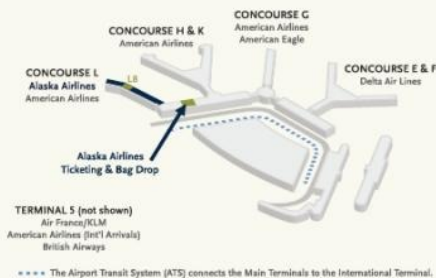
# HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

## Anchorage International Airport (ANC)



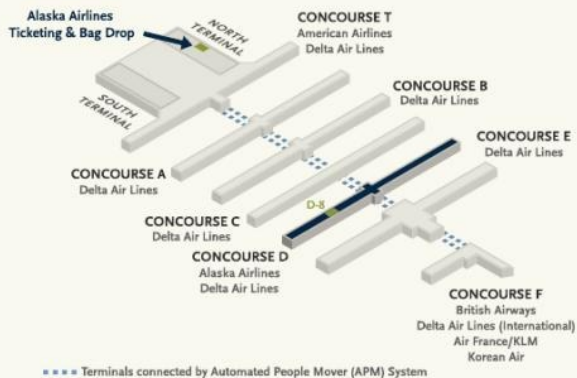
## Chicago O'Hare International Airport (ORD)



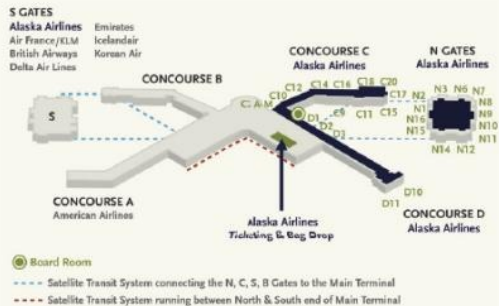
## Los Angeles International Airport (LAX)



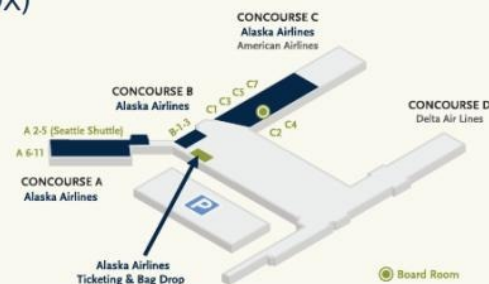
## Atlanta International Airport (ATL)



## Seattle/Tacoma International Airport (SEA)



## Portland International Airport (PDX)



## San Francisco International Airport (SFO)



## San Diego International Airport (SAN)



# CUSTOMS AND IMMIGRATION

**Customs and Immigration forms** are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

**Las formas de Aduana y Migración** son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se proporcionan a continuación. Las formas completas serán presentadas en la Terminal Internacional.

## TO THE UNITED STATES

### U.S. CUSTOMS DECLARATION

*Who must complete this form?*

All travelers

#### Helpful tips

- One form per person or one per family (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption)
- Lines 5, 6—If not using a passport, leave these lines blank
- Line 9—Enter "AS" for Alaska Airlines
- Sign at the "X"

### DECLARACION DE ADUANA

*¿Quién debe completar esta forma?*

Todos los pasajeros

#### Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6—Si no tiene pasaporte, deje esta sección en blanco
- Línea 9—Use "AS" para Alaska Airlines
- Firme en la "X"

## 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
Cancún / Quintana Roo	ROO
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

# A GUIDE FOR AIR TRAVELERS

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

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking, chewing tobacco and electronic cigarette use are not permitted on any Alaska Airlines flight.
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- 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.

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- › 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

## AUTOS

from page 162 part, with classic sports-car cues everywhere and sweeping round analog gauges and vents.

There is one obvious concession to modernity, and it's front and center. All versions come with a fixed infotainment screen that stands atop the dash. When you're not moving, it functions as a touch screen, with a relatively easy-to-navigate menu system; once underway, in Club and Grand Touring models with the 7-inch screen and upgraded interface, you'll need to use the Commander Control—a multifunction knob located just behind the shifter.

Grand Touring models include Bose nine-speaker audio (with headrest speakers), satellite and HD radio, leather seats, automatic climate control, rain-sensing wipers and adaptive headlights.

Yes, high-tech wizardry has started to arrive even to the Miata. You can, for instance, opt for an Activsense suite that includes blind-spot monitoring, lane-departure alert and rear cross-traffic warning systems.

That sure isn't the bare-bones roadster you might expect. For that, you'll probably want to stick with the base MX-5 Miata Sport, but even that model includes cruise control, Bluetooth hands-free calling and audio streaming, a USB input, and power windows.

The original MX-5 Miata arrived on the market in 1989, and quickly changed what people expected in a convertible sports car. With Miata, you could get all the top-down thrills and peppy driving experience of the British and Italian roadsters that it emulated (think Triumph, MG and Alfa Romeo, among others) but with meticulous assembly quality, reliability and an affordable price.

The roadster market has never been the same, and somehow the Miata has remained a charming reminder of what sports cars can (and should) be. ▲

*Bengt Halvorson is an independent automotive journalist living in Portland.*

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Puzzles on page 176.

DIFFICULTY: EASY

2	4	7	3	6	9	1	8	5
1	6	8	4	5	2	9	7	3
9	3	5	8	7	1	4	6	2
6	9	3	1	8	4	2	5	7
7	1	4	5	2	6	8	3	9
5	8	2	9	3	7	6	1	4
8	5	1	2	9	3	7	4	6
3	2	6	7	4	8	5	9	1
4	7	9	6	1	5	3	2	8

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DIFFICULTY: MEDIUM

1	4	7	8	9	3	5	2	6
6	3	2	7	4	5	9	1	8
5	8	9	2	1	6	4	7	3
4	5	8	3	6	7	2	9	1
3	9	1	5	2	4	8	6	7
2	7	6	1	8	9	3	4	5
7	2	4	6	5	8	1	3	9
8	1	3	9	7	2	6	5	4
9	6	5	4	3	1	7	8	2

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Complete each sudoku grid by placing a number in each box so that each row, column and small nine-box square contains the numbers one to nine exactly once. **Solutions are on page 175.**

DIFFICULTY: EASY

			3	6		1	8	5
	6	8	4					
9					1	4		2
	9	3		8	4			
7				2				9
			9	3		6	1	
8		1	2					6
					8	5	9	
4	7	9		1	5			

DIFFICULTY: MEDIUM

	4			9	3		2	
		2	7			9	1	
5			2					3
4	5		3			2		
		1		2		8		
		6			9		4	5
7					8			9
	1	3			2	6		
	6		4	3			8	

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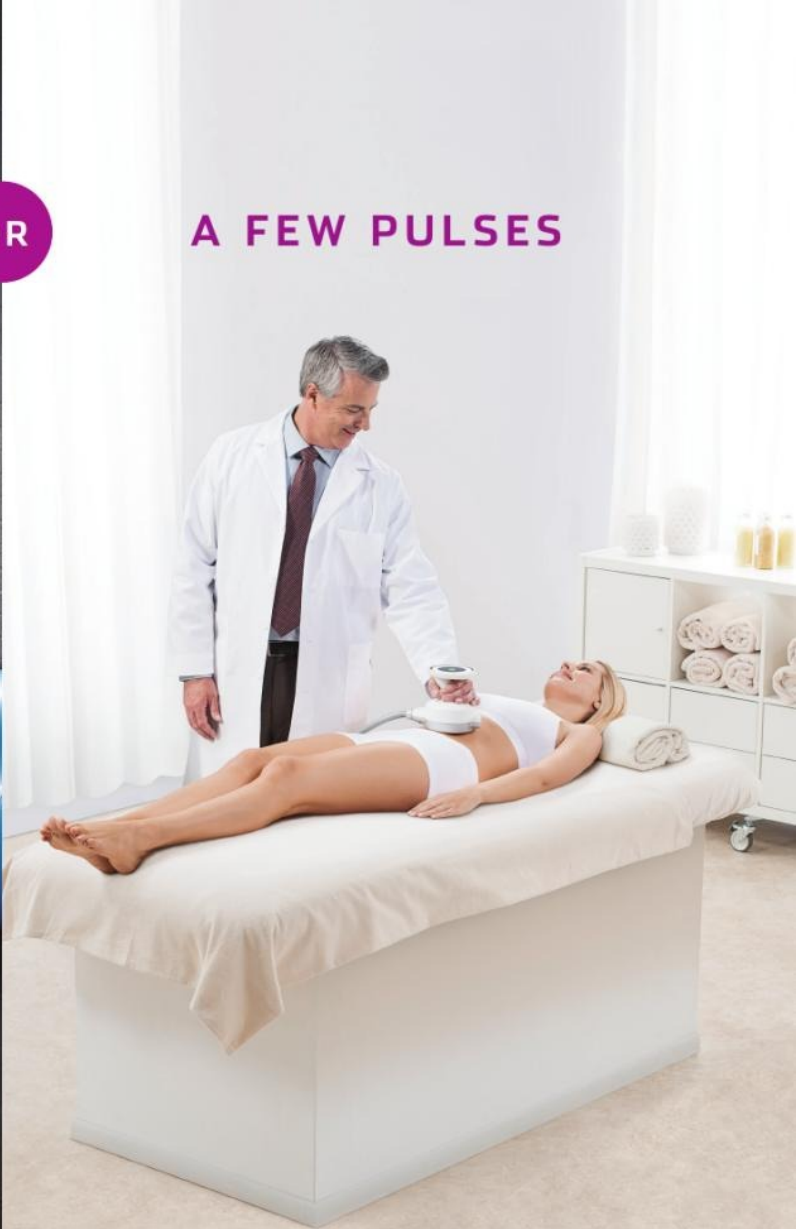
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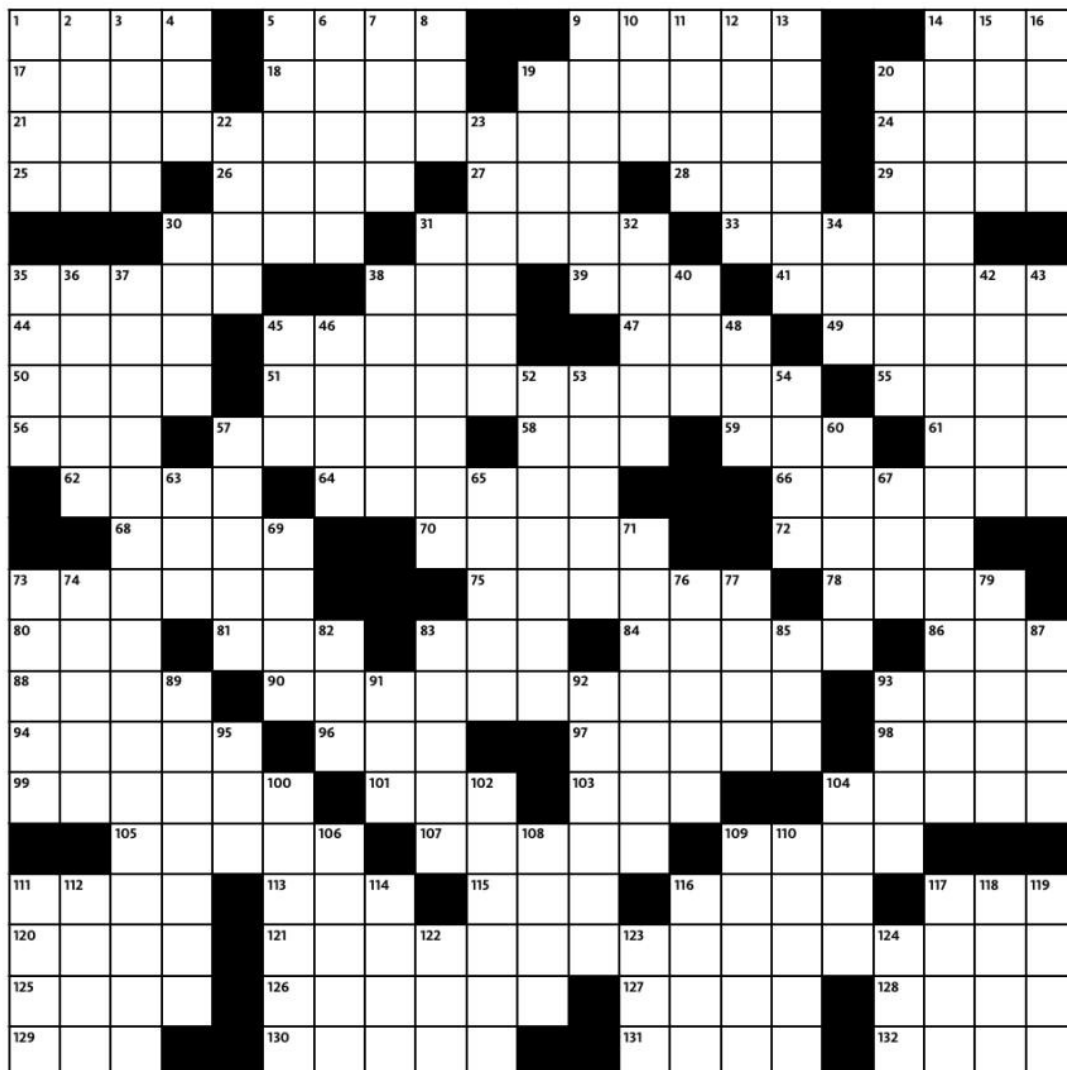
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## ACROSS

- 1 Scarlett's home  
5 Lemon's kin  
9 Suit  
14 Average grade  
17 Consumer  
18 Levin and Gershwin  
19 Naval fleet  
20 Luge, e.g.  
21 Team of Cal Ripken, Jr.  
24 \_\_\_\_ *No Angels*  
25 James Bond, e.g.  
26 Tarzan's transport?  
27 Performed  
28 *Krazy* \_\_\_\_  
29 English river  
30 Gels  
31 Surrenders  
33 Forgetfulness  
35 Samples  
38 Wayne's word  
39 Feminine pronoun  
41 Seafarer  
44 Poker starter  
45 Broker  
47 Swedish river  
49 Trumpet sound  
50 Gold leaf  
51 Ernie Banks' team  
55 Concerning  
56 \_\_\_\_ Paulo  
57 Phase  
58 Acorn's parent  
59 Highchair attire  
61 Slangy belittlement  
62 Sugar unit  
64 After seconds  
66 Singer Dion  
68 *Othello* villain  
70 "Charlie Chan" films' star  
72 Very sharp  
73 Supervised  
75 Unfortunate accident  
78 Atlantic fishes  
80 Grampus  
81 Tease  
83 Spot  
84 Belief involving sorcery  
86 Part of TGIF  
88 Decree  
90 Tom Seaver's team  
93 Fishing lure  
94 Shuttle boat  
96 Craggy peak  
97 Embarrass  
98 \_\_\_\_ *Christie*  
99 Rock classics  
101 \_\_\_\_ *Gang*  
103 Daiquiri liquor  
104 Spars  
105 Teheran native  
107 Salon treatments  
109 Matinee hero  
111 Spoiler  
113 Broke bread  
115 \_\_\_\_ polloi  
116 Fix copy



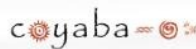
- 117 Belfry dweller  
120 Neeson of films  
121 George Brett's team  
125 Run in neutral  
126 Kay Thompson character  
127 Scowl  
128 Author Bombeck  
129 Ballet step  
130 Graceful woman  
131 Wire measures  
132 Approach
- DOWN**
- 1 Vats  
2 Stat  
3 Be dependent  
4 Decorative piece  
5 Restrict  
6 Golf clubs  
7 Filly's mom  
8 Nationality suffix  
9 Grooms' mates  
10 Comic Philips
- 11 Columbo's portrayer  
12 Perfect  
13 Preferences  
14 Bob Feller's team  
15 Architect Saarinen  
16 Eve's garden  
19 Parched  
20 African tongue  
22 Currier's partner  
23 Alabamian folk singer  
30 Printer's mark  
31 Vanity  
32 Husk  
34 Check  
35 Labels  
36 Early computer  
37 Stan Musial's team  
38 Whinny  
40 Ostrich's relative  
42 Senator Hatch  
43 Della \_\_\_\_  
45 Deed  
46 Mountain pass

- 48 Decrease  
52 More devout  
53 Caravan stops  
54 Unwell  
57 *Shakedown* singer  
60 Nut-producing tree  
63 \_\_\_\_-relief  
65 Juliet's love  
67 Author Tolstoy  
69 Norse deity  
71 Slanted square  
73 Highly successful  
74 Window type  
76 Nautical direction  
77 Furry companions  
79 Tour of duty  
82 Wager  
83 Waffle topping  
85 Powdery residue  
87 RR terminals  
89 Roman galley  
91 Pursue  
92 Pertaining to fate
- 93 False deity  
95 Positive vote  
100 Vipers  
102 Belabor  
104 Mr. \_\_\_\_ (Japanese sleuth)  
106 Europe's "boot"  
108 Kennedy matriarch  
109 Pastoral poem  
110 Scottish daggers  
111 Radar spot  
112 Verdi opera  
114 Organic compound  
116 Sewing bag  
117 Unadorned  
118 \_\_\_\_ mater  
119 Ivan or Peter  
122 Small swallow  
123 Doctrine  
124 Longing

SOLUTION ON PAGE 108.

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A hunting fox's rusty red coat blends into the autumn forest environment in Minnesota.

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