

Alaska[®]

Alaska Airlines Magazine
JANUARY 2015

Inspiring
STEM

TASTES
OF HAWAI'I

AROUND
THE BAY

**DAN
EVANS**

Distinguished
Leadership





Link-Belt[®]

C R A N E S

Link-Belt TCC1100
Hydraulic Crane
North Dakota

IN THE WORLD
Link-Belt, the best in construction
equipment technology

IN ALASKA
CMI, the best sales and
product support lineup.

**IN YOUR
CORNER**
The Winning Team.



Bill Frishe
Equipment Sales Rep.
Anchorage Branch



John Cole
Equipment Sales Rep.
Fairbanks Branch



Construction Machinery Industrial, LLC

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



BRINGING A BAG IS NICE
BRINGING A FRIEND
IS NICER

**GET A
COMPANION FARE
EVERY YEAR**



EXPLORE MORE, TOGETHER.

Take anyone you want anywhere we fly, once a year from just \$121 (\$99, plus taxes and fees from \$22). No blackout dates. No restrictions. Just grab any travel companion, pick a destination (including Hawaii and Mexico), and start exploring more, together. With the Alaska Airlines Visa Signature® card.

Apply today. Ask your flight attendant for an application or visit myalaskacard.com

Different benefits apply to Platinum Plus® and Preferred accounts. Card type is determined by creditworthiness.

For information about the rates, fees, other costs and benefits of this credit card, visit website above and refer to disclosures accompanying application. Passenger is responsible for all applicable taxes, fees, surcharges and applicable checked baggage fees. Card benefits are subject to certain restrictions, limitations and exclusions. This credit card program is issued and administered by Bank of America, N.A. Visa and Visa Signature are registered trademarks of Visa International Service Association and are used by the issuer pursuant to license from Visa U.S.A. Inc. Platinum Plus is a registered trademark of Bank of America Corporation. © 2015 Bank of America Corporation.

Becker Value Equity Fund (BVEFX)

LET US HELP WITH YOUR GOALS.



Becker Capital Management

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

8th

Morningstar Peer Ranking

Percentile rank out of 635 Large Cap Value Funds for the ten-year period ended 9/30/14. Based on total returns.



Overall Morningstar Rating™

Out of 1,092 Large Cap Value Funds as of 9/30/14. Derived from weighted average of the performance figures associated with its 3-, 5- and 10 year Morningstar Rating metrics, based on risk-adjusted returns.



Morningstar Large Cap Value Ranking (based on total returns)

September 30, 2014	1 Year	5 Year	10 Year
BVEFX Percentile Ranking %	28th	32nd	8th
Number of Funds in Peer Group	1,259	966	635

The Fund is distributed by Quasar Distributors, LLC. Becker Capital Management is the Adviser to the Fund.

Standardized performance data current through the most recent quarter-end can be obtained by calling 800-551-3998 or by visiting www.beckerca.com.

© 2014 Morningstar, Inc. All Rights Reserved. The information contained herein: (1) is proprietary to Morningstar and/or its content providers; (2) may not be copied or distributed; and (3) is not warranted to be accurate, complete or timely. Neither Morningstar nor its content providers are responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results. For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating™ based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance (including the effects of sales charges, loads, and redemption fees), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each category receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars, and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Becker Value Equity Fund (BVEFX) received a ★★★★★ Overall Morningstar Rating as of 9/30/14 out of 1,092 Large Cap Value Funds. The Fund had the following rating for the

3-year period: ★★★★★ out of 1,092 Large Cap Value Funds, ★★★★★ for the 5-year period out of 966 Large Cap Value Funds, and ★★★★★ for the 10-year period out of 635 Large Cap Value Funds. Morningstar Rankings represent a fund's total-return percentile rank relative to all funds that have the same Morningstar Category. The highest percentile rank is 1 and the lowest is 100. It is based on Morningstar total return, which includes both income and capital gains or losses and is not adjusted for sales charges or redemption fees.

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

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

WWW.BECKERCAP.COM

SEEK *purity* .

The clarity of knowing this is all there ever needed to be. Return to simplicity.
Embrace the moment because it is as it always has been.

NON-STOP FLIGHTS FROM LAX AND SEA
ON ALASKA AIRLINES STARTING IN DECEMBER


SunValley
sunvalley.com



BRAND NEW SEATTLE CONDOMINIUM HOMES IN THE HEART OF BALLARD

1 BEDROOMS STARTING AT \$339,900

25%
SOLD!



live where you play live where you work live where you dine live where you walk live where you dance live where you mingle live where you sip live where you laugh

Own a 1 BR for Only \$16,995 Down!

That's right! Just \$16,995! And garage parking is included!

5% down payment is based on purchase price of \$339,900. Available to qualified buyers.

JR 1 BR, 533 sf
from \$254,900

1 BR, 698 sf
from \$339,900

1 BR+DEN, 757 sf
from \$369,900

2 BR, 1,096 sf
from \$639,900

Another Continental Properties LLC Community

vik
CONDOMINIUMS

Visit our Sales Center at
1718 NW Market St, Seattle, WA
206.789.1776

Open Daily 11:00-6:00

vikballard.com

Prices and rates subject to change without notice.

EMA ask me! your realtor

RENNIE
QUALITY
BUILDING



JANUARY 2015

DEPARTMENTS

- 9 Spirit of Alaska**
A message from Alaska Airlines CEO Brad Tilden.
- 14 What's New**
The latest news from Alaska Airlines.
- 15 People Behind the Spirit**
Lead Technician Dave Wheeler and Reservations Agent Michele Larabee. *By Paul Frichtl*
- 18 Journal**
Notes on life around the Alaska Airlines route system.
Edited by Ben Raker
- 102 Technology**
How social media continues to transform our lives.
By Skip Ferderber
- 138 Mileage Plan Adventures**
Family fun in the Cayman Islands.
By Andrea Poe
- 146 Advertiser Information**
Connect with our advertisers.
- 149 Autos**
Pony Express: 2015 Ford Mustang.
By Bengt Halvorson
- 153 Alaska Airlines Guide to Services**
Travel tips, flight information, Mileage Plan, air safety, route maps, Vacations and more.
- 166 Crossword Puzzle**
- 168 Photo Page**



84



53

FEATURES

- 42 Distinguished Leadership**
Former Washington Governor Dan Evans remains a model of meaningful public service.
By Eric Lucas
- 53 Enjoying the Bay Area**
A tour of San Francisco and surrounding communities.
By Chaney Kwak
- 64 STEM**
Science, technology, engineering and math are crucibles of progress—for kids and for society.
By Renee Brincks
- 74 Fair Play**
Science competitions inspire inquiry and imagination.
By Lora Shinn
- 84 Island Bounty**
Exploring the cuisine of Hawai'i.
By Catherine E. Toth

MEETINGS 2015

- M4 Earth Friendly**
Creating environmentally friendly events. *By Renee Brincks*
- M10 Locally Sourced**
Caterers turn to ingredients that are close to home.
By Hannah Wallace
- M17 Group Effort**
Techniques for making presentations more enjoyable.
By Jean Hamilton
- M22 Resource Listings**
A guide to convention and visitors bureaus across the Alaska Airlines route system.



18

COVER: Former Washington Governor Dan Evans on the University of Washington campus. See "Distinguished Leadership," starting on page 42. Photo by Mary Levin. **CONTENTS:** The San Francisco Bay area from the hills of Marin County; see "Enjoying the Bay Area," starting on page 53. Pineapples are a popular Hawaiian treat; see "Island Bounty," starting on page 84. Education apps for students; see Journal, starting on page 18.

Great STEAK HOUSES

OF
North America[™]

INDEPENDENT & ICONIC
EST. 1994

The Ultimate Steak Experience!

Elway's

www.elways.com

DENVER, CO

303.399.5353

PROPRIETORS: John Elway & Jennifer Wiard

Manny's

mannyssteakhouse.com

MINNEAPOLIS, MN

612.339.9900

PROPRIETORS: Phil Roberts, Peter Mihajlov
& Kevin Kuester

Grill 225

grill225.com

CHARLESTON, SC

843.266.4222

PROPRIETOR: Nick Palassis
EXECUTIVE CHEF: Demetre Castanas

Benjamin Steak House

benjaminsteakhouse.com

NEW YORK, NY

212.297.9177

PROPRIETOR: Benjamin Prelvukaj
CHEF: Arturo McLeod

McKendrick's Steak House

mckendricks.com

ATLANTA, GA

770.512.8888

PROPRIETORS: Claudia & Doug McKendrick
CHEF: Tom Minchella

Malone's

malonesrestaurant.com

LEXINGTON, KY

859.335.6500

PROPRIETORS: Brian McCarty & Bruce Drake

Metropolitan Grill

themetropolitangrill.com

SEATTLE, WA

206.624.3287

PROPRIETOR: Ron Cohn

RingSide Steakhouse

RingSideSteakhouse.com

PORTLAND, OR

503.223.1513

PROPRIETORS: Jan, Scott & Craig Peterson

Gene & Georgetti

geneandgeorgetti.com

CHICAGO, IL

312.527.3718

PROPRIETORS: Tony & Marion Durpetti

III Forks

iiiforks.com

DALLAS, TX

972.267.1776

EXECUTIVE CHEF: Chris Vogeli

HOUSTON, TX

713.658.9457

EXECUTIVE CHEF: Oz Rogers

St. Elmo Steak House

stelmos.com

INDIANAPOLIS, IN

317.635.0636

PROPRIETORS: Steve Huse & Craig Huse



INDEPENDENTLY OWNED & OPERATED
www.GreatSteakofNA.com

Alaska

ALASKA AIRLINES MAGAZINE

JANUARY 2015

VOLUME 39, NUMBER 1

Publisher MIMI K. KIRSCH

Editor PAUL FRICHTL

Senior Editor MICHELE ANDRUS DILL

Associate Editors JEFF BOND, BEN RAKER

Contributing Editor ERIC LUCAS

Editorial Interns

TANYA FRIEDLAND, KYLE JENSEN, LEAH LACIVITA,

MARIE LARSEN, JACOB SODEMAN

Contributing Writers

RENEE BRINCKS, SKIP FERDERBER, BENGT HALVORSON,

JEAN HAMILTON, MELENA JANKANISH, CHANEY KWAK,

ANDREA POE, LORA SHINN, CATHERINE E. TOTH,

HANNAH WALLACE

Art Directors

MARGARET ELSON, PATTY WARKENTIN

Advertising Production Manager THERESA SANTUCCI

Associate Art Director WHITNEY L. LITTLE

CEO EDWARD B. KIRSCH

Production Director PAUL FRICHTL

Accounting Manager HOLLY L. GENEST

Advertising Data Wrangler LIZ BOROVIK

Office Coordinator KIMBERLY KNAPMAN

Coordinator for Alaska Airlines SUSAN PETERSON

SALES OFFICES

2701 First Avenue, Suite 250, Seattle, WA 98121

phone 206-441-5871; fax 206-448-6939

email sales@paradigmccg.com

Advertising Director KENNETH J. KRASS, EXT. 11

Western Washington/Eastern Washington/

Florida/Canada

BECCA CONVERSANO, EXT. 21

Western Washington/Illinois/Kansas/Missouri

STEPHANY ANGELACOS, EXT. 13

Oregon/Idaho/Montana/Colorado/Utah/Michigan

CLAY M. SCHURMAN, EXT. 33

California/Arizona/Nevada/New Mexico/Texas

Yael Kallin, EXT. 27

Alaska

DUANE EPTON

3705 Arctic Boulevard, #452, Anchorage, AK 99503

phone 907-561-2450; fax 907-344-7262

East Coast/Mexico

KENNETH J. KRASS, EXT. 11

Hawai'i

DEBBIE ANDERSON

3555 Harding Avenue, Suite 2C, Honolulu, HI 96816

phone 808-739-2200; fax 808-739-2201

PARADIGM

COMMUNICATIONS GROUP

www.alaskaairlinesmagazine.com

Alaska Airlines Magazine (ISSN 0199-0586), the monthly inflight magazine of Alaska Airlines, is published by Paradigm Communications Group, at 2701 First Avenue, Suite 250, Seattle, WA 98121. Copyright ©2015 by Paradigm Communications Group, all rights reserved. No part of this magazine may be reproduced without permission of the publisher. Subscriptions: \$65 in the U.S.; \$70 elsewhere. Single-copy price: \$8. Photocopies of articles: \$3.50. Publisher assumes no responsibility for return of unsolicited manuscripts or artwork. Printed in the United States of America.

POSTMASTER: Send address changes to:

Alaska Airlines Magazine, 2701 First Avenue, Suite 250, Seattle, WA 98121-1123.



Introducing Alaska Beyond™



Discover an entirely new flight experience

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.



Calling All Explorers™
alaskaair.com/beyond



Advertised amenities may vary according to aircraft type and route. Alaska Beyond and Calling All Explorers are trademarks of Alaska Airlines, Inc. All other trademarks are the property of their respective owners.

That business trip has a silver lining:

Turn business
miles into your
next vacation.



**Alaska Airlines®
Visa® Business Card**



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

- * **25,000 Bonus Miles** after you make your first purchase
- * **Annual coach Companion Fare** from \$121 (USD)
(\$99 base fare plus taxes and fees, from \$22 depending
on your Alaska Airlines flight itinerary)

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

²Cardholders that qualify for the Visa business card will receive an annual coach Companion Fare from \$121 (USD) (\$99 base fare plus taxes and fees, from \$22 depending on your Alaska Airlines flight itinerary). The Companion Fare e-certificate is issued upon approval of a new account and on each anniversary thereafter. Individual Level Earning Plan cardholders will receive one Companion Fare e-certificate per account each year. Only one Companion Fare e-certificate will be provided each year to the Company in the Company Level Earning Plan. Mileage Plan miles cannot be used as a form of payment, however both the paying customer and the companion may accrue Mileage Plan miles. Passenger and companion are responsible for applicable checked baggage fees. Applicable taxes and fees are subject to change. The Alaska Airlines Mileage Plan program is offered by Alaska Airlines and Alaska Airlines is solely responsible for the program. All Mileage Plan program terms and conditions apply. Complete rules will be sent with account opening materials.

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

Spirit of Alaska



Brad Tilden,
Chief Executive
Officer

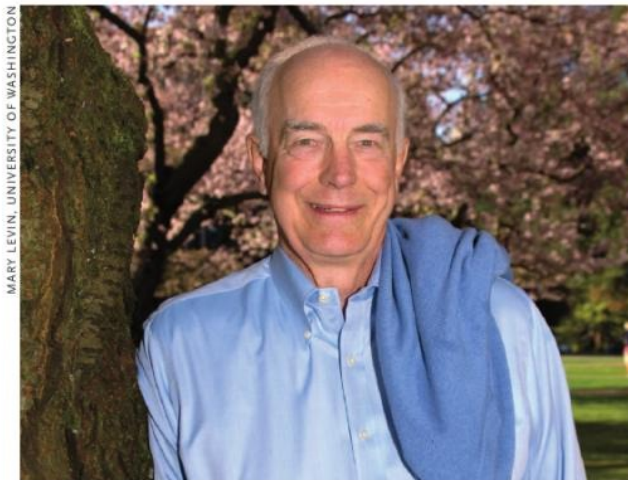
BEING THE BEST THAT WE CAN BE

Every New Year brings opportunities for new beginnings. Many of us are reflecting on our recent resolutions and focusing with renewed dedication on ourselves, our families and our workplaces. We're making plans to improve and become the best that we can be. ■ At Alaska, we think about the communities we

serve and live in, and how we can help make them the best that they can possibly be, too. We want to work together with others to make our schools the best in the world. We want to partner in building an infrastructure that makes it easy and enjoyable to live and do business. We want to support a vibrant economy and do our part to create a business environment that encourages businesses to invest and take risks to produce good jobs. And we hope to help foster an economy that produces plentiful opportunities, and opportunities that are available to anyone willing to work for them. Importantly, we need to do all of this while being good stewards of the environment.

Making our communities the best that they can be is a serious challenge. It requires involvement by all of us, including businesses, government, civic groups and individual citizens. Differences must be set aside in the interest of making improvements that benefit us all. That's what being a community is all about.

In this edition of our inflight magazine, we're profiling a leader who has shown that the best path to improving our communities is to look beyond our differences and work together. And he's proved that this is achievable. Former Washington Governor Dan Evans is considered one of the top 10 U.S. governors of the 20th century. The former governor has led by example, living his life in a way that is consistent



Former Governor Dan Evans.

with his deeply held values.

Officially, Evans was a Republican governor, but in reality he defies categorization. He governed as he thought best for the people and the future of Washington state, not rigidly adhering to party lines. He advocated for policies that were not always popular (such as a state income tax). As Evans observed, "To me, being a conservative means you find a way to pay for the things that are important."

Evans led efforts to improve our education system by founding the community college system in Washington state. A former Boy Scout and longtime hiker, he also created the first state-level Department of Ecology in the country.

Former Governor Evans was an exceptional leader who made a profound

difference. He committed to what was important, and worked on both sides of the political aisle to get things done. As he has wryly pointed out, there are "no Republican schools or Democrat highways, no liberal salmon or conservative parks."

I hope you enjoy the story about former Governor

Evans starting on page 42. Admittedly, this profile is a little different from what you typically read in an inflight magazine. But the traits that distinguished Dan Evans' leadership made it possible to make great collective progress. Such traits are strikingly relevant as we begin a new year—proof that it's always possible to strive to be the best that we can be, and that by striving, we're always made better.

Thanks for flying with us today.

Brad

El Espíritu de Alaska



Brad Tilden,
Jefe Ejecutivo

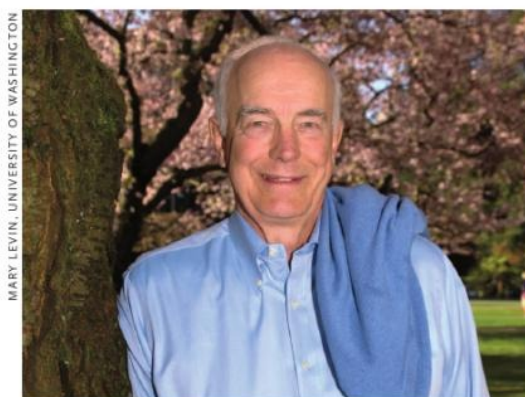
SER LO MEJOR QUE PODAMOS SER

Cada año nuevo ofrece oportunidades para nuevos comienzos. Muchos de nosotros reflexionamos sobre nuestras resoluciones recientes y nos enfocamos con dedicación renovada en nosotros mismos, nuestras familias y nuestros lugares de trabajo. Hacemos planes para mejorar e intentar ser lo mejor que podamos ser. ■ En Alaska, pensamos en las comunidades donde vivimos y prestamos servicios, y en

cómo podemos ayudarlas para que se conviertan en las mejores comunidades posibles. Queremos trabajar de manera conjunta con otros para que nuestras escuelas sean las mejores del mundo. Queremos asociarnos para construir una infraestructura que permita vivir y hacer negocios de manera fácil y agradable. Queremos apoyar a una economía dinámica y hacer lo que nos corresponda para crear un entorno empresarial que aliente a las empresas a invertir y a asumir riesgos para producir buenos trabajos. Y esperamos ayudar a fomentar una economía que produzca muchas oportunidades, y que dichas oportunidades estén al alcance de todas las personas dispuestas a trabajar por ellas. Lo que es aún más importante, necesitamos hacer todo esto y, a su vez, ser buenos representantes del medioambiente.

Convertir a nuestras comunidades en las mejores posibles es un desafío importante. Requiere la participación de todos nosotros, incluso de las empresas, el gobierno, los grupos civiles y los ciudadanos. Deben dejarse las diferencias de lado con el fin de implementar mejoras que nos benefician a todos. De eso se trata una comunidad.

En esta edición de nuestra revista de a bordo, mostramos el perfil de un líder que ha demostrado que la mejor forma de mejorar nuestras comunidades es ver más allá de nuestras diferencias y trabajar juntos, y ha demostrado que eso se



El exgobernador Dan Evans.

puede conseguir. El exgobernador de Washington, Dan Evans, es considerado uno de los 10 mejores gobernadores de Estados Unidos del siglo XX. El exgobernador ha predicado con el ejemplo, viviendo su vida de una forma compatible con sus valores más arraigados.

Oficialmente, Dan Evans era un gobernador republicano, pero en realidad desafía la clasificación. Gobernó de la forma que creyó que sería la mejor para las personas y el futuro del estado de Washington, y no se adhirió tan estrictamente a los lineamientos del partido. Apoyaba políticas que no siempre eran populares (como el impuesto estatal a las ganancias). Como señaló Evans: "para mí, ser un conservador significa encontrar la forma de pagar por las cosas que son importantes". Evans dirigió esfuerzos para mejorar el sistema educativo mediante la fundación del sistema de universi-

dades comunitarias en el estado de Washington. Como antiguo niño explorador y senderista experimentado, también creó el primer Departamento de ecología a nivel estatal del país.

El exgobernador Evans fue un líder excepcional que marcó una gran diferencia. Se comprometió con las causas importantes y trabajó en ambos partidos políticos para llevar a cabo los proyectos.

Como él mismo señaló irónicamente, "no hay escuelas republicanas o autopistas demócratas, ni salmones liberales o parques conservadores".

Espero que disfrute de la historia sobre el exgobernador Evans en la página 42.

Sin duda, este perfil es un poco diferente al típico artículo de la revista de una aerolínea. Pero los rasgos que distinguieron el liderazgo de Dan Evans hicieron posible un increíble progreso colectivo. Esos rasgos son muy importantes al comenzar un año nuevo, ya que son una prueba de que siempre es posible esforzarse por ser lo mejor que podamos, y que a través del esfuerzo siempre nos superamos.

Gracias por volar con nosotros hoy.

Brad

Fight Aging NOW



Photos: Gerald Pope

Redefine Aging

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



Get started today!
Call 425.861.6290

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



the best
of
425
2013/2014



DISCOVERING OPTIMAL HEALTH

Jim and Bonnie wanted to enjoy life to the fullest in their 60s. Although already savvy about health and fitness, they wanted to increase their optimal health and energy.

As Jim got older, two things became more important to him. He not only wanted to live longer. He also wanted to have the energy and vitality to lead an active life, and he wanted to find a doctor who would be a proactive partner in monitoring his overall health on an on-going basis.

Bonnie always had a desire to stay healthy, exercise, and eat well. In spite of this healthy lifestyle, as she went through menopause, it became more difficult to lose weight. After running some tests, her primary care doctor told her that her metabolism was incredibly slow and not much could be done. She became depressed thinking that this was just part of the aging process. But she didn't want to believe that this is how it had to be.

After attending the Anti-Aging introductory seminar, both Bonnie and Jim were encouraged by what Dr. Upton had to say. "Finally someone was telling us that although we were aging, we could still be fully active and enjoy life," says Bonnie.

"The program establishes a baseline we can adjust over time to make any changes necessary to maintain peak health," says Jim. "Dr. Upton is always receptive and insightful, making any changes cautiously. He took a genuine interest in my health. The hormone optimization and supplement recommendations have made a real difference in my energy levels and vitality. The Anti-Aging program also offers the services of sister departments at the club, and I've taken advantage of the personal training, dietitian advice, podiatry, dermatology, and Pilates."

"Taking a proactive approach through the Anti-Aging program was so refreshing," says Bonnie. "It was clear from the start that everyone involved was completely vested in our well-being. The increased energy, weight loss, drop in cholesterol, younger looking skin, and more tells me that you can feel good while you age. I feel like my body is operating at an optimal level. As each new year approaches, I find myself wanting to take full advantage of all the joys each and every day brings."

proclub.com

425.861.6290

4455 148th Avenue NE, Bellevue, WA

Only pay for the speed you need... Dynamic Routing!SM

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



LYNDEN

Innovative Transportation Solutions

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

\$850 Per Person
4 nights, airfare included on
Alaska Airlines from Los Angeles!
Call 800-790-4187

Discover the Islands of Loreto

4 nights / 5 days in a Deluxe Studio Room.

Price is based on double occupancy.

Must be booked 45 days prior to travel.

Valid between January 15th and May 11th, 2015.

Reference promo code: **ASMAG**



Villa del Palmar
Beach Resort & Spa
At the Islands of Loreto, B.C.S. México

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

Alaska



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



Terms and Conditions: Offer valid on packages that include hotel and airfare and are subject to change/availability. Offer valid only on days of the week Alaska Airlines or Horizon Air has service to Loreto. Packages include all taxes and fees, are in U.S. dollars and are subject to change without notice. Mexican government taxes and fees that are included in the fares shown are based on the currency exchange rate effective 06/16/2014 and are subject to change. All flights are operated by Horizon Air. Bag fees apply for checked baggage. See Alaska Airlines baggage policy at www.alaskaair.com for more details. All terms and conditions of Alaska Airlines apply as to air travel portion of package. This offer and promotion is made exclusively by Villa Group, Inc., which is solely responsible for its contents and villadelpalmarloreto.com/fulfillment. For further details and information contact Villa Group, Inc., at or 800.790.4187

WHAT'S NEW



Alaska
Beyond™

An entirely new flight experience

INTRODUCING ALASKA BEYOND™

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. Read all about it in the Flight Amenities card in your seatback or visit alaskaair.com/beyond.

RON AND PATTY THOMAS
PHOTOGRAPHY / ISTOCK



NEW SERVICE TO MILWAUKEE, OKLAHOMA CITY

Starting July 1, 2015, Alaska will begin flying three new routes: Seattle to Oklahoma City; Seattle to Milwaukee; and Portland to St. Louis. The routes will be operated by SkyWest Airlines on behalf of Alaska, using new Embraer E175 planes, with 12 First Class seats, 64 coach seats, and cabin amenities similar to Alaska's 737s, including seat power in First Class, inflight Internet and Alaska Beyond™ Entertainment.

FOCUS ON SUSTAINABILITY

A second life for airplane seat covers

Reclaimed leather from replaced airplane seat covers will fly again as carry-on bags thanks to a collaboration between Alaska Airlines and an innovative design team. Discarded seat leather has found new life in the hands of Mariclaro, which makes bags and accessories from sustainable materials. In addition to the carry-on bags, the designers have made purses and laptop bags, some with airplane seat belt-buckle closures. The bags are available to buy at mariclaro.ca. In all, Alaska has given more than 6,000 reclaimed leather seat covers to 11 entities—including a local Scout troop and the International Academy of Design and Technology in Seattle—to use in creative recycling efforts.



The Power Behind the Engines

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, Dave Wheeler, Lead Technician, Engine Build Up.



Dave Wheeler
Alaska Airlines
Legend

About noon on a recent Tuesday, Dave Wheeler picked up a call from Alaska Airlines’ Portland station. An engine on a 737-700 was flashing a warning light, and the mechanics in Portland had dialed up the Seattle engine shop for advice. As the mechanics reported test results, Dave decided the best course was to bring the engine into the shop.

The aircraft was taken out of service and flown empty to Alaska’s Seattle hangar. While the aircraft was en route, Dave and his crew pulled a flight-ready spare engine from their stockroom, and within minutes of the aircraft landing, they went to work with the precision of a pit crew. They removed the original engine, installed the spare and ran the system through computerized testing and calibration routines. The aircraft was back in service that evening.

“We’re the EMTs for engines,” Dave says.

He and his crew replace four to six engines per month. Four of those are scheduled—part of an aircraft’s routine

maintenance. Another one or two engine swaps are unscheduled, sometimes requiring Dave and his crew to fly out on a moment’s notice—with a spare engine—to airports ranging from Fairbanks, Alaska, to Loreto, Mexico.

The airline takes its commitment to safety and maintenance seriously. Performance parameters for every engine are measured continuously. Engines are typically shipped out of state for overhauls, but Dave recognized an opportunity for his shop to take on some of the work, including first-stage engine booster changes. He put together a plan for installing tooling equipment and training from the engine manufacturer. The program not only saves the airline a great deal of money, but returns engines to service much more quickly.

Dave took his first airplane ride when he was 17, and he was hooked on flying. He earned his private license and even became a multi-engine flight instructor. Dave also always figured he would be a mechanic of some sort, and he earned

his Airframe and Powerplant license.

When an opportunity for a technician job at Alaska came up 30 years ago, Dave felt he was living the dream.

He now owns his third plane, and confesses a love for anything that goes fast or that has the word “ski” in it—he’s also a competitive water-skier.

As a manager at a company where safety and compliance are job No. 1, Dave fosters a culture of solid work ethic and pride in performance. “We are a team, and it’s not only important that we do a good job, but also that everyone on the team feels good about doing it,” he says.

“Dave is the kind of guy who takes ownership of whatever it is you ask him to do,” says Don Klair, Seattle hangar line manager. “He doesn’t make any excuses, he just comes up with solutions. A lot of the time he has a situation handled before I even know it’s a situation.”

Airline customers may never see Dave, but he wants them to know his crew is on the job, “We’re here, and we perform,” he says. —Paul Frichtl

VOLUNTEER SPIRIT

Comforting voices

Surgery is frightening for a child, but for patients at Seattle Children’s Hospital, the process is just a little bit easier when Michele Larabee and her 16-year-old daughter, Samantha, are on site.

They’re the comforting voices of experience who bring smiles, hugs and reassurance to young patients and their parents. Samantha was born prematurely and has undergone 31 surgeries on her ears. As a result of that experience, Michele, an Alaska Airlines reservations agent, has been a regular volunteer at the hospital for 11 years, and Samantha for nine.

In addition to hospital visits, Michele and her family help



Michele Larabee with her daughter, Samantha.

make dinners at the homeless shelter at their church every Wednesday, and for several years they’ve supported Special Olympics events.

Oftentimes, Michele’s work and kind heart align. She recalls making reservations for a distraught woman who needed to fly her daughter to Seattle for cancer treatment. Michele quickly developed a relationship with the woman and her 2-year-old daughter, and met with them after they arrived. Samantha donated her hair for a wig for the daughter.

“That’s why I like working in reservations,” Michele says. “I love to be able to make people happy.” —P.F.

downtown

Watertown Hotel happy

STAY PINEAPPLE

relax

fido friendly

thank you

family

The Maxwell Hotel meet

valued

happy

free wi-fi

SEATTLE

unique

Hotel FIVE

comfortable

free wi-fi

meet

PORTLAND

fido friendly the naked experience

PORTLAND

meet

SAN FRANCISCO

Hotel Rose

unique

dine downtown

happy

connected

stay close

bicycle checkouts

SAN FRANCISCO

The Hotel California authentic

thank y

downto



866.866.7977

staypineapple.com

99 bottles of bourbon on the wall ...



With over 99 varieties of bourbon to choose from, finding your favorite might not be as easy as you think. We suggest starting with the new John Howie Personal Selection Woodford Reserve. We created this unique blend with the good folks at Woodford Reserve. In all, we have well over 600 varieties of spirits to choose from including 300 whiskies. Our mixologists are the best in the business. Discover something new or enjoy an old friend at John Howie Steak.



JOHN HOWIE STEAK

JohnHowieSteak.com 425 440 0880



PHOTO: JEAN MARC LUBRANO



Esteemed musician Lucky Peterson will be among the headliners at this year's Portland Jazz Festival.

STUMPTOWN SWINGS

JAZZ GREATS COME TO PORTLAND, OREGON

Starting next month, The City of Roses will spotlight internationally renowned performing artists as well as local luminaries at the [Portland Jazz Festival](#), an exhilarating celebration of the genre. From February 18 through March 1, attendees can enjoy sets by numerous artists at multiple venues, all within walking distance of one another.

Headliners will include Lucky Peterson, a talented multigenre guitarist, organist and vocalist; Bebel Gilberto, a Brazil-based vocalist with multiple Grammy Award nominations; and Vijay Iyer, a Grammy-nominated pianist-composer. Concerts will also feature double-bill performances with artists collaborating on arrangements unique to the festival. Alaska Airlines is the presenting sponsor of the event, and will offer discounts on associated travel between February 17 and March 4. Visit [alaskaair.com](#) for details and to book tickets. For more event information, call 503-228-5299 or visit [portlandjazzfestival.org](#). —Marie Larsen



- **Fertile Ground**, Jan. 22–Feb. 1; new works by local artists in theater, dance, comedy, visual arts and film; multiple venues citywide; [fertilegroundpdx.org](#).
- **ChocolateFest**, Jan. 23–25; fine chocolates from the Northwest and beyond; Oregon Convention Center; [chocolatefest.org](#).
- **Portland Seafood & Wine Festival**, Jan. 30–31; live music, seafood and wines from around the state; Oregon Convention Center; [pdxseafoodandwinefestival.com](#).
- **Portland International Film Festival**, Feb. 5–21; more than 140 international shorts and features; multiple venues; [nwfilm.org/festivals/piff](#).
- **Carmen**, Feb. 6, 8, 10, 12, 14; a highlight of Portland Opera's 50th-anniversary season; Keller Auditorium; [portlandopera.org](#).

→ **THIS JANUARY** is the Bicentennial of the Battle of New Orleans, which ended the War of 1812. For event information, visit battleofneworleans2015.com.



SAN MARINO, CA

Openings at The Huntington

The Huntington Library, Art Collections, and Botanical Gardens has been a hub of culture and education on the West Coast since its public opening in 1928. On January 14, the **front portion of a new education and visitors**

New indoor and outdoor spaces at The Huntington, shown in the rendering, will open this year.

center will open; eventually, the center will be nestled within 6.5 acres of new gardens. The project is slated to be fully finished this April. Once complete, the visitors

center will feature a 400-seat auditorium, meeting and event spaces, a cafe with garden views and an indoor courtyard with a 36-foot-tall glass dome.

Upcoming attractions at The Huntington include **"The U.S. Constitution and the End of American Slavery"** (January 24–April 20). This exhibition's opening marks the 150th anniversary of the ratification of the 13th Amendment, which abolished slavery. The exhibit features rare documents, including letters by Abraham Lincoln. To learn more, call 626-405-2100 or visit huntington.org. —Tanya Friedland

NEW ORLEANS, LA

A Spectacular Festival

Ever since explorer Jean-Baptiste Le Moyne de Bienville first arrived in what was to become Louisiana, on the eve of Mardi Gras in 1699, the history of New Orleans has been closely tied to the holiday. Traditionally celebrated as a final day of merriment before Catholic Lent, **Mardi Gras in New Orleans** offers fun and spectacle for people of all ages.

This year, parades will begin on February 6. Other main attractions will start on February 12 and continue through "Fat Tuesday" itself, February 17. Highlights include eating King Cakes (sugared pastries with dolls inside), catching "throws" such as beads thrown from parade floats, and seeing the Krewe of Rex ("The King of Carnival") parade as it proceeds along St. Charles Avenue on the last day of the festival. Visit neworleansonline.com/neworleans/mardigras for more information. —Tanya Friedland

Elaborate masks are one of Mardi Gras' most famous traditions.



ALSO OF NOTE ...

• **Carnaval Mazatlán '15**, Feb. 12–15; fireworks, live music and parades on the oceanfront; Mazatlán, Mexico; mazatlantoday.net and carnavalmazatlan.net.



Calling all foodies

Now serving Tom Douglas meals

Enjoy hot entrées, including creations from award-winning chef Tom Douglas, snack on our Signature Fruit and Cheese Platter featuring Beecher's cheese, and sip hand-poured local wines.

Calling All Explorers™
alaskaair.com/beyond

Tom Douglas 

Alaska
Beyond™

Advertised amenities may vary according to aircraft type and route. Alaska Beyond and Calling All Explorers are trademarks of Alaska Airlines, Inc. All other trademarks are the property of their respective owners.



U.S. Ski Team member Mikaela Shiffrin, shown here at a past Vail Valley event, is due to compete at the world championships in February.

WORLD-CLASS SKIING ALPINE CHAMPS IN COLORADO

Next month, U.S. Olympians Mikaela Shiffrin and Bode Miller (who is recovering from an injury) are expected to join hundreds of other world-class alpine skiers in Colorado's Vail Valley to compete for a spot on the podium at the **2015 FIS Alpine World Ski Championships** (February 2–15). Racers from 71 confirmed national teams will compete in events such as downhill, slalom and giant slalom. Spectators will be able to view daily races on the famous “Birds of Prey” and newly inaugurated “Raptor” courses, and to enjoy festivities including fireworks, free live music and fine dining. During the event, 98 percent of the valley's slope area will remain available for visitors to ski. To learn more, call 970-777-2015 or visit vailbeavercreek2015.com. —Jacob Sodeman

SAN FRANCISCO, CA

Early Blossoms

A taste of spring comes early in the Bay Area, with the arrival of the San Francisco Botanical Garden's **annual magnolia bloom**. From about mid-January through March, visitors can stroll through the aromatic outdoor garden to witness the blossoming of nearly 100 rare and vibrantly colorful magnolias, many of which are examples of endangered Asian species rarely seen elsewhere in America.

Because San Francisco's mild and misty weather is ideal for magnolia cultivation, the botanical garden has become one of the most significant conservation collections outside of China, with the magnolia becoming the garden's signature flower.

Visitors can take self-guided or docent-led tours and attend events such as *Magnolias by Moonlight*, a popular nighttime tour. For more information about the magnolia bloom, call 415-661-1316 or visit sfbotanicalgarden.org. —Kyle Jensen



The magnolia family is thought to have produced some of the first flowering plants and to have endured multiple ice ages. This *Magnolia stellata* blooms at the San Francisco Botanical Garden in Golden Gate Park.

I Thought I Was on Top of the World

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

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

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

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

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

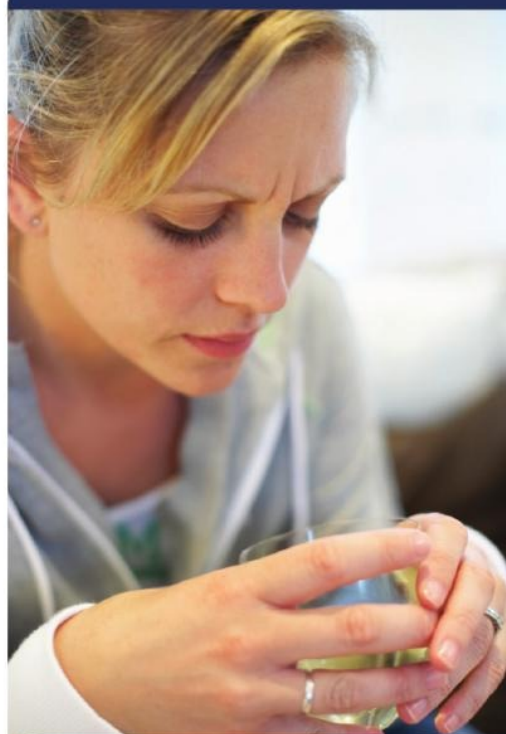
First, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

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

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

Call: 1-855-999-1116
online at: SchickShadel.com

SCHICK SHADEL
HOSPITAL



Give Us Ten Days and We'll Give You a New Life.

Drugs and alcohol will kill you. If addiction is controlling your life or the life of a loved one, it's time for an immediate change. Just 10 short days at Schick Shadel Hospital can get you back on track and free of cravings. With the #1 success rate in the nation for alcoholism,* Schick Shadel's treatment is provided by physicians, nurses and counselors in an atmosphere of compassion and understanding.

Research-validated counter-conditioning is the cornerstone of our medical model, because it reduces the physical cravings for substances through re-training the memory and associations with the sight, smell and taste of drugs or alcohol. This counter-conditioning is provided in tandem with minimal sedation interviews which are designed to get at the individualized substance use triggers for each patient.

Schick Shadel also provides education, one-on-one counseling and group therapy along with post discharge sober support which creates a solid foundation for people to begin a new, balanced life. 65,000 former patients can't be wrong — Our treatment simply works! Patients are able to leave here poised for a life of hope, happiness and most importantly, sobriety.

Whether it's alcohol, methamphetamines, marijuana, cocaine, opioids or heroin, we can help. 10 short days at Schick Shadel Hospital is a transformational experience that is nothing short of miraculous.

SCHICK SHADEL
HOSPITAL

Schick Shadel Hospital – Washington
12101 Ambaum Blvd. SW, Seattle, WA 98146

1-855-999-1116
SchickShadel.com

*Based on results of a verified, independent 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.

Why are so many people flying to Seattle to see these dentists?

Dr. Thomas Kang

Dr. Brian McKay

Advanced
Cosmetic
& Laser
Dentistry
1-877-346-0600

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

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

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

Word is spreading about the quality of care and the efficiency of these dentists. If you've been told it could take months to complete your care, relax. We can usually accomplish everything

with just a few visits. We reduce your time in the dental chair to only what is absolutely necessary. We use advanced sedation techniques so you don't feel a thing. Folks love it.

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

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

6 REASONS TO HAVE US BE YOUR DENTIST

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



Chris K.



Laura B.



www.acld.com - there is a difference!

Miners Landing



More Than Just A Great View!

- Northwest Dining
- Gifts & Apparel
- Vintage Carousel
- Seattle Great Wheel



We Will Be Open During All Seawall Construction!

The historic pier where it all began! In 1897 the steamship Portland with the first load of gold from the Klondike docked adjacent to the pier where Miners Landing now stands. Miner's Landing on Pier 57 is a family-friendly shopping, restaurant and entertainment complex.

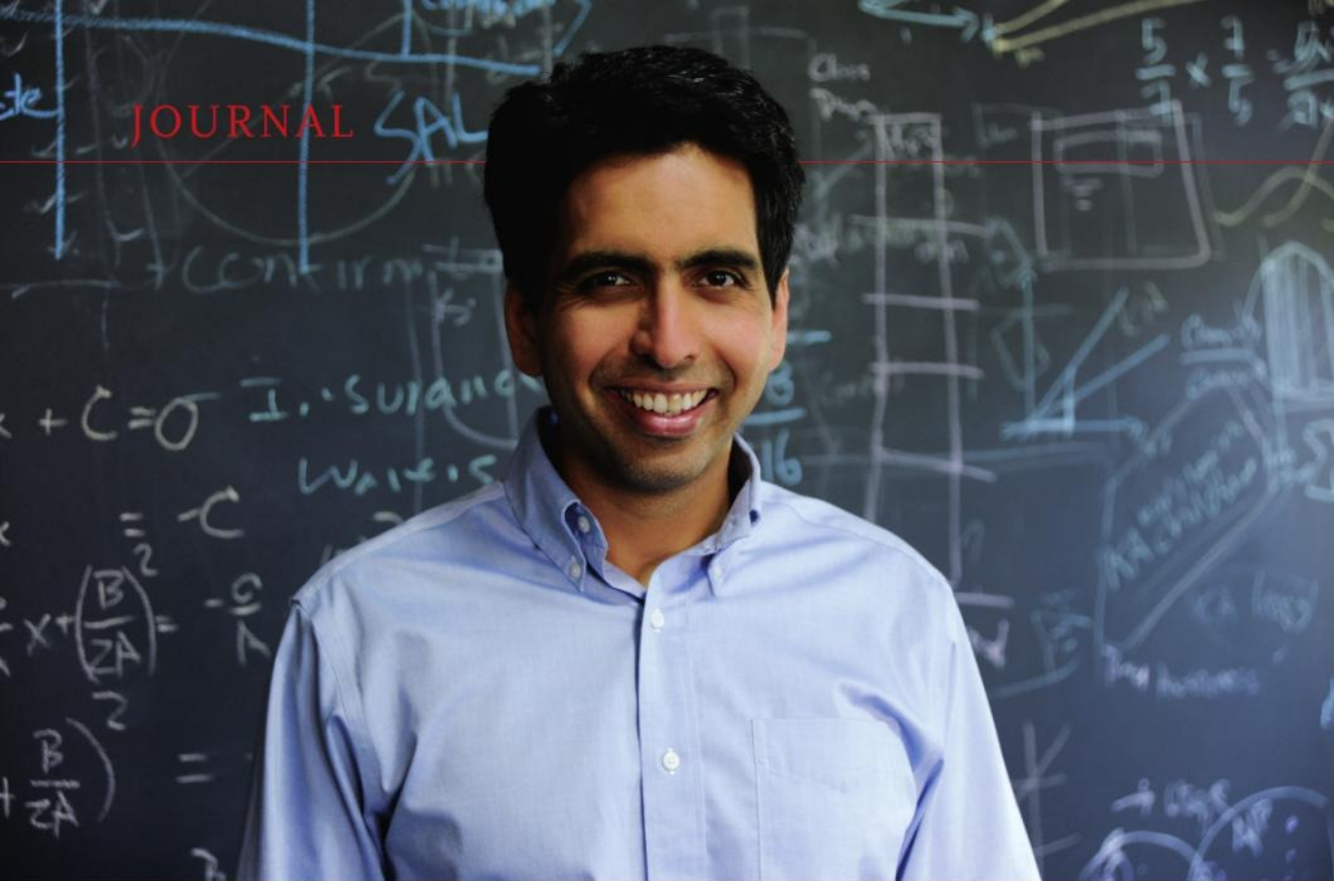
Pier 57 is the perfect place to come with family and friends.



Pier 57
1301 Alaskan Way, Seattle, WA
Seattle's Historic Waterfront



The Fisherman's - 206.623.3500
The Crab Pot - 206.624.1890
minerslanding.com



QUESTIONS FOR SALMAN KHAN

SALMAN KHAN is the founder of the Khan Academy, a nonprofit education organization that provides free online resources to teachers and individuals worldwide. To date, Khan Academy has delivered more than 400 million lessons, continuing work that Khan began on his own when he made video tutorials for young relatives while working as a hedge-fund analyst. Khan launched the academy and started working on it full time after discovering the potential of his approachable instruction. Students enjoy using the lessons at their own pace, often outside of a classroom; teachers save time for other activities by using the lessons for content delivery. The academy's mission is "changing education for the better by providing a free world-class education for anyone anywhere." —Ben Raker

AAM: How close is the academy to achieving its mission? What work is left to be done?

SALMAN KHAN: Our main challenge is to grow an organization that can meet that mission without losing the humanity, quirkiness and humor that I think is the heart of what people connect with. In the next 5 to 10 years, we'll hopefully see the Khan Academy experience deepen and broaden across all major topics. I hope our deep, interactive math experience will be extended to all the major sciences. On top of that, I hope that our interactive tools [that] leverage peer review will be extended to other areas, like writing. Beyond that ... my dream is for people to be able to access content in their

own languages and to be able to learn and grow from the experience. It would have seemed crazy only a few years ago, but I think we have a good chance of helping tens if not hundreds of millions of learners globally over the next few years better tap into their potential.

How do you see the field of education evolving in the next 10 to 20 years?

I think it's exciting that concepts such as self-paced learning, mastery-based learning and leveraging classrooms for more human interaction are becoming more and more mainstream, and I can only hope they become more so over the years. ... I feel optimistic about where we'll be in 10 years.

How might mobile devices be expanding learning worldwide?

I get really excited by the idea that previously underserved communities are starting to come online—often with a mobile device first—and that they have the same access to world-class educational materials as their developed-world counterparts. This is an unprecedented time in our history: We all wonder where the next big ideas will come from, and access to online learning means that they really could come from anywhere.

What are the specific advantages or disadvantages of using mobile apps for education?

I think they're probably

similar to the advantages and disadvantages that using any one tool implies. ... A mobile app can give you access and incredible learning opportunities, but, used in isolation, it won't give you a well-rounded learning experience. On the other hand, a mobile app can literally be a tutor in your pocket, which is an exciting idea for learning everywhere.

You've created thousands of lessons used by millions of people. What is the biggest lesson you yourself have learned from this work?

The biggest lesson is one that I've actually always known: Human beings are the most important part of the learning process. I'd prefer my children to be with an amazing teacher-

mentor-coach and no other supplies [rather] than alone with the most state-of-the-art technology. Khan Academy is not about technology for technology's sake or about efficiency or cost savings. It is about leveraging technology in pursuit of a more human, interactive, creative classroom. And the most important thing in this regard is to free up class time so that students can spend more time with amazing teachers, not less. It also elevates the importance of the teacher from lecturer and grader to master explorer-motivator-adviser-inspirer. And that's how I hope others are inspired, too.

"When you see your body change shape and feel the difference in your clothes, you smile."



Photo: Arlene Chambers Photography



KIM LOST 22 LBS & 10 YEARS IN 10 WEEKS

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

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



Get started today!
Call 1.877.497.6210

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



I didn't take time to exercise. Lunch was often a snack from the vending machine. I drank wine instead of water. I worked long after everyone else had gone to bed. I often thought about making changes and tried many times, but never kept the commitment.

Just like you're doing, I read the My Best 10 success stories and envied the women. They looked amazing! I also noticed that many were working moms who had the same challenges as I had. So when a friend challenged me to sign up for the program, it was exactly the push I needed. After all, I wanted to prove that I could get it done, just like everything else.

When you're used to being on the go, it's possible to get 10,000 steps in a day. When you have a trainer who designs a program that's achievable and challenging, you start to feel empowered and strong. When you get the facts about food, you make more informed choices. When you understand the benefits of sleep, you find the time. When you see your body change shape and feel the difference in your clothes, you smile.

Many women can relate to a busy life. When we're not working, we're managing our homes and families in an "always-on" world. We have good intentions to cook healthy meals, exercise more, sleep eight hours a night, and drink more water. After all, how hard can it be when we're managing everything else? Unfortunately, all too often, it's easier said than done.

The MB10 program was more than I expected. I had an entire team dedicated to my success and also held me accountable. The program is designed for lifestyle changes and you get all the tools to do so. You also get spa treatments that give you that extra lift after you've worked hard on your diet and exercise. Together, it all works.

Having a team at my side contributed to my success, and I had wonderful support from my husband and daughter. They ate what I ate, and exercised with me. We managed the changes together.

I'm thrilled with the results from the program. I dropped two dress sizes and lost a total of 22 inches. I sleep eight hours a night. I eat better meals. I enjoy water and caffeine-free mint tea. I exercise regularly. Admittedly, some weeks are better than others. However, I now have the tools to get back on track when I have a tough week.

The My Best 10 program helped me change my life and I will be forever grateful.

mybest10.com

1.877.497.6210

4455 148th Avenue NE, Bellevue, WA

Applications for Learning

Education goes mobile with a variety of options for young learners *By Melena Jankanish*

The recent boom in applications for mobile devices has found its way to the world of education. Today, a growing number of apps are helping students study for tests, learn new languages and even practice computer programming. **Mobile education apps** also provide learners with the ability to interface with other users. The following are a few of the most popular educational apps, according to the Apple iTunes store. (Parents should note that pediatricians advise limits on children's screen time.)

STUDENT APPS

NEW TOOLS FOR KIDS ON THE GO

DUOLINGO

Available for iPhone, iPad, Android; duolingo.com
Duolingo is a program that makes learning a new language fun, with modes that allow the user to speak, read or listen to the language being taught. The program offers nine different languages, including French, Spanish and Italian.



HOPSCOTCH

Available for iPhone and iPad; gethopscotch.com
Hopscotch is a drag-and-drop application that introduces children to the basics of computer programming languages. Using their newfound understanding of code, users can create games, animations and interactive stories. The fundamentals covered by this application are useful in today's technology-driven world, while the "fun factor" may spark a

lifelong interest in computer science.

KHAN ACADEMY APP

Available for iPhone and iPad; khanacademy.org
The well-known nonprofit organization has created an app platform for free e-learning materials on a variety of subjects. With more than 4,200 videos and articles to date, Khan Academy offers lessons in areas such as art history, mathematics and science. The lessons are differentiated by grade level and can be easily paused and restarted on a phone or tablet. There is also a section devoted to content from partner institutions such as The Metropolitan Museum of Art and NASA.

QUIZLET

Available for iPhone, iPad, Android; quizlet.com/mobile
Created in 2005 by a high-school student, Quizlet is a customizable tool that allows students to build flash cards on diverse subjects and study on the go using text, images or audio. Students can also access



40 million user-generated study sets. Quizlet's tools encourage engagement with study materials in a variety of formats, for visual as well as auditory learners.

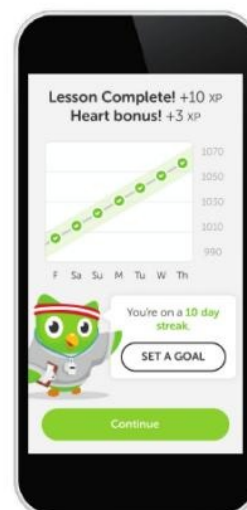
RAZ-KIDS

Available for iPhone, iPad, Android, Kindle; raz-kids.com
This award-winning application features hundreds of e-books, spanning a range of subjects. Students in kindergarten through fifth grade can practice reading and take quizzes on a variety of devices, while teachers can monitor and track each student's progress. Allowing students to see their reading level improve, via indicators within the app, builds student confidence and fosters a love of reading.

TOP APPS

- **iTunes U**
apple.com/education/ipad/itunes-u
- **Duolingo**
duolingo.com
- **PhotoMath**
photomath.net
- **Learn Languages (Rosetta Stone)**
rosettastone.com/mobile-apps
- **Sesame Street Go**
sesamestreetgo.com
- **Lumosity Mobile**
lumosity.com
- **Busuu**
busuu.com
- **Fit Brains Trainer**
fitbrains.com
- **Toca Kitchen Monsters**
tocaboca.com
- **ABCmouse.com**
abcmouse.com

This list represents some of the top free educational apps from the iTunes Store.



The Duolingo app offers goal-oriented activities to teach children languages.

THE BEST DINING EXPERIENCE IN CABO



Romeo & Julieta
Ristorante

A Unique Dining Experience



There's a delicious new alternative....



Steak, Fish & Pasta House



ROMEO Y JULIETA

*Traditional Italian Cuisine
in a Unique Atmosphere*

International Breakfast from 8:00 AM to 1:00 PM

Lunch-Dinner from 1:00 PM to 11:00 PM

Located at corner of Marina

Boulevard and Subida del Cerro Ave.

Cabo San Lucas.

reservations@restaurantromeoyjulieta.com

www.restaurantromeoyjulieta.com

FOLLOW US ON



PUERTO SAN LUCAS

*A NEW TASTE OF
Elegance*

Reservations call:

(624) 145 7575

Ext. 74375, (624) 1430443

Blvd. Marina S/N.

Cabo San Lucas, B.C.S.

reservations@puertosanlucas.com

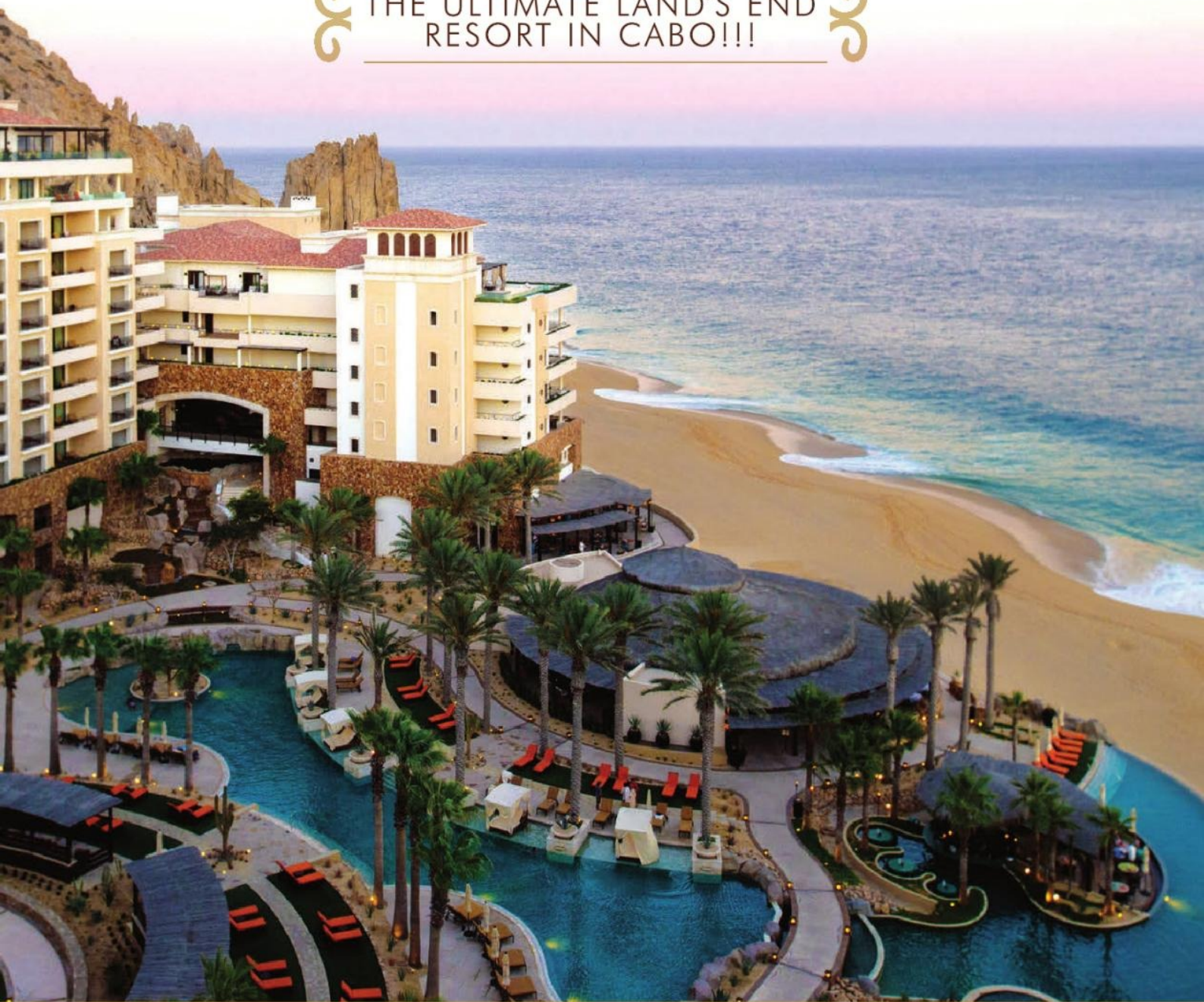
www.puertosanlucas.com

FOLLOW US ON





THE ULTIMATE LAND'S END RESORT IN CABO!!!



Condé Nast
Traveler **GOLD LIST** 2014
THE WORLD'S BEST PLACES TO STAY

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

Find Us:  / Solmar Resorts  / Solmar Resorts 

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



Expertise

Leaders In Varicose Vein Treatments.



Daniel Pepper, M.D.

Know-How

We've treated more varicose veins than any medical practice in the Seattle area. We lead the Seattle-Bellevue region in varicose vein and spider vein treatments with more than 8,500 ablation procedures performed.

Total Vascular Care

In our four clinics we use the latest techniques and leading edge treatments for **varicose veins**, **spider veins** and arterial disease. Most vein treatments are performed in our office with a speedy recovery period. Our integrated approach utilizes our Vascular Surgeons, vascular specialists and diagnostic lab to create ever-improving care for you.

visit LKVV.com or call (425) 453-1772

LAKE WASHINGTON
VASCULAR

Total Vascular Care. It's All Connected.

Daniel Pepper, M.D., Kathleen Gibson, M.D., Brian Ferris, M.D., Leonard T. Su, M.D., Renee C. Minjarez, M.D.

Bellevue • Kirkland • Issaquah • **Now Open at Green Lake!**

JOURNAL



STAN BADZ / GETTY IMAGES

LA JOLLA, CA

Golf by the Sea

Prospects for warm weather, plus a \$6.3 million purse, will draw some of golf's biggest names to historic Torrey Pines for the PGA Tour's **Farmers Insurance Open** (February 5–8). Located on the coastal cliffs of La Jolla, the competition treats attendees to the play of top pros. This year's qualified players include past winners Scott Stallings, Tiger Woods and Bubba Watson. Alaska Airlines is an event sponsor. For details, call 858-886-4653 or visit farmersinsuranceopen.com.

—Jacob Sodeman

2014 *Farmers Insurance Open* winner Scott Stallings.

PHILADELPHIA, PA

Art with Meaning

The Philadelphia Museum of Art's newest exhibition, "**Represent: 200 Years of African American Art**" (January 10–April 5), presents two centuries of the African-American experience through various media and art forms. With about 75 featured works, "Represent" explores the evolving ways in which artists have expressed personal, political and racial identity over time. The



PHILADELPHIA MUSEUM OF ART THE ELLA KING TORREY COLLECTION OF AFRICAN AMERICAN QUILTS, 2006

Sarah Mary Taylor, "Hands" quilt (1980).

exhibit showcases historical art created by unknown and self-taught artists, as well as works from renowned artists such as painter Jacob Lawrence, sculptor Elizabeth Catlett and photographer Carrie Mae Weems. Programs honoring Martin Luther King Jr.'s birthday take place January 16–18. Call 215-763-8100 or visit philamuseum.org. —Leah LaCivita

NA HOKU®

Hawaii's Finest Jewelers Since 1924

FIRST PLACE
HAWAII'S
BEST
2014
Awarded by the Star Advertiser

NA HOKU KOA COLLECTION



Na Hoku Chronograph Watch
with Koa and Steel Bracelet
\$650

Other dial options available



Na Hoku Watch with
Koa and Steel Bracelet
and Mother-of-Pearl Dial
\$450



Na Hoku Dress Watch
with Koa and Steel Bracelet
\$395

An incomparable collection of Hawaiian and Island lifestyle jewelry

OAHU: Ala Moana Center • Outrigger Waikiki on Kalakaua Avenue • Waikiki Beach Walk • Hilton Hawaiian Village
 MAUI: The Shops at Wailea • Whalers Village • Front Street • Lahaina Cannery • Queen Ka'ahumanu Center • Hyatt Regency Maui • Grand Wailea Resort
 KAUAI: Poipu Shopping Village • Grand Hyatt Kauai
 BIG ISLAND OF HAWAII: Kona Marketplace • Kings' Shops • Hilton Waikoloa Village
 NORWEGIAN CRUISE LINE: Pride of America
 BOSTON: Natick Mall • Northshore Mall CHICAGO: Oakbrook Center • Woodfield Mall DALLAS: NorthPark Center
 DENVER: Cherry Creek Shopping Center LAS VEGAS: Grand Canal Shoppes at The Venetian LOS ANGELES: Glendale Galleria
 NEW YORK: Roosevelt Field PHILADELPHIA: The Plaza at King of Prussia PLEASANTON: Stoneridge Mall
 PORTLAND: Washington Square SAN DIEGO: Fashion Valley • Horton Plaza SAN FRANCISCO: PIER 39
 SAN JOSE: Valley Fair SEATTLE: Bellevue Square WASHINGTON, D.C.: Tysons Corner Center

NaHoku.com • 1-866-296-5462

40 and proud.



Time has sailed on by since Totem Ocean's maiden voyage to Alaska in 1975. As we celebrate 40 years of service to the Last Frontier, we're more committed than ever to being Alaska's premier ocean carrier for generations to come.

100%

This year, Totem Ocean's ships will be repowered with LNG engines, reducing sulfur oxide emissions by 100 percent.



40 Years SERVING ALASKA
Totem Ocean Trailer Express

T. 800.426.0074 | www.totemocean.com

 A TOTE MARITIME COMPANY



The Art of Hair Restoration



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



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

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

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

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

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

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

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

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



Eyebrow Transplantation
Before & After

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

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

11007 Slater Avenue NE
Kirkland, WA 98033



Hair Transplant Seattle



WORK HARD CHOOSE THE RIGHT PROTECTION AND WATCH YOUR DREAMS TAKE FLIGHT

Pursue your dreams no matter where they take you. Protection from American Family Insurance will give you the confidence and support to help them take off. Upgrade your coverage today. Visit AMFAM.COM or call 1-800-MY AMFAM for your auto, home, business and life insurance needs.

YOUR DREAM IS OUT THERE. GO GET IT. WE'LL PROTECT IT.



**AMERICAN FAMILY
INSURANCE®**



Visit amfam.com to find out if products are available in your state. American Family Mutual Insurance Company, American Family Insurance Company, American Family Life Insurance Company, American Standard Insurance Company of Ohio, American Standard Insurance Company of Wisconsin, 6000 American Parkway, Madison, WI 53783 ©2014 009685 - 11/14



The Museum of Flight has 41 full-size aircraft in its T.A. Wilson Great Gallery.

SEATTLE, WA

50 Years of Aerospace Exhibits

Launched as a modest effort to save the last Boeing Model 80A-1 from being scrapped, [The Museum of Flight is celebrating its 50th anniversary](#) in 2015. Since the restoration of that 1929 80A-1 (by the Pacific Northwest Aviation Historical Foundation, a precursor to the museum), the organization has grown into a major institution and now features more than 160 historically significant aircraft and spacecraft, the restored Red Barn (The Boeing Company's original manufacturing site), and the largest library of aviation and space archives on the West Coast, including the original business records of Orville and Wilbur Wright's firm.

Starting the 2015 events is the January 17 kickoff of the Origins of Aerospace lectures, which explore the birth of the airmail industry and Boeing's influence on Northwest aviation. Plans are in place for the Alaska Airlines Aerospace Resource Center to open in February. And the museum plans to install a roof for its outdoor Airpark, which contains six large aircraft, including the supersonic Concorde.

The museum draws more than 500,000 visitors annually, and its educational programs reach about 150,000 children each year. To learn more, call 206-764-5720 or visit [museumofflight.org](#). —Leah LaCivita

NEW EDUCATIONAL CENTER PREPARES FOR TAKEOFF

→ From a model NASA-style control room to advanced flight simulators and climb-aboard planes, The Museum of Flight has steadily built its interactive educational resources, partly to encourage careers in science, technology, engineering and math. Access to these museum assets will be enhanced and new tools added in the [Alaska Airlines Aerospace Resource Center](#), scheduled to open in February. The center, created with a \$2.5 million gift from the airline, will serve as an education hub for the museum. New resources will include career-planning stations and staff serving as "education concierges" to help young people explore opportunities. —Leah LaCivita



The Alaska Airlines Aerospace Resource Center will make educational resources such as this small plane more accessible to visitors.

MUSEUM MOMENTS



1965

The Pacific Northwest Aviation Historical Foundation forms to retrieve and restore a 1929 Boeing 80A-1 from Alaska.



1983

The 1909 Red Barn, Boeing's first factory, is purchased for \$1, transported to the museum, and restored.



1997

The kid-friendly model Air Traffic Control Tower opens at the museum.



2012

The Charles Simonyi Space Gallery opens and exhibits the Space Shuttle Trainer, used by NASA to train all shuttle astronauts.



2015

Alaska Airlines Aerospace Resource Center is scheduled to open in February.

Someone you know had a little work done

*If they saw Dr. Fredric Stern
you'll never know*

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

Whether your goal is to eliminate wrinkles, repair sun damaged skin, lose a few inches around the waist or hips, restore your hairline through microsurgical hair transplantation, or repair and regenerate your skin with a skin care product made from your own stem cells' growth factors, Dr. Fredric Stern and The Stern Center can help transform your goals into reality.



THE STERN CENTER *for* AESTHETIC SURGERY, P.C.

Dr. Fredric Stern

(425) 455-9100 | www.thesterncenter.com

*Creating Natural Appearing Beauty through
the ART of Laser Cosmetic Surgery*



*Voted best plastic surgeon
in Evening Magazine's
Best of Western Washington*

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

Helping Young Learners Take Flight

The founder of a pioneering high school expands educational opportunities in her new role

Growing up on an apple orchard in the small Eastern Washington town of Omak, **Reba Gilman** learned about the importance of applying science in a real-world setting from working with her father on the family's land.

Today, Gilman looks for opportunities to link formal and informal education, with the overall goal of developing student strengths in science, technology, engineering and math (STEM). She recently became executive director of Lighthouse Education Initiatives at The Museum of Flight, where she is developing programs that will leverage museum resources and help students prepare for higher education and careers—especially in STEM fields.

"This is a critical shortfall in our nation's schools," says Gilman. "We just have not done a decent job preparing students for science, technology, engineering and math careers."

Gilman's most notable effort to address the problem was serving as founder, principal and CEO of what is now Raisbeck Aviation High School (RAHS), a public school just south of Seattle that focuses on preparing students for air- and space-related careers.

To reach this position, Gilman drew on experience in private industry and on academic study. She earned a degree in business education from Eastern Washington University, two master's degrees—in marketing and in educational administration—and principal's credentials from Central Washington University. She also spent 10 years as a marketing teacher and was principal and director at the SeaTac Occupational Skills Center for 16 years.

The high school, which first opened in 2004, occupied two different temporary facilities during its first decade of operation. Yet it drew significant community support, including financial contributions and volunteer hours from companies such as Alaska Airlines and Boeing, and from private individuals. The school's reputation grew, and it earned numerous awards, as well as rankings in the top 1 percent of STEM schools nationwide. In 2013, it moved into its state-of-the-art permanent home across the street from The Museum of Flight.

Gilman moved to her new position at the museum in fall 2014 to expand the school's impact.



Reba Gilman, at the Raisbeck Aviation High School groundbreaking ceremony.

It had always been the plan to reach more students than the school teaches each year, says Gilman, while keeping the school small and personalized. With the school's home established, an assistant principal ready to take over as principal, and applicants to the school's programs far exceeding capacity, it was time for Gilman to take on her new role.

Directing the Lighthouse Education Initiatives, Gilman's work is twofold. First, she is developing for-credit classes to be offered at the museum to students not enrolled at the high school. The classes are planned for rollout in fall 2015 and will be offered first to local students. Second, Gilman is advising communities nationwide that are interested in implementing best practices from RAHS and in making use of resources in their communities as the high school has done with Seattle-area aviation resources.

Many years after her own upbringing in the community of Omak, when she first became fascinated with working on the orchard and constructing things, Gilman still sees herself as a builder.

"I guess that's why I came here," she says of her move to the museum. "I want to build more opportunities for kids." —Ben Raker

"There's something everybody can do to support learning. Taking others under your wing and helping is just such a critical thing."

—Reba Gilman



FOR ADDITIONAL EDUCATION STORIES, see "STEM," starting on page 64, and "Fair Play," starting on page 74.



introducing
TRULY
ZAC POSEN
BRIDAL

DESIGNS EXCLUSIVELY FOR BLUE NILE



bluenile.com | 866.441.5382



SEATTLE, WA

A Grand Stage for Star Coffees

Nine blocks from the original Starbucks store at Seattle's Pike Place Market, the pioneering coffee company has unveiled a new coffee destination that pays homage to the company's past while setting a standard for its future. The **Starbucks Reserve Roastery and Tasting Room**, which opened in December on Seattle's Capitol Hill, features two coffee bars, a scooping station, small- and large-batch roastery systems, and a coffee-centric library. A Serious Pie pizza restaurant run by Seattle chef Tom Douglas also operates on the premises, and it supplies a custom menu of fresh food to the main coffee bar.

The building's open layout (in a historic, remodeled auto showroom) supports the roastery's distinctive experience, which Starbucks is promoting as a "theater of coffee" to showcase the company's Starbucks Reserve roasts. Whether visitors select an espresso drink brewed in a top-of-the-line Clover system, or a drip coffee made from beans available only at this store, it's clear that what they get is not an average cup of joe.

The experience is further enhanced by access to master roasters as they go about their work, and carefully designed features such as one-way glass above bathroom sinks that look out on the roastery floor. An overhead network of pipes and tubes arrayed like a suspended subway map heightens the drama, with beans flowing from delivery bay to roaster and on to the coffee bars. The large on-site roaster will supply all of the Reserve coffees for distribution to select Starbucks stores worldwide, and beans can also be bagged for purchase, with employees available to optimize selections—such as recommending beans that will reach peak flavor when a traveler gets home from vacation. To learn more, visit roastery.starbucks.com. —Ben Raker



Clockwise from top left: Guests order distinctive drinks at the Starbucks Reserve Roastery and Tasting Room's main cafe, which is supplied, via overhead pipes, with beans from the roaster; a worker opens a bag of beans; signage displays the Starbucks Reserve logo; cafe dispensers showcase premium beans.

CALENDAR

→ **Through May 25**
"Fabergé Revealed,"
 238 rare objects; Bellagio
 Gallery of Fine Art, Las
 Vegas, NV; 877-957-9777;
bellagio.com/bgfa

→ **Through May 31**
**"The Traveler's Eye:
 Scenes of Asia,"** 100+
 artistic representations of
 travels from the past five
 centuries; the Smithsonian
 Institution's Freer & Sackler
 Galleries, Washington, DC;
 202-633-1000; asia.si.edu

→ **January 15–25**
Anchorage Folk Festival,
 performances, workshops
 and more; Anchorage, AK;
anchoragefolkfestival.org

→ **January 16–25**
Lake Chelan Winterfest,
 ice sculptures, food and
 wine, ale, music and more;
 Chelan, WA; 509-682-3503;
lakechelanwinterfest.com

→ **January 17–May 3**
**"Personalities: Fantasy
 and Identity in Photogra-
 phy and New Media,"** a
 history of portrait photos
 from the 1800s through
 today; Palm Springs Art
 Museum in Palm Desert,
 Palm Desert, CA; 760-
 346-5600; psmuseum.org

→ **January 22–25**
**Tacoma Home and
 Garden Show,** vendors,
 seminars, plants and
 displays; Tacoma Dome,
 Tacoma, WA; otshows.com/thg

→ **January 30** **The Nile
 Project** concert in Seattle,
 musicians from seven Nile
 River countries perform on
 tour; the University of
 Washington's Meany Hall;
 Seattle, WA; nileproject.org

→ **February 2–7**
**U.S. Grand Prix of
 snowboarding and free-
 skiing,** halfpipe and
 slopestyle events;
 Mammoth Mountain,
 Mammoth Lakes, CA;
mammothmountain.com

“Our team is passionate about stewarding lasting capital for generations to come.”

Kenneth M. Hart, CFA
Chief Executive Officer

Cornerstone Advisors serves affluent families in the Pacific Northwest in all aspects of their financial lives. For 30 years, we have provided our clients the time and resources to focus on their passions.

What are you passionate about?

BuildBeyond.com





TAKE OFF WHAT DIETING WON'T

Having undergone abdominal surgery as a young child, Heather was always aware of the two trapped pockets of fat that had developed around the scar tissue on her belly. In spite of her diligence with exercise and diet, they seemed immobile. Over the years, she'd explored one cosmetic procedure after another, hoping to find a solution.

"Heather was the ideal candidate for SmartSculpt," says Cosmetic Dermatologist Dr. Daniel Levy. "It allows me to precisely target stubborn pockets of fat and eliminate them in a single treatment. Most importantly, general anesthesia is not required, so it's much safer than traditional surgery and the recovery is swift."

"With each pregnancy, my stomach would stretch out and, while it would come back in, I could never seem to lose those stubborn pockets of fat. It even affected the way I dressed. Since having the procedure done, I feel much more comfortable in form-fitting clothes."

"The other amazing thing about SmartSculpt is that recovery time was so quick. Of course, I was sore for a couple of weeks, but I was still able to care for my three kids and continue with the responsibilities of daily life."

"It has been a great experience throughout. Dr. Levy and his staff are so wonderful and friendly. The one thing I love is that it feels

so spa-like. You get to slip into a warm robe and it's relaxing. In comparison, during a consultation at another medical clinic, I had to wear a paper gown and felt awkward. Here, they go out of their way to make you feel comfortable. That was unexpected. I thought once I'd completed the procedure, that would be it. However, both Dr. Levy and my personal trainer would check in every so often after work to see if I had any questions and if everything was going well. I felt very cared for."

"The combination of the SmartSculpt and the core workouts with a personal trainer made all the difference. Having the fat removed gave me a jumpstart. Then I began to develop ab definition I've never had before. I can see muscles. I dropped an entire pant size and lost nine pounds."

"I can't quite believe how my whole life feels easier. My husband is also thrilled. He says he needs to write a thank-you note to my trainer and Dr. Levy. The results have been amazing!"

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

SmartSculpt

effectively tightens and tones problem areas leaving them smoother and more youthful looking.



Schedule a complimentary
consultation at 425.861.6281

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



proclub.com

425.861.6281

4455 148th Avenue NE, Bellevue



DISTINGUISHED LEADERSHIP

50 YEARS AFTER BEING ELECTED GOVERNOR
OF WASHINGTON, DAN EVANS REMAINS A
MODEL OF MEANINGFUL PUBLIC SERVICE

By ERIC LUCAS



The Nixon bandwagon was rolling, but Dan Evans wouldn't get on board.

His principles intervened. This was 1968, tumultuous times in American history. Lyndon Johnson had withdrawn from consideration for a second full term in the White House. Protests over the Vietnam War were roiling the political process for Democrats as well as Republicans. And Evans, a young, progressive governor from the West Coast, was about to give the keynote address at the Republican National Convention.

Evans was a dedicated supporter of Nelson Rockefeller, the lion of the "liberal wing" of the GOP. And despite the long-standing tradition that says everyone climbs on the bandwagon of a party's nominee once it becomes clear who that is, Evans wasn't willing to endorse Nixon before his speech. Even Evans' advisers urged him to do so.

"I'm all for compromise—but compromise does not mean compromising your principles," explains Evans, who is the only person to have served three consecutive terms as Washington state governor—1965 to 1977. "I thought Nelson Rockefeller was the best presidential candidate and decided to publicly support him, even though I knew his chances were slim."

Now accorded history's admiring nod as a visionary and effective leader who successfully combined both convictions and compromise, Evans remains active in causes ranging from conservation to global development. He's an affable, gregarious elder statesman who still brings a measured, thoughtful perspective to the issues of 21st century America, from gay rights ("It doesn't



Washington state's Governor Dan Evans tosses the state's signature apples to delegates of other states attending activities at the Republican National Convention in Miami, August 23, 1972.

matter what you are; it's what you do") to foreign affairs ("A truce is not the same as peace"). At 89, he still maintains the erect bearing, level gaze and judicious presence of a former naval officer. His clothing choices—tweedy jacket, broadcloth shirt, no tie—strongly suggest another one of his erstwhile identities: college president. He drives himself to appointments, has no cadre of aides, answers his own email and phone calls. He still hikes regularly in the Cascade Range wildernesses he's loved since his teenage days in the Boy Scouts.

And he's a lifelong native son of the Puget Sound area whose Northwest credentials are both impeccable and meaningful. Consider these items from the Evans resume:

- His REI membership is No. 1,819, and his Washington Huskies football season ticket priority

Calling all sci-fi geeks, indie buffs and rom com fans



Explore free movies on your own device

Check out the latest blockbusters and movie festival flicks, plus your favorite shows and original content created just for Alaska flyers, free to your own device. It's all part of our new flight experience, Alaska Beyond™. Grab your gadget and let's go.

Calling All Explorers™
alaskaair.com/beyond

Alaska
Beyond™

Advertised amenities may vary according to aircraft type and route. Alaska Beyond and Calling All Explorers are trademarks of Alaska Airlines, Inc. All other trademarks are the property of their respective owners.



“I’ve never seen a Democratic salmon or a Republican highway.”

number is 152—and he proudly recites both numbers from memory.

- He created the first environmental protection agency in the United States, the Washington Department of Ecology, in 1970. Nixon used that agency as a model in creating the federal Environmental Protection Agency in 1972. “This is one case where we led the nation,” Evans says.

- He led creation of Evergreen State College and the Washington community college system—both in 1967.

- As a legislator, he helped create Metro, which brought modern public transit to the Puget Sound region—and clean water to Puget Sound and Lake Washington.

- January 3, 1989, he departed the U.S. Senate, after six years, decrying “bickering and protracted paralysis.”

- His home, near the University of Washington, is just six blocks from his boyhood home.

In the early 1950s, just out of the UW’s engineering school, he worked as a junior designer for construction of Seattle’s Alaskan Way Viaduct. Reminded of that, Evans flashes a wry grin.

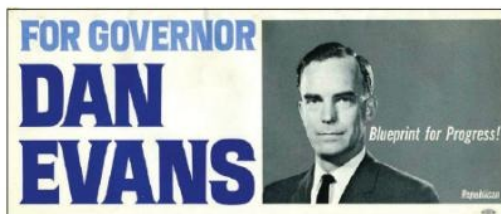
“Well, it just proves that when they want to tear down something you designed, that means you’ve been around too long,” he jokes. “It’s survived three earthquakes so far,

you know,” he adds, gently discounting plans to replace the viaduct with a tunnel that’s currently under construction.

Of all his achievements, Evans most fondly recalls the way he enlisted support from both sides of the partisan and political spectrum. For instance, when he navigated a bill through the Washington Legislature in 1967 that created the state’s community college system, existing law forbade junior colleges in any county that already had a four-year university or college. Most conspicuously, skeptics warned Evans that the UW could block the bill if it chose. But then-university President Charles Odegaard instead chose to support Evans, and the bill passed—in a split Legislature, with a Senate that was 59 percent Democratic.

Today, 34 community and technical colleges educate 400,000 students a year in Washington state—and despite the perceived intrusion on the UW’s turf, the latter became one of the leading universities in the country under Odegaard’s leadership. Clearly, Odegaard realized that Evans’ plan did not threaten the UW. Instead, the whole state would benefit. And that’s exactly the sort of outcome Evans has pursued all his life: public undertakings that draw support from many quarters, and yield positive community results.

“The need was clear—the baby boomer generation was going to be headed off to college soon, and we needed new facilities for them,”



Above: In his first run for governor, Evans drew up his Blueprint for Progress! with 35 specific action points. Right: Evans meets with President Lyndon Johnson.



Dan Evans Timeline

1925

*Daniel Jackson Evans
born in Seattle*

1943–1946

U.S. Navy

1949

*Graduates from
University of Washing-
ton, civil engineering*

1951–1953

U.S. Navy

1956–1965

Washington Legislature

1964

*Elected to first term as
governor*

1967

*Creates Washington
community college
system; creates
Evergreen State College*

1968

*Re-elected governor;
gives keynote speech at
national Republican
convention*

1970

*Creates Washington
Dept. of Ecology, first
such state department.*

1972

*Wins third term as
governor*

1977–1983

*Serves as president,
Evergreen State College*

1981–1983

*Serves as chair, Pacific
Northwest Electric
Power Council*

1983

*Wins election to U.S.
Senate to fill Henry
“Scoop” Jackson’s seat*

1987

*Declines to run for
re-election to Senate*

1993

*Appointed to UW Board
of Regents*

1996–1997

President, UW Regents

1999

*UW names School of
Public Affairs for Evans*

EXTRA27ORDINARY

ZAGAT® RATING

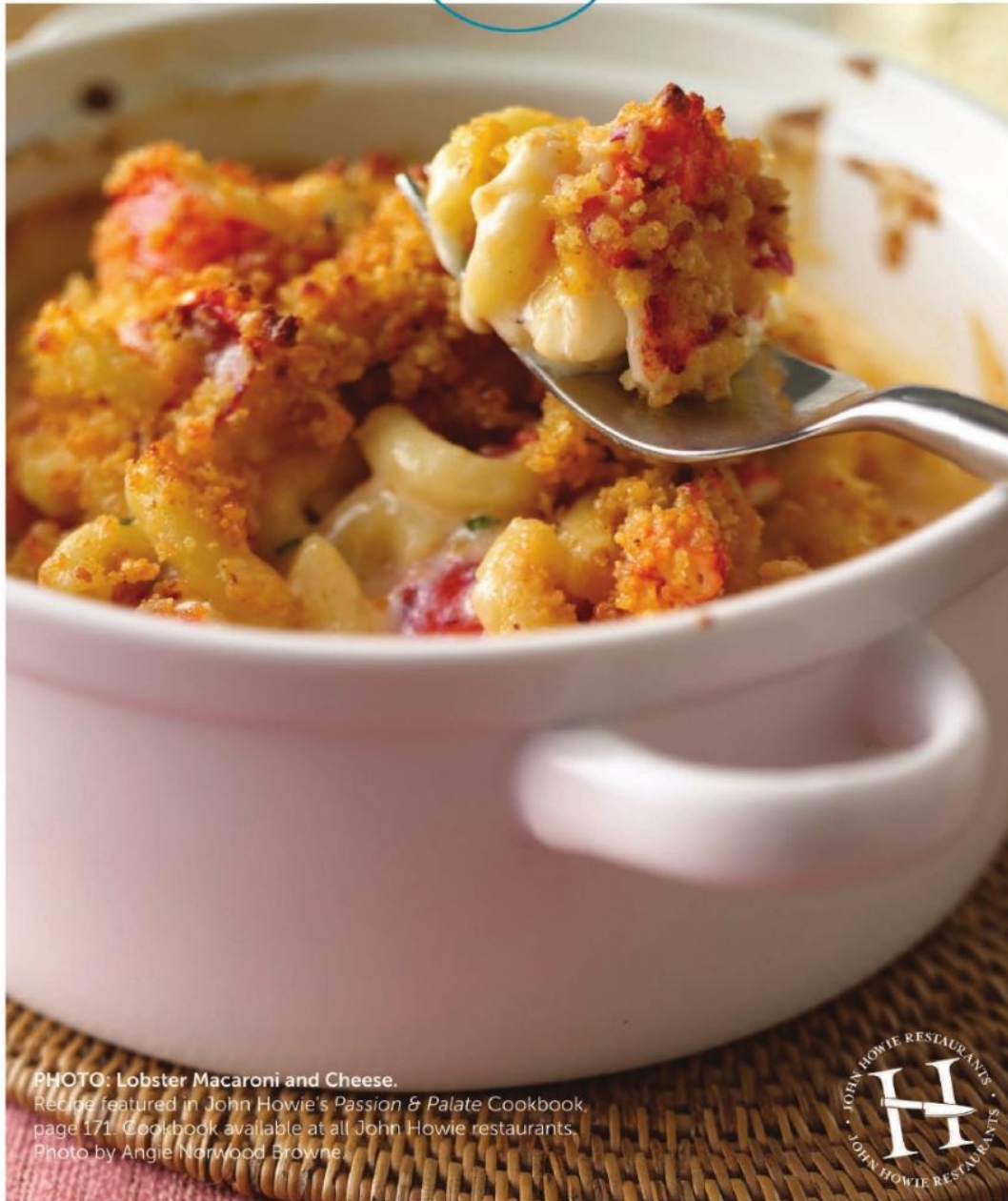


PHOTO: Lobster Macaroni and Cheese.

Recipe featured in John Howie's *Passion & Palate* Cookbook, page 171. Cookbook available at all John Howie restaurants. Photo by Angie Norwood Browne.



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

RESERVATIONS seastarrestaurant.com
BELLEVUE: 425.456.0010



SEASTAR
restaurant and raw bar



Evans recalls of the community college legislation. "It was a real donnybrook, with the school districts and the state's superintendent of public instruction wanting to retain control. But Odegaard was a forward-looking guy."

This ability to persuade people to set aside preconceived positions marked Evans' entire career. "I'd rather cross the political aisle than cross the people," goes one of his oft-quoted axioms, and he walked that walk many times in his career. "If you're unwilling to listen to others' opinions, you won't get very far," he says.

"I've never seen a Democratic salmon or a Republican highway," he declares—another favorite apothegm. "So many of the things we need to

"If you keep pouring money into a failed system, you just get a very expensive failure."

deal with really aren't partisan; they are things of real consequence that we are all trying to reach.

"Politically, we argue about smaller government or bigger government," he says. "I believe we should work toward smart government."

Among today's issues he considers in need of public action are regional transportation, education funding and tax reform. One of his few failures was an attempt to institute tax reform including an income tax and lowered sales and property taxes to fund education in Washington state, he says. "We lost 2½-1, and I thought that was bad until I ran into Oregon's Tom McCall one day at a Western governors' conference. 'You think that's tough, we just tried to create a sales tax, and we got beat 8-1,' McCall said."

As a young legislator, Evans cooperated with Democrats in the late 1950s to set up Metro, whose most important initial role was to expand and centralize wastewater treatment in the Seattle metro area. "They were posting signs on Lake Washington warning that it wasn't safe to swim," Evans recalls. "That certainly got people's attention." He helped win the day for creation of



In 1968, Governor Dan Evans led a four-wheel caravan across the rough track that became the North Cascades Highway. The caravan stopped at the summit for a dedication of the route.



Nancy Evans was an enthusiastic campaigner throughout her husband's political career, including his 1983 run for the U.S. Senate. She raised three young boys while hosting thousands of visitors at the governor's mansion each year. Nancy continues to serve on boards for the Seattle Symphony and Whitman College, her alma mater.



Evans says family has been the foundation of his career in Olympia and the nation's capital. He and Nancy worked hard to raise their sons—from left, Bruce, Mark and Daniel Jr.—as regular kids. One of Evans' greatest delights was taking his boys on extensive hikes in Washington's Olympic Mountains.



MasterPark's Lowest Airport Parking Rate... *Ever!*

LOT A ONLY \$7.99
LIMITED TIME OFFER
 (Regular Daily Rate \$14.95) **Per 24 Hour Day**



LOT A 18220 International Blvd.

LOT A LIMITED TIME OFFER

Offer Valid at MasterPark LOT A Only. Must present coupon to receive discounted rate. Offer not valid in conjunction with any other offer. Rates do not include City tax, airport access fee, living wage surcharge, or WA State sales tax

\$7.99
Per 24 Hour Day
 Regular Daily Rate \$14.95

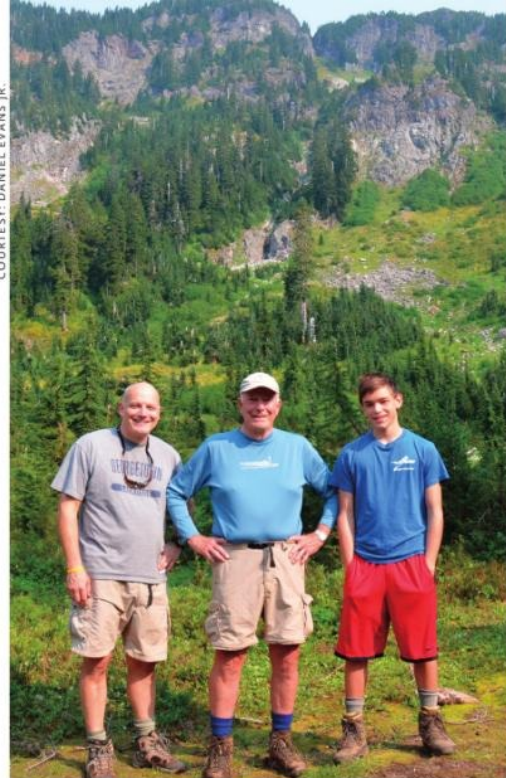
Offer Valid thru March 31, 2015

Code # 2137

Try MasterPark's New **MPark** Self Park Location. \$10.49 per day for long term and discount parking. For more information visit mparkseatac.com



COURTESY: DANIEL EVANS JR.



Evans continues to hike the wilderness areas he spent a career protecting. Above, he stands on the slopes of Mount Baker, as one of three generations of Daniel J. Evanses.

Metro by working with Democrats and Republicans.

That sort of vision and collaborative moxie is what other observers recall about Evans. Les AuCoin, a retired nine-term Oregon Democratic congressman who was a political contemporary, uses a description that's often applied to Evans.

"What I remember about Evans is his statesmanship," says AuCoin. "He seemed to feel that what he owed his constituents was his judgment and conscience instead of slavish agreement. And if one does not believe in compromise, then one is advocating authoritarian government."

Evans relied on his philosophy of leadership—using your judgment and conscience—in his campaign to get state voters in 1972 to support a series of "Washington Futures" public bonds for infrastructure improvements at the height of the infamous Boeing recession. Among other things, the bonds would boost state parks, improve water supplies and wastewater treatment, and improve highways and public transit.



"A legislator told me, 'Governor, no one will vote for these,'" Evans recalls. "Well, I thought we should give the voters a chance. The only way to get out of this recession was to pull ourselves up by the bootstraps. No one else was going to get us out of it."

"There's a difference between instant gratification and investment. To the degree you are successful convincing people of that, you make progress."

Voters approved five of the six ballot measures.

Seattle City Councilmember and longtime former newspaper columnist Jean Godden fondly recalls Evans' leadership on education, environmental protection and tax policy.

"During my coverage of him I came to greatly admire the former governor," Godden says. "He served us well as a leader on environmental issues. And Evans' devotion to ethics and principle are well-known. Local columnists sometimes called him 'Straight Arrow,' a nickname, Godden recalls, derived from Evans' youthful career as an Eagle Scout."

While he is proud of the many institutions he helped establish, Evans points out that even the most well-established public ventures and agencies ought to experience regular review. He's aghast to hear of newly elected national politicians who propose disbanding the Environmental Protection Agency—"that makes no sense"—but he doesn't believe in sacred cows, either.

"Whether you're talking about business or government or almost anything else, things collect barnacles over time," Evans observes. "Can we streamline and recalculate what the public school system needs to do?"

"If you keep pouring money into a failed system, you just get a very expensive failure."

Even approaching 90, Evans remains active both physically and politically—in

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



**All-new 2015
Subaru Legacy 2.5i**
\$229 per month^[1]

Model FAB-01 [1] \$229 per month for 36 months with \$1,999 due at lease signing. \$0 security deposit. Tax, title and registration fees extra. Mileage charge of 15 cents per mile for mileage over 12,000 miles per year. Other leases available on other models. Special lease rates extended to well-qualified buyers and are subject to credit approval. Total monthly payments \$8,244. A documentary service fee in an amount up to \$150 may be added to capitalized cost. Must take delivery from dealer stock by January 31, 2015. [2] #1 online-rated sourced from total number of aggregated Google, DealerRater and Yelp reviews. Reviews sourced May 2014.

Dick Hannah



877-240-1929
HannahSubaru.com/alaska



women are why.



American
Heart
Association.
life is why™



1 in 3 women has heart
disease or stroke. Go Red.

Go Red For Women Luncheon
Mar 12, 2015 Seattle
Apr 28, 2015 Tacoma
pugetsoundgoesred.org

nationally sponsored by



TM Go Red trademark of AHA. Red Dress trademark of DHRD.

FOR NORTHWEST MEN, THERE'S NORTHWEST HAIR.

NORTHWEST ONE PERCENTERS

About one-percent of men with thinning hair take action. Northwest men are known for creating smart solutions ahead of time.



AJAY: STARTER

SEATTLE, WASHINGTON

DOES: Engineers energy efficient technology that works in low-tech environments.

LOVES: Seeing lives changed by simple changes.

CHOSE: Northwest Hair to look as young as the competition.



OWEN: THINKER

PORTLAND, OREGON

DOES: Business law to keep the green coming to the greenest part of the country.

LOVES: Weekend warrior mode and fundraising as a triathlete.

CHOSE: Northwest Hair so he can focus on law and sports rather than his 'do.



CORY: MAKER

BOISE, IDAHO

DOES: Transforms fallen trees into beautiful, functional furniture.

LOVES: Collaborating with glassblowers and metal workers to make art.

CHOSE: Northwest Hair because he loves things that look good, like his hair.

Northwest Hair guarantees results. Let's talk about what you can expect.

844-NW-HAIR1

► NorthwestHair.com



Northwest
HAIR RESTORATION



the latter arena, still pursuing his lifelong belief in cooperation based on human interaction. Recently he invited members of the Washington Legislature's bipartisan under-40 caucus on a day hike up to Rattlesnake Ledge, just east of Seattle. Republicans and Democrats joined him.

"I really want to encourage that sort of communication between both sides, so we had a great day hiking and talking," he recalls. "When you're in close contact, you are forced to create close relationships."

Rattlesnake Ledge is not an easy stroll. Neither is Spectacle Lake, a high-country destination in the Alpine Lakes Wilderness deep in the Cascade Range—and a steep, 22-mile roundtrip. Ask him if he carried his own pack on that trek last fall, and his eyes flash ever so slightly.

"Of course I carried my pack," says the man who led a Scouts troop up Mount Olympus, on Washington's Olympic Peninsula, almost 70 years ago, and whose support for sensible environmental protection is in perfect accord, he says, with his Republican credentials.

"Teddy Roosevelt was the very first environmental president. 'Conservative' and 'conservation,' the two words have the same root," Evans says. "I sure believe we ought to conserve our resources—our natural resources, and our human resources." ▲

Eric Lucas is a contributing editor at Alaska Airlines Magazine.



Former Governor Dan Evans has been a member of Alaska Airlines Mileage Plan since its beginning.



Superior Visibility Class A Office Space

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



HOME PLATE
CENTER

ACCESS	I-5, I-90, Hwy 99, transit
VIEWS	City, Elliott Bay & Mt. Rainier
SPACE	Two building office campus, 225,222 SF of Class A office, high ceilings, large floor plates
GREEN	Achieved LEED® Gold certification
TECH	Fiber carrier options, 24/7 security, on-site backup generator
PLAZA	Retail, public art
MORE	Abundant parking, great room lobby, conference room, bike storage

HomePlateSeattle.com

For more information, please contact:

Scotta Ashcraft | +1 206 292 6063 | scotta.ashcraft@cbre.com

Dan Stutz | +1 206 292 6097 | dan.stutz@cbre.com

Dwight Newell | +1 206 292 6094 | dwight.newell@cbre.com

CBRE



© 2014 CBRE, Inc. This information has been obtained from sources believed reliable. We have not verified it and make no guarantee, warranty or representation about it. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Photos herein are the property of their respective owners and use of these images without the express written content of the owner is prohibited. 11-7-22-14

FISHERMAN'S WHARF HISTORIC DISTRICT

Something for Everyone

VisitFishermansWharf.com



22 Attractions ♦ 13 Hotels ♦ 100+ Restaurants ♦ 1000+ Barking Sea Lions
Shopping - Art Galleries - Historic Ships - Bay Cruises - Bike/Segway Rentals - Sport Fishing - Cable Cars



FOG HARBOR FISH HOUSE
FogHarbor.com



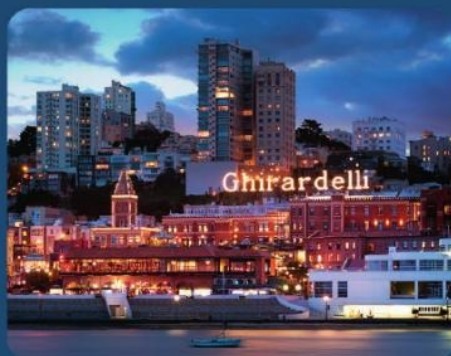
RIDE THE DUCKS SAN FRANCISCO
SanFranciscoDucks.com



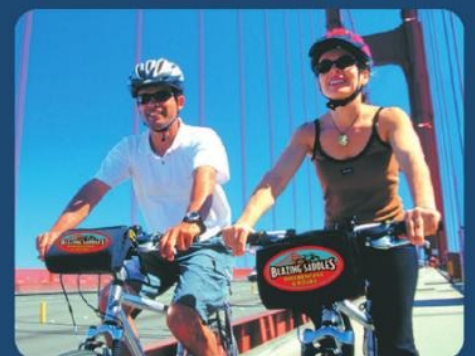
ANCHORAGE SQUARE
AnchorageSquare.com



RADISSON HOTEL
RadissonFishermansWharf.com



GHIRARDELLI SQUARE
GhirardelliSq.com



BLAZING SADDLES BIKE RENTALS & TOURS
BlazingSaddles.com

Discover all that Fisherman's Wharf has to offer at VisitFishermansWharf.com

The BAY AREA

ENJOYING

FROM RUGGED COASTLINES TO MAJESTIC REDWOODS,

vineyard-covered valleys to foggy bays, Northern California astonishes visitors in countless ways. However, the Bay Area doesn't simply rely on its stunning looks. The region is home to Silicon Valley and many of the high-tech companies that are leading players in the new millennium. The Bay Area is also one of the world's centers for culinary innovation and boasts some of the nation's finest restaurants. Wine lovers will find both large and small wineries that are producing some of the best vintages to be found anywhere. ● The following are a few of the places that have helped define the Bay Area and continue to make it such a special place for visitors touring the region and residents living here.

BY CHANEY KWAK

JANUARY 2015 ALASKA AIRLINES MAGAZINE 53



#RNRSF

MARCH 29, 2015

1/2 MARATHON

RunRocknRoll.com



The BAY AREA

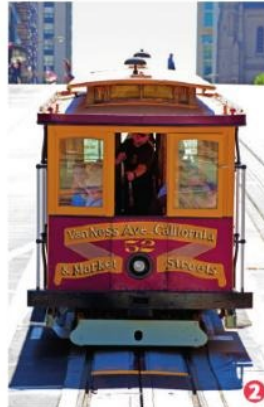
SAN FRANCISCO

UNIQUE AND SPECTACULAR,

San Francisco has been a jewel of the West Coast since shortly after the 1849 Gold Rush first brought the port town to the nation's attention. Whether shrouded in morning fog or basking in afternoon sunshine, San Francisco remains one of the world's most exciting cities.

1. Golden Gate Bridge

The unmistakable symbol of San Francisco, the Art Deco span—which is 1.7 miles long and connects San Francisco and Marin County—has become synonymous with the Bay Area's beauty, grace and romance.



2. Cable Cars

Moving commuters and visitors since the 19th century, the celebrated street-cars are still an important part of San Francisco's transportation system. They may cover only about 10 miles of the city, but their reputation reaches around the world.



3. Fisherman's Wharf

San Francisco's waterfront is a family-friendly area where you can enjoy a serving of fish-and-chips, board a boat to Alcatraz, explore numerous attractions or get a closer look at the marina's hundreds of sea lions.

4. Golden Gate Park

Covering 50 city blocks, the 1,000-plus-acre Golden Gate Park is its own ecosystem of nature and nurture, with a herd of American bison and attractions such as the California Academy of Sciences, the de Young Museum, and Dutch-style windmills.

5. Murals of the Mission District

From historic depictions to images of playful robots, the Mission District's

murals speak for the diversity of this ever-changing neighborhood. For an excellent introduction, visit Balmy Street and Clarion Alley—two of the many open-air galleries of street art in the area.

6. Lombard Street

This Russian Hill attraction contains no less than eight hairpin turns in one lovingly landscaped block. Many admirers come to the neighborhood to appreciate its view

of the city. Some say it's one of the most crooked streets in the world. In San Francisco, it's simply another eccentric corner.

7. Painted Ladies

This block of iconic pastel Victorian homes captures the romantic spirit of San Francisco, a city

that has managed to preserve its heritage while developing into a world leader in technological innovation.

A direct route
from  to

How do you get there? Ask for Alaska. If you're passionate about what you cook, satisfy your wildest desire with the enticing taste of succulent, and sustainable seafood harvested from the purest Alaskan waters.



For this Coconut-Lime Alaska King Crab recipe
and more tempting seafood ideas go to wildalaskaflavor.com



Wild, Natural & Sustainable®

The BAY AREA

MARIN, NAPA AND SONOMA COUNTIES

TRAVEL NORTH on the Golden Gate Bridge and you'll find a majestic coastline rife with marine life, rolling hills and romantic vineyards. "Crush" may refer to the season when grapes are picked for wine—but it also sums up what many visitors inevitably develop when they visit these three sun-kissed counties.



Marin

This county is home to many parks and recreational areas, including the **Golden Gate National Recreation Area**, the **Muir Woods National Monument** and the **Mount Tamalpais State Park**. Other natural wonders can be found in the waters of **Tomaes Bay** at the **Point Reyes National Seashore**. Paddle a kayak through the bay at night and you will see the water glow from millions of tiny bioluminescent creatures. Tour **Point Reyes Station** and enjoy the numerous artisanal food shops, and follow the **Cheese Trail**, which shows the locations of dozens of cheesemakers in Marin and neighboring Sonoma County. You can download a Cheese Trail map at cheesetrail.org.

Sonoma

There are many ways to visit Sonoma's more than 400 wineries, including joining the **Sonoma Valley Wine Trolley**, which features a tour in an open-air replica of a San Francisco cable car. For beer lovers, make sure to visit the **Russian River Brewing Company** in Santa Rosa and try the many unique styles on tap at the brewery's pub. Sonoma is also home to the **Armstrong Redwoods State Natural Reserve**, an 805-acre preserve with groves of coastal redwoods that reach more than 300 feet in height. Another popular stop is the coastal town of **Bodega Bay**, known for its dramatic cliffs and marine life, and as the setting for the Alfred Hitchcock film *The Birds*.

Napa

Napa, which also boasts more than 400 wineries, offers its own flavor to the wine tour with the elegant **Napa Wine Train**. Passengers enjoy a gourmet lunch or dinner as the fully restored Pullman dining car travels along the vine-covered valley from Napa to St. Helena and back. When in Napa, drop by the **Oxbow Public Market** to try some local artisanal foods before visiting the fascinating **di Rosa**, a collection of art pieces spread over 200 acres of pastureland (dirosaart.org). Be sure to take a guided tour to view the full collection. Food lovers will particularly savor the town of **Yountville**, home to **The French Laundry** and many other gourmet restaurants.



Restore a More Youthful Look with Larson Medical Aesthetics



Margaret L. Larson, ARNP, MSN, NP-C is an accomplished master injector and expert in facial rejuvenation techniques. She practices as a primary care provider as well as providing superior aesthetic treatments to patients of the Northwest.

Margaret is a proud recipient of the Bella Diamond Top Injector Award for her achievements in 2014. Her practice is equipped with the latest technology such as laser treatments, chemical peels, facials, cryolipolysis, and medical grade skincare.

Beauty that lasts

Bellafill® offers an important difference to people who know filler rejuvenation can be very costly.

What if, instead of just filling, you could actually restore?
Bellafill® is your answer.



Courtesy of David C. Pearson, MD.



Courtesy of Louis M. DeJoseph, MD.



20% OFF TREATMENTS AND SKIN CARE PRODUCTS WITH MENTION OF THIS AD.

*Located just minutes from the airport, consultations are always free
and can be easily scheduled by phone.*

LARSON FAMILY MEDICINE & MEDICAL AESTHETICS | 206-244-5477
16233 Sylvester Road SW, Suite G-30 | Burien, WA 98166
LarsonMedicalAesthetics.com

The BAY AREA

OAKLAND

SAN FRANCISCO'S NEIGHBOR TO THE EAST offers a thriving art scene, gourmet restaurants and multicultural communities. Take the Bay Bridge to enjoy the sunnier side of the area.

1. Jack London Square At the city's revitalized historic waterfront, you can tour the area on a paddleboard or find fresh greens at the weekend farmers market. A variety of restaurants await you in the area. Be sure to take a moment to stop at the famed Heinolds' First and Last Chance Saloon, one of author Jack London's favorite watering holes.



2. Old Oakland The original 19th century railway boomtown of Oakland is lovingly restored, making this historic district a perfect place for a stroll—and to grab a bite to eat at Miss Ollie's, a restaurant offering excellent Caribbean fare.



3. Oakland Museum of California The interdisciplinary museum dedicated to all things California presents an intriguing and eclectic mix of the Golden State's art, history and natural science in an open and inviting space.

4. Paramount Theatre of the Arts Opened in 1931, the Paramount has become Oakland's Art Deco monument and home to the Oakland Ballet Company, the East Bay Symphony, and visiting musical and theater performances.

5. Lake Merritt The lake, located near the heart of the city's business district, offers a peaceful setting and views of the city's

skyline. The neighborhood has drawn a number of new restaurants, including celebrity chef Charlie Halliwell's Penrose. A gondola service allows you to cross the lake Venetian-style.

6. Temescal Alley A horseshoe-shaped alley has become Oakland's hippest venue, with fashion boutiques, shops and an ice cream parlor. Don't miss Doughnut Dolly with its filled-to-order pastries.



BERKELEY

Visible for miles, the 307-foot-tall Sather Tower (shown above) dominates the University of California, Berkeley campus. The tower's observation platform offers a wonderful view of the Bay Area. Downtown Berkeley is where you'll find Edible Excursions, three-hour guided tours that highlight the people and places behind the city's artisanal food movement, including Alice Waters, the owner and founder of Chez Panisse.

CLEVELAND ROCKWELL (1837-1907)



"LOWER CASCADES LANDING FROM WARRENDALE" (1904) 15" X 20 7/8" W/C \$10,000

Braarud Fine Art

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



The BAY AREA SAN JOSE

AT THE CENTER OF SILICON VALLEY, San Jose has become the state's third-largest city and one of its fastest-growing communities. Also, you'll find an easygoing town with a burgeoning arts and culture scene and excellent weather.



AMBIENT IMAGES INC. / ALAMY

1. Santana Row A concentration of upscale condominium buildings, high-end and trendy shops, and sidewalk restaurants make this complex a perfect place to enjoy dinner, live music, people-watching or romantic getaways. It also has one of the largest public chessboards you'll ever see.

SILICONVALLEYSTOCK / ALAMY



2. Rosicrucian Egyptian Museum

The San Jose museum boasts the largest collection of ancient Egyptian artifacts on the West Coast, including a complete replica of a rock-cut tomb.

3. San Pedro Square

Bringing together foodies and music lovers, the downtown destination is known for its restaurants, sidewalk cafes, galleries and an open-air plaza with live music. The heart of the complex is the historic Peralta Adobe. Built in 1797, it is said to be the oldest building in San Jose.

Leaving people speechless
— one bite at a time —



165 S. Post, Spokane • 509.474.9888 • churchillssteakhouse.com

With the help of 20/20 LifeStyle's coaching, group support, videos and tools, I've gained the knowledge and skills to live healthfully for the rest of my life.

-Ben, 20/20 Alumni

Photos: Gerald Pope

BEN LOST 48 LBS

I was what people might call a "big guy." I'd always been on the heavy side, but carried the weight evenly so I didn't look particularly overweight. I was a high school tennis player, a college rugby player, and a long-time self-defense instructor, so I assumed that I was in pretty good shape. I was wrong.

After a tennis match in 2009, I started having chest pain. I went to the emergency room straight away – I thought I was having a heart attack! I spent two days in the hospital and after many tests and an angiogram to check for arterial blockage, the doctors told me that while I didn't have a heart attack, my heart had definitely experienced some kind of trauma. On top of that, my cholesterol was sky-high, my triglycerides even higher, and my blood pressure through the roof. My doctor put me on Lipitor and Diltiazem immediately and gave me a simple ultimatum. "Get healthy and you'll get off the meds. Don't, and you'll be on them for the rest of your life."

The next week I signed up for 20/20 LifeStyles.

Having always been an athlete, exercise was easy for me. My nutritional habits, however, were another story. I had no idea how to eat healthfully. But with my dietitian's guidance, I learned how to meal track, portion control, and make smart choices. I've never looked back. I still meal track every single day to help manage my weight. I lost almost 50 lbs of body fat on the

program and put on significant muscle. Within a few weeks, my blood sugar, cholesterol, triglycerides, and blood pressure normalized. Six months later, I was completely off medication.

Learning the difference between lapsing and relapsing was key. Slip-ups are normal, and sometimes even cathartic, but there's always a way to get back on track.

While I was in the program, my wife also started exercising and eating well along with me. She lost 25 lbs in the process. For us, living healthfully is a family affair. We're the proud parents of four, so knowing that we'll be able to set a healthy example for our children is very important.

Most of all, I learned that there is no finish line. This may sound cliché, but it's 100 percent true. 20/20 LifeStyles is about making a lifestyle change, not applying a quick fix. When you get to your ideal weight, you're really just getting started. Staying healthy is a lifetime journey.



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



Start losing today at
2020lifestyles.com

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



2020lifestyles.com

425.861.6258

4455 148th Avenue NE, Bellevue, WA



LUXURY UNDERSTOOD MARKETING MASTERED

Premier Oregon & Washington Broker

#1 Individual RE/MAX Agent in WA 2013

#1 Individual RE/MAX Agent in the Pacific NW 2013

#57 Individual RE/MAX Agent in the USA 2013

#100 Individual RE/MAX Agent in the World 2012

Real Estate EXPERT with proven RESULTS!



A Leader in Real Estate

WORLD RANKED AGENT



360.607.4100 TEXT/CALL • **360.699.5100** OFFICE
Terrie@TerrieCox.net • USA-Relocate.com



RE/MAX equity group.
Each office independently owned and operated.



The BAY AREA SAN JOSE

MCT VIA GETTY IMAGES



4. Winchester Mystery House

Explore the mind-boggling mansion of the firearm heiress. Sarah Winchester constantly remodeled the home for four decades, turning the mansion into an illogical fun house.

5. The Tech Museum of Innovation

For the young and the young at heart, the multisensory museum combines exhibitions, great hands-on experiences and an IMAX theater to help you understand how technology touches all of our lives.

6. Levi's Stadium The stadium, which opened in the summer of 2014 in neighboring Santa Clara, is the new home of the NFL's San Francisco 49ers. It is a 68,500-seat environmentally friendly stadium that boasts a natural-grass field, solar panels and a green roof above the suite tower.

7. Children's Discovery Museum of San Jose The museum offers more than 150 interactive and enchanting exhibits that will keep kids of all ages busy while also teaching them about the world. Visitors can take part in art activities or hop in the driver's seat of a stationary fire truck and ambulance. ▲

Chaney Kwak is a San Francisco-based travel writer.

Alaska Airlines serves the Bay Area with flights to San Francisco, Oakland, San Jose and Santa Rosa. For more information on flights, visit alaskaair.com or call 800-ALASKAAIR.

We offer the wide array of mortgage options you'd expect from a large institution, but with the personal attention you appreciate when working with a local community lender.



**CALIBER
HOME LOANS**

www.caliberhomeloans.com



Caliber Home Loans, Inc., 3701 Regent Boulevard, Irving, TX 75063 (NMLS #15622) 1-800-401-6567 Copyright©2014. All Rights Reserved. This is not an offer to enter into an agreement. Not all customers will qualify. Information, rates, and programs are subject to change without prior notice. All products are subject to credit and property approval. Not all products are available in all states or for all dollar amounts. Other restrictions and limitations apply. Caliber Home Loans, Inc. is required to disclose the following license information: Alaska Mortgage Banker License No. AK15622, Arizona Mortgage Banker License No. 0929637, Licensed by The Department of Corporations under the California Residential Mortgage Lending Act, Finance Lender License: CO. Regulated by the Division of Real Estate, DE. Licensed by the Delaware State Bank Commissioner, License 5202 expires 12/31, Georgia Residential Mortgage Lender License No. 7530, Illinois Residential Mortgage License No. MB0004063, by the Illinois Division of Banking, 320 West Washington St., Springfield, IL 62796, (217) 782-3000, Kansas licensed mortgage company, License Number SL0000796, Minnesota, MN-MO-4016066, This is not an offer to enter into an agreement. Any such offer may only be made in accordance with the requirements of Minn. Stat. Section 4206 (3) and (4), Licensed by the Mississippi Department of Banking and Consumer Finance, Montana Mortgage Lender License No. 15622, Licensed by the New Hampshire Banking Department, IV, 3753 Howard Hughes Parkway, Suite 252 Las Vegas, NV 89169, (702) 784-5975, licensed mortgage banker in NJ, Department of Banking, Licensed Mortgage Banker-NYS Department of Financial Services, Ohio MBAB0320164000, Oregon Mortgage Lender License NLS-124, Rhode Island Licensed Lender, VA, NMLS ID # 15622 (www.nmlsconsumeraccess.org), Washington Consumer Loan Company License No. CL-15622.



EL GAUCHO SUPPLIER SPOTLIGHT: CERTIFIED ANGUS BEEF®— PARTNERS IN FLAVOR

When Paul Mackay reopened El Gaucho in 1996, it was determined that steak would be the centerpiece of our menu. Since the beginning, he wanted to offer our guests something so exclusive that they'd be hard-pressed to find anything like it anywhere in the world. And that still holds true today.

You could say that comes with a little bit of pride, but also with a lot of experience. With over 40 years in the restaurant business, Mackay recalls that in the 1970s and 1980s, a consistent level of quality was elusive; in fact, close to 1 in 8 steaks was sent back from guests, which certainly doesn't lend itself to the dining experience Mackay envisioned.



Plus, with stats like that, you can't keep your doors open for long. The original El Gaucho closed 1985, but when Mackay relaunched El Gaucho Seattle he had no interest in experiencing the unreliability he encountered previously, so he sought to partner with a company that could deliver a high-quality and consistent product; one on which he could build his menu.

"When I tasted that first Certified Angus Beef® filet, I said 'Wow!'" Mackay recalls. "Immediately, I decided I wanted an exclusive on it. We carved out a niche with it."

Since that first day, Mackay has served only Certified Angus Beef® brand steaks,

becoming the first restaurant to offer the 28-day dry-aged premium beef in the Pacific Northwest. Certified Angus Beef® brand cuts must meet 10 quality standards, including having a high degree of marbling, in order to qualify for the brand. Plus, if you're purchasing the Certified Angus Beef® brand, you're helping support a network of family farmers committed to raising high-quality beef. These uncompromising standards promise to deliver a consistent, tender, juicy eating experience – every time.

But Mackay took it a step further: over a cigar and a casual chat one evening in Whistler, B.C. he met with John Tarpoff, a meat packer from Granite City, IL, who was producing beef that even exceeded the quality measures in place for both the Certified Angus Beef® brand and USDA Prime.

So, they struck up an agreement: Tarpoff would supply Mackay with beef that qualified for the Certified Angus Beef® Prime brand, and Mackay, so certain it would be a boon for his guests, would pay a premium for the product.

"We are proud of our long term association with El Gaucho Hospitality," says Tracey Erickson, Vice President



of Marketing for the Certified Angus Beef® brand. "Their commitment to offer customers only the highest quality beef, the Certified Angus Beef® brand, is unwavering."

After sourcing the very best, El Gaucho doesn't take any short cuts when preparing and cooking their steaks. After dry-aging for 28 days, the chefs cook them over our unique charcoal grills. This technique requires technical precision and is the most challenging way to cook a steak but the result is the unsurpassed flavor that is the El Gaucho hallmark.

"As a chef, I am inspired by working with the very best ingredients. You can tell just by looking at a CAB steak that it is superior—and when you taste it, there's no question."



Sarah Scott
El Gaucho Bellevue
Executive Chef

El Gaucho **AQUA** **El Gaucho**
by El Gaucho EVENTS

SEATTLE	BELLEVUE	TACOMA	PORTLAND	INN AT EL GAUCHO	AQUA	EL GAUCHO EVENTS
206.728.1337	425.455.2715	253.272.1510	503.227.8794	206.728.1133	206.956.9171	206.596.8385

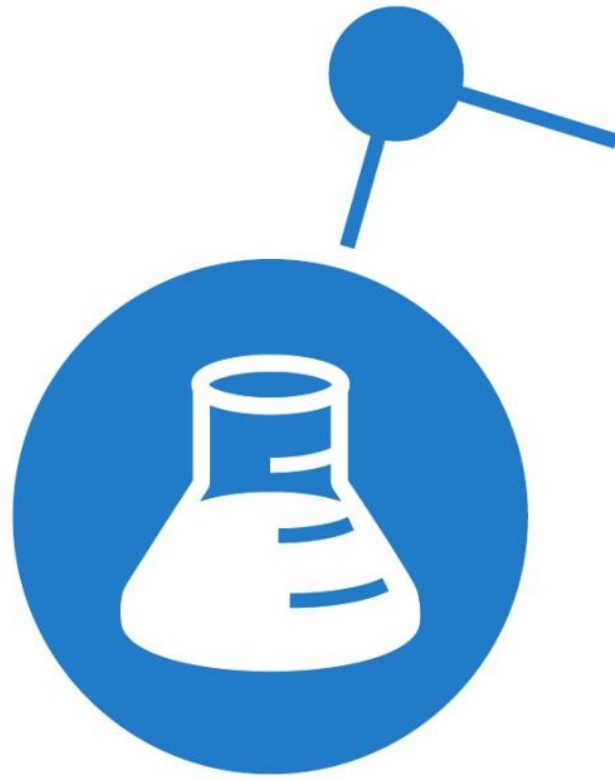
ELGAUCHO.COM

ADVERTISEMENT

Printed with permission Certified Angus Beef®

Science,
technology,
engineering
and math are
crucibles of
progress—
for kids and
for society

By Renee Brincks



S .



Last November, 13-year-old Keeley Withrow journeyed from the small Kenai Peninsula town of Soldotna to the University of Alaska Anchorage. There, she spent two weeks in free classes run by the Alaska Native Science and Engineering Program (ANSEP), whose Middle School Academy draws students from across the state for hands-on science, technology, engineering and mathematics (STEM) activities.

Withrow, whose heritage is Tlingit and Tsimshian, worked on computer components, dissected squid, examined microscopic organisms and built a model bridge designed to withstand a simulated 9.2-magnitude earthquake. Now back in Soldotna, she's enthusiastic about additional ANSEP programs that could bring her university-level credits, internship opportunities and scholarship dollars.

CHRIS AREND / ANSEP (2)



T • E • M

"When I'm in school, it's great to think back and say, 'Oh, I remember learning this at ANSEP,'" says Withrow. "I'm much more interested in science and math now."

Withrow's newfound interest reflects an outcome educators and business leaders have been avidly seeking in the 21st century's "knowledge economy"—youngsters, especially females and minority-group members, engaged in technical fields. A 2013 Georgetown University study found that STEM jobs accounted for 28 percent of online postings measured during just one quarter that year. But a survey of high school ACT test takers found only one in 10 interested in STEM degrees or careers.

This imbalance is what inspired UAA engineering professor Herb Ilisaurri Schroeder to start ANSEP in 1995. He'd noticed a lack of Alaska Native

engineers in his field, and he wanted to provide academic opportunities to underserved and under-represented students from the state's rural, Native communities. Today's ANSEP participants range from middle school students to Ph.D. candidates. While the focus is on STEM education, the programs also incorporate cultural and social elements.

Alaska Airlines recently gave ANSEP a three-year, \$1 million grant to transport Middle School Academy students to Anchorage, where they stay on campus while participating.

"We bring our students here so they are academically hyper-prepared," says Schroeder. "And we also bring our students here, of all ages, so they are socially prepared for the college campus. This is a mistake that people have been making for 50 years. They think they can go out to a village and bring

Sasha Isaac, Leann Francis and Sydney Gray, students at ANSEP in Anchorage, built balsa wood bridges and tested their sturdiness under simulated earthquake conditions. Below left, Jared James (in back) and Gabrielle Fredericks learned to assemble computers; if they complete Algebra I by the end of eighth grade, they get to keep the PC they've made. All these students are from remote Alaska cities and villages.



WE ARE EARTH DOCTORS

Nancy Musgrove, Zanna Satterwhite, and Claudia De La Via: The Gas Works Park Project
Nancy, Zanna, Claudia and their team of scientists and engineers have worked tirelessly with local officials and landowners to understand the geology of Gas Works Park and its complex industrial history. Using this knowledge, they are now working to ensure the long-term health of the park. To learn more about Nancy, Zanna and Claudia and Gas Works Park, visit geoengineers.com/alaska.

GEOENGINEERS  We find a better way





students, some of whom are living basically a subsistence lifestyle, into Anchorage or Fairbanks and expect them to adapt quickly. It just doesn't work."

ANSEP's results are impressive. While 26 percent of American students complete an Algebra 1 class before ninth grade, that number jumps to 77 percent for ANSEP students. A full 95 percent of high school students in ANSEP's pre-college Acceleration Academy advance one math or science level each summer. More than 70 percent of ANSEP participants beginning an undergraduate STEM degree go on to graduate.

Matt Calhoun was ready to quit college when a school counselor introduced him to ANSEP in 1999. While in the program he lived with other college students, participated in on-campus study groups and gained internship experience on a Trans-Alaska Pipeline assessment team and at NASA's Kennedy Space Center. Calhoun is now finishing a Ph.D. in civil engineering. This fall, he'll join the UAA faculty while continuing as an ANSEP mentor.

"Before ANSEP started, there was just a small handful of Native students who had graduated from UAA with an engineering degree," says Calhoun, who is of Athabascan heritage. "This program has completely changed that."

ANSEP reports that 500 Alaska Native students currently study undergraduate science and engineering at University of Alaska campuses, and another 345 graduated with degrees in science and engineering since 1995.



Camille McGruder and her 3-year-old daughter, Isabella, learn about engineering with Thrive Washington's UNI: Portable Early Learning Lab in Lynden.

COURTESY: SCIENTIFIC ADVENTURES FOR GIRLS



"Our focus is on science and engineering. If we can make students successful there, then they can go on to do anything they want," Schroeder says.

Zoe Campbell and Breana Hendricks disassemble a hair dryer during a Scientific Adventures for Girls event in Northern California.

Like ANSEP's leaders, nonprofits and educators nationwide are finding ways to inspire students before they fall behind, become discouraged or lose interest in STEM subjects. Stanford University professor Jo Boaler has written several books on math education; last spring,

she spoke at the White House about STEM. She outlines several factors that lead youngsters—and girls, in particular—to abandon math and science.

"Math is typically offered as a very abstract, dry subject. And more girls than boys seek a depth of understanding about which, if they don't achieve it, they develop anxiety," says Boaler. With math serving as the foundation for most STEM disciplines, students who drop that subject often close the door to other science-related opportunities.

In addition to focusing on formulas rather than real-life applications, traditional math education also emphasizes speed. This is problematic for students who think slowly or seek a deeper understanding of concepts, Boaler explains. Because anxiety blocks the brain's working memory and makes it harder to recall basic math facts, some students find them-

SUSTAINABILITY.

It's not just about the fish.



It's about the fish **AND** the people who depend on them.

Alaskans have been managing fish sustainably for generations. When the fish runs are healthy, our communities that depend on them are healthy. True sustainability requires long-term balance between the fish and the people who depend on them, and that is what we strive for.



Ocean Beauty Seafoods LLC • 1100 W. Ewing St., Seattle, WA 98119 • info@oceanbeauty.com • 1-800-365-8950

oceanbeauty.com  facebook.com/pages/Ocean-Beauty-Seafoods



selves traumatized by the timed tests used in many school districts across the United States.

Boaler believes that intrinsic mindsets and cultural messaging also affect student success. Those who enjoy STEM subjects tend to have a growth mindset, which means they believe that challenges and failures provide lessons that make them smarter individuals. Fixed-mindset students, on the other hand, believe they are either smart or they're not. Most fixed-mindset students who struggle with math decide that the subject just isn't for them.

Because high-achieving girls frequently have a fixed mindset, stereotypical "math is for boys" mes-



Jessica Garman (right) is a preservice teacher at Washington State University's College of Education in Pullman; here she teaches Sunnyside Elementary School student Caroline Mickas about water and soil conservation, including how to observe and measure, and then develop hypotheses.

sages further undermine their self-confidence.

"We continue to give very negative messages to girls. I can't count how many women have told me that, as a child, an elementary teacher told them, 'Don't worry, math isn't your thing.' Teachers are trying to be sympathetic and helpful, but the result is that students turn away," says Boaler.

To share current research and best practices with teachers and parents, Boaler created a free online course called "How to Learn Math." After more than 40,000 people participated, Boaler launched an associated initiative called YouCubed. The organization's website shares online courses, articles and

Degrees, by the Numbers

Percentage of college freshmen planning to major in science or engineering fields:

Male, all ethnicities:

45.8 %

Female,
all ethnicities:

33.5 %

Asian:

52.7 %

Hispanic or Latino:

41.6 %

Caucasian:

37 %

African American:

36.4 %

Alaska Native or
American Indian:

33 %

Number of undergraduate students enrolled in college-level engineering programs:

Male, all ethnicities:

384,095

Female,
all ethnicities:

87,825

Caucasian:

306,540

Asian:

50,887

Hispanic:

46,508

African American:

24,226

Native American
and Alaska Native:

2,333

(Source: National Science Foundation)

UNIVERSITY OF WASHINGTON PROFESSIONAL & CONTINUING EDUCATION



Patricia Weyer, instructor at the University of Washington's Professional and Continuing Education division, prepares biological samples for students to use in the school's Natural Science certificate program.

video clips, along with tools for parents looking to support and encourage young learners.

At Washington State University Vancouver, science education professor Tamara Holmlund Nelson studies how to engage students in STEM topics.

"You hear kids [and adults] say things like 'I've never been a math person' or 'I've never been a science person.' We're trying to help teachers understand that interdisciplinary, project-based approaches help kids say, 'I can do this,'" she says.

Looking beyond test results and applying STEM to real-life situations is a good place to start, Holmlund Nelson explains. Challenging young learners to tackle community issues and work together on long-term projects, for example, makes lessons more meaningful. And, helping students build communication, perseverance and decision-making skills through science is important, even if they don't ultimately pursue biology or engineering careers.

"The key part of this current educational movement is that it's STEM for all students, not just those who are traditionally high achievers in science and



SAN DIEGO STATE
UNIVERSITY

Leadership Starts Here

AZTEC FOR LIFE

**PUSHING THE
BOUNDARIES**

THOM McELROY '85
Co-founder of Volcom Inc.

Follow Thom's journey from pursuing his graphic arts passion at SDSU to co-founding lifestyle brand Volcom, Inc. Thom is one of more than 320,000 Aztecs changing the world. Learn more at sdsu.edu/aztecforlife

math," Holmlund Nelson says.

Issues of access and engagement led Courtenay Carr Heuer and Tiffany Sprague to launch Scientific Adventures for Girls (SAFG), which offered its first after-school STEM program in Oakland, California, last spring. The two friends started the project after finding a lack of science programs that engage girls; the

Technology or Trades?

STEM education and careers receive plenty of attention, but should that "T" stand for trades instead of technology? After all, companies need skilled tradespeople to construct buildings, fabricate machines and repair equipment. These are not only vital jobs, they pay well—average annual salary for welding technicians, for example, is \$55,000.

Tamara Holmlund Nelson of WSU Vancouver believes this isn't an either-or question.

"STEM is many different things to different people," she says. As an example, she points to the increasing popularity of career and technical education (CTE). In Washington state, education policymakers are mulling whether CTE courses, formerly known as vocational education classes (i.e., welding) should count as science credits for graduation.

Holmlund Nelson also sees some teachers taking CTE certification courses, so they can incorporate those concepts into the standard science curriculum.

"These teachers are looking to target classes to kids who are not traditionally as interested in, or successful at, science or math. This is a way to reach those students from a different perspective," she says.

Shine your Strengths



Comprehensive services to meet the needs of children and adults with ADHD and/or learning disabilities.

- Evaluation • Tutoring • Counseling
- Coaching • College documentation

Insurance accepted:

Anthem, Lifewise, Premera, Regence, Uniform Medical

Markus Lefkovits, M.S., LMHC
Educational Consultant/Licensed Mental Health Counselor
1455 NW Leary Way, Suite 400, Seattle 98107
206-866-7600 • mlefkovits@comcast.net
www.shineyourstrengths.com



classes they did find drew more boys than girls.

SAFG's summer and school-year programs aim to crack gender stereotypes by connecting participants with experienced female role models. One teacher, for example, is a rocket scientist-turned-industrial designer. SAFG activities also help girls grow comfortable making mistakes.

"In regular classrooms, children typically have to come up with a right answer or a wrong answer. In science classes, it's experimenting and learning by intuition. Our classes teach girls it's OK to make mistakes," says Carr Heuer. "This helps boost students' inventiveness and creativity."

To provide opportunities for children in financially strapped families, SAFG offers sliding-scale rates and collects donations that cover the entire cost of some classes. Ultimately, the cofounders want to teach skills that serve girls in all aspects of their lives.

"Our mission is not really to turn out scientists. It's more to equip students with problem-solving and troubleshooting skills that will be transferable across all industries," Sprague says.

Thrive Washington also serves children by aiding parents and providers. The agency supports kindergarten readiness programs with a framework for teaching math and science to toddlers.

"Part of it is just reframing concepts for providers, so that they have a better understanding of the math and science ideas that they're already teaching," says Thrive Washington's President and CEO Sam Whiting, who uses baking with children as an example. Measuring ingredients provides an opportunity to introduce math skills, while explaining how dough becomes cookies in the oven involves science and chemistry. "Understanding shapes, colors, volume and all

The *healthcare* industry is evolving.

Isn't it time your *business skills* evolved too?

The future of healthcare demands a different kind of healthcare professional. With an Executive MBA from the UW Foster School of Business, you can equip yourself with the skills and knowledge to thrive and become one of tomorrow's healthcare leaders.

W



For more information, please visit:
foster.washington.edu/healthcare

W | Foster EMBA

THE POWER OF CRIMSON.



Highly ranked academic programs.

Degrees that open career doors.

Lifelong friends.

Plus, irrepressible Cougar spirit!

Just a few reasons why some quarter-million students in the past 125 years have achieved future success by earning a degree at WSU.



LEARN MORE
admission.wsu.edu

VISIT CAMPUS
visit.wsu.edu



sorts of things that seem really easy and fundamental ... when you're talking about a 3-year-old, that's STEM."

STEM education is a lifetime enterprise. Technology and computing courses rank among the most popular programs in the University of Washington's Professional & Continuing Education catalog. Erik Bansleben, senior director of academic programs, reports especially strong demand for classes in data topics, machine learning and cloud management and analytics.

"Working professionals appreciate something concrete they can take back to their jobs."

He and his colleagues collaborate with industry experts from companies such as Amazon, Microsoft, Google and Boeing, ensuring that students master real-world, in-demand skills.

"Working professionals appreciate something concrete that they can take back to their jobs and apply pretty quickly," says Bansleben.

The challenge, he adds, is equipping those continuing education students to succeed in a world of ever-changing technologies. STEM educators working with younger students face a similar hurdle: preparing tomorrow's workforce for technologies and career opportunities that might not yet exist. The nonprofit Expanding Your *continued on page 165*

Norton Sound Regional Hospital ranked Among the Top 20 Most Beautiful Hospitals in the U.S.!

Norton Sound Health Corporation was one of the first native health organizations in the country to assume responsibility for the medical care of the people it serves. Located in western Alaska, our region offers some of the most beautiful scenery that Alaska has to offer! Herds of reindeer, moose, bear, fox, otter and musk ox are common sights. The tundra is covered with berries, greens and edible mushrooms. Rolling mountains, rivers and lakes offer excellent fishing, hunting, hiking and beach access. Positions available in our hospital in Nome, Alaska.



Contact: Rhonda Schneider, rmschneider@nshcorp.org or 907-443-4525



Well Medical Arts

INNER HEALTH • OUTER BEAUTY

ANTI-AGING MEDICINE & COSMETIC DERMATOLOGY

At Well Medical Arts we provide highly individualized preventive medical care and cutting-edge esthetic treatments in a welcoming environment. Our anti-aging treatments are individually tailored to provide patients the products they need to look and feel their best. Our goal is for every patient to become more educated and empowered to take better care of themselves.

Dominique Well

Family Practice Nurse Practitioner
Certified in Esthetic Medicine

Specializing in:

- Artistic Injectables
- Ultherapy skin lifting
- CO2 fractional skin resurfacing
- Bio-identical hormone replacement
- Vitamin testing, Rx Nutraceuticals

What's hot

Laser Skin Resurfacing

CO2 Fractional Resurfacing will improve scars, wrinkles, lift up pigment and tighten your skin. It gives you a brand new skin. We use Smart Skin CO2, the most advanced customizable laser, giving us more control to achieve individualized results. This is the best resurfacing treatment available in cosmetic dermatology.

BOOK A COMPLIMENTARY CONSULTATION AND FACE MAPPING TODAY

9025 35th Ave. SW, Seattle, WA 98126 www.wellmedicalarts.com 206.935.5689

Fair Play

Science competitions inspire inquiry and imagination

By Lora Shinn

When Naomi Shah of Beaverton, Oregon, removed a home air filter to test its effect on indoor air quality for her sixth-grade science project, she had no idea it might lead to a meeting with the president. She was just curious about why her dad's and brother's allergies lasted beyond pollen season.

As a result of the project, Shah became fascinated by how the environment affects lung disorders and by issues surrounding indoor air quality. She continued her research and went on to be a winner of the 2011 **Google Science Fair**, a two-time Best of Category Award Winner in Environmental Sciences at the **Intel International Science and Engineering Fair**, and an **Intel Science Talent Search 2013** finalist for projects related to indoor air pollution and lung health. In 2011, as a high school sophomore, she attended the **White House Science Fair**, during which select students showed their projects and inventions to President Obama. Shah is now a student at Stanford University.

Throughout the science-fair process, industry specialists and professionals offered feedback to Shah. And the fairs' judges offered a "go for it" attitude, Shah says. Among other results, Shah eventually developed a mathematical model for the effects of air quality on asthmatics.

"My sixth-grade question was very basic: 'How



Naomi Shah was a winner at the Google Science Fair in 2011.



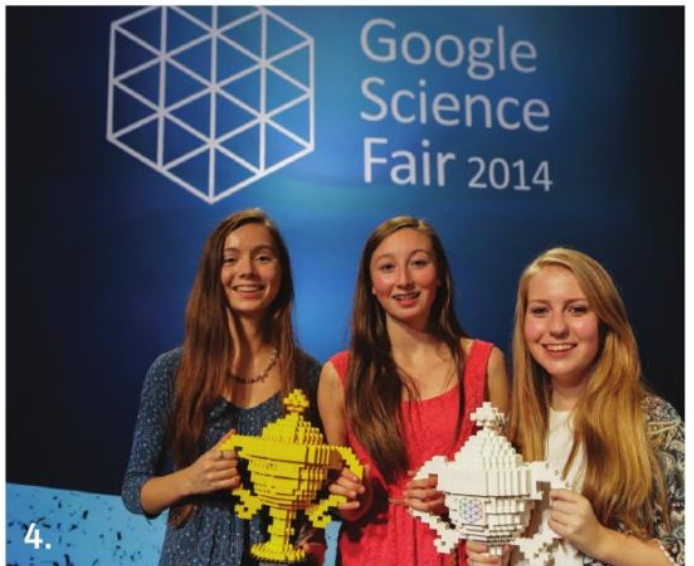
2.



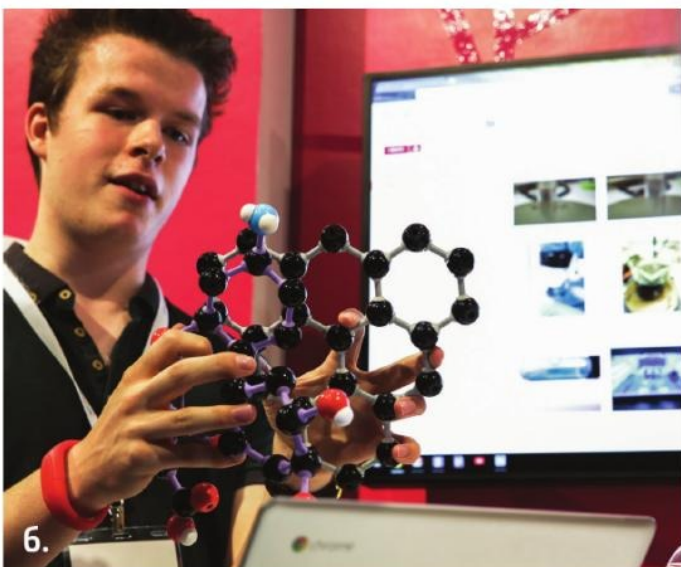
3.

Google Science Fair, a competition open to international entrants ages 13 through 18, accepts online entries for its initial rounds. Finalists are judged at an event at Google headquarters in Mountain View, California.

1. Eventual 2014 Grand Prize winners Ciara Judge, Émer Hickey and Sophie Healy-Thow show their project "Natural Bacteria Combatting World Hunger"; 2. finalists present at the 2014 Google Science Fair; 3. finalists pose before awards are announced; 4. The 2014 Grand Prize winners celebrate their victory; 5. Arsh Dilbagi presents his Voter's Choice Award project; 6. Samuel Burrow shows "Cleaning the World with Sunscreen and Pencils"; 7. Mark Drobnych demonstrates his "remote school-presentation microscope."



4.



6.



5.

SCOTT STUPPI (7)



People

Projects

Possibilities

Skanska believes in a better way to build.
We create opportunities for businesses and communities to thrive.

What does working with Skanska make possible?

See if you can find them all:

Airports	Manufacturing
Arenas	Mentoring
Bridges	Mixed use
Careers	Neighborhoods
Community	Offices
Construction	Quality
Data Centers	Light Rail
Development	Safety
Highways	Schools
Hospitals	Stadiums
Innovation	Sustainability
Leadership	Transit
Livability	Walkability

C	Y	B	M	S	W	G	D	S	L	O	O	H	C	S	B	X	B	A	O	A	P
O	A	B	A	C	L	G	D	Z	N	S	V	I	M	S	P	Z	V	L	A	H	L
M	L	V	N	I	S	A	Y	U	W	E	M	X	D	Z	A	R	Y	I	M	C	O
M	I	R	U	N	T	H	T	X	T	S	H	X	A	L	K	S	M	G	H	X	F
U	Q	X	F	O	R	K	G	I	T	S	D	D	T	D	M	T	E	H	K	F	L
N	A	S	A	I	O	L	X	I	P	U	S	M	A	X	P	K	N	T	T	P	D
I	R	B	C	T	P	D	T	E	Z	S	P	G	C	E	O	G	T	R	L	K	O
T	J	U	T	C	R	J	B	I	X	T	O	D	E	S	S	C	O	A	D	R	T
Y	R	P	U	U	I	M	B	N	U	A	Q	H	N	U	D	T	R	I	X	O	I
O	S	I	R	R	A	G	V	D	H	I	I	Z	T	D	O	C	I	L	N	Q	S
T	R	H	I	T	B	Y	J	E	U	N	M	A	E	E	O	A	N	Q	Q	D	N
V	E	S	N	S	R	T	P	V	P	A	J	Q	R	X	H	L	G	U	I	C	A
K	E	R	G	N	I	I	R	E	J	B	S	E	S	I	R	C	M	A	N	V	R
V	R	E	H	O	D	L	K	L	Y	I	E	H	T	M	O	S	L	L	N	C	T
A	A	D	I	C	G	I	C	O	K	L	C	J	S	I	B	A	J	I	O	E	X
S	C	A	G	L	E	B	N	P	U	I	I	X	R	I	H	N	X	T	V	S	Y
K	R	E	H	T	S	A	X	M	N	T	F	N	O	L	G	E	D	Y	A	A	A
I	J	L	W	Z	M	V	A	E	D	Y	F	B	J	Q	I	R	M	X	T	F	A
O	C	S	A	L	P	I	B	N	F	U	O	R	H	L	E	A	O	N	I	E	V
H	D	T	Y	W	P	L	M	T	R	S	B	F	W	K	N	N	F	H	O	T	P
R	U	E	S	M	X	G	P	Y	T	I	L	I	B	A	K	L	A	W	N	Y	Q
P	Y	S	T	A	D	I	U	M	S	H	N	L	V	Q	F	Q	Z	U	Z	U	X

Connect with us

S blog.us.skanska.com

f facebook.com/skanskausa

 [@SkanskaUSA](https://twitter.com/SkanskaUSA)

in linkedin.com/company/4340

 [@SkanskaUSA](https://instagram.com/SkanskaUSA)

YouTube youtube.com/skanskausa

SKANSKA

usa.skanska.com

does it change air quality if you take out a filter or put it in?' But it [started a process that] resulted in a better understanding of environmental health that could improve the quality of human life. That was the true accomplishment of my research."

Science fairs have changed quite a bit since the first national high school fair in 1950, but some things have stayed the same, including hands-on learning, nervous excitement, connections made among participants, and the development of students' interest in investigating the world around them.

"There is great educational value in a student owning a problem," says Michele C. Glidden, Science Education Programs director at the nonprofit Society for Science & the Public, which hosts the Intel International Science and Engineering Fair for high school students, the Intel Science Talent Search for high school seniors, and the **Broadcom MASTERS** (Math, Applied Science, Technology and Engineering for Rising Stars) competition for middle school students. When a student owns a problem, he or she feels empowered to find a solution—often one with useful applications.

Teammates from Winston Churchill Middle School in California show off their device for the Helicopters event at the Science Olympiad 2014 National Tournament.



BOB BUCKLEY FOR SCIENCE OLYMPIAD

Caroline Stein, the **Washington State Science and Engineering Fair's** sponsorship coordinator, relates the story of one young woman who wanted to make stronger ballet slippers with more intensive padding at the toes. Several judges that year were from The Boeing Company—and they realized that the young woman's solution could be applied to an aviation engineering challenge regarding centrifugal force and airplane design.

With discoveries such as these in the making, it's little wonder that professionals, parents and experts work together to encourage budding scientists via science fairs. "It does take an entire community to



COURTESY: SOCIETY FOR SCIENCE & THE PUBLIC (2)

The 2014 Intel International Science and Engineering Fair.
Below: The 1950 National Science Fair.



Sample Exhibits Then & Now

1950 National Science Fair

- >> Model of Earthworm
- >> Phonograph Reproducer and Record Progress
- >> Auto Ignition System
- >> Insects Collected in St. Louis, Missouri
- >> High-Frequency Heating by Induction
- >> Steam Engine
- >> Antibiotics

2014 Intel International Science and Engineering Fair

- >> Effect of Ginger on *Escherichia coli*
- >> Head in the Clouds: Is the Van der Waals Force Present in Cloud Structure?
- >> Search for MICA Expression Controlling miRNA in A549 Lung Cancer Cells
- >> The Hydro-Aeroponic Crops, an Alternative Technique in Agriculture
- >> Biofuel from Tree Fungus

NEOGRAFT

HAIR RESTORATION

The Game Changer... In Hair Loss Treatment

INTRODUCING **NEOGRAFT™**

State-of-the-art Treatment for Hair Loss

- **NO LINEAR SCAR**
- **NO PAIN OR NUMBNESS**
- Least invasive procedure of its kind
- No scalpel incision, no sutures
- Large areas in a single session
- Fastest recovery time of any surgical option
- Higher success rate

THIS
MONTH
ONLY!
20% OFF

New!

CONVENTIONAL
STRIP METHOD

LINEAR SCAR



NEOGRAFT

NO SCAR!



HAIRLINE RESTORATION



Actual Neograft Patient

CALL 1-877-HAIR NOW

George Brennan MD FACS
The Art of Perfection

www.neograftorangedcounty.com | 400 E. Newport Center Dr. #100 | Newport Beach, Ca

foster the next generation,” Stein says. “These kids are going to make a difference in our lives.”

The Growth of Competitions

Newspapers and local museums often sponsored science fairs in the early days.

The first major U.S. science competition was held in 1942 and focused on high school seniors; it was a program of Science Service, an organization that became the Society for Science & the Public. This competition for seniors has since evolved into the Intel Science Talent Search.

By 1950 the organization had also created the broader National Science Fair for high schoolers at all grades who won local and regional fairs. This national fair went international in 1958, when Japanese, Canadian and German students submitted entries. In 2014, the competition, which has become the Intel International Science and Engineering Fair, welcomed about 1,700 finalists from more than 70 countries, regions and territories.

Odyssey of the Mind challenges students with multidisciplinary problem-solving opportunities. Entrants in the program’s 2014 California State tournament are shown here.



PAUL LARSEN



ADRIANA M. GROISMAN

A Junior FIRST Lego League entrant shows his creation. Students in FIRST competitions tackle real-world engineering challenges.

In recent years, industry organizations and academic institutions have recognized a need for a pipeline of talent, and they have increased awards, scholarships and prizes. At the upper levels, the payoffs can be great. For example, the 2014 Intel Science Talent Search awarded \$1.25 million in total.

“The emphasis on STEM and the importance that science, tech, engineering and math have in our world have re-energized the science fair,” Glidden says.

What Defines the Winners?

Joe Oxman, a judge in the Discovery Education 3M Young Scientist Challenge, looks for the following from competitors:

- 1 They identify a real-world opportunity or problem to solve.
- 2 They examine what others have done via exploration of literature and patents.
- 3 They engage with others, provide a complementary perspective, and brainstorm novel integrated and practical solutions.
- 4 They create multiple prototypes and optimize them through an iterative process.
- 5 Upon completion of an innovative solution, they communicate the entire process from conception to solution to the panel of judges.
- 6 Communication skills coupled with a fundamental understanding of the key scientific principles associated with a problem and solution typically separate the best from the rest.



INTRODUCING BANDY FARMS

The Bandy Farms and Diamond Point property portfolios represent a unique opportunity for the development of a world-class waterside community in the rain shadow of the Olympic Mountains between the popular and historic towns of Sequim and Port Townsend, Washington. Situated within two hours of the Seattle metropolitan area, these properties comprise 202.80 acres and over a half-mile of waterfront acreage with low-bank and lagoon frontage, including numerous recent and vintage buildings and extensive landscaping with three lots that offer direct access to the Diamond Point Airstrip.

**IDYLLIC SANCTUARY OF HOMES.
202 BREATHTAKING PRIVATE ACRES.**

**\$13,950,000
SEQUIM, WA**



Currently one of the largest private estates in Western Washington, the primary, 150 acre portfolio is known as Troll Haven, an idyllic sanctuary of homes, farm structures and a castle that are meticulously sited to offer dramatic Sound and mountain views amidst exquisite landscaping, organic orchards, private ponds, cedar forests and rich farmland on high bank waterfront above Discovery Bay. The estate includes numerous rental properties, private moorage and large public gathering spaces that play host to weddings, business retreats and other large-scale events, and is sold as a complete and comprehensively developed, maintained and equipped private attraction that offers significant investment potential in its present state.

Please visit www.TrollHaven.org for an overview of these very special properties and contact Liz Davidson for more information or a private showing.



LIZ DAVIDSON
LIZ.DAVIDSON@RSIR.COM
206.892.8790

Realogics

Sotheby's
INTERNATIONAL REALTY

Each Office Is Independently Owned And Operated. ®

More than a dozen national science-focused competitions have sprung up over the past 30 or so years, with formats as diverse as knowledge tests, engineering tasks and creative problem-solving.

Included among these is the **Science Olympiad**, an annual event that welcomes elementary school through high school participants, with events such as fast-paced quiz and building challenges.

Another competition series, run by the organization For Inspiration and Recognition of Science and Technology (FIRST), centers on engineering and offers a progression of four competitions, beginning with the **Junior FIRST Lego League** (for ages 6 to 9) and ending with the **FIRST Robotics Competition** (for grades 9–12).

Some fairs skip the local or regional levels altogether and instead hold online challenges for the early rounds. The **Discovery Education 3M Young Scientist**

Tips for Parents

- >> **Help a beginning student** by serving as a sounding board about projects.
- >> **Suggest that your young scientist** keep a notebook for everyday ideas.
- >> **Encourage questions** such as “What if?” and “How could that work?”
- >> **Look to nature** for elegant solutions to complex problems. (Don Bossi, FIRST)
- >> **Discuss the resources** needed for each project (time, money, expertise).
- >> **Tween and teen projects** tend to be student-driven, so help arrange mentorship opportunities or provide a ride to a research site. (Michele C. Glidden, Society for Science & the Public)

Challenge and Google Science Fair accept video submissions. Google Science Fair’s winning projects have included a flu-prevention vaccine and an alarm clock that wakes people with scent rather than with sound.

“Our goal is to get young people tinkering, playing with things,” says Shannon Newberry, a spokesperson for Google Science Fair.

Science-competition judges typically have a STEM background, particularly at national and international competitions.

“A judge in a science competition must be capable of either understanding the scientific principles or asking the relevant technical questions to gain a solid understanding,” says Joe Oxman, a judge in the Discovery Education 3M Young Scientist Challenge.

Google’s judges are individuals from both within and outside the company, such

Customers want to text your business. Let them.

With Frontier Texting, you can send and receive texts with your customers on your **existing business number**. Service can be added to any landline or toll-free phone number, no matter what network you’re on.

frontiertexting
powered by zipwhip



Another innovative solution from Frontier Business Edge™

Text: **"info"** to 1.866.408.0230 for more information

©2015 Frontier Communications. All rights reserved.

FROM TITLE *to* TIDAL



THE NEW ONLINE LEADERSHIP CERTIFICATE
FROM WASHINGTON STATE UNIVERSITY

Be a Catalyst for Positive Change

Courses tailored to women, graduate students, and
working professionals looking to advance their careers.

WASHINGTON STATE  UNIVERSITY

Register
online by
February 2.
tidal.wsu.edu

as Mary Lou Jepsen, head of the Display Division at Google X (a research arm of the company), and Ira Flatow, host of the popular radio show *Science Friday*.

Competitions work in a variety of ways. Some are timed on-the-spot competitions, others are composed of long-term research projects. Some focus solely upon one discipline, while others are multidisciplinary. Each competition sets its own rules of entry and process, followed by hopeful applicants.

A Not-So-Solitary Science

Newcomers to the world of science competitions wonder whether participants prepare their projects alone, under the watchful guidance of a parent or scientific mentor, or as part of a team.

The answer? All of the above.

No student pulls off a science competition alone—much as no entrepreneur or scientist exists within a vacuum.

Rather, smart kids use available resources to get to the level of national or international competition. But when it's time to present, judges can discern the student's individual level of effort, dedication and knowledge.

In addition to parents and teachers, students sometimes seek help from researchers. For example, in Juneau, Alaska, a teacher directed two high school freshman girls to Heidi Pearson, an assistant professor of marine biology at University of Alaska Southeast. Pearson mentored them on a project testing how quickly a biodegradable packaging strap—the Enviro-Strap—breaks down in seawater, working with the students to construct their project's parameters. The experiment results were shared with M.A. Industries, the manufacturer of the strap, and several companies that are interested in using the company's straps rather than the traditional hard-plastic packaging bands—often wrapped around cardboard boxes for reinforcement—that can end up being a danger to marine life.

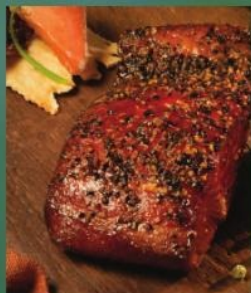
The project may have been sophisti-



Smoked Yukon River Keta Products



Old Style Smoked
Yukon Keta



Garlic Pepper Infused
Smoked Yukon Keta



Yukon Keta
Candy

Kwik'pak Fisheries is proud to present a sustainable, traceable product that is unique to Alaska's Yukon River. Yukon Keta salmon has the highest oil content and Omega-3s of any Keta Salmon, whether fresh, frozen or smoked. Product is shipped frozen by FedEx. Order online at:

www.kwikpaksalmon.com • Website Sales Only



Wild, Natural & Sustainable



K-3139

Source Code AKAI4

cated in its use of company and college connections, but some aspects of the students' experience fit a traditional mold. When Pearson went to view her mentees' project at the school's science fair, she entered a packed high school gym where the bleachers had been removed to make room for more students

In some ways, science competitions function like petri dishes for cultivating the next generation of entrepreneurs, innovators and scientists.

and their supporters. A hundred or so projects were displayed on trifold boards.

"But I didn't see much of the traditional volcano with dry ice," Pearson says. "The level has stepped up because students are reaching out to mentors, who have confidence and trust in students to carry out higher-level projects."

Especially at the national events, the competitions are far from solitary. "We steal from the sports model," says Don Bossi, president of FIRST. "We make it as exciting as sports, with the audience and participants engaged and having a great time." He describes the events as "NASCAR meets the NFL," with crowds cheering from the sidelines.

Yet there's a difference—at a football game, it's rare for a quarterback to offer advice to another quarterback. But at a FIRST robotics event, one team's members might offer a suggestion or tweak to another team's build to increase its effectiveness. Bossi calls it "cooperation" (cooperation and *continued on page 144*)

Shipping to Hawaii... We've got you covered!

Aloha Marine Lines is proud to provide Hawaii with every other week barge service from the Pacific Northwest. You can now choose the mode — barge, ship or air — that best fits your schedule and budget. With Lynden, you only pay for the speed you need!



**ALOHA
MARINE LINES**

www.shipaml.com 1-800-326-8346

**Tikchik
Narrows**
Lodge, Alaska

ALASKA'S BEST FISHING
BRISTOL BAY - EXPERIENCE THE LEGEND



INFO@TIKCHIK.COM - 907.243.8450 - TIKCHIKLODGE.COM



Island Bounty

Exploring the cuisine of Hawai'i

by Catherine E. Toth

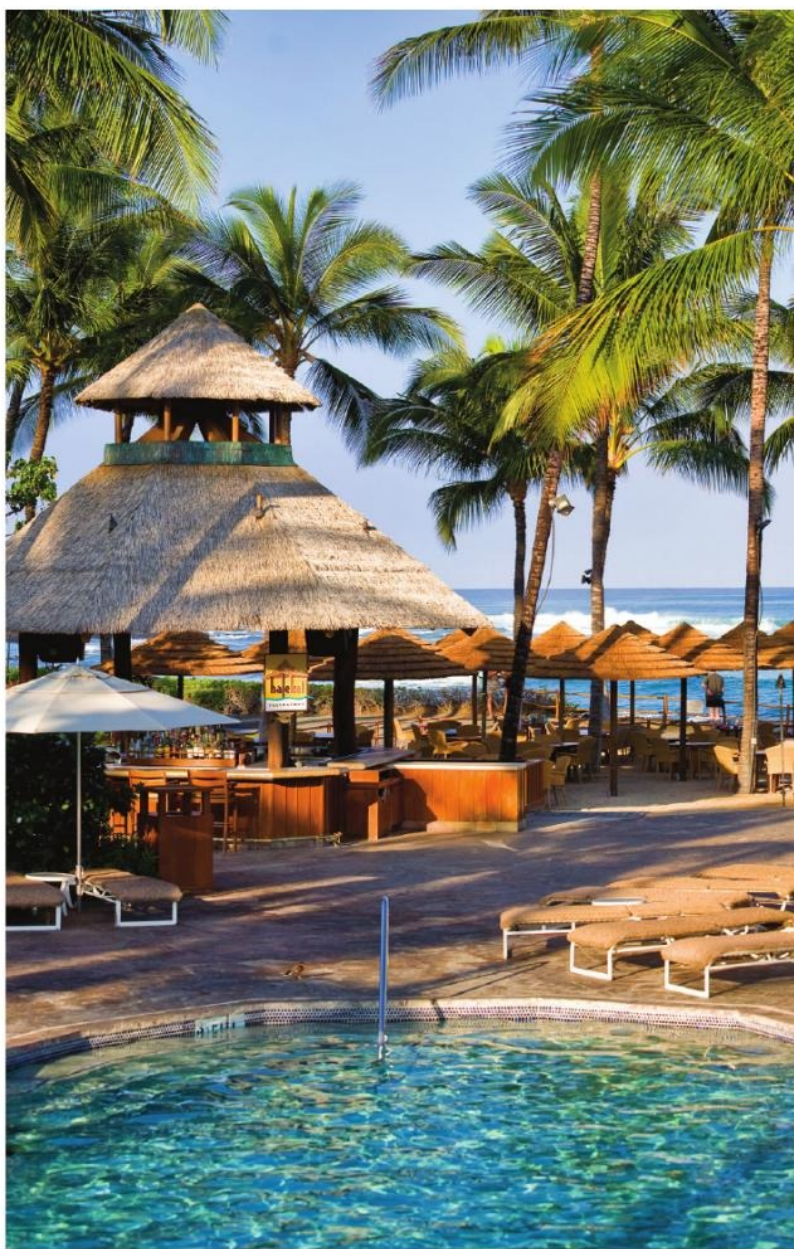
In a tiny kitchen in a museum cafe, Mark "Gooch" Noguchi whips out his chef's knife and deftly chops up several stalks of green onions, grown on a farm 11 miles away. A longtime Honolulu-based artisan noodle maker created the saimin, a noodle soup, boiling on the stove nearby, and the mixed greens in the fridge were harvested locally, as well.

"Why use a product that comes from over the ocean?" says Noguchi, 40, who works with about a dozen local food producers for his two restaurants, LunchBox, and Mission Social Hall and Cafe in Honolulu, where he's cooking tonight. "Use what you get locally. That's what our grandparents and parents did."

Noguchi is part of a new generation of chefs on the Hawai'i culinary scene. The highly skilled, formally trained chef has worked with some of the best chefs in the nation. He grew up eating—and loving—the plantation-rooted foods of the Islands and is eager to share his passion for food with any customer interested in trying his combinations of flavors and ingredients.

Young innovators such as Noguchi and the 12 esteemed Hawai'i chefs who in 1991 launched the Hawai'i Regional Cuisine culinary movement are helping to invigorate Hawai'i's food scene by focusing on locally sourced ingredients and ethnic flavors. These chefs are continuing to experiment, combining familiar and new flavors while remaining intently committed to using as many ingredients found in the Islands as possible.

"The landscape now is very, very diverse," says James Beard award-winning chef Alan Wong, who was one of the founders of Hawai'i Regional Cuisine. "There are so many different kinds of restaurants, probably the most we've had in a long time. There are gastropubs and cafes and bistros and ethnic restaurants. Look at the number of *izakaya* (Japanese taverns) and Korean restaurants we have now. I love it."





AMAWASRI PANDARA / SHUTTERSTOCK.COM



CHRIS MANFREDI



COURTESY, FAIRMONT HOTELS & RESORTS

From top resort restaurants to family cafes, traditional Hawaiian meals are an important part of most menus. You can enjoy the soy-braised, twice-cooked short ribs grilled *kalbi*-style at the high-end Alan Wong's on O'ahu or toasted Hanalei taro-and-jalapeño cakes with hearts-of-palm pasta and local eggplant, arugula and tomatoes at Merriman's Fish House on Kaua'i. You can also find such comfort foods as *loco moco* (a beef patty and fried egg over a bed of white rice) served at some of the finest restaurants in the Islands.

Hawai'i is full of fascinating places to explore when searching for the dishes that help make the local cuisine so special. Whether you are eating at a fancy restaurant, a local burger joint or a farmers market, each of the four main islands offers its own culinary scene and food culture to enjoy. The following is a look at the places and ingredients that help make Hawaiian cuisine so unique.

Clockwise from top: Fresh pineapple is a Hawai'i favorite. The Galimba family owns Hawai'i Island's Kuahiwi Ranch and sells their flavorful beef to local buyers. The Hale Kai Restaurant is part of The Fairmont Orchid resort on Hawai'i Island.



Honolulu Cookie COMPANY®



*For the Very Best,
Look for the
Pineapple Shape®*

OAHU Ala Moana Center | Ward Warehouse | Waikiki Beach Walk
Hilton Hawaiian Village | Royal Hawaiian Avenue | Waikiki Beach Marriott
Hyatt Regency Waikiki | Royal Hawaiian Center | Outrigger Waikiki on the Beach

MAUI Front Street | Whalers Village | The Shops at Wailea *(Opening Soon)*

NEVADA Grand Canal Shoppes at The Venetian | The Palazzo | Grand Bazaar Shops *(Opening Soon)*

KOREA Myeong-dong shopping district, Seoul

Baked Fresh Daily in Honolulu Using the Finest Ingredients

honolulucookie.com

The pineapple shape of the cookie is a federally registered trademark of the Honolulu Cookie Company. Jan 2015. Alaska Airlines Magazine.

Hawai'i Island

Hawai'i Island is often known as the Big Island because of its sheer size—it extends over 4,028 square miles, making it larger than all the other main islands in the archipelago combined. It boasts a variety of diverse micro-environments and various climate zones. The bulk of the state's agricultural products are grown and processed here, from macadamia nuts and coffee to goat cheese and vanilla.

Chefs across the Islands are making an effort to use as many local ingredients as possible, including such delicacies as Hawai'i Island's grass-fed beef. Farmers, ranchers and food producers are responding to the demand by offering new and unique items such as heirloom carrots, figs, *ong choy* (water spinach), hearts of palm and red beets—all of which are grown on the Big Island.

The consistent availability of these products has made a huge difference for restaurants that can now offer locally



Created on Hawai'i Island, the dish loco moco is found in many top Hawaiian restaurants, including O'ahu's Koko Head Cafe, whose version is shown above.

ORDER THIS

HAWAII ISLAND

Moon and Turtle: *Tet Caw* (Vietnamese-style caramelized Hawai'i Island pork belly and eggs) and dragon fruit sorbet.

Hale Kai Restaurant, The Fairmont Orchid: Fish-and-chips using mahi mahi, ono (wahoo fish) or opah that is battered in Kona Brew beer and served with fries and chile water.

The CanoeHouse, Mauna Lani Bay Hotel & Bungalows: *Furikake* (seaweed) crusted ono, seared rare and served with a fern-shoot salad, nori chips and ginger dressing.



Massimo Falsini, executive chef at the Four Seasons Resort Hualālai, uses local ingredients in many dishes.

sourced dishes more often.

"Our guests expect that we use local [ingredients]," says Massimo Falsini, the executive chef at the Four Seasons Resort Hualālai at Historic Ka'ūpūlehu on the Kona-Kohala Coast of Hawai'i Island.

Alan Hess, the chef de cuisine at Mauna Lani Bay Hotel & Bungalows on Hawai'i Island, says he and his staff work with local farmers to provide the freshest ingredients.

"I stop at the farms and ranches, or visit the harbor to check out the catch of the day," Hess says. "It is the best way to know firsthand that I'm serving the freshest products available to our guests."

GRASS-FED BEEF

The gift of cattle by Captain George Vancouver to King Kamehameha I in 1793 has made a major impact on Hawai'i's economy. It has created an entire industry, with a rich *paniolo* (cowboy) and ranch culture.

Cattle ranchers are the stewards of more than 1 million acres, about 25 percent of the state's total land mass. Hawai'i Island produces most of the state's beef—and boasts one of the largest cattle ranches in the United States.

Most of the cattle raised on the Islands are sold into the commodity markets on the mainland. However, there are a few ranches that are committed to producing beef for Islands markets, including Kua-

Hawai'i Island Tours



Anna Ranch Historic Home and Heritage Center:

The historic ranch in Kamuela dates back to the early 20th century. The guided tours are held at 10 A.M. and 1 P.M. Tuesday through Friday; cost is \$10. Wander around the newly completed Discovery Trail on a free self-guided tour of the property (808-885-4426; annaranch.org).



The Anna Ranch Historic Home and Heritage Center offers guided tours.

Greenwell Farms: This coffee farm, with roots that date back to 1850, is located in the heart of Kona coffee country. Free tours highlighting the coffee-making process run continuously from 8:30 A.M. to 4:30 P.M. everyday, with coffee tastings (808-323-2295; greenwellfarms.com).

Hawaiian Vanilla Company: The family-run farm is located in Pa'auilo, about 35 miles north of Hilo. The Vanilla Presentation and Tasting (\$25 for adults) is held at 10:30 A.M. Monday through Friday and includes an overview of how vanilla is grown and cultivated. The Vanilla Experience Luncheon (\$39 for adults) is held at 12:30 P.M. Monday through Friday, and features a vanilla-inspired meal and walking tour of the vanillery. The company also offers an Upcountry tea tour, held at 3 P.M. on Saturday (808-776-1771; hawaiianvanilla.com).

Kahua Ranch: Tour one of the oldest working ranches in Hawai'i on horseback. Na'alapa Stables offers tours of the ranch, with panoramic views of the coastline and its lush pastureland. Cost is \$72.90 for a 1.5-hour tour, \$93.75 for a 2.5-hour tour (808-889-0022; naalapastables.com/kahua.html).

OWN A *Peace* OF YOUR PERSONAL *Hawaii*

OAHU

KA MALANAL IN KAILUA

Brand New 2 & 3 - Bedroom
Condominium Residences (FS)
Priced from the mid \$700,000s



Prime location in the heart of Kailua Town in Windward Oahu. Walk to shopping and restaurants or take a bike cruise to world famous Kailua Beach. Choose from 15 floor plans with up to 1,811 sq.ft. of living area.

(808) 206-7721

www.DRHorton.com/Hawaii

D-R HORTON
America's Builder
HAWAII

MAUI

Opukea Lahaina, Maui

Brand New 2 & 3 - Bedroom
Condominium Residences (FS)
Priced from the mid \$400,000s



Great location in West Maui. Close to beaches, shopping, restaurants and famous Front Street. Up to 1,893 sq.ft. of living area with pool and recreation center.

(808) 214-9040

www.DRHorton.com/Hawaii

D-R HORTON
America's Builder
HAWAII

KAUAI

EMERALD HOMES at WAINANI

Brand New Luxury
Single-Family Residences (FS)
Priced from the mid \$1,000,000s



Located right on the Kiahuna Golf Course in the heart of Poipu Beach. These homes are minutes from white sand beaches, shopping and restaurants. Luxury homes designed by renowned Hawaii architect, Philip White.

(808) 212-9896

www.EmeraldHomes.com

EMERALD
HOMES
A D-R HORTON Company

BIG ISLAND

wai'ula'ula AT MAUNA KEA RESORT

Brand New Luxury Single-Family &
Duplex Condominium Residences (FS)
Priced from the high \$1,000,000s



Last golf course frontage homes at Mauna Kea Resort. Ocean and golf course views with private pool. Just minutes from white sand beaches and Mauna Kea and Hapuna resorts.

(808) 217-9696

www.EmeraldHomes.com

EMERALD
HOMES
A D-R HORTON Company

Offered by D.R. Horton - Schuler Homes, LLC (R) 808-521-5661. Courtesy to Brokers; broker or agent must accompany buyer on first visit. Wainani is offered by Kauai Heritage Properties, LLC 808-742-1191. Emerald Homes is a D.R. Horton company. Photos/drawings are representational only. Square footage is approximate. Prices and availability are accurate as of 1/1/15 and are subject to change without notice. Options and upgrades are available at an additional cost and are subject to construction cut-off dates. Seller makes no representations or warranties that the view from the property will remain the same. Future development, growth of landscaping and the like may impact any views currently experienced from the property. See sales agent for complete details including warranty.



hiwi Ranch in Kaʻū. A few hundred grass-fed cows from Ponoholo Ranch, located on the slopes of the Kohala Mountains, are also reserved for local use.

"The interest in local beef has been building slowly for a long time," says Michelle Galimba of Kua-hiwi Ranch, which supplies beef regularly to two of Alan Wong's restaurants, as well as to Ed Kenney's Town restaurant in Honolulu and to several Hawai'i grocery stores. "Most consumers find it more flavorful than mainland beef. Even the people from the mainland who grow their own beef are impressed with our local beef."

LOCO MOCO

Unique to Hawai'i, the loco moco is one of the simplest dishes you'll find. The classic Hawaiian comfort food, with its beef patty topped with a fried egg over a bed of white rice and covered with brown gravy, now has many variations. The meal reportedly dates back to 1949 at Hilo's Lincoln Grill, where the restaurant owner threw together some white rice with a hamburger patty and brown gravy to feed a group of hungry teenagers, and the loco moco was born.

ORDER THIS

MAUI

Hali'imaile General Store: Horseradish-crusted 'ōpakapaka with pear chutney and red onions, dried cranberries, golden raisins, crispy leeks and mashed potatoes, or Hali'imaile pineapple upside-down cake using caramelized Maui Gold pineapple baked with a buttery vanilla pound cake.

Migrant Maui: Mean Kine Ramen (roasted chicken dashi, *kālua* pig, cured pork belly, choy sum, 6-minute Launiu-poko egg, scallions, candied sesame seeds and garlic schmaltz), or Fresh Onion Tsukemen (with *Iwamoto* ramen noodles tossed in garlic oil, 12-hour braised short rib, Kula onion soup, grated Gruyere and micro cilantro).



Pineapple cake is a specialty at the Hali'imaile General Store on Maui.

NINA KUNA

Arnold Hiura, a Hilo native and author of *Kau Kau: Cuisine & Culture in the Hawaiian Islands*, remembers eating loco mocos as a teenager himself, at Cafe 100, a landmark in Hilo since 1946. "It was the perfect snack," he says of the famous dish. "After school, you didn't want to eat a whole plate lunch because you were going to go home and eat dinner. So you ate a loco

moco. It was just enough."

Today, Cafe 100 serves more than 30 versions of the dish. You can get it with chili, stew, Spam, even grilled 'ahi.

Many top chefs pay homage to the humble dish, featuring it on their menus. Chef Lee Anne Wong, who starred in the Bravo Network's *Top Chef* program, serves her version of the loco moco at the acclaimed Koko Head Cafe in the Honolulu neighborhood of Kaimukī. Called the Koko Moco, it features a patty made from Maui Cattle Company beef atop garlic rice, with mushroom gravy, a sunnyside-up egg and tempura kimchi.

Maui

Visit the Upcountry Farmers Market at the Kulamalu Town Center in Pukalani, Maui, on a Saturday morning and you'll see the bounty of this island. From macadamia nuts to coconuts, strawberries to zucchini, it's a virtual playground for chefs such as Bev Gannon, who works with local farmers, ranchers and fishermen to supply her three

Sam Sato's in Wailuku, Maui, is known for excellent dry mein (noodle) dishes.



COURTESY: SAM SATO'S

Maui Tours

Maui Pineapple

Tours: Visit the

Hali'imaile Pineapple Plantation, home to the trademark Maui Gold pineapple, prized for its sweet flavor and low acidity. It is one of the nation's only working pineapple plantations that offers tours, which are held at 9:30 A.M. and 11:45 A.M. seven days a week. Cost is \$65 for adults with discounts for children. A new lunch tour, with a meal provided by the well-known Hali'imaile General Store, is available for \$85, with discounts for children (808-665-5491; maupineapple.com).



TAD VARRINER

A variety of exotic fruits greet visitors touring Ono Organic Farms on Maui.

Ono Organic Farms: Sample freshly picked exotic fruits such as ice cream bananas, durian, jackfruit, chocolate sapote, egg fruit and rambutan on the Exotic Tropical Fruit Tasting Adventure at this Hāna farm. Tours start at 1:30 P.M. Monday through Friday and cost \$35 per adult. Children under 10 are free (808-248-7779; onofarms.com).

O'o Farm: The 8.5-acre natural farm is located 3,500 feet above sea level on the slopes of Haleakalā. The Gourmet Lunch and Farm Tour (\$58 per person) is offered at 10:30 A.M. Monday through Thursday. The farm also offers a new Seed to Cup Coffee Tour (\$50 per person), which includes a freshly harvested breakfast with a cup of O'o Farm-grown coffee (808-667-4341; oofarm.com).

OPENING A WINDOW TO PARADISE

WAILEA | MAKENA | KIHEI | PAIA | MAKAWAO | KULA | HANA

View online at IslandSothebysRealty.com



HANA OCEANFRONT BEACH HOUSE

Situated on an exceptional one acre oceanfront parcel, surrounded by palm trees and gentle breezes, this amazing island home is reminiscent of the classic Maui Beach House! **35 Kapohue Road** | 3 Bed | 3.5 Bath
Offered at: \$1,750,000

Wendy R. Peterson, R(S) | 808.870.4114
wendy@islandsothebysrealty.com
IslandSothebysRealty.com



UPCOUNTRY LIVING AT ITS BEST!

This historic, Upcountry home situated on 7 beautiful acres has garden, mountain and ocean views. Enjoy the chef's dream kitchen while living close to schools, restaurants and great shopping! **3077 Baldwin Avenue** | 3 Bed | 4 Bath
Offered at: \$3,900,000
Michele Parker, R(S) | 808.276.9500
michele@islandsothebysrealty.com
IslandSothebysRealty.com



22 ACRE UPCOUNTRY MAUI ESTATE

This exquisite estate in Kula, Maui consists of a single level, 4,972 sq. ft. custom home and a charming 2 bedroom, 2 bath cottage, both homes offering bi-coastal views and complete privacy. **95 & 285 Kekaulike Ave** | 2 Bed | 2.5 Bath
Cottage | 2 Bed | 2 Bath | Offered at: \$6,900,000
Paul C. MacLaughlin, PB | 808.385.7322
paul@islandsothebysrealty.com
Wendy R. Peterson, R(S) | 808.870.4114
wendy@islandsothebysrealty.com
IslandSothebysRealty.com



ARCHITECTURALLY STUNNING UPCOUNTRY MAUI HOME

Boldly designed, beautifully constructed and magically set toward the top of its six acre parcel in Oma'opio Ridge, one of Kula's finest, gated communities. **83 Ikena Kai Place** | 3 Bed | 3.5 Bath
Offered at: \$2,750,000
Wendy R. Peterson, R(S) | 808.870.4114
wendy@islandsothebysrealty.com
IslandSothebysRealty.com



UPCOUNTRY KULA RESIDENCE

This classic home on 4.5 acres presents gracious Kula living at its best. Designed by Vladimir Ossipoff, known for his "mid-century modern" influence in Hawaiian architecture. **590 Hapapa Rd** | 3 Bed | 3.5 Bath | 4,900 sq. ft.
Offered at: \$1,875,000
Guida S. Anderson, R(B) | 808.870.0911
guida@islandsothebysrealty.com | MauiIslandEstates.com
Deborah Davis, R(B) | 808.281.7550
deb@islandsothebysrealty.com | RealEstateHawaiiStyle.com



BEAUTIFUL UPCOUNTRY RETREAT WITH BICOASTAL VIEWS

This stunning luxury home is located on 2.7 acres in Upcountry Kula, Maui, with amazing bi-coastal views. With 14' ceilings, custom cabinetry, extensive stone work, 2 fireplaces, an infinity pool and a built-in fire pit, you will feel in Kula Heaven!!! **1563 Kekaulike Avenue** | 3 Bed | 3.5 Bath
Offered at: \$2,995,000
Lee E. Gardner, R(S) | 808.870.5439
lee@islandsothebysrealty.com | IslandSothebysRealty.com



BEACHFRONT WAILEA ELUA

Located on beautiful Ulua Beach, this gated, low density residential and vacation rental condo resort spans 24 acres of manicured landscaping in the heart of desirable Wailea. **Wailea Elua #302** | 1 Bed | 2 Bath | Offered at: \$1,225,000
Wailea Elua #2109 | 2 Bed | 2 Bath | Offered at: \$1,699,000
Rick Brandt, R(S) | 808.856.6200
rick@islandsothebysrealty.com
Cynthia Warner, R(B) | 808.283.2552
cindy@islandsothebysrealty.com
OneMauiPlace.com



SUNNY SOUTH MAUI

Ground floor, single-level 1 bed and 2 bath with garden views in the coveted Maui Kamaole complex. Just steps to either of the two pools yet a very quiet, private location. Excellent short-term rental history. **Maui Kamaole D-112** | 1 Bed | 2 Bath
Offered at: \$495,000
Mino McLean, R(B) | 808.283.9613
mino@islandsothebysrealty.com
IslandSothebysRealty.com



KAI MALU AT WAILEA

Stunning townhome in gated community, offering a maintenance-free Hawaiian lifestyle, with spacious covered lanai overlooking your private pool/spa and ocean views. **45 Kai La Place** | 3 Bed | 2.5 Bath
Offered at: \$1,695,000
Guida S. Anderson, R(B) | 808.870.0911
guida@islandsothebysrealty.com | MauiIslandEstates.com
Sallie C. Zaugg, R(B) | 808.283.3505
sallie@islandsothebysrealty.com | IslandSothebysRealty.com

OPENING A WINDOW TO MAUI

LANAI | LAUNIUPOKO | LAHAINA | KAA NAPALI | NAPILI | KAPALUA

View online at IslandSothebysRealty.com

Island
Sotheby's
INTERNATIONAL REALTY



WAILEA GOLF ESTATES

Relax, unwind and enjoy gazing across the Old Wailea Blue Golf Course into the endless Pacific Ocean while perched in this newly remodeled, Wailea Golf Estates home. Enjoy amenities such as 3 golf courses, a tennis club, world-class dining, shopping and some of the best white sand beaches Maui has to offer.

3901 Waakaula Place | 4 Bed | 4 Bath | Offered at: \$2,700,000

Ryan MacLaughlin, R(B) | 808.392.6657

ryan@islandsothebysrealty.com

Paul C. MacLaughlin, PB | paul@islandsothebysrealty.com
IslandSothebysRealty.com



ISLAND OF LANAI GOLFER'S PARADISE

Stunningly beautiful and privately situated, this incredible Lanai residence on 1.47 acres enjoys sweeping views while overlooking the fairways of the world famous Experience at Koele Golf Course.

300 Kaunaoa Place | 3 Bed | 3.5 Bath

Offered at: \$4,000,000

Wendy R. Peterson, R(S) | 808.870.4114

wendy@islandsothebysrealty.com

IslandSothebysRealty.com



RARE OCEANFRONT AT OLOWALU

Spectacular Oceanfront Property. Owners are afforded unparalleled privacy and stunning views of Lanai and Kahoolawe, as well as a lifetime of incredible tropical sunsets.

45 Kuahulu Place | 2 acres | Vacant Land

Offered at: \$5,800,000

Jamie Woodburn, R(S) | 808.870.5671

jamie@islandsothebysrealty.com

IslandSothebysRealty.com



PU'UNOA ESTATES, LAUNIUPOKO

Custom Ocean View Estate on 5 acres in exclusive gated community in sunny West Maui. Stunning ocean and island views.

Residence | 4 Bed | 4.5 Bath

Ohana | 2 Bed | 2 Bath | Offered at: \$4,995,000

Rob Shelton, R(S) | 808.281.4024

rob@islandsothebysrealty.com | MauiLuxuryProperties.com

Courtney M. Brown, R(S) | 808.250.0210

courtney@islandsothebysrealty.com

LuxuryRealEstateMaui.com

Lori Powers, R(S) | 808.344.4427

lori@islandsothebysrealty.com | GreatMauiProperties.com



LAUNIUPOKO SURFER'S BUNGALOW

The cutest plantation-style cottage you've ever seen! This 1BR/1BA CPR'd home sits on a 1/2 acre of beautifully landscaped grounds with amazing ocean views!

172 Paia Pohaku | 1 Bed | 1 Bath

Offered at: \$895,000

Deb Merle, R(B) | 808.283.0049

debra@islandsothebysrealty.com

DebraMerle.com



HONUA KAI, KA'ANAPALI

Beachfront luxury resort living at its best, Honua Kai is redefining the Maui lifestyle.

Hokulani 240 | 1 Bed | 1 Bath | Offered at: \$859,000

Alex Cortez, R(S) | 808.385.5034

alex@islandsothebysrealty.com

MauiRealEstateSearch.com



THE BAY VILLAS, KAPALUA

The Bay Villas offers stunning one and two bedroom oceanfront and ocean view condominiums in the heart of the Kapalua Resort.

Bay Villa 17B3 | 1 Bed | 2 Bath | Offered at: \$1,075,000

Bay Villa 36G1-3 | 2 Bed | 3 Bath | Offered at: \$1,850,000

Bay Villa 17B1-2 | 2 Bed | 3 Bath | Offered at: \$2,100,000

Bay Villa 30B3-4 | 2 Bed | 3 Bath | Offered at: \$2,388,000

Rob Shelton, R(B) | 808.281.4024

rob@islandsothebysrealty.com | MauiLuxuryProperties.com

Courtney M. Brown, R(S) | 808.250.0210

courtney@islandsothebysrealty.com

LuxuryRealEstateMaui.com



THE RIDGE VILLAS, KAPALUA

Overlooking the Kapalua Bay Course to the Pacific Ocean, this remodeled townhouse villa enjoys winter sunset views in a peaceful setting.

Ridge 2122 | 1 Bed | 2 Bath

Offered at: \$650,000

Rob Shelton, R(B) | 808.281.4024

rob@islandsothebysrealty.com | MauiLuxuryProperties.com

Courtney M. Brown, R(S) | 808.250.0210

courtney@islandsothebysrealty.com

LuxuryRealEstateMaui.com



COCONUT GROVE, KAPALUA

The Coconut Grove is a private oceanfront enclave of just thirty-six condominium residences nestled along the white sandy beach at Kapalua Bay.

Coconut Grove #9 | 3 Bed | 3 Bath | Offered at: \$3,800,000

Coconut Grove #16 | 3 Bed | 3.5 Bath | Offered at: \$5,395,000

Rob Shelton, R(B) | 808.281.4024

rob@islandsothebysrealty.com | MauiLuxuryProperties.com

Courtney M. Brown, R(S) | 808.250.0210

courtney@islandsothebysrealty.com

LuxuryRealEstateMaui.com



Each Office Is Independently Owned and Operated. Seller reserves the right to change the product offering without notice.

restaurants and catering company.

"To be a great chef, you need great ingredients," says Gannon, chef and owner of the acclaimed Hali'imaile General Store in Makawao and one of the 12 founders of the Hawai'i Regional Cuisine movement. "We have built a fabulous relationship with our local growers. Fishermen come to our back door with the freshest catch. Farmers call to ask what they can grow for us. We have an abundance of locally grown ingredients thanks to these people."

MAUI ONIONS

One of those ingredients is sweet onions that grow on the verdant Kula slopes of Haleakalā.

The bulbs are so popular that for more than 25 years they have had their own festival. The annual Maui Onion Festival held every May in Kā'anapali draws thousands of people who are eager to sample this little onion in various forms, from battered and deep fried to sauteed and pickled to dipped in cocktails. You will also

find the onion on many Maui menus, including Merriman's Restaurant in Kapalua, Migrant Maui in Kihei and the Travaasa resort in Hāna.

The versatility of this little onion, known for its mild flavor, has made it one of Maui's most important exports. There are about a dozen farms, all on only about 150

Mark Noguchi, owner of the Honolulu restaurants LunchBox and Mission Social Hall and Cafe, is part of a new generation of chefs on the Hawai'i culinary scene.

acres in Kula, that grow this golden-pale globe, yielding 2 million pounds per year. These onions are grown in elevations between 1,200 and 4,000 feet above sea

GEORGE F. LEE / HONOLULU STAR-ADVERTISER



4TH NIGHT FREE*
& DAILY BUFFET BREAKFAST



MAUNA LANI BAY
Hotel & Bungalows

Discover an oceanfront oasis on the Island of Hawaii. Relax in a private cabana, play golf on the Francis H. I'i Brown Golf Courses and enjoy a pampering treatment in a garden hale at Mauna Lani Spa.

*4th Night Free available January 1, 2015 - December 23, 2015. Some restrictions & black-out days.
800-367-2323 · www.maunalani.com · Kohala Coast, Island of Hawaii

level and are infused with flavors produced by the volcanic soil of the area. "Like fine French wines are defined by their environment, Maui Kula onions embody Kula itself," says Warren Watanabe, executive director of the Maui County Farm Bureau.

DRY MEIN

A version of the classic local saimin dish, dry mein is a Maui specialty.

This tasty favorite is a bowl of seasoned noodles served with an optional saimin broth on the side. As with the Japanese dipping ramen—called *tsukemen*—you essentially dip these curly, chewy noodles into the broth before eating.

Sam Sato's in Wailuku's industrial area is the go-to place to get the unique Maui dish. This unpretentious, old-time restaurant has been serving dry mein since the 1960s. The dish is created by one of the kitchen's Chinese cooks and continues to be its most popular menu item. The recipe remains a closely guarded family secret.

O'ahu

When chef Ed Kenney opened his restaurant, Town, in Honolulu about 10 years ago, he found it difficult to get local ingredients consistently enough to use them in his menu on a regular basis.

Today, he sources greens from Ma'o Organic Farms in Wai'anae, beef from ranches on the Big Island and fish caught sustainably in Hawai'i's waters.

Kenney is one of the chefs who are part of the burgeoning Honolulu culinary scene,



Mari's Gardens on O'ahu uses aquaponics to grow manoa lettuce.

O'ahu Tours

Kahuku Farms:

Tours of this third-generation farm on O'ahu's North Shore are offered at 2 P.M. Friday, Saturday and Sunday, and include a sample of farm fruits. Cost is \$22 for adults, with discounts for children (808-628-0639; kahukufarms.com).

Mari's Gardens: The 18-acre fruit and vegetable farm in Mililani uses hydroponic and aquaponic systems. Tours are held at 2 P.M. on Wednesday and cost \$25 for adults, with discounts for children, seniors and military (808-625-2800; marisgardens.com).

Otsuji Farm: Started in 1954, the farm is situated on 4 acres at the base of Koko Head Crater in Hawai'i Kai. Gourmet lunch and dinner tours are offered on Monday, Tuesday and Friday. Cost for lunch is \$45; dinner is \$65 (808-368-1135; otsujifarm.com).



Explore Hawaii's Whale Watch Season with Atlantis Cruises

Atlantis Cruises

Whale sightings are guaranteed on our morning and lunchtime whale watch cruises
atlantisadventures.com (800) 422-2044

ORDER THIS

O'AHU

Alan Wong's, Honolulu: Twice-cooked short ribs, soy braised and grilled kalbi style, with gingered shrimp and kochu jang sauce.

Original Roy's Restaurant, Hawai'i Kai: Grass-fed Kulana-beef meatloaf with tempura and 'Ewa sweet onions, which is served in a red wine Hamakua mushroom sauce.

Town: Pa'i'ai (a form of undiluted poi) with cured 'ōpelu (mackerel scad), pohole, local watercress, fennel and roasted tomato.

The Pig and the Lady: Shinsato Farm pork à la *basquaise*, with chorizo *piperrada*, olive oil potatoes, and leeks braised in Espelette and apple cider, as well as hazelnuts, mustard greens and a tomato-seed vinaigrette.

Orchids, Halekulani: Steamed *onaga* (snapper) with shiitake mushrooms and green onions, served sizzling with sesame oil and soy.

which has grown fast during the past two decades.

Today, restaurants are offering traditional creations that are a mix of the dishes brought to the Islands by various immigrant groups. The following are three examples of simple foods that remain as popular as ever.

MANAPUA

You'll find these barbecued meat-filled buns, either steamed or baked, in every Chinese restaurant on O'ahu. Their origins are the traditional Chinese *bao*, a fluffy white bun filled with meat or vegetables.

The most popular version is filled with a red-colored sweet-pork filling called *char siu*. While the *manapua*'s roots are in the plantation era in Hawai'i, the dish has evolved to meet the changing tastes of customers.

Today, the buns are filled with everything from curry chicken to *kālua* pig to sweet potato.



JOSHUA RAINEY PHOTOGRAPHY / SHUTTERSTOCK.COM

The plate lunch—two scoops of rice, macaroni salad and an entree—is a Hawaiian staple found in many cafes.

PLATE LUNCH

A staple at just about every local drive-in and family-run restaurant, the plate lunch is essentially two scoops of white rice, a heaping mound of macaroni salad and an entree, ranging from teriyaki beef to deep-fried mahi mahi.

The dish developed during Hawai'i's plantation era when laborers would share parts of their lunches with one another.

Today, these carb-heavy meals reflect Hawai'i's ethnic mix. You can find kalbi

ISLAND LIVING AT ITS FINEST

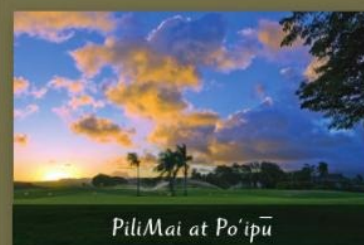
View Our Exclusive New Homes in the Mauna Lani Resort on Hawaii's Big Island



KaMilo

MODELS OPEN DAILY
1.888.665.6667
BROOKFIELDHAWAII.COM

ALSO AVAILABLE ON THE ISLAND OF KAUAI



PiliMai at Po'ipū



Kukui'ula at Po'ipū

Brookfield
Residential

AB A&B PROPERTIES, INC.
A BROOKFIELD COMPANY

The information provided herein is not intended to be and does not constitute an offer or solicitation to sell and shall not be used in any state where prohibited by law or where registration requirements have not been met. We reserve the right to change any information contained herein without any prior notice.

**YOU CAN
SHARE
THE DREAM**



Manapua, available at most Chinese restaurants in O'ahu, are steamed or baked breads filled with various types of meat or vegetables.

(Korean), teriyaki beef (Japanese), pork adobo (Filipino) and kālua pig (Hawaiian) in plate lunches around the state. One of

the most iconic plate lunch spots is the Rainbow Drive-In, located in Honolulu, about a mile from Kūhiō Beach Park. This traditional drive-in restaurant has been serving the quintessential plate lunch for more than 60 years.

MALASADAS

Leonard Rego, the grandson of Portuguese immigrants, opened Leonard's Bakery in Honolulu back in 1952. His gift to the Islands was *malasadas*, deep-fried balls of dough, covered in white sugar and served hot from the oven. They were an instant hit, and the Rego family has been selling them from the bakery by the dozens ever since.

The doughy treat likely hailed from Madeira and the Azores Islands, from which Portuguese immigrants came to Hawai'i in the late 1870s. What makes malasadas so special is the combination of a crispy exterior and fluffy interior. You can find them in bakeries and in restaurants throughout the Islands.



Malasadas, the crispy and fluffy baked balls of dough, have been a taste treat in Hawai'i since 1953.



Whale Watching with Holo Holo!

For most Kauai travelers, a tour of the Napali Coast or Niihau aboard one of Holo Holo's vessels is the highlight of their vacation—when you add the chance to see Humpback Whales, it's the experience of a lifetime!



(808) 335-0815 holoholocharters.com
reservations@holoholocharters.com

Snorkel locations determined by ocean conditions. 24-hour notice required for cancellation. All destinations weather-permitting.

Blue Hawaiian Helicopters



Don't come all the way to Hawaii and miss seeing the real Hawaii.

Far beyond the beaches and hotels and places you can drive to, there's another Hawaii that can only be experienced from the air—the real Hawaii of iconic sights, cascading waterfalls,

See Blue Hawaiian's "Visions of Hawaii" on digiplayer



If you're using a digiPlayer inflight entertainment device today, enjoy our breathtaking "Visions of Hawaii" aerial footage in the Discover Hawaii channel.

Choose Blue.

soaring valleys, gorgeous tropical vistas, fiery lava flows, and lush rainforests. Blue Hawaiian reveals this "hidden" Hawaii like no one else. Every tour features in-flight digital DVD video, Bose® noise-canceling headsets, and two-way communication between you and your pilot, a State of Hawaii Certified Tour Guide.

Experience the ultimate in aerial touring with Blue Hawaiian—the world's most honored helicopter tour company, and the only one that serves all of Hawaii.



Hawaii's Best.

Every Year Since 1995
Blue Hawaiian is the only activity company in Hawaii honored with the coveted Star Diamond Award.

RECOMMENDED BY
Frommer's
TRAVEL GUIDES
Every Year Since 1996

"Blue Hawaiian is the Cadillac of helicopter tour companies"
Frommer's Guide to Hawaii 2015

NATIONAL GEOGRAPHIC
"Hawaii's premier helicopter tour company."



Oahu 808.831.8800
Maui 808.871.8844
Kauai 808.245.5800
Big Island 808.961.5600
Toll Free 800.745.2583
www.BlueHawaiian.com



Kaua'i

For more than 1,000 years, Kaua'i farmers have been using *lo'i kalo* (terraced taro fields) to grow the taro plant, a starchy tuber, which is still abundant on the island today. In fact, Kaua'i accounts for more than 60 percent of the state's total production of the plant.

However, the island is known for much more than taro. The Kauai Coffee Company's Koloa Estate is the largest coffee farm in the nation, with 4 million trees spread across 3,200 acres. There are also dozens of small farms that grow a variety of produce, from tomatoes and cucumbers to tropical fruits.

James Beard award-winning chef Roy Yamaguchi, who operates seven restaurants in Hawai'i, has recently built a 5,000-square-foot garden right behind his restaurant, The Tavern at Princeville, on Kaua'i's North Shore.

ORDER THIS

KAUAI

Merriman's Fish House: Merriman's original wok-charred 'ahi with *shoyu-wasabi* hearts of palm, *pohole* fern salad, Black Forbidden Rice and a cucumber-cilantro sauce. Or olive oil-seared ono with Umi Farms kale, herb gnocchi, lemon, local squash and a fresh tomato-garlic sauce.

The Tavern at Princeville: 'Ahi poke with *ogo* (seaweed), local sweet onions, green onions and wakame.

The Feral Pig: Pub & Diner: 100 percent Kaua'i ground-beef burgers on taro-brioche buns with locally grown lettuce and tomatoes.



The Feral Pig: Pub & Diner is known for the Feral Burger, which includes Kaua'i beef and guava-smoked pork shoulder.

JON DUNNING FROM JON DUNNING DESIGNS

CHASE 'N Rainbows
REAL ESTATE, INC.
VACATION RENTALS

The Largest Selection of Oceanfront Vacation Condominiums
Lahaina • Ka'anapali • Kahana • Napili • Kapalua

RATES AS LOW AS \$95/NIGHT

855-839-7818
www.westmauicondos.com • info@chasenrainbows.com

Mention promo-code AAM05 when booking



COURTESY: MERRIMAN'S FISH HOUSE



Merriman's Fish House, located on a former Kaua'i plantation, uses local ingredients when creating signature dishes such as the wok-charred 'ahi shown above.

Kaua'i Tours

Ho'opulapula Haraguchi Rice Mill:

Visit this sixth-generation working taro farm in picturesque Hanalei. Guided tours, including the historic rice mill and adjacent taro fields, are offered at 10 A.M. Wednesday. The \$87 cost includes lunch. All proceeds go toward educational programs for local children and restoring the agrarian museum (808-651-3399; haraguchiricemill.org).

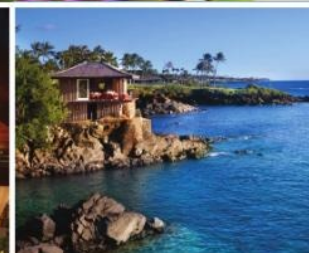
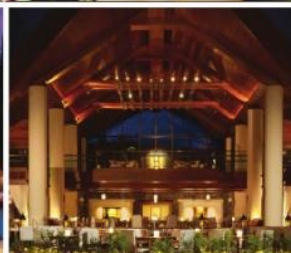
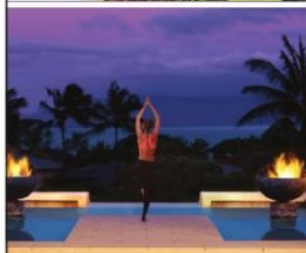
Steelgrass Farm: The 8-acre chocolate farm in Kapa'a offers a three-hour guided Chocolate from Branch to Bar tour that takes visitors through the process of making chocolate, from growing cacao trees to the finished product. It includes an 11-course chocolate sample tasting. Tours run from 9 A.M. to noon, Monday, Wednesday and Friday. The cost is \$60 per person (808-821-1857; steelgrass.org).

The garden is filled with kale, arugula, carrots, papaya, tomatoes, eggplant and Hawaiian chile peppers, all of which are harvested by restaurant staff and used in the kitchen.

KŪLOLO

In the Kapa'a Poi Factory, built in 1947, co-owners Rankin and Susan Pang are

A recipe for authenticity
in a legendary setting.



Introducing Cane & Canoe at Montage Kapalua Bay.

With breathtaking ocean views, traditional Hawaiian architecture and modern island fare, the best of Maui past and present are on display at Cane & Canoe. The signature restaurant at Montage Kapalua Bay – where every meal becomes an unforgettable memory you will cherish long after the evening ends.

CANE & CANOE

ONE BAY DRIVE, KAPALUA

(808) 662-6681 CANEANDCANOE.COM

Timeshare Resales

A Division of Bay Realty Inc.

Hawaii

MAUI Lahaina: 713 A Front Street Lahaina: 819 Front Street Honokowai: 3481 L Honopillani Road	KAUAI Hanalei: 5-190 Kuhio Hwy Koloa: 3450 B Poipu Road Koloa: 5356 Koloa Road (The Courtyard)	BIG ISLAND Kailua-Kona: 74-5614 Palani Road #4
Up to 75% Off	www.TimeshareResalesHawaii.com	1-800-923-7700

EXPLORE THE ISLAND OF
LANAI

with one of **Expeditions**
 eco-friendly, USCG certified,
 daily cruises. Snorkel, Hike, Drive,
 Golf or just Lounge on Lana'i with
Expeditions!

EXPEDITIONS
Maui-Lana'i
PASSENGER FERRY
 "Your link between Maui and Lana'i"

808-661-3756
 Toll Free 1-800-695-2624

www.go-lanai.com



BRITNEY DAWA

Lyndsey Haraguchi-Nakayama, a tour guide at the Ho'opulapula Haraguchi Rice Mill & Taro Farm on Kaua'i, is also a member of the sixth generation of her family to own and operate the farm.

creating the Hawaiian dessert treat known as *kūlolo*.

The couple clean raw taro, then chop the fruit up and combine the chunks with sugar and coconut milk before transferring the mixture into a baking pan and steaming it for several hours. The resulting dessert is a favorite throughout the Islands.

"Kaua'i has the best taro, absolutely, no question," says Rankin, whose factory churns out more than 1,000 pounds of the sweet treat every week. "You cannot make good kūlolo without good taro."

SAIMIN

Whenever chef Ed Kenney is on Kaua'i, he makes a stop at Hamura's Saimin Stand in Lihue for a bowl of its signature noodles. "I'm a self-professed noodle freak," he says, laughing.

This fourth-generation noodle shop, which was opened in 1951, is known for its version of saimin. The noodle soup that came out of Hawai'i's plantation era combines Japanese ramen, Chinese mein and Filipino *pancit*.

It features curly egg noodles in a hot broth that usually includes shrimp,

HONOLULU
 JEWELRY COMPANY

THE WEDDING RING COLLECTION

MADE IN HAWAII • HONOLULUJEWELRYCOMPANY.COM • CALL : 808 836 6986
 1130 N NIMITZ HWY STE A-151, HONOLULU HI 96817

• WAIKOLOA • KEAUHOU •
 • KAILUA- KONA • KEALAKEKUA •

HAWAII

Save up to 30% on comparable condo and home rentals. Our staff is fast, dependable and ready to help. Call today.

*Kick off your shoes.
 Stay awhile.*

Sun Quest
 VACATIONS
 KONA • HAWAII

1-800-367-5168 • Toll Free Mainland
 800-800-Kona • Toll Free Canada
www.sunquest-hawaii.com

Jaevhyn, 7
Kapolei
 lymphoid leukemia
 I wish to go to Disney World

ALASKA
AIRLINES
TAKES WISHES
TO NEW HEIGHTS.

HELP MAKE WISHES SOAR
 DONATE YOUR MILES NOW
HAWAII.WISH.ORG/ALASKAAIR

MAKE-A-WISH
 Hawaii

©2014 Make-A-Wish® Hawaii. All Rights reserved. • Photo courtesy of Kevin Lubera

Farmers, Ranchers, Fishermen and Country Home Owners NEED AN AGRICULTURAL LOAN?



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

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

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

CALL ONE OF OUR LOAN OFFICERS AT:

OAHU OFFICE • 99-860 Iwaena Street, Suite A, Aiea, HI 96701
Ph: 808 836-8009 • Fax: 808 836-8610 • www.hawaii-farmcredit.com

HILLO OFFICE • 988 Kinoole St., Hilo, HI 96720
Ph: 808 836-8009 • Fax: 808 961-5494

From: Neighbor Islands, Toll Free 1 800 894-4996



**FARM CREDIT
SERVICES OF
HAWAII, ACA**

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

FCS of Hawaii, ACA is part of the Farm Credit System, a nationwide system of leading agricultural financial institutions which started in 1917. FCS of Hawaii, ACA has been doing business in Hawaii since 1966 through its subsidiary the Federal Land Bank Association of Hawaii, FLCA. The FCS of Hawaii, ACA is not a Federal Agency of the Federal Government. Registered with Nationwide Mortgage Licensing System (NMLS ID# 613610).



Na Pali Coast Adventures

Kauai SEA TOURS

MidWeek Kuaei
Kauai's Best 2011
First Place Best Boat Tour

Wet, Wild & Wow!

- Na Pali Snorkel
- Sea Caves • Waterfalls
- Dolphins Whales
- Sunset Dinner Cruises
- Beach Landings

Call: 808-335-5309
Toll Free 1-800-733-7997 **RESERVE ONLINE TO SAVE \$\$\$**
www.KauaiSeaTours.com

"TOO GOOD TO MISS"
GERMAINE'S LU'AU
HAWAII

*The Ultimate in
Hawaiian-Style Fun!*

Step onto our beautiful, secluded and private beach – "35 minutes and 100 years" away from the hurried pace of Waikiki! From the sumptuous all-you-can-eat feast with your favorite beverages and exotic cocktails...to the Polynesian extravaganza with the exciting Fire Knife Dance, it's a fun-filled evening that will bring Hawaii home to your heart!

**For Free Hotel Pickup call:
949-6626 or 941-3338**
www.germainesluau.com

**Enjoy your visit
to Hawai'i**

Auntie Liliko'i

**Award Winning
Passion Fruit products
Favorites of locals and visitors
since 1990**

Store and Factory
9875 Waimea Rd., Waimea, Kauai, HI 96796
808-338-1296 1-866-LILIKOI
www.auntielilikoi.com
info@auntielilikoi.com

Paradise Cove
HAWAII'S BEST LU'AU

**OFF THE BEATEN PATH IS
WHERE YOU EXPERIENCE
THE EXCEPTIONAL.**

Venture to the Paradise Cove Lū'au in Ko'olina and enjoy a Hawaiian experience that is truly exceptional.

For reservations and information, please call 800-775-2683 or 808-842-5911.

WWW.PARADISECOVE.COM

[f /PARADISECOVELU'AU](https://www.facebook.com/ParadiseCoveLuau)
[t @PARADISECOVEHI](https://www.twitter.com/ParadiseCoveHI)

Hawaii Titanium Rings



*Nature's finest elements combined
to create the perfect ring.*



Call for locations 808-756-1173
www.HawaiiTitaniumRings.com



mushrooms, ginger and kombu (dried kelp). Hamura's is one of the Islands' last saimin stands, a throwback to a trend that started in the 1930s and remained popular for decades. This stand was even recognized by the prestigious James Beard Foundation in 2006 as one of America's Classics.

The restaurant serves hundreds of bowls a day, each filled with freshly made noodles and a fabulous broth that I've never successfully replicated at home.

There's almost always a line outside the small restaurant on Kress Street, with patrons crowded on wooden stools at the serpentine counter that curves through the dining area. The restaurant serves hundreds of bowls a day, each filled with freshly made noodles and a fabulous broth that I've never successfully replicated at home.

"How it all comes together," culinary author Hiura says, "is the beauty of these local foods." ▲

Catherine E. Toth is a Honolulu-based writer and food lover.

A Maui wedding is closer than you think.



Taylor'd Events
Group

Photo: Aubrey Hord

Wedding Planning | Unique Venues in Maui & The Pacific Northwest
Maui: 808.725.2789 | Seattle: 425.949.5950 | taylordeventsbyjen.com

Alaska Airlines offers daily service to O'ahu (Honolulu), Maui, Kaua'i and Kona/Hawaii Island. For flight reservations, go to alaskaair.com or call 800-ALASKAAIR. To book an Alaska Airlines Vacations package to Hawaii, go to alaskaair.com/vacations or call 800-468-2248.



DATE SMARTER

MEET OUR CLIENTS

Michael Schlitt →

Senior Build
Engineer, Microsoft
Educ: BS, Pacific
Lutheran Univ.
Interests:
Skiing, Pacific NW
Outdoors

Desirée Schlitt →

Pharmaceutical
Sales Consultant
Educ: BA, Univ. of
Washington
Interests:
Running, Fashion,
World Travel



Dating can be fun and invigorating – from that instant attraction you feel the first time you meet to jumping in the car for an impromptu weekend getaway. Unfortunately, it can take a lot of work to get to that stage of dating.

From spending hours sorting through online profiles looking for a good match to trying to connect via pokes, winks and email, dating can suddenly feel like a full-time job. Wouldn't it be nice if you could just fast forward to the fun part of dating? That's exactly what newlyweds Desirée and Michael Schlitt say It's Just Lunch, a dating service for busy professionals, did for them. The matchmakers at It's Just Lunch took the time to learn what they were looking for in a partner and then delivered.

With so many dating options out there, why did you choose It's Just Lunch?

D: I travel a lot for work, so I'd read about It's Just Lunch in airline magazines, and then I ran into a friend who was attending the wedding of an attorney in town who'd met her husband through IJL – the fact that those two events happened so close together, I thought I should call them. At the end of my work day I didn't want to come home and go look at profiles online. I felt like it was a waste of my time.

What would you tell a friend who was apprehensive about investing the money on IJL?

M: I'd ask, "Are you looking for a relationship or not?" With online dating you never know who's on the other side of the line. IJL had better quality people who were interesting. It truly was an experience that was tailored for me.

Describe your first meeting with an IJL matchmaker?

M: I had a phone interview first and then went in and met with a matchmaker. It really made me think. Online you can say anything, but if you're paying for this I assume you're not going to lie about what you want.

Tell us about your first date with one another.

D: I never went on lunch dates because I was always busy at work so I met Michael after work at a downtown restaurant. The conversation just flowed. I was attracted to him from the start. I remember it turned into dinner.

What was your favorite part about dating through IJL?

D: I met my husband, so I guess I would say that! It's Just Lunch – it's just a lot of fun. I remember I'd get off a plane and have a voicemail from the matchmaker saying she had a potential date for me. With online dating, you can go back and forth and waste a month with someone and not really get to know them. With IJL, you go meet your match and if you like them, you see them again, and if you don't, you're done.

Find out what an It's Just Lunch matchmaker can do for you by calling 1-800-858-6526 or visit ItsJustLunch.com.



DATE BY NUMBERS

When it comes to matchmaking, our success is unmatched!

23 YEARS

Of changing lives one match at a time.

+ 2 MILLION

Dates arranged by IJL matchmakers. (They know how to bring the right people together.)

66%

Of singles surveyed say chemistry is more important than compatibility. A computer can't detect that!

20 MINUTES

Amount of time most people need on a first date before they decide if they want to see their date again.

70%

Of people prefer to date someone in a different profession vs in the same industry.

800.858.6526
ITSJUSTLUNCH.COM

It's Just Lunch Matchmakers



BETTY SINCLAIR

AMY BRINKMAN

SARA DARLING



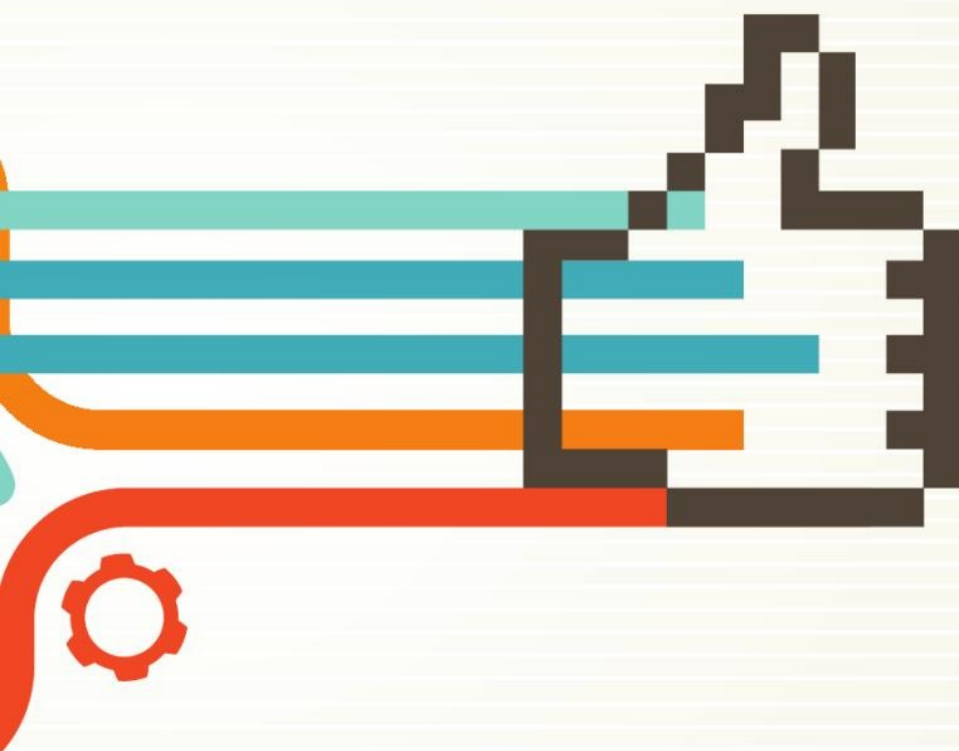
IT'S JUST LUNCH®
DATING FOR BUSY PROFESSIONALS™



CREATING COMMUNITY

Social media continues to transform our lives in different ways.

BY SKIP FERDERBER



Juliette Brindak had no intention of becoming a social media maven when she launched a website in 2005 at the age of 16 to entertain her friends and chat with them online.

Today, Brindak's site, called Miss O & Friends, enjoys about 3.5 million unique monthly visits, and Brindak, who is now 25, sits atop an impressive \$15 million social media empire.

Greg Tseng and Johann Schleier-Smith had big ideas when they launched the site Tagged in 2004. Hoping to create a social network for high school students, the two—25 at the time—have, instead, seen the site develop into one of the world's most popular social networking sites across all age groups. It boasts 300 million members and 11 million unique monthly users—and annual revenues of about \$50 million.



Skin Cancer Treatment The Latest Innovation

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

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

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

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

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

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

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



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

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

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

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

Trust your face to the expert.

Best care. Best service. Less cost.

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

theskincancercenter.org



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



COURTESY: DYLAN PATRICE PHOTOGRAPHY



→ Romance novelist Jennifer Bernard is using social media to help develop a loyal following.

Unlike the founders of Miss O and Tagged, romance novelist Jennifer Bernard isn't even remotely a technology whiz. However, the Homer, Alaska, resident realized that to be a success in today's literary world, she would need her own social media platform, including a website, Twitter account and Facebook page, so she could stay in contact with her increasing number of readers.

"The romance community is very active," Bernard says. "It's kind of essential that people can find you, talk with you, interact with you. They become a community you're constantly checking in with. It can be time-consuming, but it's worth it. Thankfully, with social media, I can connect with them from my laptop."

Finding Community

Bernard and her fellow social media entrepreneurs are part of a growing number of people who have discovered that social media is all about connecting

with an audience and helping people create or find the right community.

Loosely defined, social media is the use of Internet applications and tools to communicate with one another, including the sharing of content and images.

This definition covers a wide variety of online platforms and software that, when combined, create the powerful medium that has helped

transform many aspects of our lives, including entertainment, business and politics.

Consider the following examples:

→ **NEARLY ONE IN FOUR PEOPLE** on the planet (about 1.8 billion people) use some form of social media. By 2017, that figure is expected to grow to about one in three.

It's common for world leaders, celebrities and business titans to use social media to reach their supporters and the public.



ETHAN MILLER / GETTY IMAGES

→ Social media stars Maisy Stella (left) and Lennon Stella (right) perform during the 2014 NASCAR Sprint Cup Series Awards.

A MINI-GLOSSARY OF LEADING SOCIAL MEDIA SITES

The following is a list of some of the most popular social media sites in the United States and around the world.



Facebook: Users create profiles, post content and talk with friends and family.



YouTube: People from around the world post and watch videos on this site.



Twitter: Users post messages of 140 characters or less to friends and to the world.



LinkedIn: Members use the site to post resumes, network and search for work.



WhatsApp: You can exchange messages with friends and family on mobile devices.



Pinterest: Post or "pin" items that you want others to see on your online bulletin board.



Google+: Users can connect with friends and post content on this site.



Tumblr: Registered members can post and read blogs and other content.



Instagram: Registered users can post photos and 15-second videos to the site.



Reddit: Members post content for others to view and to rate for importance.



Vine: Users post and view 6-second videos that are often funny moments in life.



Great Rates

Low daily rates.
Coupons available online.
Best parking value at SeaTac.

Easy Freeway Access

Located 2 miles North of SeaTac Airport.
Easiest access to I-5 and I-405 so you can get to us without a map or GPS.

We Never Close

We lost our front door key sometime in 2002 so we've been open continuously since. No matter what day or time of your flight, we're here to serve you.

Self-Park & Lock

Park and lock your own car. No need to worry about who parked your car.
Lighted, Paved, Fenced, 24-hour service.

Reservations & Rewards

Guaranteed reservations. Access to online receipts and save an additional 20% per trip by joining The Point Car Park Club.

Great Staff

Our friendly staff will meet you at your car, help with your bags, and hustle you to the airport; all while offering you complimentary bottled water.

Park at ShuttlePark2 on your next trip and receive
1-day of FREE airport parking*

SHUTTLEPARK2
3610 S. 158th St. - 206.242.5432

VISIT OUR WEBSITE AT WWW.SHUTTLEPARK2.COM FOR COUPONS AND DIRECTIONS.

*Must present coupon to receive offer

Coupon valid for 1-day (24 hours) free parking. Limit one coupon per visit.

48-hour minimum stay required. No cash value. Offer valid 1/1/15 to 3/15/15. Code: 0306

SHUTTLEPARK2

\$8 /day **\$54⁹⁵** /week

- * Safe, Secure, & Convenient Locations.
- * Park & Lock Your Own Car.
- * Professional, Helpful Drivers.
- * 24-Hour Shuttle Service.



Coupon valid thru 3/15/15. Must present coupon to receive rate.
May not be combined with other discounts. Tax and airport fee not included.

Contact us: Office (206) 242-5432 www.SHUTTLEPARK2.com 3610 S. 158th St. Tukwila, WA 98188

- **WITH SUCH NUMBERS** has come unexpected power. Social media has played a major role in world politics, be it 2011's Arab Spring or recent protests in Hong Kong and Ukraine. In America, social media plays a central role in electing local and national candidates.
- **IT'S NOW COMMON** for world leaders, celebrities and business titans to use social media to reach their supporters, the public and each other. Queen Elizabeth recently added a Twitter account to her social media portfolio, joining fellow luminaries President Barack Obama and Pope Francis. Her first tweet was a demure message: "#TheQueenTweets."
- **BUSINESSES ARE BEING** reshaped by social media. Companies now dedicate considerable resources to receiving and responding to public comments. "It's shortened the time for doing business," says social media consultant Mari Smith. "[Companies] can now have a direct conversation with the marketplace."

This popularity is a relatively new phenomenon, with the term social media first being coined sometime in the mid-1990s. It could be argued that email was the earliest and simplest form of social media. However, when discussing specific companies or platforms, **FACEBOOK** is clearly the most popular social media site and a ubiquitous part of most of our lives, with about 1.35 billion active users per month around the world.

As social media has progressed, more applications have been created. Some focus on small niche markets while others try to fill universal needs.

Examples include **YOUTUBE**, which, after Facebook, is probably the world's most popular social media service. Created in 2005 by three former PayPal employees, YouTube shows free videos that are mainly uploaded by individuals, though some are from traditional media outlets. Company officials maintain that

more than 1 billion unique users visit the website each month to view its ever-expanding collection of free videos on literally millions of subjects.

Gaining in popularity is the quirky video-sharing site **VINE**, which differentiates itself from YouTube by showing user-posted videos that are only 6-seconds long—yes, that's right, 6 seconds. It has an estimated 40 million viewers. What could possibly be shown in just 6 seconds? Well, it turns out quite a bit, including physical humor, dance moves and sunsets, to name a few. The ingenuity of the performers on this site will certainly surprise you.

YouTube maintains that 1 billion unique users visit the website each month.

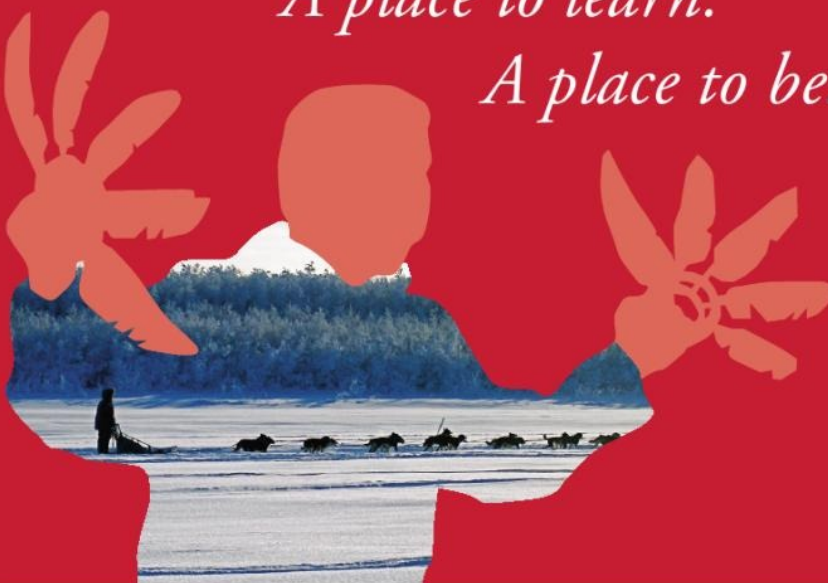
On the rise in popularity is **INSTAGRAM**, the photo- and video-capturing and sharing service. Known for requiring photos posted on the service to fit into the traditional square shape of a snapshot, Instagram allows registered members to share images and 15-second videos over various devices. The service, which was founded in 2010, now has more than 300 million monthly users.

TWITTER, with its short instant messages, is another service that has become part of the mainstream. An estimated 284 million registered users send and receive "tweets," or messages, each month. The messages are 140 characters or less in length and can be read by anyone who follows the individual's or organization's Twitter feed. However, only registered members of the service can send tweets.

An increasingly popular site is **PINTEREST**. The service lets registered users post

Working Together To Achieve Excellent Health

*A place to learn.
A place to be.*



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

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

YUKON-KUSKOKWIM HEALTH CORPORATION



Headquartered in Bethel, Alaska

www.ykhc.org

(800) 478-8905

www.ykhcjobs.org

Pontz
SEAFOOD GRILL

Wild fish only since 1989

Owner Richard Malia works with local fishermen serving the very highest quality seafood. Chef Alvin Binuya is by far the best seafood chef in Seattle!



Located on the Ship Canal near the Fremont Bridge

3014 3RD AVE N SEATTLE | 206-284-3000 | PONTIGRILL.COM



or “pin” items that interest them to their personal online bulletin boards. The items can have links to the original sources of the images, allowing viewers to investigate the subject in greater depth. For instance, a post of a recipe can link back to the site where the recipe was originally found.

The New Players

While more-established services continue to grow and expand, a new crop of social media players are beginning to gain their own followings.

One of the sites gaining plenty of buzz recently is **ELLO**, a social networking site along the lines of Facebook, which has vowed never to sell advertising, or sell any user information for marketing purposes. Currently, you have to be invited by an Ello member to join the service. However, you can go to the site's

Many consumers now spend more time on social media than they do enjoying movies, music or television.



home page and request an invitation.

The popularity of viewing videos online is evident by the number of new sites dedicated to the practice. One of the latest that is finding its own niche in this field is

KEEK, a site for viewing short videos uploaded by users. In this case, Keek—a Middle English term meaning “a quick look”—allows videos to be 36 seconds long. Here, you might see someone sing part of a song, tell a joke or eat an entire fast-food meal in 36 seconds.

SECRET is a platform for people to anonymously share their innermost thoughts or musings on life. Users of the site can then comment on the posts and even occasionally give advice. The postings are often funny, philosophical, ridiculous, sad and, yes, sometimes disturbing. One recent post stated: “Not to brag, but I finished this 14-day diet in 4 hours and 39 minutes.” Another post had a more serious message: “I was just diagnosed with bipolar. I have no one to turn to.”

One of the more unique social networking sites is **SNAPCHAT**, where users can share photos and content that disappears in 10 seconds or less after being viewed. After the content disappears, it is deleted from Snapchat's servers. However, the site is controversial for a number of reasons, including the fact that various sources have reported that in the past, Snapchat did not delete the content as stated and that the pictures and messages were retrievable.



Wise as an Owl

KNOWLEDGEABLE ... SEASONED ... CLEVER

Combining the latest technology with our unmatched shipping experience allows Span Alaska to seamlessly manage your existing supply chain model.

SHIPPING TO ALASKA? CALL SPAN ALASKA.

 **SPAN ALASKA**
TRANSPORTATION INC

1.800.257.7726 • WWW.SPANALASKA.COM

Finding the Mainstream

Social media has developed into more than just a hobby. It is now one of the prime competitors for the entertainment audience's time and interest.

Surveys show that many consumers now spend more time each day on social media, including on mobile devices, than they do watching TV.

Another way that social media is changing the entertainment landscape is that it has become the place to launch a career and be "discovered" on such sites as YouTube and Vine.

Another rising star is Brittany Jayne Furlan, who reportedly has nearly 8 million followers on Vine.

YouTube, which is owned by Google, has grown large enough that people posting videos have become international stars and earn money from their videos through advertising and merchandise. YouTube officials maintain that there are more than 1 million video creators in 30 countries making money from the videos they post on the site, with some making six figures.

YouTube performers have even made the transition to mainstream celebrity—including Bethany Mota, who parlayed her online prominence into a stint on the TV program *Dancing with the Stars*.

The most famous on this list is pop star Justin Bieber, who was discovered at the age of 12, after posting videos of his performances to YouTube. There's even an awards show that is only for online videos: The Streamys.

One YouTube personality to watch is Tyler Oakley, 25, who produces humorous videos on a variety of social issues and has nearly 6 million subscribers to his YouTube channel—a specialized site



ARCTIC CHIROPRACTIC

www.arcticchiropractic.com

Alaska Owned & Operated
"Life is good when you're PAIN FREE"

In Alaska call 1-800-PAIN FREE

TREATING

- * Headaches
- * Neck Pains
- * Low Back Pain
- * Muscles Strains/Sprains And Sore/Stiff Joints
- * Whiplash/Accidental Injuries

WITH

- * Chiropractic Adjusting
- * Myofascial Release
- * Physiotherapy
- * Rehabilitation
- * Exercise Instruction
- * Massage



Anchorage Midtown...	(907) 561-4474	Kotzebue.....	(907) 442-4435
Anchorage South.....	(907) 243-0660	Nome.....	(907) 443-7477
Barrow	(907) 852-3099	Palmer.....	(907) 746-7842
Bethel	(907) 543-7600	Sitka.....	(907) 747-2726
Delta Junction.....	(907) 895-5055	Soldotna	(907) 420-4949
Dillingham.....	(907) 842-2300	Unalaska.....	(907) 581-3550
Dutch Harbor	(907) 581-2204	Valdez.....	(907) 835-8777
Fairbanks	(907) 451-7246	Wasilla.....	(907) 892-7246
Juneau	(907) 790-3371	Seattle.....	(206) 749-0169



ARCTIC REHABILITATION & PHYSICAL THERAPY

In Alaska call 1-800-PAIN FREE

Now Open In

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



Proud to Announce the Grand Opening of our new Seattle Location

ARCTIC CHIROPRACTIC & PHYSICAL MEDICINE

Formerly Seattle Physical Medicine
2004 Fairview Ave. Seattle WA 98121
(206) 749-0169

Conveniently located in Downtown Seattle!

TIMESHARE PROPERTIES FORECLOSURE SALES

Starting at LESS than **\$1,995**



WorldMark & Vacation Internationale
HILTON-WESTIN-SHERATON-MARRIOTT-DISNEY-DIAMOND
MEXICO, ORLANDO, HAWAII, LAS VEGAS, EUROPE & More
NEVER PAY RETAIL FOR TIMESHARE PROPERTIES!
SmartShare.com the Timeshare Resale Specialists
TOLL FREE 800-338-2900 or visit www.SmartShare.com

BAJA CLIFFSIDE VILLA FOR SALE



CASA LINDA VISTA • CLOSE TO PRIVATE PAVED AIRSTRIP • SAFE AND SECURE
SECLUDED SANDY BEACH, REEFS FOR SNORKELING • WORLD CLASS FISHING
INFINITY POOL • ALL MODERN AMENITIES • 45 MIN. NORTH OF CABO AIRPORT
SEE YOUTUBE VIDEO @ BAJACLIFFSIDEVILLA



www.homesandlandofbaja.com

From US 310-494-5700 / In MX 52-624-125-2986 or 52 624 124 8083

on YouTube dedicated to his videos. Oakley will also be featured in a one-man show, *Tyler Oakley's Slumber Party*, which is expected to tour more than 40 U.S. cities this year.

Another rising star is Brittany Jayne Furlan, who reportedly has nearly 8 million followers on Vine. Her 6-second videos tend to be quirky and often humorous scenes concerning everyday issues such as dating and relationships. Furlan's videos brought her to the attention of ABC's Jimmy Kimmel and may lead to bigger things.

A more traditional act to watch is Lennon and Maisy Stella, two young Canadian singers who were chosen for parts on the ABC program *Nashville* in 2012. The duo posted a video on YouTube of them singing *Call Your Girlfriend*, originally sung by Swedish pop star Robyn. Their version went viral overnight and helped launch their music careers. Today, they're regulars on *Nashville*, and their YouTube channel has about 60 million views.

Staying in Touch

While social media tools continue to change, their mission remains the same: help users communicate with the people they want to reach. From governments to large media companies to small website operators such as Brindak, social media has proven an integral part of staying in touch with constituents, customers, employees, family and friends.

While no one knows how social media will evolve and change, you can be sure that this creative force will only become more integrated with every facet of our lives in the future. ▲

Skip Ferderber is a Seattle-based freelance technology writer.

Learn more about Alaska Airlines by visiting its blog at blog.alaskaair.com; and its Facebook page at facebook.com/alaskaairlines; and its Twitter account at twitter.com/alaskaair.



HOT STOVE SOCIETY, A YEAR ROUND COOKING SCHOOL OPERATED BY TOM DOUGLAS RESTAURANTS



A DELICIOUS Seattle EXPERIENCE

Enhance your stay in Seattle with a memory making cooking class at the Hot Stove Society, located at the Hotel Andra in the heart of downtown. Classes range from light hearted & socialable to skill building & challenging. For more info visit hotstovesociety.com



HOTEL ANDRA
2000 FOURTH AVENUE, SEATTLE
HOTELANDRA.COM

INDIAN WELLS RESORT HOTEL

PRESENTS

Frank DiSalvo
Show
at
Frank's
PLACE

Singing and Celebrating
the Legacy of Frank Sinatra,
Dean Martin and the
Great American Song Book.

LIVE
ENTERTAINMENT
7 NIGHTS A WEEK

760.345.6466

INDIAN WELLS
RESORT HOTEL

www.IndianWellsResort.com

A PREMIER GOLF EXPERIENCE

Classic Club
PLAY TO GIVE
EXPERIENCE TROON GOLF*



To Book Your Tee Times Online

Scan This Code Now!



GOLF • DINING • MEETING FACILITIES • PGA GOLF INSTRUCTION

Conveniently located off I-10 in Palm Desert

1-760-601-3600 | www.PlayClassicClub.com

PHOTO BY CHRIS MILLER

*Classic Club is managed by Troon Golf & the leader in world-class golf course management

Lavelle's BISTRO
Fairbanks, Alaska



Wine Spectator's "Award of Excellence"

*"You've waited 100 years
for food this good!"*

575 1st Avenue in the Marriott SpringHill Suites

Reservations: 907-450-0555

Since 1981, the original
"where everybody knows your name" bar.

NON-SMOKING ESTABLISHMENT

Darwin, the owner of this world famous
bar, and his world famous friend are two of
the most interesting men in the world.

A Smart Monkey has nothing on them!

They have their own theories on Last Call!

Every hour is a Happy Hour
with them around!

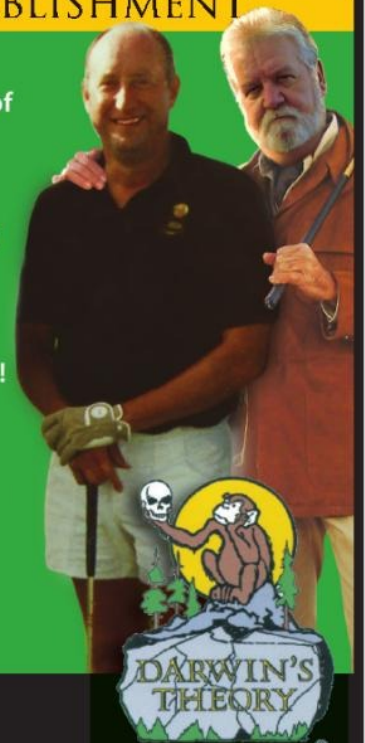
They get motion sickness by standing still!

They insist on Darwin's all female staff
running an old fashioned bar featuring
craft and domestic beers, a premium well
and an honest shot!

Stay thirsty friends!

Darwin's Theory, 426 G Street
Anchorage, AK 99501

(907) 277-5322





Advance your Continuing Education Experience with NetCE

At NetCE, we believe that Continuing Education is a lifetime commitment. Because we know you are dedicated to improving patient health through education.

Enhance your healthcare knowledge and fulfill your professional license with **NetCE.com**

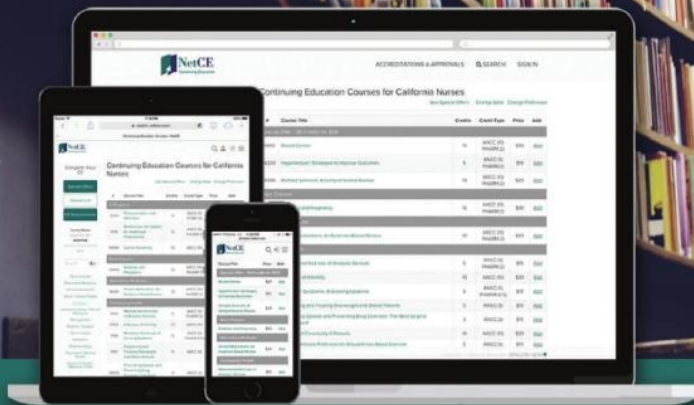


Photo credit / Patrik Goethe

Visit NetCE.com from your device for our mobile-friendly website for Continuing Education on the go.



“

NetCE programs look at the information in a way that text books can't do as they don't deal with the practicalities of healthcare.

”

- John M. Leonard, MD

Join our team of expert contributing faculty. For more information, contact us at:

www.NetCE.com | Help@NetCE.com \ 800-232-4(CEU)



Meetings 2015

A Special Section of Alaska Airlines Magazine
& Horizon Edition Magazine



WHERE BUSINESS
IS ANYTHING
BUT USUAL.



Group and independent business travelers to Spokane prefer Northern Quest Resort & Casino. Because they find everything needed for business success under one roof—including smart and friendly staff that makes them feel like a success the moment they walk in.

250 OVERSIZED ROOMS & SUITES / WORLD-CLASS GAMING / 14 RESTAURANTS & LOUNGES
LUXURY SPA / 22,000 SF OF FLEXIBLE MEETING SPACE / STAR-STUDDED ENTERTAINMENT

COMPLIMENTARY: WI-FI / AIRPORT & AREA-WIDE TRANSPORTATION
VALET & OVERNIGHT PARKING / ACCESS TO FITNESS CENTER & POOL

NORTHERN  **QUEST**
RESORT & CASINO


Kalispel
HOSPITALITY


Forbes
TRAVEL GUIDE


Four Diamond
Award

NORTHERNQUEST.COM 877.871.6772 SPOKANE, WA
KALISPEL TRIBE OF INDIANS



M4 Earth Friendly

Small choices can help a gathering become much more sustainable.

By Renee Brincks

M10 Locally Sourced

Catering professionals around the nation are turning their attention close to home.

By Hannah Wallace

M17 Group Effort

Interactive techniques help speakers gain the attention of participants—and boost enjoyment of presentations.

By Jean Hamilton

M22 Resources

Convention and visitors bureaus across the Alaska Airlines system.

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

Publisher Mimi K. Kirsch

Advertising Director
Kenneth J. Krass

Editor-in-Chief Paul Frichtl

Section Editor Eric Lucas

Art Director Nancy O'Connell

Advertising Production Manager
Theresa Santucci

Advertising Sales Debbie Anderson, Stephany Angelacos, Becca Conversano, Duane Epton, Yael Kallin, Clay M. Schurman.

Meetings 2015, an annual supplement to *Alaska Airlines Magazine* (ISSN 0199-0586), the inflight magazine of Alaska Airlines, and *Horizon Edition Magazine* (ISSN 1050-2440), the inflight magazine of Horizon Air, is published by Paradigm Communications Group. Copyright ©2015 by Paradigm Communications Group. All rights reserved. No part of this publication may be reproduced without the written permission of the publisher. Printed in the United States of America. This publication is a supplement to the January 2015 issues, and its pages are numbered independently.



ANCHORAGE • FAIRBANKS • JUNEAU • SITKA • WHITEHORSE

The right people, the right price and the right location

At Westmark Hotels, our mission is to help you plan a meeting in Alaska or the Yukon just the way you need it. You'll find helpful staff and exceptional amenities for groups ranging from 4 to 400. Let us show you how we can make your meeting a success!



800.544.0970 • westmarkhotels.com



Business meets beautiful.



Plan your next event and get connected at the recently expanded Spokane Convention Center.



SPOKANE CONVENTION CENTER

The Northwest's premier meeting and event facility. spokanecenter.com

Earth Friendly

Meeting the needs of groups
and the environment | By Renee Brincks



It's Wednesday afternoon at the Hyatt Regency San Francisco, and 350 meeting attendees have just finished lunch. Back in the kitchen, several culinary team members prep food for an evening reception with 75 guests, while others chop salad for the employee cafeteria. As a staff member swiftly slices watermelon for the next morning's breakfast buffet, she brushes rinds into a green composting bin. ■ Composting food waste is just one small eco-friendly procedure in place at this Hyatt Regency. Each year, for example, the downtown property also donates nearly 650 pounds of unused soap and shampoo to a nonprofit called Clean the World. Rather than going to waste, amenities are distributed to shelters and families in need.

Conference groups at the Hyatt Regency San Francisco often extend their positive environmental effect with their own sustainable requests.

"We had one group that only wanted food from within 100 miles," recalls Executive Sous Chef Cynthia Motta, who sourced everything from flour to lettuce to meats from local producers. "It was a big challenge to figure that all out and substantiate everything, but it really gave us a sense of what's available."

Increasingly, businesses and organizations are making green and sustainable choices as they plan meetings, incentives, conferences and exhibitions (collectively known as "MICE" in the travel industry). Whether this involves serving water in pitchers rather than bottles, replacing paper napkins with cloth, or putting schedules on smartphone apps instead of paper, even small steps make a big difference. And sustainable conventions and events encompass more than just environmental concerns, explains Meeting Professionals International (MPI) Manager of Events Andrew Walker.

"A sustainable meeting takes environmental, social and economic issues into consideration during the planning process. At the core, it's a

balanced approach," he says.

In addition to conserving resources (often including money) and energy, sustainable meetings can have a positive impact in their host communities and beyond. Walker cites his own organization's 2013 World Education Congress in Las Vegas as an example. During one philanthropic team-building session, attendees assembled prosthetic hands for amputees in developing countries.

"It was a very powerful experience. It just goes to show how you can really touch, move and inspire your audience," he says.

The motivations behind sustainable steps vary by business and association. Some see green meetings as a key component of branding. Others are responding to customer, employee or shareholder expectations. Many simply believe that going green is the responsible choice, in all aspects of business.

"Sustainability is the essence of who our attendees are, so they expect this," says Kate Hurst of the U.S. Green Building Council (USGBC). She helps organize the annual Greenbuild conference and exposition, which draws up to 28,000 construction- and design-industry delegates. Because participants are highly engaged in sustainability, event organizers can implement procedures ranging from carbon tracking and offsetting to mandating Earth-friendly materials in exhibitors' conference booths.

During the 2012 Greenbuild conference in San Francisco, organizers sourced 58 percent of the event's food from within 100 miles. Nearly 86 percent of conference waste was diverted from landfills through recycling, composting and donation programs. Exhibitors donated 9,315 pounds of booth components alone—think carpet, boards and other building materials—to local nonprofits such as Habitat for Humanity.

More than 150,000 individuals registered for the 2014 Dreamforce conference, an annual four-day

By the Numbers

In 2012, 225 million people took part in 1.87 million U.S. meetings and conferences—worth \$115 billion, according to the Conventions Industry Council.





WHERE TO?

Discover adventure at Red Lion Hotels. With exciting locations, modern accommodations and a great staff that knows all the best spots in town, the only question is... where to?

Book your next adventure at redlion.com



RED LION
HOTELS
CORPORATION



[/redlionhotels](https://www.facebook.com/redlionhotels)



[@redlionhotels](https://twitter.com/redlionhotels)

event put on by Salesforce, the cloud computing company, that included more than 1,450 sessions in 18 San Francisco venues. The company's "green team" coordinates sustainable practices and sets related goals together with major suppliers, production companies and venue representatives.

While some of those sustainable efforts require initial investments, they often save money in the long term. By paying slightly more for cardboard signs instead of nonrecyclable foam signs, for instance, Dreamforce organizers ease the environmental impact while also cutting post-conference landfill costs.



Even something as simple as serving water from pitchers, rather than individual bottles, has significant benefits.

"It is almost the same price point, and it also affects the supply chain. As more of us order this sort of stuff, it reduces prices and allows others to choose these items, as well," says Erin Decker, senior manager of sustainability at Salesforce. "We've also moved from bottled water to water bubbler stations. Those do have an up-front cost, but ultimately, we're saving money."

Because those involved in planning and preparing events sometimes have competing priorities, adds Decker, her team's goal is to make incremental change over time.

Savings, by the Numbers

If one attendee chooses to reuse their linens, that saves 1.3 gallons of water. For 5,000 attendees, that's 6,500 gallons.



If one attendee uses recyclable coffee cups, it saves a quarter pound of carbon dioxide. For 5,000 attendees, that's 1,250 pounds of CO2.



If one attendee chooses a reusable water bottle, it saves enough energy to power a 75-watt light bulb for 29 hours. For 5,000 attendees, that's 145,000 hours.



If one attendee eats an apple instead of a banana, it saves 9.25 gallons of water. For 5,000 attendees, that's 46,250 gallons.

Source: MeetGreen's "If One Attendee" tool

"We're not expecting to come in on day one and make everything perfect," she says. "We're looking opportunistically at what we can change now, how we can set a goal for next year and what we can learn."

That measured approach is especially important for professionals new to the green scene. When colleagues first asked conference organizer Jan Sneegas to make the annual Unitarian Universalist Association (UUA) General Assembly more sustainable, she was skeptical.

"I had absolutely no idea where to start and, frankly, I wasn't that excited about it," says Sneegas. She worried about the costs associated with greening the 4,000- to 5,000-person event, and she feared criticism if the planning team didn't do enough. Still, she agreed to discuss potential steps with a representative from MeetGreen, a Portland-based meeting management firm.

"She told me, 'Let's just take it one step at a time. We really just want you to do the best you can, given the limitations that you have.' That was very reassuring," Sneegas recalls.

Concerns about the cost and impact of sustainability practices are common, finds MeetGreen Director of Sustainability Shawna McKinley. She suggests taking advantage of resources offered by groups such as the Sustainable Event Alliance and the Green Meeting Industry Council, which support planners, facility operators and suppliers.

Event planners who work with companies such as MeetGreen can gain valuable perspective while refining budgets and navigating options. As she guides clients through decisions and helps them track efforts, McKinley encourages them to share success stories, too. Showing attendees the benefits of carpooling or buying fair trade coffee during a conference might inspire them to make lasting changes in their daily lives.

McKinley also helps clients confirm the green marketing claims made on compostable utensils, biodegradable name badges and other materials, ensuring that clients get what they pay for—and meet the sustainability goals they set.

For that first sustainable UUA General Assembly, Sneegas and her MeetGreen partners started with modest objectives and eventually began building sustainability requirements into their venue and supplier contracts. Ten years later, at the 2014 event in Rhode Island, attendees voluntarily offset 51 percent of carbon emissions, saved 157,280 water bottles by using refill stations and fountains, and kept 66 percent of conference waste out of landfills through

"There are many small steps you can take that really do make a difference."

composting, recycling and donations.

This June, the UUA event takes place in Portland with even more ambitious green goals—diverting 80 percent of conference waste from landfills, for example. Sneegas emphasizes that making conventions more sustainable is worth the effort, even for groups that are new to the process.

"People may feel overwhelmed by the news about melting polar ice caps and such ... but there are many small steps you can take that really do make a difference, both for your meeting and for the environment." **m**

Renee Brincks is based in San Francisco.

Green Meeting Tips from the Pros

Research your proposed destination.

"Every place is different," says Jan Sneegas, who organizes the Unitarian Universalist Association's annual General Assembly event. Venues and cities have varying capabilities when it comes to recycling, composting and related programs.



Explore funding options.

Reducing waste and conserving resources can help organizations cut costs. But some sustainable measures require an investment. "Some areas don't save money," says Shawna McKinley of MeetGreen, "but there are also opportunities for sponsorships."

Put it in writing.

"If you have it in your contract, it's on your partner, vendor or supplier to deliver on those pieces, so you don't have to do all the heavy lifting," says the U.S. Green Building Council's Kate Hurst.

Evaluate your materials.

"Ask yourself. 'What are we building? What are we printing? What food are we serving?'" says Salesforce's Erin Decker. "And then see where you might make better choices. That's a really good place to start."

Start small.

MPI's Andrew Walker sees planners avoid sustainability because they're busy and it's a big concept to address. "But you can start by doing little things that will enhance your events," he says. "Even one step is going to make a difference."



THE GOVERNOR
A COAST HOTEL™ • OLYMPIA

Anchorage	Coast International Inn
Seattle	Coast Gateway
Olympia	The Governor, a Coast Hotel*
Bellevue	Coast Bellevue
Wenatchee	Coast Wenatchee Center
Portland	The Benson
Santa Barbara	West Beach Inn
Burbank	The Safari Inn
	Coast Anabelle



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

refreshingly local



Alaska Airlines

MILEAGE PLAN

coast rewards™

COASTHOTELS.COM / 1.800.663.1144

photo: The Governor, a Coast Hotel in downtown Olympia

COMING
SUMMER
2015

100 new
hotel rooms
and luxurious
suites,
plus more
flexible
event space.

WHEN EVERY BITE IS WORTH THE FLIGHT **EVERYTHING** CAN HAPPEN



**THE PERFECT SPACE
CAN HAPPEN**



**DIVING INTO LUXURY
CAN HAPPEN**



Meet with success in over 22,000 square feet of indoor function space. With full-service catering, 105 beautiful rooms and suites, and ten diverse dining options, you don't have to choose between business and pleasure at the place where, **everything can happen.**

SilverReefCasino.com

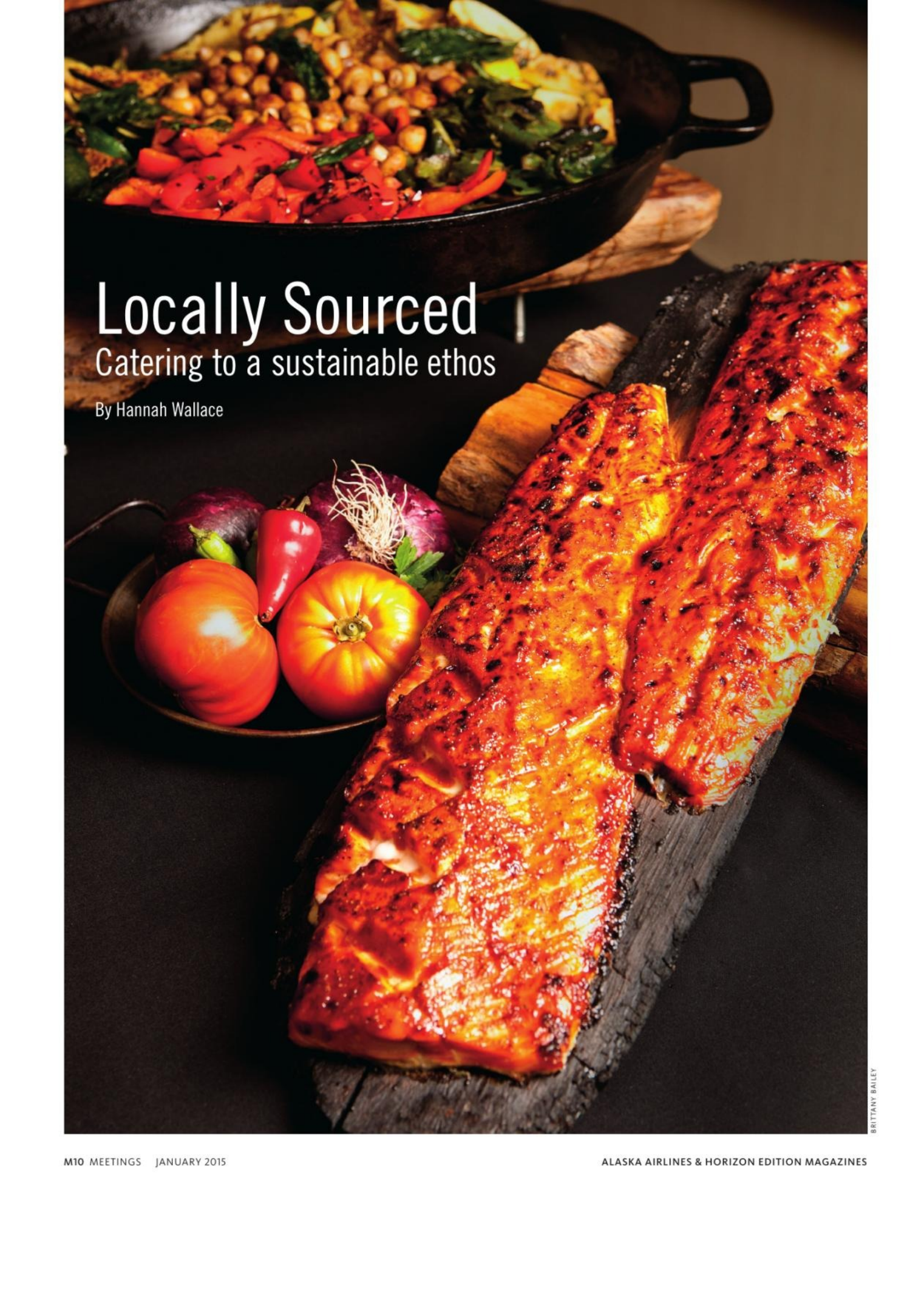


I-5, Exit 260 | Ferndale, WA | 866.383.0777

Must be 21 or over to play. Management reserves all rights. ©2014 Silver Reef Casino

SilverReef®

HOTEL • CASINO • SPA
EXPERIENCE **EVERYTHING**



Locally Sourced

Catering to a sustainable ethos

By Hannah Wallace

BRITTANY BAILEY



Members of the Oregon Institute of Occupational Health Sciences are about to break for lunch during their annual conference at Portland's RiverPlace Hotel. In the kitchen, Chef Thomas Dunklin and his Chef de Cuisine, Lauro Romero, are putting the finishing touches on a succulent Chinook salmon fillet, its juices trickling onto the cedar plank beneath it. Nearby, a platter of roasted root vegetables sits beside a tray of rosemary roasted yellow potatoes and two beautiful green salads—one with arugula, sliced pears and Oregon blue cheese; the other of organic mixed greens, local hazelnuts, and shavings of dry Jack cheese.

Few of the conference guests know it, but everything they're about to eat is from within 100 miles of Portland. The salmon is from Community Supported Fishery, an enterprise on the Oregon Coast; all the vegetables were grown at either Your Kitchen Garden or Sauvie Island Organics; and the pears come from Kiyokawa Orchards near Hood River.

Not long ago, conference banquets and buffets could be boring, predictable affairs. A typical menu might have included roast chicken, buttered peas and baked potatoes. Or the chef might've spiced things up with roast tenderloin and asparagus—from hundreds, if not thousands, of miles away.

That was then. Now, led in part by the farm-to-table movement in the restaurant industry, hotel and convention center catering departments, particularly on the West Coast, are beginning to place a premium on local, seasonal, and often organic ingredients. "There's definitely a trend toward more farm-to-table in the catering industry," says longtime caterer Jerry Edwards, spokesman for the National Association for Catering and Events. Though the West Coast is leading the way, he says, this shift toward sourcing regional, sustainable fare has taken place across the country—such as in Baltimore, where his catering company Chef's Expressions is based.

And the Pacific Northwest, which was at the forefront of the farm-to-table movement 20 years ago, is

Banqueting by the Numbers

The U.S. Census Bureau identified **10,267 catering companies** in 2012, which employ more than 134,000 people. And seven of the **top 10 food trends** for 2015, according to the National Restaurant Association, focus on sustainability. **Locally sourced** meats and seafood tops the list, followed by items such as locally sourced produce and food waste reduction.



on the cutting edge.

Just a few days before the occupational health gathering, RiverPlace's Dunklin was muddying his boots as he walked along rows of Japanese turnips, purple kale, radicchio and leeks on a farm 25 miles south of Portland. "It's neat seeing how these sunchokes grow," Dunklin says, gesturing to 15-foot-high, largely dried stalks that look a little like sunflowers. "Only when the plant leaves start to wilt and fall off, and the plants become hollow and fall over, do the bulbs start to grow underground," he explains. Dunklin makes a risotto from the sunchokes, which are also known as Jerusalem artichokes.

Dunklin drives down to Your Kitchen Garden, the 7-acre farm that supplies RiverPlace with most of its produce, several times a year, usually taking along his kitchen crew and servers so they can meet farmer Sheldon Marcuvitz. "Going to the farm revitalizes

Chef Thomas Dunklin inspects a Japanese turnip at Your Kitchen Garden.

Far left: Sazerac chef Jason McClure's cedar-plank salmon.

Discoveries Great and Small

2015 PHOTO CONTEST

SHARE A PHOTO of something, big or small, that you discovered while exploring an Alaska Airlines destination. Whether you are an amateur or professional photographer, you may submit up to three images to *Alaska Airlines Magazine* and *Horizon Edition Magazine* for our 2015 Photo Contest. Entries may include natural scenics, urban landscapes, wildlife shots or human-interest photos. In addition to awarding prizes for the top three photographs, the magazines will publish the top 10 photos in our May 2015 issues. **Entries must be postmarked by February 15, 2015.**



2014 FIRST-PLACE WINNER • JAMES PARSONS

FIRST PLACE

Two first-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

SECOND PLACE

Two coach-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

THIRD PLACE

Two coach-class tickets valid to any destination served by Alaska Airlines in the continental United States or Canada.

Alaska Airlines
MAGAZINE

Horizon EDITION
MAGAZINE

RULES: Submissions—**limited to three images**—should be printed on paper media no larger than 8.5 x 11 inches. Digital manipulation that changes the content or meaning of a photograph is not allowed. Minor adjustments to brightness and color are acceptable. **ENTRIES WILL NOT BE RETURNED.** Photos must have been shot within, or near, the cities and regions served by Alaska Airlines. Photos that have been previously published, accepted for publication, or are under consideration by other publications are not eligible. Photos must have been taken on or after January 1, 2014. Print the photographer's name, address, phone number, and location of the photo on the back of each print or slide mount. Finalists may be asked to submit original materials for publication; these originals will be returned. Photographers retain all rights to their photographs. *Alaska Airlines/Horizon Edition* magazines reserve one-time rights to publication of winning photos, as well as rights to reprint and use photos in the magazines and on the websites of Paradigm Communications Group and/or Alaska Air Group for editorial and promotional purposes. Entrants agree that Paradigm Communications Group has the right to publish photo entries without compensation. All prize-award travel must be booked and completed within one year of award notification. Restrictions and blackout dates do apply to prize-award travel. Winner(s) will be responsible for submitting an Affidavit of Eligibility and will be subject to all applicable federal, state and local income taxes resulting from the acceptance of the prize. Employees of Paradigm Communications Group, Alaska Air Group and their agencies or immediate families are not eligible to participate.

SEND TO: Photo Contest, Paradigm Communications Group, 2701 First Ave., Suite 250, Seattle, WA 98121
www.alaskaairlinesmagazine.com • **Entries must be postmarked by February 15, 2015**

2015 PHOTO CONTEST ENTRY FORM

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

E-mail _____

Subject, location, date: _____

1) _____

2) _____

3) _____

Signature _____

By signing this entry I agree to the rules of the contest.

them,” says Dunklin. It also allows them to see Marcuvitz’s planting methods up close so they can answer curious diners’ questions. Marcuvitz uses greenhouses and succession planting—different crops with different maturity dates—to grow a variety of food all year long. During peak season, Dunklin gets 80 percent of the hotel’s produce from this one farm. But even in fall and winter, half the produce he uses comes from Your Kitchen Garden.

“He’s an amazing farmer—he’s got a Ph.D. in botany,” Dunklin enthuses. “And he’s so communicative. He’ll say, ‘In two weeks, we’ll be running out of tomatoes.’” This gives Dunklin a chance to order tomatoes from other nearby farms.

Prominent Seattle-area restaurateur John Howie



HANNAH WALLACE

Local greens such as lettuce, radicchio, arugula and kale are not only fresher and environmentally friendly, they can be more economical as well, says Seattle restaurateur John Howie.

caters up to 750 events a year at his restaurants, such as Seastar and John Howie Steak. He points out that locally sourced ingredients are not only fresher and more sustainable, they can often be more economical.

“Local products—especially in season—are even more reasonably priced because the costs for shipping are lower,” says Howie, author of *Passion & Palate: Recipes for a Generous Table*. “And they’re more environmentally friendly, so we work with local farmers, ranchers, fishermen and cheesemakers whenever possible. It’s even better if they’re organic.”

Howie says clients not only often request sustainable food, they sometimes require it. The same is true for Portland chefs, too.

“People who come to Portland for conferences are

Popular farm-to-table banquet meals in 5 cities:

Anchorage: Seared Alaskan halibut with garlic roasted red potatoes.



Baltimore: Chesapeake Bay crab salad in a savory waffle cone; applewood smoked chicken breast; fresh fava bean salad.



Honolulu: Braised beef short ribs served with Chinese long bean ragout, soy sake glaze, crispy shallots.



Portland: Cedar-plank roasted Chinook with roasted turnips and carrots; organic mixed green salad with local hazelnuts and dry Jack cheese with a Sauvignon Blanc vinaigrette.



Seattle: Cedar-plank smoked king salmon with a honey-chile glaze, served alongside seasonal greens and an heirloom grain salad with avocado, roasted nuts and seeds, and a caper vinaigrette.



ANGIE NORWOOD BROWNE

looking for that Portland experience,” says Ryan Morgan, executive chef at Theory, the restaurant at the Oregon Museum

of Science and Industry (OMSI). “They know what the Portland food scene is about: eating local and seasonal.” Some conference planners go so far as to request certain local artisanal brands by name. “We want Olympic Provisions charcuterie, Session lager [made in Hood River, Oregon], and so on,” recalls Morgan, laughing. He is more than happy to oblige.

OMSI’s catering wing is run by Bon Appétit Management Company (BAMCO), a food service firm that’s set the standard for sustainable sourcing in the industry, including using eggs from cage-free hens (they were the first restaurant company to do so), poultry raised without the routine use of antibiotics, and seafood that meets the Monterey Bay Aquarium’s strict Seafood Watch sustainability guidelines.

At a recent party at OMSI for TechfestNW—a gathering of 350 tech industry leaders—food stations included an Olympic Provisions charcuterie board, Oregon artisan cheeses with house-made jams, wild Alaska sockeye salmon with pickled Walla Walla onions, and arepas (tortillas) with grass-fed flank steak, charred scallions and queso fresco.

“The food was amazing,” says Jane Smith, general manager of Techfest NW. “All the attendees and speakers were saying, ‘Everything is mind-blowing!’ I want to have a party there every year.”

Such menus are not uncommon for BAMCO-

Above: Seattle-area chef John Howie selects heirloom tomatoes at the Bellevue Farmers Market.

catered events. The company encourages chefs at each of its 300+ institutions to purchase from local farmers, ranchers, and artisan food producers. Morgan was an early champion of Tyler and Kim Malek, the cousins behind Salt & Straw ice cream, and he buys tomatoes from Flamingo Ridge Farm in nearby Gaston and serves grass-fed beef from Carman Ranch in eastern Oregon.

This means OMSI patrons get to eat the best of local food, and it gives fledgling food

*"We have beautiful bounty here—
foraged mushrooms,
vegetables, fresh
seafood. We're lucky
that we get to show-
case that kind of
thing."*

companies, farmers and ranchers crucial financial support. Promising to buy farmers' entire crop ensures them a revenue stream, which allows them to scale up.

Ten years ago, conference planners coming to Seattle were more concerned with inventory costs than with whether their mushrooms were foraged 40 minutes away. "It was more like, 'How much food could we get for this much money?'" recalls Josh St. Aubin, events director at the Seattle Art Museum restaurant, Taste. Now, clients are requesting seasonal, local and healthy fare. "With local clients, it's just expected," says St. Aubin. "You better be supporting local farmers and sustainable practices."

St. Aubin, who relies on Puget Sound companies such as Beecher's Cheese, Skagit River Ranch and Taylor Shellfish Farms, emphasizes that the challenge of sourcing locally from smaller-scale purveyors is that supplies can and do run out. "We get the most amazing bacon from Skagit River Ranch. I don't know that they could provide us enough product for an event for 1,000 people," says St. Aubin. But that doesn't mean he reverts to mass-market bacon. He'll have a few backup bacon sources, all of which are local and antibiotic-free.

Jason McClure, chef at Seattle restaurant Sazerac, has been catering events at the adjacent Hotel Monaco for 18 years. "Sourcing locally is something we've always done," says McClure. "We have beautiful bounty here—foraged mushrooms, vegetables, fresh seafood. We're lucky that we get to showcase that kind of thing."

McClure relishes his role connecting regional farmers, fishermen and foragers with diners who are flying into Seattle from all over the country. He has three key foragers who bring him delicacies on a regular basis—depending on the season, mushrooms, ramps, miner's lettuce, fiddlehead ferns, and/or huckleberries. "I have a crew of enthusiastic cooks who go out and forage as well," says McClure. "Sometimes they'll come back with 60-70 pounds of chanterelles!" He's also built relationships with local cheesemakers and produce farmers.

"During peak season, Annie from The King's Garden in Central Washington will



OXARC
Training &
Multi-Media
Conference
Center

In Spokane
(509) 535-7794
www.oxarc.com

Multi-Media Classroom
Demonstration Room
Catering Services
Reception Area
Video Conferencing

**Transform your executive presence:
Give the speech of your life**
Presentation & Communication Consulting for Leaders

*"If you want a great return on investment,
I suggest hiring Jean Hamilton."*
— Matt Harris
CEO, Archer Inc.

SPEAKING RESULTS LLC 206-933-6645
www.speakingresults.com



Jean Hamilton,
Founder & Principal



The grilled cheese soup at Taste, the Seattle Art Museum's cafe, uses cheddar from Beecher's, an artisan cheesemaker at Pike Place Market.

eggplants, odd-looking pumpkins and gourds I've never seen before," says McClure. "Oftentimes, she's educating me."

The farm-to-table ethos has also reached Hawai'i, especially since 2009, when House Bill 1471 established a food certification fund for small farmers, making it easier for hotels to source locally grown produce. Before that, most small-scale farmers couldn't afford to get certified.

"When our general manager first moved to Hawai'i from California he wanted to make sure our menu featured 100 percent locally sourced produce," recounts Diana Su, public relations manager for the Sheraton Waikiki. "Our purchaser said, 'Sorry, that's very difficult.' " But after House Bill 1471 passed, the Sheraton was able to increase the local food it sourced from 8 percent to, on occasion, 75 percent, according to Su. Conference-goers lucky enough to stay at the Sheraton Waikiki may feast on crispy onaga (long-tailed snapper) with caramelized hearts of palm, local beets, shaved fennel and Kona lobster cream; a fern shoot salad with Hamakua tomatoes, shaved onion and hearts of palm; or adobo braised

short ribs with green papaya jalapeño puree and candied Ho Farms tomatoes.

"We've seen a steady increase in people looking for locally sourced produce," says Su, who estimates the hotel holds nearly 1,000 banquets each year. "When meeting planners sit down for a tasting, they say that our food is fresher, crisper. Plus, they're supporting the local food economy."

Even the ketchup OMSI's Morgan orders is locally made and organic. Portland Ketchup Company founder Jeff Bergan-

dine—his title is "Chief Condiment Architect" (cue the *Portlandia* jokes)—contacted Morgan a few years ago. "I think we were one of his first customers," says Morgan. "And we go through a lot of ketchup here!"

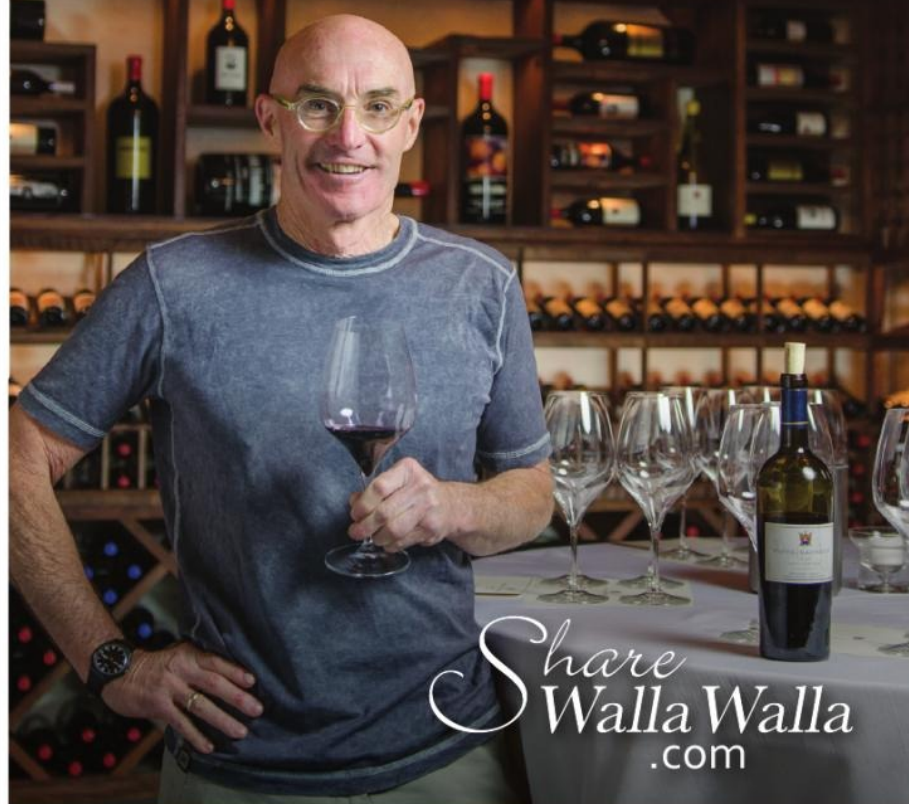
As do thousands of his colleagues. Every chef who dials up a local supplier—even for something as mundane as ketchup—is lending a meaningful and welcome flavor to a meeting's agenda. ■

Hannah Wallace is based in Portland.

5TH GENERATION WHEAT FARMER. 1ST GENERATION INNOVATOR. WALLA WALLA WINEMAKER.

Rick Small | Woodward Canyon Winery

It takes more than terroir and climate to make great wine. Walla Walla is home to dozens of family-run wineries dedicated to creating some of the world's finest, earning our place in *Wine Enthusiast's* "2014 Ten Best Wine Travel Destinations" and making Walla Walla the ideal destination for your next conference, event or executive retreat.

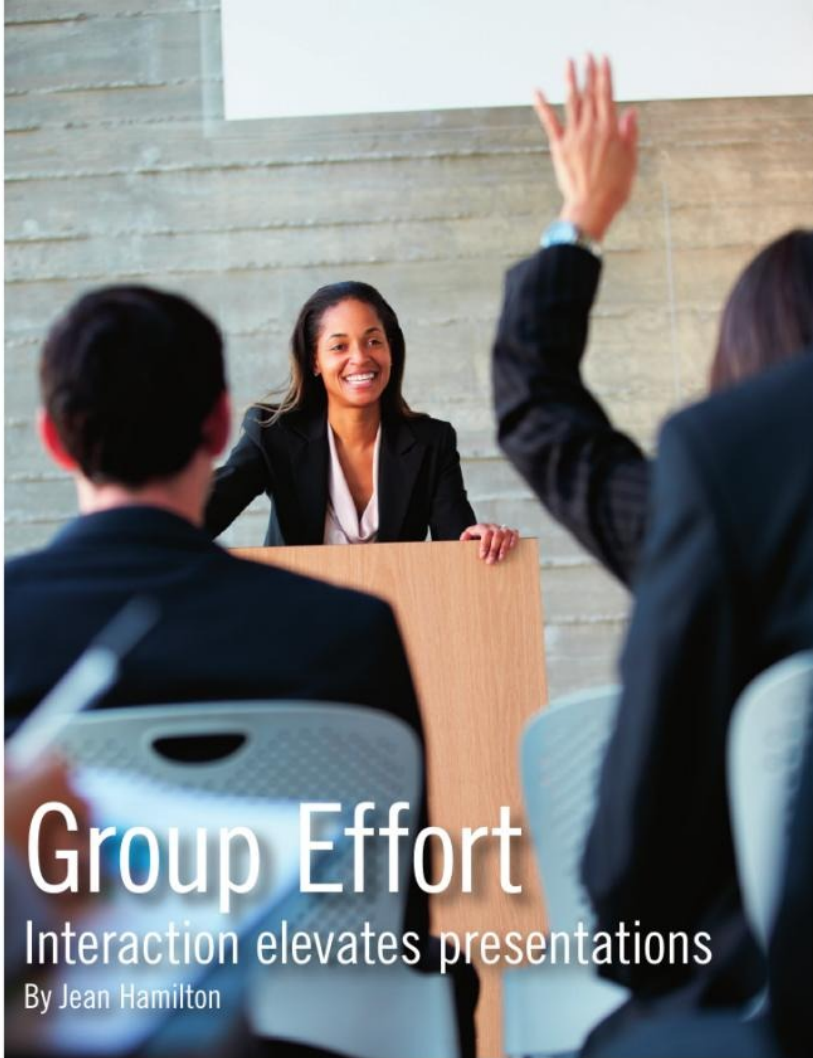


Fly Alaska Airlines from Walla Walla and check your first case of wine free! TasteAndTote.com

Quick Guide To Meeting Facilities

FACILITY		GUEST ROOMS	RATES	MEETING ROOMS	CONTACT
Alaska	Visit Anchorage 524 West Fourth Avenue Anchorage, AK 99501	8,704	\$79-260	50+	907-257-2349/Julie Dodds
	Boise Centre 850 West Front Street Boise, ID 83702			20	208-336-8900/Sales Manager www.boisecentre.com
Washington	The Chrysalis Inn & Spa 804 10th Street Bellingham, WA 98225	43	\$169-349	3	888-808-0005/Chris Simpson www.thechrysalisinn.com
	Marcus Whitman Hotel & Conference Center 6 West Rose Street Walla Walla, WA 99362	127	\$129-199	9	509-524-5107/Chris Coates www.marcuswhitmanhotel.com
	Muckleshoot Casino 2402 Auburn Way South Auburn, WA 98002			4	800-804-4944/Richard King www.muckleshootcasino.com
	Northern Quest Resort & Casino 100 North Hayford Road Airway Heights, WA 99001	250	Varies	11	509-481-6010 www.northernquest.com
	Oxarc Training & Multimedia Conference Center 4003 East Broadway Spokane, WA 99202			2	509-535-7794/Ron Van Dyke www.oxarc.com
	Silver Reef Casino 4876 Haxton Way Ferndale, WA 98248	205	\$129-299	7	866-383-0777 x7140/Linda Barselou www.silverreefcasino.com
	Spokane Convention Center 334 West Spokane Falls Boulevard Spokane, WA 99201	3,301	Varies	45	509-279-7104/Kelsey Soukup, CMP 509-279-7118/Jessica Deri www.spokaneconcenter.com
	Sky View Observatory 701 5th Avenue, Floor 73 Seattle, WA 98104			1 (Floor 73)	206-386-5388/Liz Schmidt www.skyviewobservatory.com
	Sleeping Lady Mountain Resort 7375 Icicle Road Leavenworth, WA 98826	58	\$272-287	8	800-574-2123/Michael Molohon www.sleepinglady.com
	Tourism Walla Walla 26 East Main Street Walla Walla, WA 99362	300+	\$89-199	11+	509-525-8799 www.wallawalla.org
Multi-Location	Visit Vancouver, USA 1220 Main Street, Suite 220 Vancouver, WA 98660	2,700	\$79-179	60+	877-600-0800/Rosemary Cooke www.visitvancouverusa.com
	Coast Hotels*	More than 40 locations with more than 100,000 square feet of meeting space. Located in four Western states: Alaska, California, Oregon and Washington and in Canada throughout Alberta, British Columbia, the Northwest Territories and the Yukon.			503-228-2000/Cheryl Foster Hayes www.coasthotels.com
	Events Unlimited	Events Unlimited is your one-stop resource for venues, spaces, planning, vendors and lodging options. Outsource the planning and logistics of your annual meetings, conventions, conferences and events with experienced designers, creative event planners and capable producers - giving your team the ability to concentrate on its core competencies.			888-292-2475 www.eventsunlimited.com
	Red Lion Hotels	For meetings, conventions and conferences, Red Lion Hotels offers the perfect combination of style, service and affordability. At each of our 50+ locations throughout the United States, Red Lion meeting venues include elegant ballrooms, spacious conference rooms and contemporary private dining venues accommodating groups of all sizes. See all of our properties at redlion.com.			877-737-9275/rfp@redlion.com www.redlion.com
	Westmark Hotels*	Alaska/Yukon: Westmark Anchorage— Regional Sales Manager/800-764-0015 Westmark Fairbanks Hotel & Conference Center— Regional Sales Manager/800-764-0016 Westmark Baranof Juneau— Regional Sales Manager/800-764-0017 Westmark Sitka—Regional Sales Manager/800-764-0017 Westmark Whitehorse Hotel & Conference Center— Regional Sales Manager/800-283-6622			www.westmarkhotels.com

*Earn Alaska Airlines Mileage Plan™ Miles



Group Effort

Interaction elevates presentations

By Jean Hamilton

When I began working as a presentation coach 17 years ago, I felt pressure to make every word and every gesture eloquent and captivating. But as the years go by, and my skills and confidence grow, I've noticed my best presentations occur when I shine the light on the participants. I love it when someone in the audience says something that makes me think about the material in a new way. I remember the first presentation when I "let out the reins" and encouraged interaction. By the end of the talk, no one wanted to leave. They had all been so busy contributing, time flew by.

As much as you might want to impress your audience, your presentation is not about you, it's about them. Presentations take on a richer, more dynamic life when you specifically allow for input from the group. I'm not the only public speaker to have learned this vital principle.

In the world of academia, a place where lectures are the norm, Eric Mazur, a Harvard physics professor, has come to realize lectures might seem like an efficient way for teachers to teach, but not necessarily a good way for students to learn.

Mazur had long been admired for his dynamic

lectures. He says, "I would go through my classroom on a rocket-propelled cart. I would have this big ball on a pendulum and make it swing from my nose to the other side of the room, and people would gasp, thinking it would bash into my nose."

"It was like a Hollywood show. I was a star ... but it was an illusion."

One day he gave a test to his students to find out how well they understood fundamental concepts of physics. He was shocked by how many students failed. This was Harvard and he was a "star" lecturer. The following class he explained the concepts in great detail, but the students were still confused. Then he did something he had never done in class. He urged, "Why don't you discuss it with each other." Within two minutes they all "got it." For Mazur it was the birth of an innovative style of teaching now called "peer instruction."

Mazur found that peer instruction not only helps students learn more quickly, they achieve better retention. Rather than creating passive listeners, peer instruction encourages students to become active learners. They take ownership of the material and apply the information.

Even if you are a good presenter, if your audience is passive, they are not learning. As Albert Einstein said, "It is the supreme art of the teacher to awaken joy in creative expression and knowledge."

So how do you create interaction? How do you make sure you don't look out on apathetic eyes? How do you transform your presentation from talking at your listeners, to creating a dialogue with them?

First, go into a presentation assuming interaction. Novice presenters are often reluctant to ask for interaction because they fear the audience will not respond. If you are hesitant, they will be too. Years ago I had difficulty getting interaction, but now I assume it will happen and it always does. Sometimes you need to wait (it will feel much longer to you than

"The greatest good you can do for another is not just to share your riches but to reveal to him his own."

— Benjamin Disraeli,
19th century British
prime minister

them) but they will respond. I let my audience see I am having fun with their involvement, so it becomes something they want to join.

Second, one of the best ways to involve your audience is to ask questions. Not just the standard “yes/no” questions (though those can be good for warm-up purposes), but more provocative questions. For instance, in my trainings I’ve asked audiences to describe the “why” of their company. “What drives your company on an emotional level?” “What makes your company unique and special?” These are questions I can’t answer for them. The more they engage with the material, the better.

Third, get the ball rolling immediately. Ask questions within the first five minutes. When you ask early, you set the tone for the rest of your presentation. Keep your questions short, especially at first. A starter question might be, “What do you want to get out of this presentation?” Or “What question do you want answered?” If it’s a small group, you can hear from everyone. If it’s large, have them talk with their neighbor, then ask for a few responses. Tell them in advance how much time they have, and keep it to one to three minutes. Make sure the room is well-lit. If it’s a large room, have someone run the room with

a wireless handheld microphone to ensure that the participants’ responses are heard.

Partner exercises can be great energizers. Ask your participants to turn to their neighbors and share a favorite experience, or a meaningful accomplishment. Several years ago I gave a presentation at a national conference. It took place right after lunch and everyone’s energy was low. When I embarked on a partner exercise, the room suddenly came to life. I asked that they share among themselves a personal story about an obstacle they had overcome, and what they learned that they might use in business. They became passionately engaged in dialogue. After the exercise was over they were much more responsive. The partner work woke them up, broke the ice, and they stayed engaged for the rest of the presentation. This made it more fun for me, and much more effective for them.

Tips to create interaction

Expect interaction. You give cues to your audience about whether they should get involved.

?? Ask questions within the first five minutes. The beginning sets the tone for your whole talk.

Give opportunities for participants to talk with each other. This creates connection, community and ownership.



Invite participants up to share the stage with you. Audiences love to see their friends in front of the group.

Smile! When you are happy to be there, you open the doors to trust and interaction.



So Much. So Close.



With so much, so close – it’s easier than ever to host your next meeting, conference or tradeshow at Boise Centre, Idaho’s premier convention facility.

Boise has quickly become one of the Northwest’s most vibrant hot spots and Boise Centre’s convenient location in downtown is easily accessible to culture, entertainment and recreation.

- 50,000 square feet of meeting space. An expansion project is underway that will nearly double the current space by the end of 2016
- Direct air service from 19 major U.S. cities
- Thousands of hotel rooms throughout the city, many within walking distance



boise | centre

208.336.8900 • boisecentre.com

MEETING PLANNERS' GUIDE



Exceptional Guest Experiences for Every Guest



Conveniently located in the heart of downtown Walla Walla, the Marcus Whitman Hotel & Conference Center offers luxurious accommodations, just steps away from an abundance of wine tasting rooms. Savor award-winning dining at The Marc Restaurant, or visit the Vineyard Lounge which features an extensive local wine menu. Business, pleasure or a combination of both, are the perfect reasons to stay at the Marcus Whitman Hotel & Conference Center.

Named "Restaurant of the Year"
by the Washington State Wine Commission



6 West Rose St. Walla Walla, WA 99362
(866) 826-9422 | MARCUSWHITMANHOTEL.COM

Calling all Meeting Planners!

Win a GoPro!



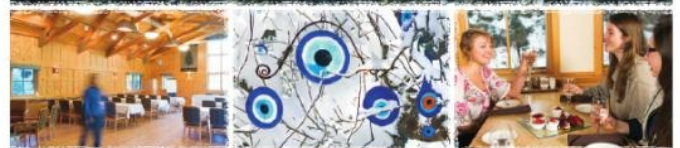
Return a completed RFP to *Visit Vancouver USA* and be entered to win a GoPro to capture your discoveries of the original Vancouver.

VisitVancouverUSA.com/GoPro

*Some restrictions may apply, visit our website for full contest rules.



SLEEPING LADY
A MOUNTAIN RESORT



STAY INSPIRED BY NATURE

Inspiring venues, art & music, superb cuisine,
beautiful guests rooms & gathering places...
A natural choice for your next meeting or event.

Start planning today at SleepingLady.com
800.574.2123 | Leavenworth, Washington



Bob Pike, a leader of interactive training, urges, "Never do for an audience what they can do for themselves." If you can get your audience to say something, instead of you, bravo! People like to talk and they like to feel smart, so share the platform with them. Let them give you the answers—and then thank them.

Set the expectations at the beginning of your presentation. Give them a framework, such as: one to three sentences, or 3 to 5 minutes—whatever is most appropriate for

Even if you are speaking to a large audience, still think of your presentation as a conversation.

the situation. If someone goes on too long, or you sense the participant is losing the attention of the group, politely cut them off and tell them you can discuss it more after the session. You will be doing them and the rest of the group a favor.

Even if you are speaking to a large audience, still think of your presentation as a conversation. At the very least, use a conversational voice style, incorporate the word "you," and ask rhetorical questions. You'll be surprised how much interaction you can get, even in an audience of 500 or more.

Leading activities also helps your audience become collaborators. I recently attended an event by Charles Montgomery, urban planner and author of *Happy City*. He posted a huge blank piece of paper on a wall, which represented a drab, block-long concrete building. He asked the audience to draw ideas to make the building feel friendlier, and the city block more vibrant. He shared highlights of those ideas with us.

With this activity, he created a sense of community. In our highly technological age, community is something people crave. It's also a great reason to have a "live" presentation. It's the coming together of minds that makes an event memorable. As Mazur says, "Learning is a social experience."

Extroverts love working in groups; introverts are more hesitant. It's good to hear from everyone, not just the most outspoken participants. Create a safe place for the quieter ones to share, and despite their initial reticence, they will come to appreciate the interaction.

Another aspect crucial to engagement is nonverbal communication. An old saying addresses this: "Who you are speaks so loudly I can't hear what you're saying." A warm smile, good eye contact and an open posture tell your audience they can trust you. Without trust there's not much interaction. Give them a warm greeting when they come into the room. A simple smile goes a long way toward getting people involved.

I find laptops and cellphones to be great hindrances to engagement. Undoubtedly some people are taking notes on their laptop, but others may be checking email, or even shopping. Even so, I had been reluc-



Portland, OR - Las Vegas, NV - Phoenix, AZ - Seattle, WA



RESERVE YOUR 2015 DATES TODAY!

www.EventsUnlimited.com

888.292.2475

info@eventsunlimited.com

Stylish, Original, & Creative Events that Engage the Senses.

Creative Services :: Research & Strategy :: Production, Logistics & Activation :: Brand Experiences :: Event Design :: Event Decor :: Event Rentals :: Event Management :: Social Media/Digital Strategy :: Keepsake Marketing :: Races :: Mobile Tours :: Pop-Up Experiences :: PR/Buzz Events :: Product Launches :: Sampling Programs :: Publicity Stunts :: Conferences :: Conventions :: Fan Fests :: Guerilla Marketing :: Fairs :: Festivals :: Community Events :: Anniversary Celebrations :: Grand Openings :: Theme Events :: Customer Appreciation :: Employee Appreciation :: Team Building :: Company Picnics :: Holiday Parties :: Corporate Meetings & Events



tant to request technology be put away. Then one day during a parent orientation at my son's college, a professor told me she didn't allow laptops in the classroom. I thought, "What? This is college in the 21st century!" She said interaction was never as good if screens were in front of the students. She was right. I now ask for what I want, and the quality of interaction has dramatically improved.

Admittedly with very large groups or a tech audience, keeping technology out of sight might be close to impossible or frankly inappropriate. If that's the case, use technology to engage them. For instance, you can do instant polls with cellphones. To find out more about how to utilize this technology, visit polleverywhere.com.

When you make interaction the foundation of your presentation, the audience will answer key questions for themselves. That's the beauty of interaction.

Twitter also provides opportunities for involvement. It enables people to share their responses while attending a conference, and even involve people outside the room. Technologies such as these can be fun tools, but to get deeper, there also needs to be reflection and conversation.

And finally, to fully engage your audience, focus on having fun. "Learning is directly proportional to the amount of fun you have," says Bob Pike. How can you give a talk that makes people feel good about themselves? How can you make them feel inspired to take action? What can you do that makes them want to learn more?

Interactive exercises can create both engagement and enjoyment. One I espe-

cially like is called "Word Ball": Standing in a circle, one person throws an imaginary ball and says a word. The person who gets the ball throws it to someone else with another word that is somehow related to the original word. It continues to be thrown, each time the recipient reacting only to the word that was just thrown. For example, it could go "dog" "cat" "pet" "love" "baby" "toys" "electronics." The key to the game is to do it very fast. No um's or pauses allowed. It gets participants out of their

heads and reacting spontaneously.

When you make interaction the foundation of your presentation, the audience will answer key questions for themselves. That's the beauty of interaction. People take ownership to find their own answers, and those are the most meaningful. [m](#)

Seattle-based Jean Hamilton, founder and principal of Speaking Results, helps professionals learn to speak with confidence, clarity and connection.



IF YOU SEE A 7-FOOT
DOG IN ANCHORAGE,
PLEASE DON'T PET IT.

CHANCES ARE
IT'S NOT A DOG.

VISIT
anchorage
ALASKA

Anchorage.net/meetings
meetings@anchorage.net

Resource Listings

A guide to convention and visitors bureaus across the Alaska Airlines route system

Alaska

Anchorage Visit Anchorage; 907-276-4118; anchorage.net.

Fairbanks Fairbanks Convention & Visitors Bureau; 907-456-5774; explorefairbanks.com.

Juneau Juneau Convention & Visitors Bureau; 888-581-2201 or 907-586-2201; traveljuneau.com.

Ketchikan Ketchikan Visitors Bureau; 800-770-3300; visit-ketchikan.org.

Kodiak Discover Kodiak; 800-789-4782 or 907-486-4782; kodiak.org.

Nome Nome Convention & Visitors Bureau; 907-443-6555; visitnomealaska.com.

Sitka Sitka Convention & Visitors Bureau; 800-557-4852 or 907-747-5940; sitka.org.

Valdez Valdez Convention & Visitors Bureau; 907-835-4636; valdezalaska.org.

Wrangell Wrangell Convention & Visitor Bureau; 907-874-3699; wrangellalaska.org.

Arizona

Phoenix Visit Phoenix; 602-254-6500; visitphoenix.com.

Scottsdale Scottsdale Convention & Visitors Bureau; 800-782-1117 or 480-421-1004; experiencescottsdale.com.

Tucson Visit Tucson; 888-2-TUCSON or 520-624-1817; visittucson.org.

California (Northern)

Fresno Fresno/Clovis Convention & Visitors Bureau; 800-788-0836; playfresno.org.

Mammoth Lakes Mammoth Lakes Tourism; 888-466-2666 or 760-934-2712; visitmammoth.com.

Monterey Monterey County Convention & Visitors Bureau; 877-666-8373; seemonterey.com.

Oakland Visit Oakland; 510-839-9000; visitoakland.org.

Sacramento Sacramento Convention & Visitors Bureau; 800-292-2334 or 916-808-7777; visitsacramento.com.

San Francisco San Francisco Travel Association; 415-391-2000; sanfrancisco.travel.

San Jose Team San Jose; 800-SAN-JOSE or 408-295-9600; sanjose.org.

Santa Rosa Sonoma County Tourism; 707-522-5800; sonomacounty.com.

California (Southern)

Anaheim Anaheim/Orange County Visitor & Convention Bureau; 855-405-5020; anaheimoc.org.

Burbank Burbank Chamber of Commerce; 818-846-3111; burbankchamber.org.

Long Beach Long Beach Area Convention & Visitors Bureau; 800-4LBSTAY or 562-436-3645; visitlongbeach.com.

Los Angeles The Los Angeles Tourism and Convention Board; 800-366-6116 or 213-624-7300; discoverlosangeles.com.

Ontario The Greater Ontario Convention & Visitors Bureau; 800-455-5755 or 909-937-3000; discoverontariocalifornia.org.

Palm Springs Greater Palm Springs Convention & Visitors Bureau; 800-967-3767 or 760-770-9000; visitgreaterpalmsprings.com.

San Diego San Diego Tourism Authority; 619-236-1212; sandiego.org.

Santa Barbara Visit Santa Barbara; 800-676-1266 or 805-966-9222; santabarbara.com.

Colorado

Colorado Springs Colorado Springs Visitor Information Center; 800-888-4748; visitcos.com.

Denver Visit Denver; 800-233-6837 or 303-892-1112; visitdenver.com.

Steamboat Springs Steamboat Springs Chamber; 970-879-0880; steamboatchamber.com.

Florida

Fort Lauderdale Greater Fort Lauderdale Convention & Visitors Bureau; 800-227-8669 or 954-765-4466; sunny.org.

Orlando Visit Orlando; 800-972-3304 or 407-363-5872; visitorlando.com.

Tampa Visit Tampa Bay; 800-44-TAMPA or 813-223-1111; visittampabay.com.

Hawai'i

Hawai'i Tourism Authority; 800-464-2924 or 808-923-1811; gohawaii.com.

Idaho

Boise Boise Convention & Visitors Bureau; 800-635-5240 or 208-344-7777; boise.org.

Coeur d'Alene Coeur d'Alene Area Chamber of Commerce; 877-782-9232; coeurdalene.org.

Lewiston Hells Canyon Visitor Bureau; 877-774-7248; visitlcvalley.com.

Sun Valley Visit Sun Valley; 800-634-3347 or 208-726-3423; visitsunvalley.com.

Minnesota

Minneapolis Meet Minneapolis; 888-676-MPLS or 612-767-8000; minneapolis.org.

Saint Paul Visit Saint Paul; 800-627-6101 or 651-265-4900; visitsaintpaul.com.

Missouri

Kansas City Kansas City Convention & Visitors Association; 800-767-7700; visitkc.com.

St. Louis St. Louis Convention & Visitor Commission; 800-325-7962; explorestlouis.com.

Montana

Big Sky Big Sky Chamber of Commerce & Visitor Information Center; 800-943-4111 or 406-995-3000; visitbigskymt.com.

Billings Billings Chamber of Commerce; 800-735-2635 or 406-252-4016; visitbillings.com.

Bozeman Bozeman Convention & Visitors Bureau; 800-228-4224; bozemancvb.com.

Great Falls Great Falls Convention & Visitors Bureau; 800-735-8535; genuinemontana.com.

Helena Helena Tourism Alliance/CVB; 406-449-1270 or 406-442-4120; helenamt.com.

Kalispell Flathead Convention & Visitor Bureau; 800-543-3105 or 406-756-9091; fcvb.org.

Missoula Destination Missoula; 800-526-3465 or 406-532-3250; destinationmissoula.org.

Nevada

Las Vegas Las Vegas Convention and Visitors Authority; 877-VISIT-LV or 702-892-0711; vegasmeansbusiness.com.

Reno Reno-Sparks Convention & Visitors Authority; 800-FOR-RENO or 775-827-7600; visitrenotahoe.com.

Oregon

Beaverton Washington County Visitors Association; 800-537-3149 or 503-644-5555; oregonswashingtoncounty.com.

Bend Central Oregon Visitors Association; 800-800-8334; visitcentraloregon.com.

Eugene Eugene, Cascades & Coast—Travel Lane County; 800-547-5445; eugenecascadescoast.org.

Medford Travel Medford; 800-469-6307 or 541-776-4021; travelmedford.org.

Portland Travel Portland; 877-678-5263 or 503-275-8355; travelportland.com.

Texas

Austin Austin Convention & Visitors Bureau; 800-926-ACVB or 512-474-5171; austintexas.org.

Dallas Dallas Convention & Visitors Bureau; 800-C-DALLAS or 214-571-1000; visitdallas.com.

Fort Worth Fort Worth Convention & Visitors Bureau; 800-433-5747; fortworth.com.

Houston Greater Houston Convention & Visitors Bureau; 800-4-HOUSTON or 713-437-5200; visithouston.com.

San Antonio San Antonio Convention & Visitors Bureau; 800-447-3372 or 210-207-6700; visitsanantonio.com.

Washington

Bellevue Visit Bellevue Washington; 425-450-3777; visitbellevuewashington.com.

Bellingham Bellingham Whatcom County Tourism; 800-487-2032 or 360-671-3990; bellingham.org.

Pullman Pullman Chamber of Commerce; 800-365-6948; pullmanchamber.com.

Seattle Visit Seattle; 206-461-5800; visitseattle.org.

Spokane Visit Spokane; 800-662-0084 or 509-624-1341; visitspokane.com.



Tacoma Tacoma Regional Convention + Visitor Bureau; 800-272-2662 or 253-627-2836; traveltacoma.com.

Tri-Cities Visit Tri-Cities; 509-735-8486 or 800-254-5824; visittri-cities.com.

Vancouver Visit Vancouver USA; 877-600-0800 or 360-750-1553; visitvancouverusa.com.

Walla Walla Tourism Walla Walla; 877-998-4748 or 509-525-8799; wallawalla.org.

Wenatchee Wenatchee Valley Chamber of Commerce; 509-662-2116; wenatcheevalley.org.

Yakima Yakima Valley Tourism; 800-221-0751 or 509-575-3010; visityakimavalley.org.

Canada

Calgary Tourism Calgary; 800-661-1678 or 403-263-8510; visitcalgary.com.

Edmonton Edmonton Tourism; 800-463-4667 or 780-496-8400; exploreedmonton.com.

Kelowna Tourism Kelowna; 800-663-4345 or 250-861-1515; tourismkelowna.com.

Vancouver, B.C. Tourism Vancouver; 604-682-2222; tourismvancouver.com.

Victoria Tourism Victoria; 800-663-3883 or 250-953-2033; tourismvictoria.com.

Mexico

Mexico Tourism Board [from the United States]; 800-446-3942; visitmexico.com.

Selected U.S. Cities

Albuquerque Albuquerque Convention & Visitors Bureau; 800-284-2282 or 505-842-9918; visitalbuquerque.org.

Atlanta Atlanta Convention & Visitors Bureau; 800-ATLANTA or 404-521-6600; atlanta.net.

Baltimore Visit Baltimore; 877-BALTIMORE; baltimore.org.

Boston Greater Boston Convention & Visitors Bureau; 888-SEE-BOSTON; bostonusa.com.

Chicago Choose Chicago; 312-567-8500; choosechicago.com.

Detroit Detroit Metro Convention & Visitors Bureau; 800-338-7648 or 313-202-1800; visitdetroit.com.

Kansas City, KS Kansas City Kansas CVB; 800-264-1563 or 913-321-5800; visitkansascityks.com.

New Orleans New Orleans Convention & Visitors Bureau; 800-672-6124 or 504-566-5011; neworleanscvb.com.

Newark Greater Newark Convention & Visitors Bureau; 973-735-2135; newarkhappening.com.

New York City NYC & Company; 212-484-1200; nycgo.com.

Omaha Omaha Convention & Visitors Bureau; 866-937-6624; visitomaha.com.

Philadelphia Philadelphia Convention & Visitors Bureau; 215-636-3300; discoverphl.com.

Salt Lake City Visit Salt Lake; 800-541-4955; visitsaltlake.com.

Washington, D.C. Destination D.C.; 800-422-8644 or 202-789-7000; washington.org.

SEE SEATTLE ON A WHOLE NEW LEVEL

ENRICH YOUR PERSPECTIVE—WHETHER YOU'VE BEEN HERE FOR AN HOUR OR MORE THAN A DECADE.



VIEW 360° | HEIGHT 902' | FLOOR 73

THE HIGHEST PUBLIC OBSERVATORY ON THE WEST COAST

**NAMED ONE OF CONDÉ NAST TRAVELER'S
FAVORITE OBSERVATION DECKS IN THE WORLD**

LOCATED IN COLUMBIA CENTER, 701 FIFTH AVE | OPEN DAILY* 10AM-8PM | SKYVIEWOBSERVATORY.COM | 206.386.5564
SKY VIEW CAFÉ NOW OPEN, SERVING NORTHWEST BEER & WINE! ALSO AVAILABLE FOR PRIVATE EVENTS; PLEASE CALL 206.860.7449.

**SKY VIEW
OBSERVATORY**

*EXCLUDING SOME HOLIDAYS AND PRIVATE EVENTS. SEE WEBSITE FOR DETAILS. PHOTO: MARK REED

40,000 SQUARE FEET SMOKE FREE GAMING

On behalf of the crew at Muckleshoot Casino, we would like to welcome you to Washington's premier destination for fun! With over 1,000 video gaming machines, 35 table games, great dining options and two bars, your arrival to smoke-free gaming is only 35,000 feet below.

20 minutes from SEA-TAC International Airport
I-5 South to WA 18 East • Auburn Way Enumclaw Exit



2402 Auburn Way South, Auburn, WA 98002
800-804-4944 | muckleshootcasino.com



NOT ALL BUSINESS DECISIONS★ARE ABOUT BUSINESS.



★ OUR EXECUTIVE PHYSICAL PROGRAM
MEETS YOUR NEEDS AND YOUR SCHEDULE.

Getting a complete picture of your health can be a challenge when the last thing you have time for is yourself. That's why busy professionals from all over

take advantage of our specialized Executive Physical Program. Located at the beautiful Eisenhower George and Julia Argyros Health Center in La Quinta, our customized program offers patients a comprehensive health assessment, all in one day, all in one place.

The assessment includes evidence-based screenings, a thorough evaluation of all aspects of your health, and tools and motivation to help you maintain a healthy lifestyle. So let's get down to business: give us a call to schedule your Executive Physical today.

To learn more or make an appointment, call 760-610-7360.

Executive Physical packages start at \$1,800 and are not covered by insurance.

We offer cash pricing — especially convenient for part-time residents who don't want to wait for a checkup back home.



EISENHOWER HEALTH CENTER
Health Care As It Should Be

Eisenhower Argyros Health Center
45280 Seeley Drive, La Quinta, CA 92253
emc.org/wellness



Divers and stingrays swim together at Stingray City, off the coast of Grand Cayman Island.



Caribbean Encounters

Family fun in the Cayman Islands

By Andrea Poe

As I stand knee-deep in crystalline Caribbean waters, it's easy to understand why Seven Mile Beach is widely considered one of the world's best beaches. It is brilliant white, soft as velvet, with only palm trees and the occasional sea grape breaking its smooth carpet of sand. Waves lap gently at the broad contours of the shore. The water is so clear that when my 7-year-old daughter and I wade in, we immediately

spy schools of neon angelfish and ruby-hued soldier fish darting around our ankles. We watch a punch-colored sea star amble slowly past, but stand wary of local crabs.

When we arrived at our beachfront villa

on Grand Cayman Island the previous evening, our pathway was blocked by an unyielding land crab tall enough to grab my ankles.

"I think we better back away," I said,

taking Maxine by the hand as we scurried to the back door of our villa.

Much to my daughter's delight, there were two resident beach cats who linger beside our back door: a ginger tabby Maxine named Marmalade and an ebony kitten she dubbed Sabrina.

The next morning we relate our crustacean encounter to Tessa Broderick, a life-long Caymanian who manages Plantana, the breezy property on Seven Mile Beach where Maxine and I are staying. "Just



another day at the beach," she laughs.

Grand Cayman is the epitome of the picture-perfect Caribbean island. It also offers familiar creature comforts—including English as the main language, highly functional Internet and modern utilities—combined with swoon-worthy climate, beach and ocean.

The 76-square-mile island, rising south of Cuba and northwest of Jamaica, is part of a three-island chain that includes Little Cayman and Cayman Brac. Because of the trio's remote location, they were largely uninhabited until the 17th century, when pirates, deserters from the English campaign on Jamaica and survivors of shipwrecks took refuge here.

Today, Grand Cayman's year-round population is around 56,000, about half of whom are expatriates who have found their way to the island from more than 100 different nations.

This is a Caribbean melting pot, and diverse cultures mingle in ways unmatched

on other small islands. In local restaurants, you're as likely to find shepherd's pie on a menu as you are jerk chicken and lime-kissed conch salad.

The blending of international influences is especially prominent in the music. Small cafes have a strong folk and jazz tradition, while the rock-steady beat of a homegrown blend of calypso, reggae and pop wafts in the breeze so pervasively that it should be declared the island's sound track.

Business on Grand Cayman is decidedly upbeat, as well. There are more registered businesses than

there are people, thanks to the island's status as a global offshore financial center—it's difficult to miss the fact that there are more than 200 banks on the island. As such, Grand Cayman also has the highest standard of living in the Caribbean, and that prosperity and stability has led to its reputation as the safest island in the region.

Maxine and I have ventured to Grand

Clockwise from top left: A double-helix staircase rises inside the Observation Tower at Camana Bay; visitors enjoy a day in the sun at Seven Mile Beach; pickles are among the many locally produced items for sale at the Camana Bay Farmers & Artisans Market.



BLUE IGUANA

The distinctive blue iguana, endemic to Grand Cayman Island, is believed to be the Western Hemisphere's largest lizard—measuring up to 5 feet and weighing up to 30 pounds. It was on the brink of extinction, with just 15 remaining on the island in 2003. After a successful captive breeding program, the blue iguana population was restored in Queen Elizabeth II Botanic Park. Though



the species is still listed as endangered, more than 700 wild blue iguanas now roam the island.



Korean Air stretches its wings like never before with our partnership with Alaska Airlines.

SKYPASS and Mileage Plan members may accrue miles flying with Alaska Airlines and redeem them for tickets, thanks to our frequent flyer partnership.

It's convenient and easy, so enjoy your new ventures from the Western U.S. with Korean Air.



*Same day connecting flights to China, Japan and Southeast Asia.



Alaska Airlines MILEAGE PLAN KOREAN AIR SKYPASS

Earn and redeem your Alaska Airlines Mileage Plan™ miles around the globe with Korean Air

Korean Air 1-800-438-5000

Excellence in Flight
KOREAN AIR SKYTEAM

COURTNEY PLATT, COURTESY: CAYMAN TURTLE FARM



The Breeding Pond at the Cayman Turtle Farm is home to mature green sea turtles, some of which weigh more than 500 pounds.

amid breeding tanks, we cup baby green sea turtles in our hands and marvel as a loggerhead cracks open clams with its powerful jaws.

Turtles are iconic enough here to be emblazoned on the official Caymanian flag. Centuries ago, sea turtles were so abundant that Christopher Columbus, on his fourth voyage

Cayman in search of sun and fun, and most of the activity here seems to focus on water.

Several shipwrecks in the area have created vibrant reefs close to shore that teem with colorful fish, rare sponges and urchins, making the wrecks favorites among snorkelers and divers.

One of the unique opportunities here is a swim with wild stingrays. Guide services cruise out to an offshore area dubbed Stingray City—shallow sandbars just off the coast, where fishermen used to clean their catch, providing stingrays with easy meals. The result is an epic convening of stingrays.

Visitors are encouraged to jump into the chest-deep water to frolic with the gentle creatures, which glide to humans to be hand-fed. The most patient among the rays even allow themselves to be immortalized in selfies.

Equally intriguing is the Cayman Turtle Farm, a sanctuary and research center focused on sea turtle conservation. Here,

to the area in 1503, named this group of islands “Las Tortugas” for the sea turtles he found bobbing in the surrounding waters.

In 1586, English explorer Sir Francis Drake named the islands Cayman,

GOAT STEW

Like many who live in the Caribbean Islands, Caymanians like

their goat stew. A bit gamier tasting and less fatty than lamb stew, goat stew is served mostly in homes, but visitors can get an authentic taste of this local specialty on the East End at Vivine's Kitchen. Vivine's stew is slow-cooked and spiced with curry, then ferried from her simple home kitchen to her spectacular oceanfront terrace.



WHEN YOU GO

General Information

Find a wealth of travel information at the Cayman Islands tourism website, caymanislands.ky.

Lodging

Plantana, Seven Mile Beach.

Comfortable family-friendly condos are situated directly on a quiet stretch of beach. Plantana has a pool, barbecues and beach hammocks; plantanacayman.com.

Caribbean Club, Seven Mile Beach.

This boutique hotel offers luxurious villas and suites on a prime spot on the beach. It's prized by experienced travelers for its high level of service; caribclub.com.

The Ritz-Carlton, Grand Cayman,

Seven Mile Beach. Encompassing 144 acres from the Caribbean to the North Sound, The Ritz-Carlton is the island's leader in luxury. The sleek spa uses local marine plants and water for treatments; ritzcarlton.com/en/Properties/GrandCayman.

Dining

Blue, Seven Mile Beach. Celebrity

chef Eric Ripert's Blue serves seafood from a smart menu that ranges from “Almost Raw” (oysters, and sashimi tuna with foie gras) to “Lightly Cooked” (pan-seared monk with baby shitake); ritzcarlton.com/en/Properties/GrandCayman/Dining/Blue-byEricRipert.

Sunshine Grill, Seven Mile Beach.

At Sunshine Grill there's no view and no brand-name chef, and yet the kitchen turns out some of the island's best food, from Cuban chicken to fish tacos; sunshinesuites.com/restaurant.

Ortanique, George Town. The bounty of the island is evident in many dishes, such as bouillabaisse with West Indies spices and coconut; ortaniquerestaurants.com/cayman.

Located in **Barrow, Alaska**, Samuel Simmonds Memorial Hospital is the primary healthcare facility for the North Slope region—an area larger than Washington State that is colored by rich cultural diversity and the beauty of the Inupiat people. And a place where the adventures of the last great frontier are as inviting as the communities under your care.

We look to adventurous and compassionate **Medical, Nursing, Allied Health and Administrative professionals** like you to help preserve the health of our region. We offer highly competitive compensation and benefits, a relocation allowance, subsidized housing; and are an eligible IHS loan repayment site. For more information on Barrow, the North Slope, and the hospital, or to apply, visit www.arcticslope.org.



**Samuel Simmonds
Memorial Hospital**

Arctic Slope Native Association



Embracing the past. Looking towards the future. Together we can heal.

Renew your sense
of adventure
while fulfilling
your spirit of
compassion.

Are you looking to make a difference?

Come to Fairbanks, Alaska!

Tanana Chiefs Conference offers a wide array of career fields with the opportunity to make a difference in the health and wellness of the Interior Alaska Native people.

Apply online at
www.tananachiefs.org

*Competitive Pay & Benefits, 30 Days PTO, Signing Bonus, Relocation Assistance,
Eligible for IHS & NHSC Loan Repayment Programs, Tuition Assistance, Short Term
& Long Term Disability, Profit Sharing Plan, 403(b) Plan.*



**Tanana
Chiefs
Conference**

Follow us: [f](#) [t](#) [in](#) [v](#)
www.tananachiefs.org

TCC is an equal opportunity employer affording Native preference under PL 93-638. AA/M/F/D/. Drug Free Workplace. Background checks required for all positions.



COURTESY: BON VIVANT

A participant in one of Bon Vivant's Budding Chef classes makes a chocolate-dipped strawberry.

derived from a regional Native word for crocodile.

Back on Seven Mile Beach, as we walk along the water's edge, the sky blushes into a powerful sunset. Banish thoughts of the mellow pastels that elicit predictable words such as "pretty." On Seven Mile Beach, sunset is downright spectacular. Sun sinking into sea paints the sky in vivid hues of magenta, tangerine and gold, all of it reflected in the mirror of the ocean.

The next morning Maxine and I head into town. There are actually two large towns on the island. The oldest is George Town, which is the cruise ship port of entry. Victorian homes and red-roofed cottages house a variety of rum bars and shops for travelers. We venture instead into Camana Bay, a newer mixed-used development on 500 acres along the North Sound.

Camana Bay, which has grown enough in the past few years to be considered its own town, is where the international community mingles amid apartments, offices, shops, cafes, public parks and a host of buzzy restaurants along the waterfront.

Maxine and I stop for lunch at Michael's Genuine, a bistro that boasts a menu rich with locally harvested ingredients, such as ceviche made with the Caribbean's nemesis, the invasive lionfish. While we wait for our crispy wahoo with Scotch bonnet aioli, a group of kids coax Maxine into joining them for a game of tag in the dancing fountain out front, designed for just such sport.

After lunch, we go just around the corner to climb up the 75-foot Observation Tower, passing intricate mosaics that depict sea life—from the bottom of the ocean to the top. At the tower's crown, we are rewarded with a 360-degree view of the island.

Later, Maxine signs up for a children's cooking class at Bon Vivant, a chic kitchen-supply shop. The teacher shoos the parents off while she hoists six children—ages 5 to 10—onto stools in a demo kitchen. An hour later, they have twisted dough into surprisingly tasty pretzels.

On Wednesdays at the Farmers & Artisans Market, 40 vendors converge on Camana Bay. Locals and visitors jockey for samples with restaurant chefs who scour the market for island-grown ingredients such as ackee, breadfruit and cassava. By afternoon, the market blossoms into a veritable street party, with live music, conch blowing, craft demos and dancing.

That evening Maxine and I dine on local tuna dolloped with mango salsa at Ortanique, an island outpost of Miami's trendy restaurant. I strike up a conversation with a table of expats from the U.S. and U.K. They tell me about their daily lives in the island: busy, they say, but punctuated with such island-living routines as sunrise swims in the sea.

They've got it right, these Caymanians. As we wrap up the evening, Maxine says, "I can't wait to get home," and by this, she makes clear, she means our perch on Seven Mile Beach. "I want to say good night to Marmalade and Sabrina."

Back at Plantana, as if on cue, the two beach cats saunter up to our front door to welcome us home. And this time, the land crab is nowhere in sight. ▲

Andrea Poe is a travel writer based in Washington, D.C.

Use Mileage Plan miles to visit Grand Cayman Island via partner airlines American Airlines and Delta Air Lines. To enroll in Mileage Plan, go to alaskaair.com or call 800-654-5669.

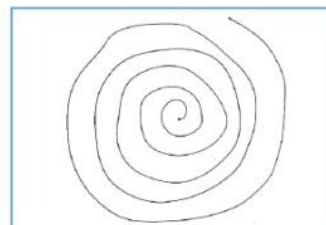
Does Your Hand Shake When You...

Drink a glass of water? Write a note? Dial a phone number?

If so, you may be suffering from Essential Tremor. Dr. Ronald Young from the Swedish Radiosurgery Center has successfully treated over 1,000 patients — more than any other physician worldwide — using Gamma Knife, a non-surgical approach to treat Essential Tremor.



DRAWING SAMPLE BEFORE TREATMENT



DRAWING SAMPLE AFTER TREATMENT

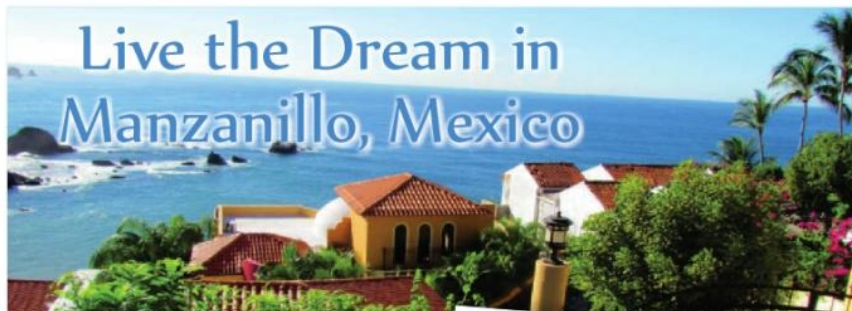
Learn more about Essential Tremor and find out if Gamma Knife treatment is right for you.

1-206-320-7187 Swedish.org/essentialtremor



SWEDISH

Live the Dream in Manzanillo, Mexico



Ocean Front and Ocean View
Executive Homes
from \$400K to \$1.2M
Enjoy Sunrises, Sunsets,
Whale Watching, and MORE



Visit our Beautiful Homes
Online or In Person!
562-608-8889

 Tropical Dream Mx
www.tropicaldreamsmx.com

from page 83 competition). He cites examples of teams losing robots en route to events and other teams chipping in to help rebuild the robots on-site.

Bossi says that FIRST implements teamwork-based competitions to focus on what he terms "21st century skills," such as communication, presentation, and respect for others and their ideas.

Teamwork is required at **Odyssey of the Mind**, as well. Odyssey of the Mind is a problem-solving competition in which teams of students from kindergarten through college perform activities such as designing vehicles, building structures using only balsa wood and glue, creating innovative contraptions and exploring architecture.

Children often have difficulty working with others and sharing ideas in a way that can help others understand their thinking, says Lynn Larsen, the California state director for Odyssey of the Mind. But she also notices amazing transformations as a result of group teamwork.

And camaraderie continues after the final handshake. Shah says that science-focused kids stay in touch today through summer camps and social media, including online science-focused groups.

Creativity and Resourcefulness

Perhaps due to their still-developing brains, kids have a unique advantage when it comes to scientific exploration, says Lawrence Mahan, president of the Washington, D.C.-based Biotechnology Institute, which manages and hosts the **International BioGENEius Challenge**.

"They haven't had to confine thoughts to any one solution or category, [and] they're not limited in the kinds of solutions they might seek," he says.

Creative uses of resources can also be important in competition. It's true that it takes a great deal of community effort—if not money—to sustain a child's participation in science competitions. Volunteers donate time as coaches, mentors and sources of transportation for events.

Yet Mahan notes that students with advantages—such as access to professional science labs via parents, personal connections and school resources—don't necessarily possess what it takes to win.

Instead, he tells the story of a girl who turned a cubby under her bed into a lab, growing and changing nutrient balances of algae and enabling research regarding algae's use as a fuel.

Still, economy at science competitions can lead to clever takes on age-old problems. In Texas, a team created a flame-proof house paint by mixing regular paint with dish detergent.

Seattle's Top* Chef-Owned Restaurants





Volterra
Chef Don Curtiss
206.789.5100 / Ballard
425.202.7201 / Kirkland
volterrarestaurant.com



Seastar
Chef John Howie
206.462.4364 / Seattle
425.456.0010 / Bellevue
seastarrestaurant.com



Maria Hines Restaurants
Golden Beetle - Eastern Mediterranean
Tilth - New American
Agrodolce - Southern Italian
mariahinesrestaurants.com
Certified Organic



Assaggio Ristorante
Chef Mauro Golmarvi
206.441.1399 / Downtown Seattle
assaggiouseattle.com



John Howie Steak
Chef John Howie
425.440.0880 / Bellevue
johnhowiesteak.com



Pearl Bar & Dining
Chef Bradley Dickinson & Owner Mikel Rogers
425.455.0181 / Bellevue
pearlbellevue.com

Dine where the locals dine!
*According to ZAGAT, SEATTLE'S BEST PLACES, NWSOURCE.COM

"They did some testing, and it didn't burn," Bossi says, "although I wondered what would happen if it started to rain."

Science for Today and the Future

Projects from science competitions can yield important results—both immediately and in terms of the long-term development of human potential.

And in some ways, science competitions function like petri dishes for cultivating the next generation of entrepreneurs, innovators and scientists.

The upcoming decade should bring about new trends in the classroom as well as at competitions. Already, at the Intel Science Competition, increasing concerns about the environment have inspired more projects focused on solar energy and wind turbines, says Michele Glidden, of the Society for Science & the Public. Recent advances in medicine have also inspired biomedical research projects, with new technologies making the synthesis and analysis of data accessible to researchers as young as middle schoolers.

Project sophistication is increasing. Whereas past projects may have focused on the basics of plant biology, today's projects are more likely to focus on genetic engineering and agronomy questions.

Bossi also sees mobile devices as aiding the next wave of invention, thanks to the processor power they put in children's hands. "It's an exciting platform to think about using to solve problems, or drive robots," he says.

Ultimately, the long-term benefits of science competitions will come down to applications developed by today's participants. Mahan says that today's students have a sense of stewardship and that they're able to craft their future.

"You can hear that in their voices, this voice inside them that wants to help heal, fuel and feed the world." ▲

Lora Shinn writes from Los Angeles.



UNBEATABLE SERVICE,
RELIABLE SOLUTIONS.

Partner with Carlile and instantly gain the best, **most-creative logistics team** in the business.

Visit **Carlile.biz** for PO-to-project completion solutions.

Carlile
TRANSPORTATION

1-800-478-1853 | carlile.biz



ONE POINT OF CONTACT, A WORLD OF SOLUTIONS.

PURE PORTLAND.

Serving
Breakfast
Lunch
Dinner
Late Night
Shows in the Lounge

Doug Fir
RESTAURANT • BAR
LOUNGE

dougfirlounge.com



Alaska Airlines Magazine

CONNECT WITH OUR ADVERTISERS

www.alaskaairlinesmagazine.com/ads

ACCOMMODATIONS

The Chrysalis Inn & Spa
www.thechrysalisinn.com

Grand Solmar Land's End Resort & Spa
www.grandsolmar.com

Miramonte
www.miramonteresort.com

Pineapple Hospitality
www.staypineapple.com

Villa del Palmar Loreto
www.villadelpalmarloreto.com

MEETINGS

Boise Centre
www.boisecentre.com

Coast Hotels
www.coasthotels.com

Events Unlimited
www.eventsunlimited.com

Marcus Whitman Hotel & Conference Center
www.marcuswhitmanhotel.com

Muckleshoot Casino
www.muckleshootcasino.com

Northern Quest Resort and Casino
www.northernquest.com

Oxarc Inc.
www.oxarc.com

Red Lion Hotels & Inns
www.redlion.com

Silver Reef Hotel Casino Spa
www.SilverReefCasino.com

Sky View Observatory
www.skyviewobservatory.com

Sleeping Lady Mountain Resort
www.sleepinglady.com

Speaking Results/Jean Hamilton
www.speakingresults.com

Spokane Center
www.spokanecenter.com

Tourism Walla Walla
www.facebook.com/experiencewallawalla

Visit Anchorage
www.anchorage.net

Visit Vancouver
www.visitvancouverusa.com

Westmark Hotels
www.westmarkhotels.com

RESTAURANTS

Assaggio
www.assaggiouseattle.com

The Cabo San Lucas Dining Collection
www.puertosanlucas.com

Churchill's Steakhouse
www.churchillssteakhouse.com

Doug Fir Lounge
www.dougfir lounge.com

El Gaucho
www.elgaucho.com

Frank's Place at Indian Wells Resort Hotel
www.indianwellsresort.com

Ivory Jacks
www.ivoryjacksrestaurant.com

John Howie Steak
www.johnhowiesteak.com

Lavelle's Bistro
www.lavellesbistro.com

Metropolitan Grill
www.themetropolitangrill.com

Passport Unlimited
www.passportunlimited.com

Pearl Bar and Restaurant
www.pearlbellevue.com

Ponti Seafood Grill—Seattle
www.pontigrill.com

Seastar Restaurant and Raw Bar
www.seastarrestaurant.com

Seres Restaurant & Xiao Chi Bar
www.seresrestaurant.com

Tilth
www.mariahinesrestaurants.com

Tom Douglas Restaurants
www.tomdouglas.com

Volterra
www.voltterarestaurant.com

TRANSPORTATION

Aloha Marine Lines
www.shipaml.com

Carlile Transportation
www.carlile.biz

Dave Smith Motors
www.davesmith.com

Dick Hannah Subaru
www.dickhannahsubaru.com

Korean Air
www.koreanair.com

Lynden, Inc.
www.lynden.com

Span Alaska
www.spanalaska.com

Totem Ocean Trailer Express
www.totemocean.com

Your Local Ford Store
www.compareford.com

BUSINESS SERVICES

Black Gold Oilfield Services
www.blackgoldlodging.com

Construction Machinery
www.cmiak.com

GeoEngineers
www.geoengineers.com

Skanska
www.usa.skanska.com

Zipwhip
www.zipwhip.com

FINANCIAL SERVICES

Alaska Airlines Visa Business Card
www.bankofamerica.com/alaskabusines

Alaska Airlines Visa Signature Card
www.mylaskacard.com

American Family Insurance
www.amfam.com

Becker Capital Management
www.beckercap.com

Caliber Home Loans
www.caliberhomeloans.com

Cornerstone Advisors, Inc.
www.buildbeyond.com

RECRUITING

Norton Sound Health Corporation
www.nortonsoundhealth.org

Tanana Chiefs Conference
www.tananachiefs.org

Yukon-Kuskokwim Health Corporation
www.ykhc.org

PERSONAL ENRICHMENT

It's Just Lunch
www.itsjustlunch.com

HAWAII

Atlantis Adventures
www.atlantisadventures.com

Aunt Liliko'i
www.auntliliko'i.com

Blue Hawaiian Helicopters
www.bluehawaiian.com

Brookfield Homes Hawai'i
www.brookfieldhawaii.com

Cane & Canoe
www.caneandcanoe.com

Chase 'N Rainbows Real Estate, Inc.
www.westmauicondos.com

D.R. Horton
www.drhorton.com/hawaii

Read our digital edition at www.alaskaairlinesmagazine.com



Alaska Airlines Magazine

CONNECT WITH OUR ADVERTISERS

www.alaskaairlinesmagazine.com/ads

Expeditions
www.go-lanai.com

Farm Credit Services of Hawai'i, ACA
www.hawaiifarmcredit.com

Germaine's Lu'au
www.germainesluau.com

Hawai'i Titanium Rings
www.hawaiititaniumrings.com

Holo Holo Charters
www.holoholocharters.com

Honolulu Cookie Company
www.honolulucookie.com

Honolulu Jewelry Company
www.honolulujewelrycompany.com

Island Sotheby's International Realty
www.islandsothebysrealty.com

Kaua'i Sea Tours
www.kauaiseatours.com

Na Hoku
www.nahoku.com

Paradise Cove Lu'au
www.paradisecove.com

SunQuest Vacations
www.sunquest-hawaii.com

Timeshare Resales Hawai'i
www.timeshareresaleshawaii.com

REAL ESTATE

Bandy Farms Estate
www.trollhaven.org

Home Plate Center
www.homeplateseattle.com

Homes and Land of Baja
www.homesandlandofbaja.com

Laurie McLennan
www.lauriemclennan.com

SmartShare
www.smartshare.com

Terrie Cox, PC
www.usa-relocate.com

Tropical Dreams Mexico
www.tropicaldreamsmx.com

VIK Ballard
www.vikballard.com

GOLF

Classic Club Golf
www.classicclubgolf.com

EDUCATION

Foster School of Business—University of Washington
www.foster.washington.edu/emba

NetCE.com
www.netce.com

San Diego State University
www.sdsu.edu

Washington State University
www.wsu.edu

Washington State University College of Agriculture
www.tidal.wsu.edu

HEALTH & BEAUTY

20|20 Lifestyles
www.2020lifestyles.com

Advanced Cosmetic & Laser Dentistry
www.aclid.com

American Heart Association
www.heart.org

Arctic Chiropractic
www.arcticchiropractic.com

Dr. George Brennan
www.neograftorangeounty.com

Dr. Jerry Hu, Dentist
www.smilesfalaska.com

Dr. Markus Lefkovits
www.shineyourstrengths.com

Eisenhower Executive Physical Program
www.emc.org/canada

Hair Transplant Seattle
www.hairtransplantseattle.com

Harbor Plastic Surgery Center
www.theskincancercenter.org

Lake Washington Vascular
www.lakewashingtonvascular.com

Larson Family Medicine
www.larsonmedicalaesthetics.com

My Best 10
www.mybest10.com

Northwest Hair Restoration
www.northwesthair.com

Schick Shadel Hospital
www.schickshadel.com

The Spa at Pro Sports Club
www.proclub.com

Stern Center for Aesthetic Surgery
www.sternctr.com

Swedish Radiosurgery Center
www.swedish.org/radiosurgery

Well Medical Arts
www.wellmedicalarts.com

TRAVEL IDEAS

City of Palm Desert
www.palm-desert.org

Fisherman's Wharf, San Francisco
www.visitfishermanswharf.com

Greater Palm Springs
www.visitgreaterpalmsprings.com

MasterPark
www.masterparking.com

ShuttlePark2
www.shuttlepark2.com

Sun Valley Resort
www.sunvalley.com

Tikchik Narrows Lodge
www.tikchiklodge.com

THINGS TO SEE & DO

Darwin's Theory
www.alaska.net/~thndrths

K1 Speed Indoor Kart Racing
www.k1speed.com

Palm Springs Air Museum
www.palmspringsairmuseum.org

Rock 'N' Roll Marathon Series
www.runrocknroll.com

CULINARY CORNER

Alaska Seafood Marketing Institute
www.alaskaseafood.org

Kwik'Pak Fisheries
www.kwikipaksalmon.com

Ocean Beauty
www.oceanbeauty.com

SHOPPING

Blue Nile
www.bluenile.com

Braarud Fine Art
www.braarudfineart.com/about.html

Destination PSP
www.destinationpsp.com

EVENT PLANNING

Taylor'd Events Group
www.taylordeventsbyjen.com

Read our digital edition at www.alaskaairlinesmagazine.com



Here, it's Everywhere

From the sparkle in your bellhop's eye to your child's wide-eyed wonder. The maitre d' who found a romantic table to propose and the concierge who found your keys. As much as our celebrated balmy climate, it's the gracious welcome from people genuinely happy you're here. Contact us today. And feel the warmth where it matters: deep in your soul.

To launch your visit, contact us at palm-desert.org or 800.873.2428. We'd love to have you.



PALM DESERT
CALIFORNIA

Sunny with a great chance of spectacular.

Miramonte
RESORT & SPA

LIVE WELL.
BE WELL.
STAY WELL.

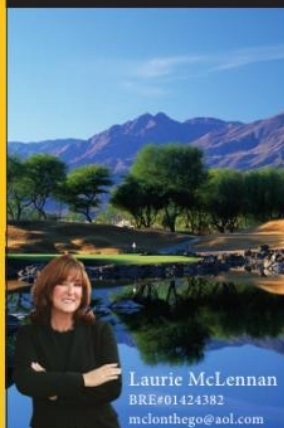


45000 Indian Wells Lane
Indian Wells, CA

760.341.2200

www.miramonteresort.com

*Specializing in Unique Properties
and Estates Throughout the Desert.*



Laurie McLennan
BRE#01424382
mclonthego@aol.com

HOM SOTHEBY'S INTERNATIONAL REALTY
78015 Main Street, Suite 205
La Quinta, CA 92253
760.413.6190 | LaurieMcLennan.com



Palm Springs'
Newest Retail
Experience!



Products
for the
Palm Springs
Lifestyle



170 North Palm Canyon Drive
Palm Springs, CA 92262
Phone 760.354.9154
DestinationPSP.com

Palm Springs Air Museum



3 Air-Conditioned Hangars
Over 30 Warbirds
Extensive Library
Docents in All Hangars
Open Daily 10am-5pm
Closed Thanksgiving, Christmas
and February 13, 2015

745 North Gene Autry Trail
Palm Springs
760-778-6262
www.PalmSpringsAirMuseum.org

\$2.00 OFF With This Ad





2015 Mustang.

Pony Express

By Bengt Halvorson

Fifty years ago, Ford created more than an American icon with the original Mustang. It created the “pony car.” ■ Combining mass-produced componentry, borrowed from mainstream sedans and coupes, with greater attention to styling, go-faster performance options and—perhaps most importantly—very affordable prices, pony cars from a number of American automakers surged to popularity in the mid-1960s.

Today the enthusiasm continues, not only through models such as the Chevy Camaro and Dodge Challenger, but also through the Ford Mustang, which inspired the entire class.

In recent years, however, as Ford looked to revise and update the Mustang, the automaker faced a bit of a dilemma. With most affordable sedans today built on front-wheel-drive platforms, designing a pony car no longer means simply borrowing some off-the-shelf components and engineering in some performance upgrades. Furthermore, Mustang sales in the United States are a fraction of what they used to be. The upgrade needed to be substantial.

The solution: Remake this American icon in top-notch fashion and take it to the rest of the world, as well.

With about 9 million sold over 50 years,

the Mustang is already a name recognized around the globe. With this latest version of the 'Stang, Ford is at last planning to sell it internationally, in more than 120 markets. While all Mustangs will be built in Michigan, there will be a special right-drive export version to be sold in Australia, the U.K. (both centers of muscle-car interest)

2015 MUSTANG

Model type: Coupe

Price: \$23,600–\$41,600

Power: 2.3L EcoBoost; 3.7L Ti-VCT V-6; 5.0L Ti-VCT V-8

Technology: Fully independent rear suspension; Launch Control; Electronic Line-Lock; selectable drive modes; Track Apps; voice-activated Sync with MyFord Touch.



and many other countries that “keep left.”

Beyond that, the completely redesigned and re-engineered 2015 Ford Mustang has a near-perfect mix of the old and new. It looks and sounds every bit like a pony car, yet it's more refined and technology-forward than ever before.

Under the hood, there is still a tried-and-true V-6 or V-8 engine in most models—not quite all models, though, and we'll get to that a little later.

The V-8-powered GT remains the top performer in the lineup—unless you step up to the new Shelby GT350. In the 2015 Mustang, the 5.0-liter V-8 is rated at 435 horsepower and 400 pound-feet of torque. Those numbers are both higher than before, thanks to a series of modifications and improvements gleaned from the development of the special-edition 2012 Mustang Boss 302 and now applied to all V-8 models. Ford also re-engineered the 3.7-liter V-6 in the Mustang just a few years ago, and it carries more than 300 horsepower and 280 pound-feet.

The model in the Mustang lineup that's likely to expand the appeal of this muscle coupe to a new market of buyers is the new EcoBoost model, with its specially tuned 2.3-liter turbocharged four-cylinder engine that's actually stronger than the V-6. It makes 310 horsepower and 300 pound-feet, and returns up to 32 mpg on the highway.

With any of these three engines you can option either a six-speed manual gearbox or a six-speed automatic transmission, with new steering-wheel-mounted shift paddles added to the automatic. All versions come with a limited-slip differential for the rear wheels. And, by the way, Ford claims that the Mustang has the best power-to-weight ratio of any model available in the United States for under \$50,000.

It's the Mustang's underpinnings that are an especially big deal, and part of what makes the new edition a greater value this time around. For the first time ever, this pony car has a rear independent suspension, and that's key to the higher level of

K1SPEED presents

RACE TO THE FINISH

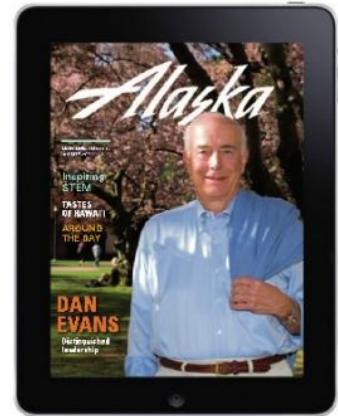
[AN INDOOR KARTING PRODUCTION]

100% ELECTRIC

FEATURING ARRIVE & DRIVE. ADULTS AND JUNIORS 48" AND UP. GREAT FAMILY FUN. PROFESSIONALLY DESIGNED TRACKS. SPACIOUS LOBBIES. AUTHENTIC RACING MEMORABILIA. MEETING ROOMS. CORPORATE EVENTS. CATERED PARTIES.

AZ - PHOENIX, CA - CARLSBAD · IRVINE · ANAHEIM · TORRANCE · ONTARIO · SANTA CLARA · SAN FRANCISCO · SACRAMENTO · SAN DIEGO
CO - DENVER, FL - FT. LAUDERDALE · MIAMI, GA - ATLANTA, HI - KAPOLEI, IL - BUFFALO GROVE · ADDISON, IN - INDIANAPOLIS
MI - PLYMOUTH, NY - ALBANY · POUGHKEEPSIE, TX - AUSTIN · HOUSTON · SAN ANTONIO · DALLAS, WA - SEATTLE
(888) K1-KARTS | K1SPEED.com

Tablet friendly



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

www.inflightpubs.com

Alaska
Alaska Airlines Magazine
Horizon Edition Magazine

申雅 seres
RESTAURANT & XIAO CHI BAR

**Sustainable, Modern,
Chinese Cuisine**

Pearl District, Portland
Since 2002

Bring in your in-bound Alaska Airlines
boarding pass for a complimentary
cocktail or appetizer.

971-222-7327
seresrestaurant.com
1105 NW Lovejoy St, Portland, OR

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

Puzzle on page 166.



Puzzle © 2015 Penny Press, Inc.

Even the most brilliant
doctor cannot save a life
if the patient isn't there.

**Angel Flight[®]
WEST**



AFW has partnered with Alaska Airlines for 10 years to help people fly to and from medical treatment. Please donate your Mileage Plan[™] Miles to help those in need get to and from critical healthcare. Visit the website www.angelflightwest.org or scan the QR code to donate miles.



888-426-2643

Angel Flight West arranges free air transportation in response to health care and other compelling human needs.

sophistication in how the Mustang rides, steers and travels down the road. There's no longer a rigid (solid axle) connection between the rear wheels, so they can move independently—something that's especially useful when accelerating around corners where the pavement surface is imperfect.

But it's more than that. Special tuning of this suspension also greatly reduces the level of squat and lift—the tendency, during hard acceleration, for the rear of the car to press downward while the front lifts. There's also less dive—essentially the opposite effect—during hard braking. And there's a new double-ball-joint front suspension setup that assists in all that, and does a better job than before in filtering out roughness from the road.

Mustang models have always been eye-catching, and the new 2015 model attracts more attention than ever. You might be drawn to the Mustang's lower-set front end; details such as the new tri-bar headlamps; the more overtly flared rear fenders; or the alluring sheet metal everywhere in between. But the big news is that the fastback is back. With a steeper slope for the rear glass, the car's entire roofline and profile recast the Mustang as a little sexier and more like a sports car.

The 2015 model has a lower, wider stance, and while the roof is lower and the windshield is sloped back more dramatically, you'd never know it from inside. Relative to some other coupes the Mustang's size, the driving position feels intimate and more upright, and the seats support thighs in the right way for me to feel comfortable with the pedals in my manual-transmission test car.

The cabin of the 2015 Mustang leaps into a more refined league. In the past, the Mustang wore cost cutting on its sleeve, with cut-rate cabin trim a constant

reminder that you sacrificed some comfort, as well as some luster and detail inside, in favor of performance at an affordable price.

The 2015 Mustang definitely takes a big step into the age of connectivity and customization. Ford allows you to set the steering effort—as well as the way the powertrain and stability systems respond—through several selectable Drive Modes. The MyFord Touch interface, with voice



commands and touch-screen menus, is available on all models, and every Mustang also now gets Track Apps, a suite of apps that can show you additional gauge readouts, including a G meter, or a tally of time spent accelerating and braking. For concerned parents, the Mustang also comes with Ford's MyKey system, which can place limits on the car's top speed or even audio volume for a secondary (teen) driver.

Mustang GT manual models include a launch-control system that helps you get the quickest, most consistent launch from a standing start, without burning up the clutch or going sideways. Although racing the Mustang GT will void your warranty, Ford points out, launch control allows the owner to use the car on raceways without having to modify the braking system. A "line-lock" feature allows the driver to lock the front brakes while spinning the rear wheels to warm the tires up.

Technology options for the Mustang include adaptive cruise control, to assist with driver fatigue, and a Blind Spot Infor-

mation System with cross-traffic alert—an invaluable system that functions as a second set of eyes.

The Mustang has, for nearly its entire 50-year product run, offered some impressive firepower under the hood. But now the Mustang has the full package, with all the responsiveness, capability and composure in its braking, body and suspension systems to match its always-impressive power and straight-line performance.

For those wanting even more, for track use or rigorous high-performance driving, on EcoBoost or GT models you can add a Performance Pack that brings a specially tuned performance suspension; a thicker rear sway bar; a front strut-tower brace; additional engine-cooling capability; additional gauges inside; and unique tuning for the steering,

anti-lock brakes and stability-control systems. On top of that, there are options that step you up to larger brakes, Pirelli Y-rated performance tires and, on GT models, a Torsen differential and a front splitter that helps with brake cooling.

The Mustang GT with the Performance Pack and manual transmission that I drove around Los Angeles definitely lived up to all the hype. I found the cabin and ride to be comfortable for daily commuting—and pleasantly free of most of the harshness and vibration that have plagued Mustangs in the recent past. As such, the Mustang feels like more of a sophisticated, high-performance touring car than a rough-and-ready pony car. Yet the pony car looks and soundtrack are all there, exactly as they should be.

The Mustang hasn't been entirely tamed, but it's now the kind of pony car that a far larger (and more international) crowd can embrace. ▲

Bengt Halvorson is an independent automotive journalist living in Portland.



Fall in love
all over again.
Plan your
sunny escape.

visitgreaterpalmsprings.com

9 resort cities. **One** beautiful oasis. palm springs | desert hot springs | cathedral city | rancho mirage | palm desert | indian wells | la quinta | indio | coachella



Introducing our new flight experience... Alaska Beyond™

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

A2-3	Mileage Plan™ and alaskaair.com	A9	Our Fleet and Baggage Guarantee
A4	Onboard Amenities	A10	Terminal Maps
A5	Inflight Entertainment and Wi-Fi	A11	Customs and Immigration Information
A6-8	Route Maps	A12	A Guide for Air Travelers

Discover what Alaska Airlines can offer you

MILEAGE PLAN Easy sign-up at alaskaair.com/mileageplan.

WHERE YOUR MILES CAN TAKE YOU



Starting at 7,500 miles (one way) anywhere within one state, including Alaska, California, 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 flight miles on Alaska Airlines and all our airline partners.



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



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



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



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



ALASKA AIRLINES VISA CARD

*Yearly Coach Companion Fare from \$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 for details.

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

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

American Airlines

DELTA

FIJI AIRWAYS

Emirates

BRITISH AIRWAYS



CATHAY PACIFIC

AEROMEXICO

AIRFRANCE

KOREAN AIR



LAN

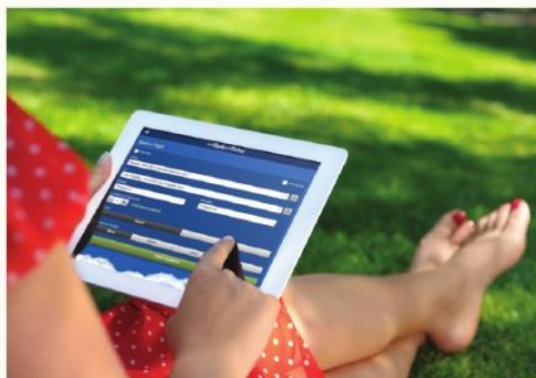
Ravn ALASKA

Peo Air

*Not applicable for international Elite Qualifying Miles.

START EVERY TRIP AT ALASKAAIR.COM

Sign up for the Insider Newsletter to receive great travel deals and information.



On alaskaair.com, you can:

- Always find the lowest fares, guaranteed
- Plan and book your flight, car and hotel
- Purchase, change or cancel and redeem miles
- Check in and print boarding passes
- View Mileage Plan activity and access My Account

Access to alaskaair.com is free on flights with Inflight Wi-Fi.

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.

JET TEXT MOBILE CLUB

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

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



LET'S BE SOCIAL

Connect with us on Facebook and Twitter.



MVP, GOLD AND 75K STATUS

We know what it takes to be a road warrior, so the more you fly with us, the more we can take care of you and make your experience as comfortable as possible.

Gold and 75K benefits include:

- Unlimited complimentary upgrades
- Express security lines
- Initiation fee waived for Board Room membership
- Bonus Flight Miles
- One complimentary alcoholic beverage per flight

Elite status level miles/year:

MVP	20,000
MVP Gold	40,000
MVP Gold 75	75,000



BOARD ROOM

Become a Board Room member or purchase a One-Day pass for access to our award-winning airport club rooms. Enjoy complimentary snacks and adult beverages, private workstations, free Wi-Fi and our personalized service.

ONBOARD AMENITIES



Premium Wine \$7 USD

Canoe Ridge Exploration
Merlot
Canoe Ridge Exploration
Pinot Gris

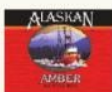


Liquor \$7 USD

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

Premium Beer \$7 USD

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



Beer \$6 USD

Miller Lite
Budweiser

Complimentary

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

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

Beverage service may vary due to time of day and flight-segment time limitations. Items limited and based on availability. Individuals must be 21 years or older to consume alcoholic beverages. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

* On flights to Hawai'i only.

Meals & Snacks

JANUARY 2015



Tom Douglas, Seattle's own three-time James Beard Award winning chef is entering 2015 in celebration mode! With the 25th anniversary of Dahlia Lounge, two new restaurants, and a partnership with Alaska Airlines, no one else epitomizes the Seattle food scene like Tom Douglas. This month, flyers departing from Seattle can enjoy Tom's Cascade Brisket Chili. If your destination is Hawaii, look for Tom's Red Miso Ginger Chicken. Happy New Year!

Alaska Beyond
DELICIOUS

FIRST CLASS

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

WINES OF THE MONTH

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



**Chateau Ste. Michelle
Chardonnay**
Washington
Fresh, soft style Chardonnay with bright apple and sweet citrus fruit character; subtle spice and oak nuances.



**Chateau Ste. Michelle
Indian Wells Red Blend**
Washington
Rich, round, powerful style of Washington fruit; jammy boysenberry flavors from the Syrah with a luscious backbone from the Merlot.

ONBOARD RECYCLING

Please join our effort to reduce our environmental footprint by separating recyclable paper, cardboard, plastic, glass and aluminum, and passing these items to flight attendants for recycling. Thank you.

BEYOND ENTERTAINMENT

Introducing Alaska Beyond™ Entertainment which allows you to explore free movies, TV shows and exclusive content on your own device.

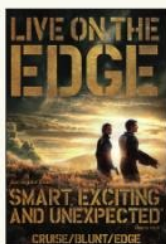
MORE THAN 70 TOP MOVIES



Godzilla
PG13; 1:55



Captain America
PG13; 2:16



Edge of Tomorrow
PG13; 1:53

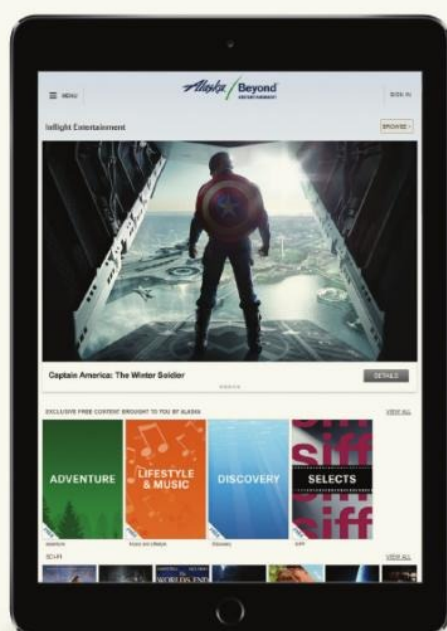


Gravity
PG13; 1:30

NEW CONTENT PARTNERS



FULLSCREEN



Alaska Beyond™ Entertainment is rolling out on our 737s—you'll know if it's available by an announcement from our flight team or a card in your seatback. If you are traveling on an airplane that offers our new entertainment system, here's how to get started:

- 1) **Connect** to the "gogoinflight" network and launch your browser
- 2) **Click** on "Entertainment"
- 3) **Select** a video and enjoy!

FIRST TIME USERS:

You will be prompted to download the Gogo Video Player.

- **Apple users:** player is available inflight, except on flights to/from Hawaii
We recommend downloading the player before flight.
- **Android users:** player is available inflight
- **Laptop users:** easy browser plugin is available inflight

For a list of all supported devices and browsers, visit the FAQ page at gogoair.com

DON'T HAVE YOUR OWN DEVICE?

On longer flights video players are available for rent with more than 50 hit movies, TV shows, music, destination information and more. Prices vary depending on the length of the flight and start at \$8.



The Book of Life
PG; 1:35

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 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.

U.S., HAWAII AND MEXICO

Alaska Airlines is proud to serve more than 90 locations throughout the United States, Canada and Mexico. We serve many other cities with our codeshare partners, American Airlines, American Eagle, Delta Air Lines and Delta Connection.

On routes that require a connection to one of our partners, we strive to ensure a smooth transition, which includes the ease of purchasing your ticket with just one call or a visit to alaskaair.com, taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

What's more, all our codeshare partners are also Mileage Plan partners, allowing generous opportunities to earn Bonus Miles. And with reciprocal elite-status benefits, you can enjoy several enhancements to your journey. Learn more at alaskaair.com.

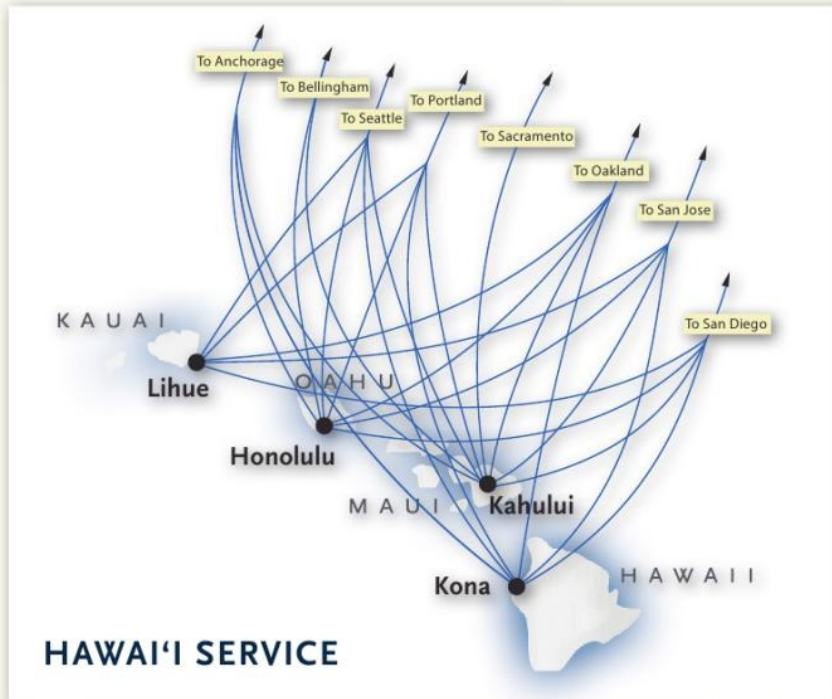
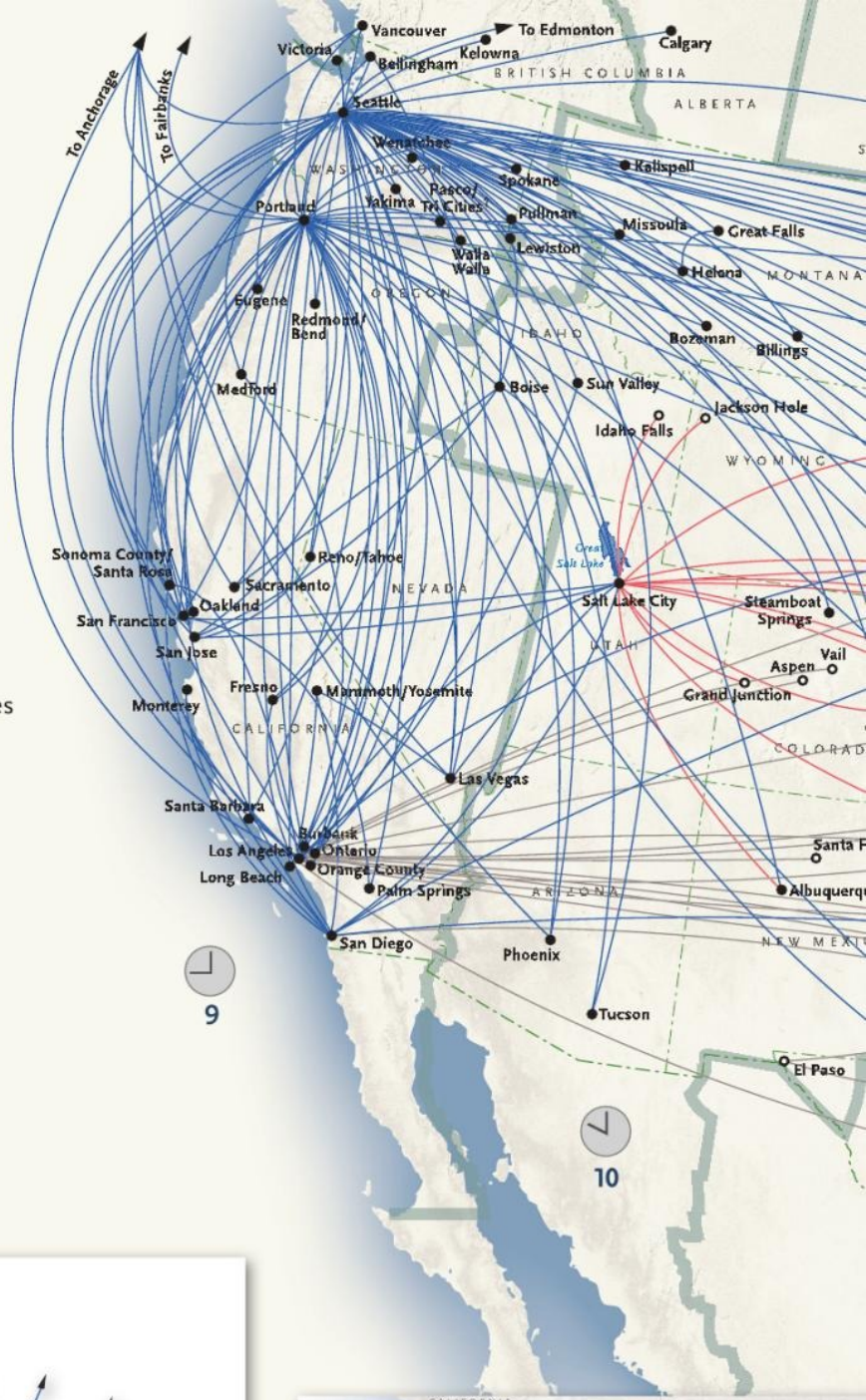
LEGEND

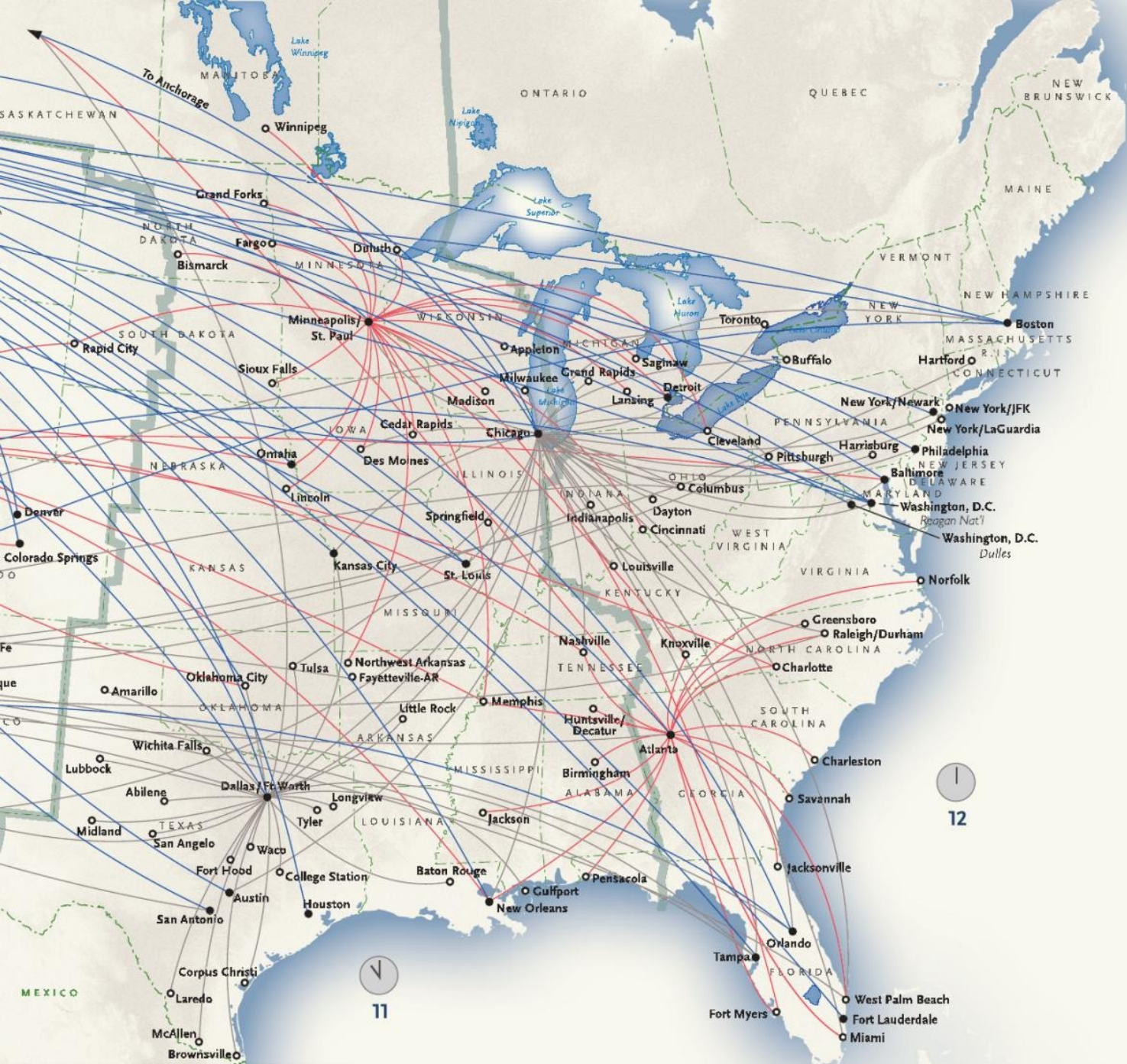
Routes served by:



Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

Some routes shown operate seasonally.





U.S. MILEAGE

Between	Mileage
Seattle & Boston	2496
Seattle & Denver	1024
Seattle & Fort Lauderdale	2697
Seattle & Honolulu	2677
Seattle & Los Angeles (LAX)	954
Seattle & New York City/Newark	2401
Seattle & Orlando	2553
Seattle & Phoenix	1106
Seattle & San Francisco	678
Seattle & Washington, D.C.	2306
Between	Mileage
Portland & Los Angeles (LAX)	834
Portland & San Diego	933
Portland & San Francisco	550

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket.

UPCOMING NEW SERVICE

Route	Service Begins
Las Vegas—Mammoth	January 15, 2015
San Diego—Kona	March 5, 2015
Seattle—Washington/Dulles	March 11, 2015
Portland—St. Louis	July 1, 2015
Seattle—Milwaukee	July 1, 2015
Seattle—Oklahoma City	July 1, 2015

ALASKA



ALASKA MILEAGE

Between	Mileage
Anchorage &	
Cordova	160
Kodiak	252
Fairbanks	261
King Salmon	289
Dillingham	329
Bethel	399
Nome	539
Kotzebue	549
Juneau	571
Prudhoe Bay	627
Ketchikan	776
Dutch Harbor	792
Seattle	1448
Portland	1542
San Francisco	2045
Los Angeles	2375
Honolulu	2776
Chicago	2847

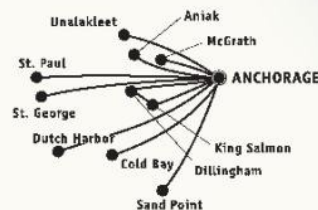
Between	Mileage
Fairbanks &	
Barrow	503
Seattle	1533
Chicago	2785
Between	Mileage
Juneau &	
Sitka	95
Petersburg	123
Yakutat	199
Ketchikan	235
Seattle	909
Between	Mileage
Ketchikan &	
Wrangell	83
Sitka	185
Juneau	235
Seattle	679

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

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

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.





Amy, Customer Service Agent, San Francisco

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente

- Quioscos de registro del aeropuerto
- alaskaair.com/español
- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

OUR BAGGAGE SERVICE GUARANTEE

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

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See alaskaair.com for full terms and conditions.

A NEW WAY TO GIVE FEEDBACK

Visit alaskalistsens.com at any point in your journey

Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistsens.com from any device to take a fast, two-minute survey—



even inflight, where access to alaskalistsens.com is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at alaskalistsens.com.

OUR FLEET

Alaska maintains a fleet of more than 125 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, with sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



B737-900/900ER



B737-800



B737-400F



B737-400C



B737-400



B737-700



Bombardier Q400
Operated by Horizon Air



Bombardier CRJ-700
Operated by SkyWest Airlines

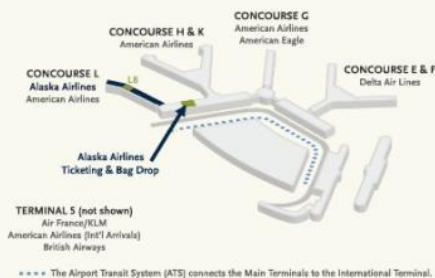
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



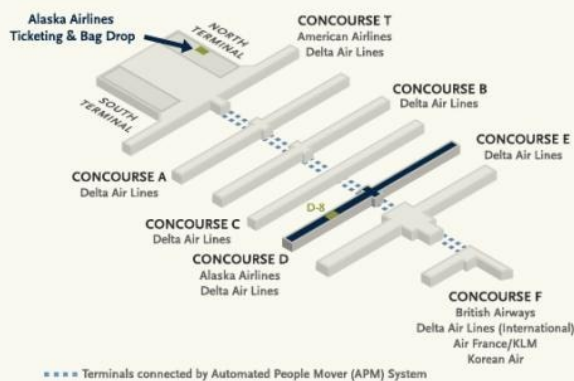
Chicago O'Hare International Airport (ORD)



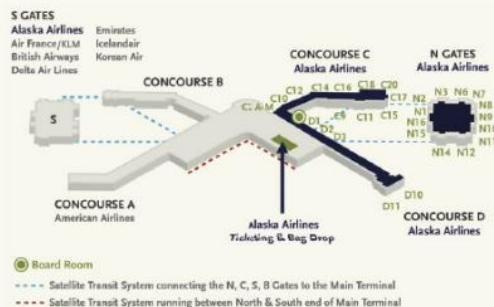
Los Angeles International Airport (LAX)



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 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



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



FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico

FEM PARA MEXICANOS

¿Quién debe completar esta forma?

Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

Datos de ayuda

- Complete una forma por persona. No olvide firmarla.
- Seleccione la opción "Entrada a México".
- En la línea 5 escriba el tipo y número del documento que usara como identificación.



MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	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

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

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.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations Within the U.S. and Canada:

800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:

800.858.5525

From Mexico:

001.800.252.7522

Alaska Airlines Vacations:

800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight



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

from page 72 Horizons Network (EYHN) has been doing that since 1974, by connecting girls with STEM opportunities through annual events in 38 states and three countries.

"Part of the appeal of STEM is that you don't know what you'll end up doing," points out Makeda Fund Managing Director Rachel Sheinbein, who is EYHN board president. She studied chemical engineering and business after attending a STEM program as a ninth-grader, and has since moved into angel-capital investing. After years working in male-dominated fields, Sheinbein joined EYHN to help level the playing field.

But while women make up 47 percent of the American workforce, according to U.S. Bureau of Labor statistics they hold just 25.7 percent of geoscience jobs, 13.7 percent of civil engineering jobs and 4.5 percent of mechanical engineering jobs. Minorities also lag behind, with Alaska Natives, American Indians, African-Americans and Hispanics representing just 13 percent of science and engineering degree holders.

Deb Liu, EYHN board member and director of product management—platform monetization at Facebook, says she struggles to find women to fill technical positions at her company.

"It is really important that we, as a society, have the best minds working on the hardest and most basic problems," she says. "When teams are diverse, we have better outcomes for everybody.

"Computer scientist Alan Kay said, back in the 1970s, that the best way to predict the future is to invent it," Liu points out. "STEM education gives everyone—especially girls—the skills to actually create breakthroughs and invent their own futures." ▲

Renee Brincks is based in San Francisco.

WE PROUDLY OFFER

MACSTUDIO
BY MICRODENTAL LABORATORIES

MicroDental.com/macstudio



ACTUAL PATIENTS

Award Winning Dentistry by Dr. Jerry Hu

Learn about your smile design options. Visit www.smilesofalaska.com



125 North Binkley St, Soldotna, AK 99669 · 907.262.6466
121 W Fireweed Ln Suite 200, Anchorage, AK 99503 · 888.975.3888

Nationwide MACSTUDIO Model Search Winner / National IACA Aesthetic Eye Winner, Glamour / Fellow of 3 National Reputable Dental Academies: LVI, IADFE, and ICOI.



BLACK GOLD DEADHORSE LODGE

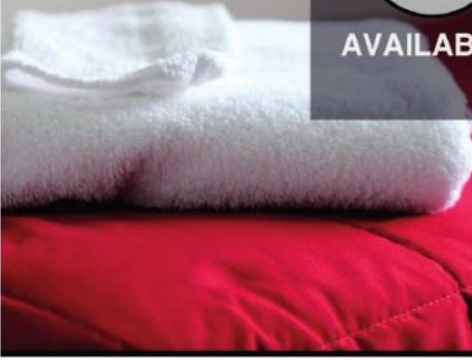
Contact us: 907-388-3964



AVAILABLE

New Year Promo!

For the month of January, we are offering special pricing on our full service housing in Prudhoe Bay, Alaska. Contact us via phone or by email to: info@blackgoldlodging.com



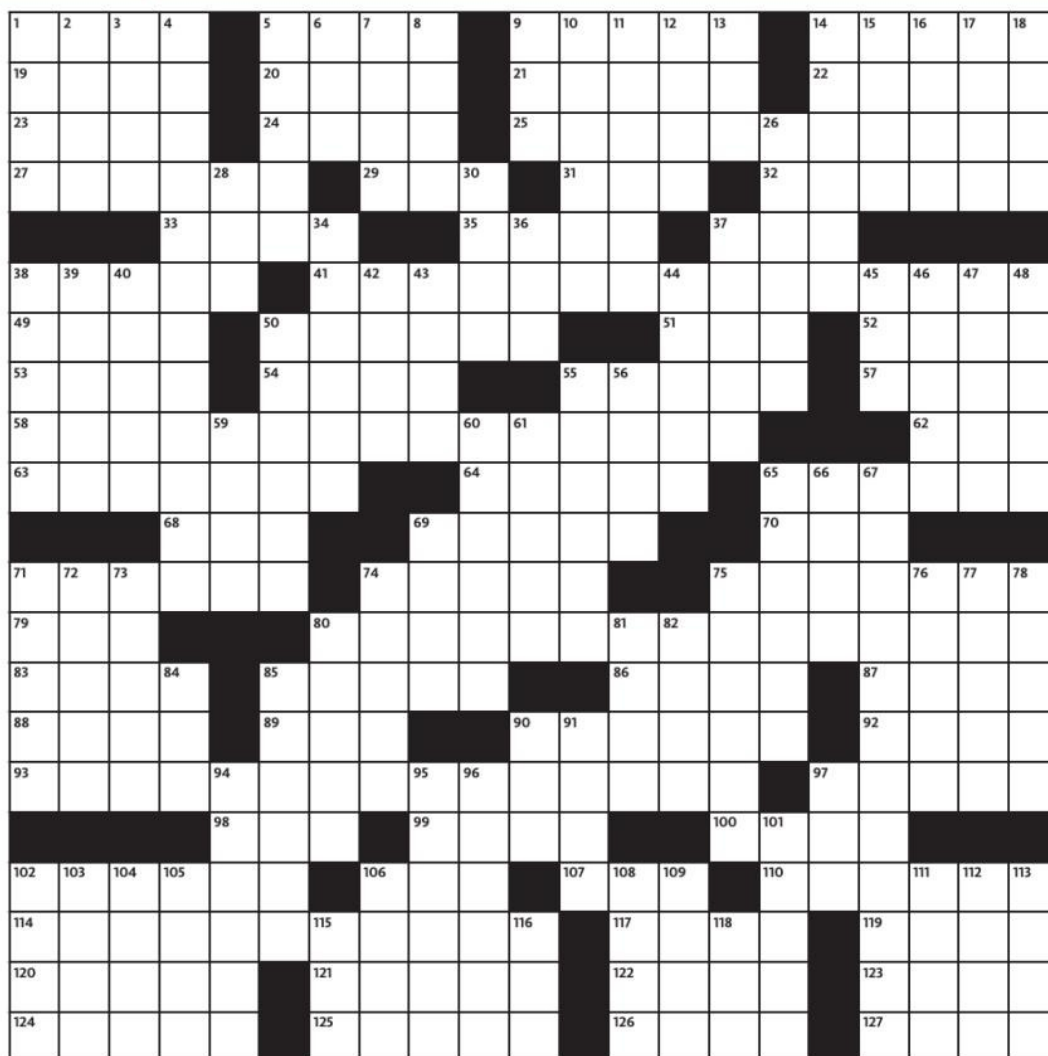


BLACK GOLD OILFIELD SERVICES

Prudhoe Bay, AK
Odessa, TX - Williston, ND
www.blackgoldlodging.com

ACROSS

- 1 Dustcloths
5 Vail equipment
9 Slapping sound
14 Michael Caine role
19 Hodgepodge
20 Not sloppy
21 Certain Mideast native
22 Heart rate
23 Queen of Scots
24 Soon
25 Arnold Schwarzenegger film
27 Upright shaft
29 Ms. Thompson
31 Fishing tool
32 Speaks pompously
33 Spanish river
35 Phooey!
37 Charles S. Dutton series
38 Certain chess pieces
41 Michael J. Fox film
49 Exude
50 Meal
51 Vital statistic
52 Unique person
53 Strong flavor
54 *Lyin' ____*
55 Holy table
57 Mound
58 Arthur Hill film, with "The"
62 Muscle motion
63 Having tiers
64 Juan or Evita
65 Deny
68 Zone or table
69 Canine treats
70 Hospital ward: abbr.
71 Lacey's TV partner
74 Intersect
75 Add, as by growth
79 Mr. Whitney
80 Charlton Heston film
83 Bargain
85 Control straps
86 Observe carefully
87 Black and Bering
88 ____ Domini
89 Sandy's comment
90 Pago Pago native
92 Ward of *Sisters*
93 Harrison Ford film
97 Actress Spacek
98 Representative: abbr.
99 List
100 Government agent
102 Busy
106 Yosemite ____ of cartoons
107 Beam of light
110 African mammals
114 Rutger Hauer film
117 Monstrous
119 ____ mater
120 ____ a *Hot Tin Roof*
121 Very small



- 122 Director Kazan
123 Legitimate
124 From Geneva
125 ____ of *Love*
126 Repair
127 Topeka's state: abbr.

DOWN

- 1 Frolic
2 Asian mountains
3 Young female
4 Edward G. Robinson film
5 Beatles drummer
6 Kith and ____
7 Worshipped object
8 *Auld Lang ____*
9 Perch
10 Immediately
11 Tardiest
12 Medical-school subject: abbr.
13 Sesame plant
14 Insight

- 15 Sculptor della Robbia
16 No longer fizzy
17 Man or Wight, e.g.
18 Wiggly fish
26 Shingle installer
28 Stomach muscles
30 Clumsy boats
34 Listened to
36 Lawyer: abbr.
37 King Lear's daughter
38 Flower feature
39 Iowa city
40 Breezy
42 Parodied
43 Mexican abode
44 "... with his ____ his hand"
45 Surpass
46 Bring together
47 Memento
48 Standing
50 Cure
55 Take into custody

- 56 Thailand's neighbor
59 Writer Sarah ____ Jewett
60 Eating utensils
61 Nervous
65 Make wealthy
66 ____ signum
67 Jeff Goldblum film
69 Fiber source
71 Aromatic wood
72 Coeur d'____, Idaho
73 Goliath, e.g.
74 Steep rock face
75 Accomplish
76 Certain swords
77 Small ducks
78 School assignment
80 H. Ross ____
81 "Don't Tread ____"
82 Nourishment
84 Mr. Gehrig
85 Forest ____
90 TV unit
91 Slightly open

- 94 Black birds
95 Half-conscious state
96 Bart's dad et al.
97 ____ Lanka
101 In front
102 Basics
103 Curved nail
104 French actor Jacques ____
105 Marriage pledges
106 Bad mood
108 Throat-clearing sound
109 Christmas
111 Sincere appeal
112 Muscat's land
113 Maglie and Mineo
115 Actress Thurman
116 Go bad
118 Tonic's partner

SOLUTION ON PAGE 150.

PennyPress®

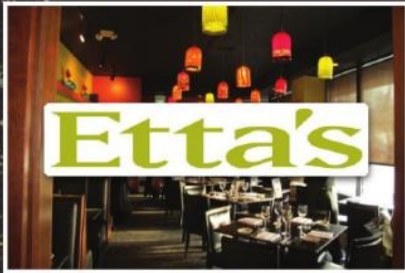
 Puzzle © 2015 Penny Press, Inc.
www.PennyDellPuzzles.com

RECOMMENDED RESTAURANTS IN:

SEATTLE, WA



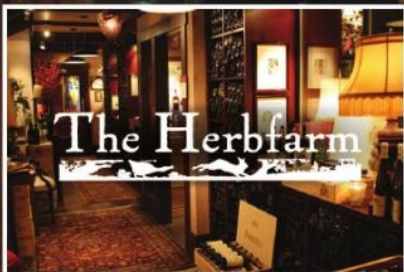
SULLIVANSSTEAKHOUSE.COM



TOMDOUGLAS.COM



RUSSELLLOWELL.COM



THEHERBFARM.COM



SPACENEEDLE.COM

OREGON



23HOYT.COM



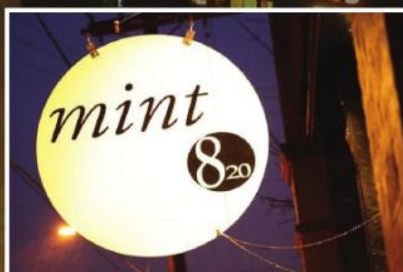
SAUCEBOX.COM



LINCOLNPDX.COM

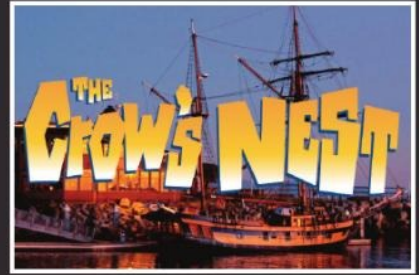


BLUEHOURONLINE.COM



MINTAND820.COM

NORTHERN CA



CROWSNEST-SANTACRUZ.COM



BIRKSRESTAURANT.COM



LARKCREEK.COM



BRIDGESDANVILLE.COM



WENTEVINEYARDS.COM

RECOGNIZED AUTHORITY ON BUSINESS DINING



PASSPORT
CORPORATE



Overnight snow, red berries and a Townsend's warbler illustrate the vivid contrasts of the enchanting winter season.

Photo by Doug Plummer

New 2015 Ram 1500
Crew Cab Eco Diesel



DAVE SMITH MOTORS ONLINE

Shop Online 24 hours a day
at DaveSmith.com



Choose from over 2,500 vehicles from your computer, tablet
or smartphone. **Why Pay More Anywhere Else?**



The World's Largest Dodge Chrysler Jeep
Ram Dealer - 11 years and counting.



Warning: This ad may save you money



DaveSmith.com **800-635-8000**

New 2015 Chevrolet
Silverado 1500 Crew Cab



DAVE SMITH MOTORS ONLINE

Shop Online 24 hours a day
at DaveSmiths.com



Choose from over 2,500 vehicles from your computer, tablet
or smartphone. **Why Pay More Anywhere Else?**



The Northwest's Largest GM Dealer for
20 consecutive years.



Warning: This ad may save you money



DaveSmiths.com **800-635-8000**



New 2015 Cadillac CTS V



DaveSmiths.com
800-635-8000



New 2015 Cadillac Escalade

*The definition of hassle free buying is the customer's choice to buy without the hassle of negotiating.



Go Further

EXPAND YOUR NEIGHBORHOOD

THIS WINTER WITH AN AWD/4WD FORD VEHICLE



AWD FORD FUSION



4WD FORD ESCAPE

IT'S HOW TO GET WHERE YOU'RE GOING THIS WINTER

It's time to see everything your neighborhood has to offer. Ford cars and SUVs with AWD/4WD will make sure to keep you in control in various road conditions. Check out the rest of our AWD/4WD line-up.

YOUR LOCAL FORD STORE | COMPAREFORD.COM



Message and data rates may apply.