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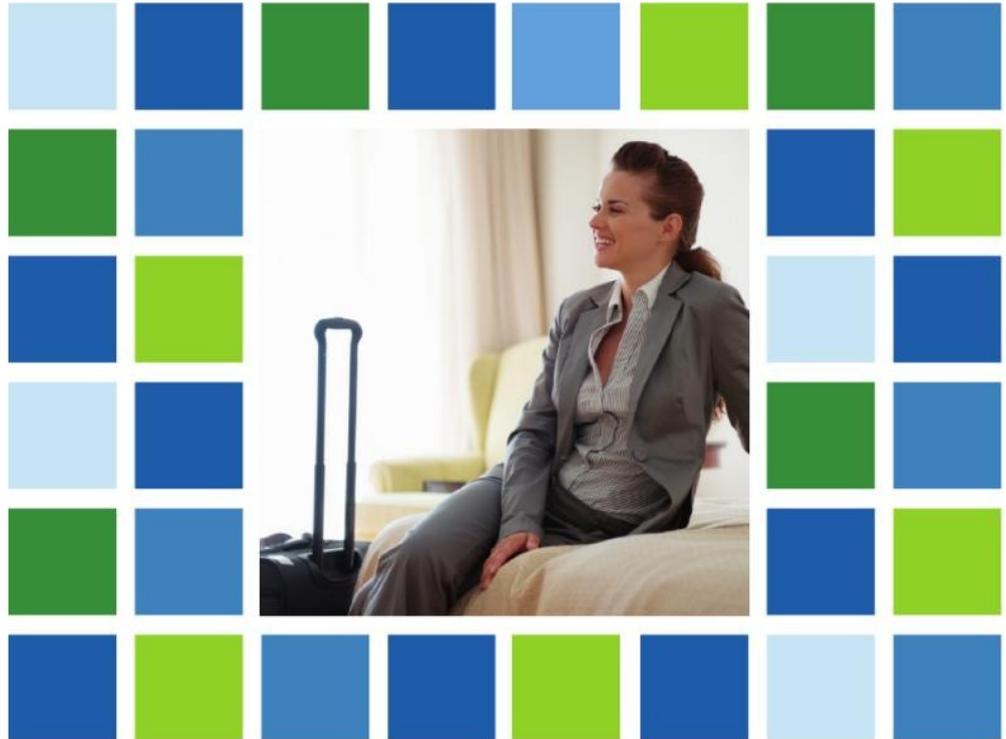
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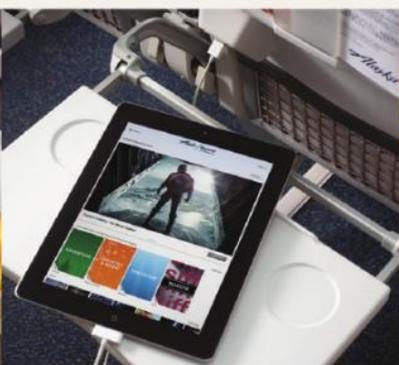


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Publisher **Mimi K. Kirsch**

Editor-in-chief **Paul Frichtl**

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**

Contributors **Renee Brincks, Jean Hamilton, Sally James, Buddy Levy, Michelle Martin, Todd Powell, Brad Snowder, Hannah Wallace**

Coordinator for Horizon Air **Susan Peterson**

Art Director **Nancy O'Connell**

Production Director **Paul Frichtl**

Advertising Production Manager **Theresa Santucci**

Design & Production Specialist **Whitney L. Little**

CEO **Edward B. Kirsch**

Accounting Manager **Holly L. Genest**

Advertising Data Wrangler **Liz Borovik**

Office Coordinator **Kimberly Knapman**

### SALES OFFICES

2701 First Avenue, Suite 250, Seattle, WA 98121;  
206-441-5871; email [sales@paradigmccg.com](mailto:sales@paradigmccg.com);  
fax 206-448-6939

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 Blvd., #452,  
Anchorage, AK 99503; 907-561-2450,  
fax 907-344-7262**

East Coast/Mexico: **Kenneth J. Krass, ext. 11**

Hawai'i: **Debbie Anderson, 3555 Harding Ave., Suite 2C,  
Honolulu, HI 96816; 808-739-2200, fax 808-739-2201**



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**Cover:** A couple enjoys winter fun in spectacular Sun Valley. Photo by Tory Taglio / Idaho Stock Images.

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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.

Former Washington Governor Dan Evans is 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. 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 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."

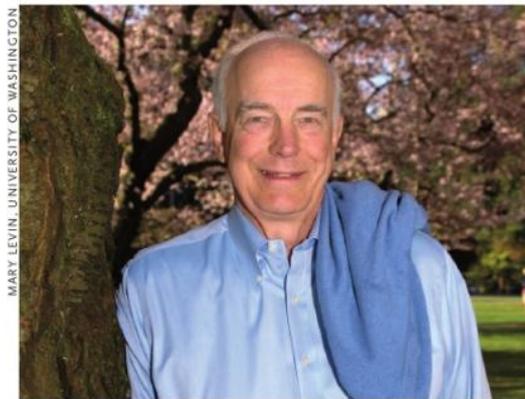
Evans led efforts to improve our education system by founding the community college system in Washington state. A former Boy Scout and longtime hiker, he also created the first state-level Department of Ecology in the country.

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."

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. To learn more about Evans, please see our profile in the January issue of *Alaska Airlines Magazine*, at [alaskaairlinesmagazine.com](http://alaskaairlinesmagazine.com).

Thanks for flying with us today.

*Barcl*



Former Governor Dan Evans.

MARY LEVIN, UNIVERSITY OF WASHINGTON

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Photos: Gerald Pope

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**Dr. Upton**, the Medical Director of the Anti-Aging Center at PRO Sports Club, has been practicing medicine for over 17 years.

He became inspired by anti-aging through this extensive experience with preventative medicine.



## 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."

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**D**aron Rahlves, organizer of the Rahlves' Banzai Tour, says his motto is "Make it happen."

That might explain why he is one of the greatest American downhill and Super G ski racers of all time, with 12 World Cup wins among his 28 World Cup top-three finishes; three medals in the biennial world championships; and seven national titles.

He's also a four-time Olympian and a Winter X Games winner, and has appeared in several Warren Miller films.

"I want to excel in whatever I do, and help others to excel," says Rahlves, who mentors young skiers at the Sugar Bowl Academy.

The expert skier is a devoted husband and father (of twin 7-year-olds). He says his idea of perfect happiness includes "a day skiing on the mountain with my kids smiling and my wife laughing."

**T**op North American skiers and snowboarders, as well as athletes from the Lake Tahoe area, will compete during the fifth-annual **Rahlves' Banzai Tour**, taking place between Feb. 21 and March 15 at three Tahoe resorts. All skiers age 18 and up are eligible to compete. Solo timed runs will determine who qualifies for finals rounds of four racers at a time, with champions crowned in men's and women's events. A cash-prize purse will be distributed among top finalists in each category. Alaska Airlines is a sponsor of the action-packed tour, whose stops will include **Alpine Meadows**, Feb. 21–22; **Kirkwood Mountain**, March 7–8; and **Sugar Bowl**, March 14–15. For more information: [rahlvesbanzai.com](http://rahlvesbanzai.com).

LEFT: DAVE CLOCK PHOTOGRAPHY; COURTESY: RAHLVES' BANZAI TOUR; RIGHT: ATOMIC / RALF HOCHHAUSER

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# 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.

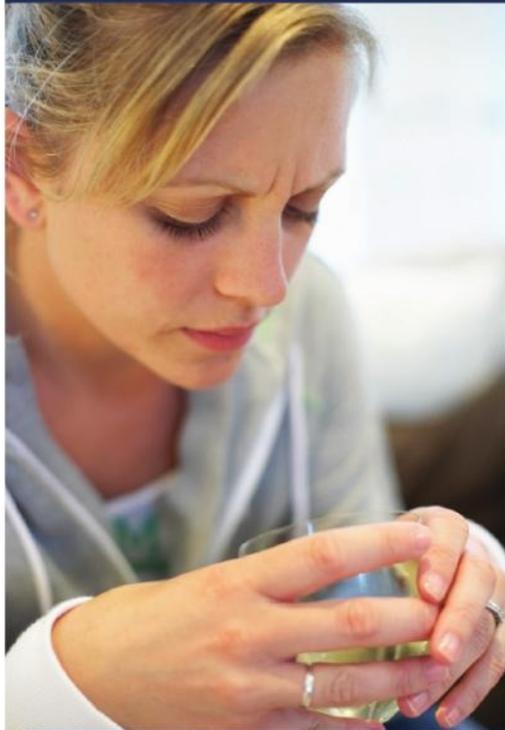
**First**, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

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!

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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.

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HOSPITAL

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SANTA BARBARA & PALM SPRINGS, CA

Acclaimed film fests

Celebrities, panel discussions and a symposium



COURTESY SBIFF

Actors Steve Carell (above) and Michael Keaton, and the family of nature-filmmaking icon Jean-Michel Cousteau, will be among those honored at the 30th-anniversary **Santa Barbara International Film Festival**, Jan. 27-Feb. 7.

The festival screens more than 200 films, showcasing feature, documentary, international, animated, short, family-oriented and classic silent films. It also features panel discussions ranging from screenwriting to directing (sbiff.org).

Alaska Airlines is a sponsor of the Santa Barbara International Film Festival and also of the **Palm Springs International Film Festival**,

Jan. 2-12. The Palm Springs festival, which screens approximately 190 films, is especially well-known for its lineup of international features, including 50 of the submissions for the upcoming foreign-language film Oscar.

In addition, a special one-day symposium, Jan. 8, "The Power of Words: Book to Screen," will spotlight authors, screenwriters and producers discussing how compelling stories, such as the book *Life Itself*, about film critic Roger Ebert, have been adapted to film (psfilmfest.org). —Leah LaCivita

Flying A Studios in Santa Barbara was a giant in the silent-film industry, producing nearly 1,000 films from 1912 to 1921, according to the Santa Barbara Museum. Feature films have been produced in the Palm Springs/Coachella Valley since the 1920s, including *Fast and Furious 5* and *Mission Impossible III*, according to the Palm Springs Bureau of Tourism.

AROUND MONTANA

The **Great Rockies Sport Show**, featuring seminars and exhibits related to the outdoors, will be Jan. 9-11 in Billings, MT (30th-anniversary show); Feb. 27-March 1 in Helena; March 21-22 in Missoula; and March 27-29 in Bozeman (greatrockiesshow.com).

OLYMPIA, WA

**John Howie Restaurants** (johnhowiesteak.com) in the Puget Sound area has been honored as a state recipient of the **National Association of Secretaries of State Medallion Award** for the company's philanthropic work and giving back



COURTESY JOHN HOWIE RESTAURANTS

to the community. For more information on winners in Washington state and other states, visit each secretary of state's official website, and also [nass.org](http://nass.org).

VANCOUVER, BC

Entertainers from around the world will be on stage during the **PuSh International**

**Performing Arts Festival**, Jan. 20-Feb. 8 in Vancouver, BC.

The name PuSh reflects a focus on groundbreaking work that "pushes the envelope" (pushfestival.ca).



ROBERT TORRES

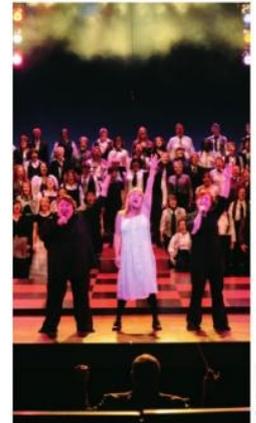
talked about

ANCHORAGE, AK

The city of Anchorage is celebrating its centennial this year, with numerous events, ranging from the "Anchorage-Big Wild Skate!" ice show spotlighting the city's history and culture, Feb. 27-March 1, to the "Imagining Anchorage" symposium, June 18-20 (anchoragecentennial.org).

SEATTLE, WA

Musical tributes



JOHN PAI

"Reel Women," a musical tribute to memorable cinema females from the 1930s to today, will be performed at Seattle Center's Cornish Playhouse, Feb. 5-8. The **Seattle Women's Chorus** will present songs from movies such as *Fame* and *A League of Their Own*. Also featured will be a medley of Disney princess-themed songs and songs from the James Bond series.

The Seattle Women's Chorus is a sister group to the **Seattle Men's Chorus**, which is celebrating its 35th anniversary. On March 28 and 29, the men's chorus will present a concert titled "Legacy," a tribute to Tyler Clementi and Harvey Milk.

The two choruses are part of Flying House Productions, whose season sponsors include Alaska Airlines.

Contact: 206-388-1400; [flyinghouse.org](http://flyinghouse.org).

—Marie Larsen

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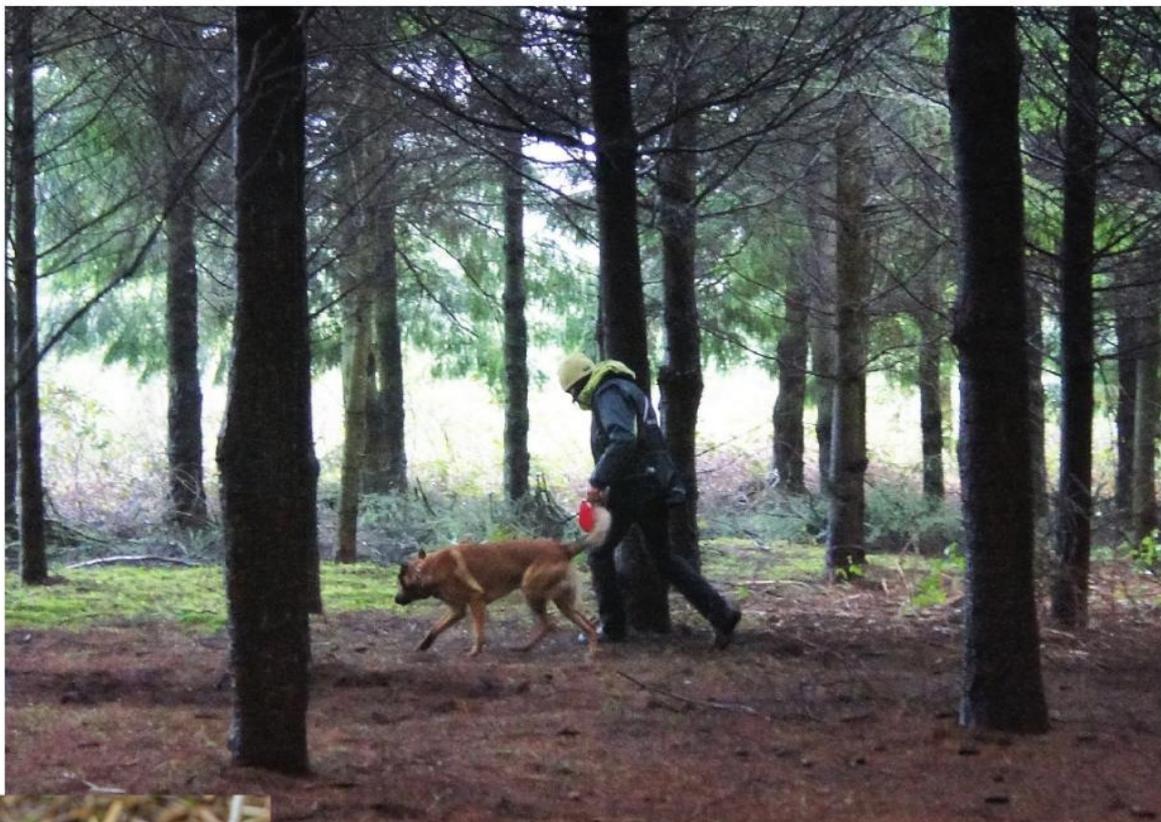
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PORTLAND & EUGENE, OR

## Groundbreaking culinary work

10th annual truffle festival features native and French varieties, and numerous events



**G**o truffle hunting with a trained truffle dog or bring your own canine for truffle-dog training sessions and an amateur truffle dog competition during the **10th Annual Oregon Truffle Festival**. Taking place Jan. 15-18 in the Portland/Yamhill area and Jan. 23-25 in the Eugene area, during the peak of Oregon's truffle-harvest season, the event has been described as "the first truffle festival in the English-speaking world."

Oregon white and Oregon black truffles, as well as the French Périgord black truffle, which was first commercially harvested in Oregon's Willamette Valley in 2012. Truffles are

commercially cultivated by introducing the truffle fungus into tree seedlings, such as hazelnut trees; it takes several years for truffles to develop.

The festival will also include **cooking classes, winery luncheons, a Growers' Forum and an Oregon Truffle Marketplace.**

Contact: 503-296-5929; [oregontrufflefestival.com](http://oregontrufflefestival.com).

—Kyle Jensen

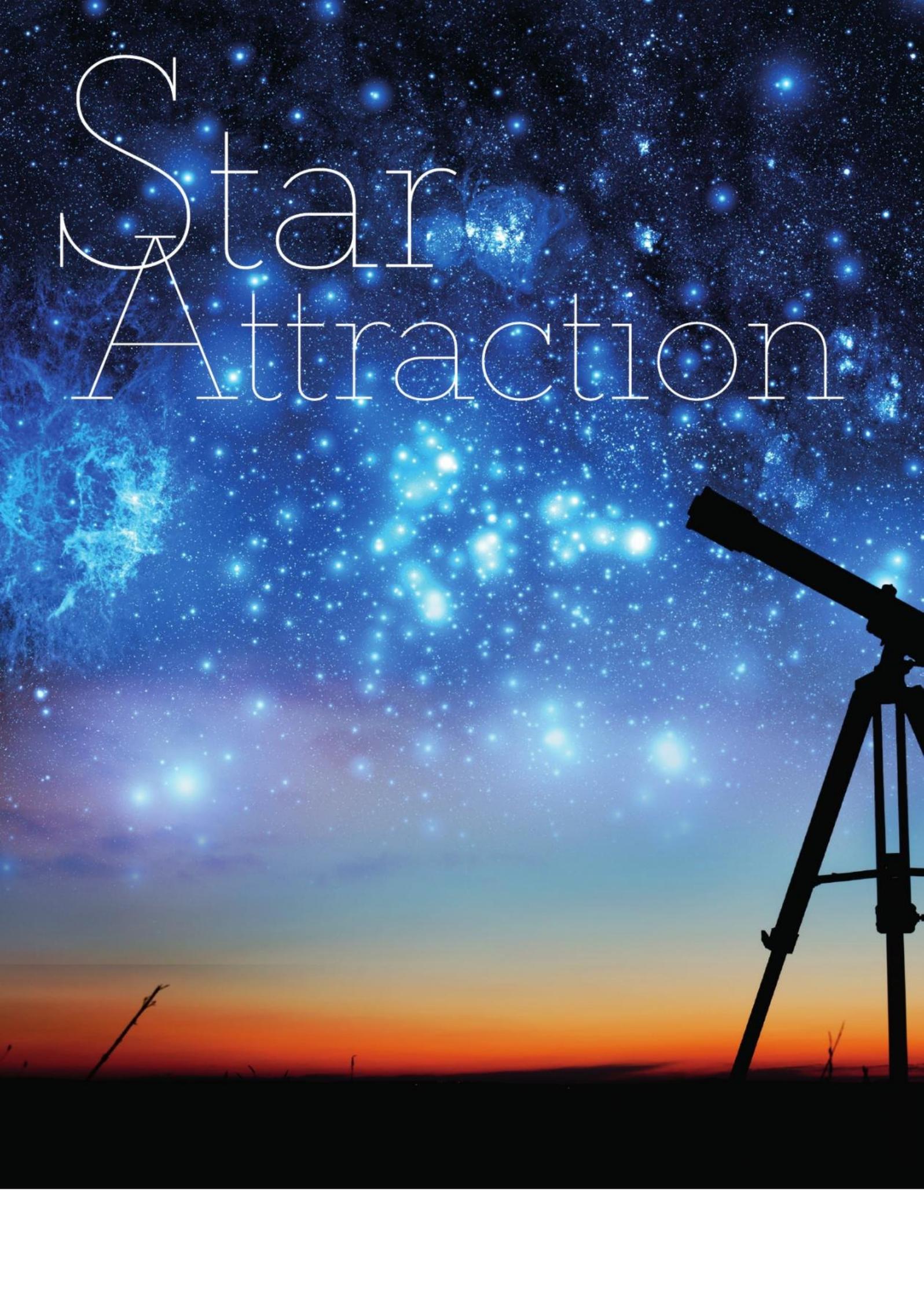
Clockwise from top: A trained truffle dog at work during last year's festival. Apple-and-jicama salad with hazelnuts and shaved Oregon white truffles. Foragers gather Oregon white truffles.

Guest participants will include top Northwest chefs such as Vitaly Paley, Jason Wilson and Stephanie Pearl Kimmel, who will host wine-paired truffle dinners or participate in events such as "Walk on the Wild Side," featuring small-plate truffle dishes, wine and beer.

Festival attendees will have the opportunity to learn more about native, wild-growing

**Did you know?** Oregon has a world-renowned, six-decade legacy of truffle research, and one of the greatest concentrations of truffle scientists and specialists in the world ([oregontruffles.org/truffles\\_feasibility\\_final.pdf](http://oregontruffles.org/truffles_feasibility_final.pdf)).

# Star Attraction





The United Nations has designated 2015 the "International Year of Light and Light-Based Technologies." Visit the website [light2015.org](http://light2015.org) for information on subjects such as Cosmic Light, Why Light Matters, Light for Development, Science Stories and special events related to light.

T

By Brad Snowder

he study of stars and stardust is the study of us, and our place in the overall architecture of the cosmos. Here's a basic overview of how and why:

"The nitrogen in our DNA, the calcium in our teeth, the iron in our blood, the carbon in our apples were made in the interiors of collapsing stars. We are made of starstuff."

—Carl Sagan, *Cosmos*

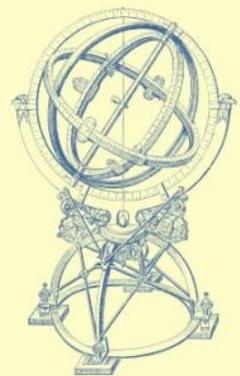
**1.** All stars are mostly made of hydrogen and helium that formed after the Big Bang let loose all the energy in the universe about 13.8 billion years ago.

**2.** Some stars—those with higher masses and hotter core temperatures (starting at around 100 million degrees)—can create atoms such as carbon, nitrogen and oxygen within their cores as heat and pressure cause various atoms to fuse. For instance, three helium atoms can fuse to create a carbon atom, and a helium atom and a carbon atom can fuse to create an oxygen atom.

**3.** When some of the most massive stars in the universe matured to a certain point after the Big Bang, their nuclear engines flamed out. As a result, the stars' cores collapsed and the stars exploded, sending into space atoms they had created. In addition, the heat and force of these explosions—called supernovae—caused some of the atoms being hurled into

space to fuse to create even more types of atoms, such as nickel, copper and gold.

**4.** Some of the star-born atoms flying through space eventually formed bonds with each other to become molecules. Small aggregates of molecules are called "dust." A lot of this stardust swirls and eddies as tiny particles along with gases in great big clouds called nebulae. ➔





# 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/horizon](http://geoengineers.com/horizon).

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**5.** We think a mixture of gas and dust gave birth to our solar system. About 5 billion years ago, a massive star near the end of its life crushed its core under its own weight. Under that irresistible pressure, the core suddenly converted its contents into atoms ranging from carbon to iron while releasing enough energy to blow the star apart (a supernova), thus sending much of its material into the surrounding space.



cluster of stars, one of which was our sun. Meanwhile, gravity collected some of the atoms jettisoned by the massive star into moons and rocky planets, one of which was our Earth.

**7.** Our planet eventually went on to give rise to life, which is composed in large part

of the tiny particles—including carbon, nitrogen, oxygen, calcium and iron—from that ancient star explosion. We are the dusty remnant of stellar evolution.

*For more information about stars and stardust and their formation, visit Brad Snowder's website, [www.uw.edu/skywise/welcome.html](http://www.uw.edu/skywise/welcome.html).*

**6.** The shock wave generated by the force of the explosion caused a nearby gas-and-dust cloud to collapse into a

## ABOUT CONSTELLATIONS



In ancient times, people saw patterns of stars that appeared to be so distinctive, they were easily identifiable and remembered. Star viewers made up all kinds of stories about mythological creatures and characters they associated with the star patterns. As astronomers subsequently began to make maps of the stars, the named patterns were included in the maps and called constellations.

Constellations have imaginary boundaries formed by “connecting the dots.” But keep in mind that constellations are not real objects; they are just patterns as seen from our observation point on Earth. The individual stars in a constellation may appear to be very close to each other, but in fact they can be sepa-

rated by huge distances in space. *(The above information was excerpted and edited from the website [starchild.gsfc.nasa.gov/docs/StarChild/questions/question9.html](http://starchild.gsfc.nasa.gov/docs/StarChild/questions/question9.html).)*

### Greek Mythology Constellations

*(Mythology can vary; these versions are courtesy of Brad Snowder; for more legends: [www.uw.edu/skywise/greekmyth.html](http://www.uw.edu/skywise/greekmyth.html))*

**Cassiopeia, The Queen:** She was a very beautiful and very vain queen. Gazing at herself in a mirror, she proclaimed herself more beautiful than the Nereids, who were sea nymphs. As punishment, Poseidon demanded that the queen's daughter, the princess Andromeda, be sacrificed to the sea monster Cetus.



## POPULAR OBSERVATORIES

Here are a few of the excellent observatories in the western United States.

**Chabot Space and Science Center,** Oakland, CA; [chabotspace.org/index.htm](http://chabotspace.org/index.htm)

The public can use three large nighttime scopes, plus various solar scopes, used to observe the sun. Chabot, which is affiliated with the Smithsonian Institution, also has hands-on exhibits and a planetarium.



**Goldendale Observatory State Park,** Goldendale, WA; [goldendaleobservatory.com](http://goldendaleobservatory.com)

The park is located on a hill at about 2,100 feet in south-central Washington. It has four public-use telescopes, including one of the largest public night-sky scopes in the country, and a solar telescope.



**Griffith Observatory,** Los Angeles; [griffithobservatory.org](http://griffithobservatory.org) Griffith opened in 1935. Its four public-use telescopes include solar scopes and a 1930s Zeiss-manufactured scope. The park also has a planetarium and exhibits.



**Kitt Peak National Observatory,** near Tucson, AZ; [noao.edu/kpno](http://noao.edu/kpno) Kitt Peak has three major nighttime scopes and a solar scope for public use. It also offers programs such as astrophotography.



—Compiled by Seattle science writer Sally James

PHOTOS COURTESY OF THE RESPECTIVE OBSERVATORIES EXCEPT KITT PEAK: SHUTTERSTOCK.COM

# ASTRO QUIZ



SCORPIUS / MILKY WAY PHOTO BY BRAD SNOWDER

1. What object is sometimes called the Evening Star and sometimes called the Morning Star?
  - a) Vega
  - b) Venus
  - c) Virgo
2. What is the closest star to Earth?
  - a) Alpha Centauri
  - b) Proxima Centauri
  - c) Sun
3. If our entire solar system could fit into a coffee cup, how big would our galaxy (the Milky Way), which contains our solar system and many others, be in comparison?
  - a) Seattle
  - b) Washington state
  - c) North American continent
4. What causes sunspots to appear on the surface of the sun?
  - a) An object crashes in.
  - b) The magnetic field's distorted.
  - c) A burst of energy comes out.
5. What single factor determines a star's brightness, color and length of life?
  - a) Total mass
  - b) Core temperature
  - c) Volume

## HINTS

1. A sister to Earth. Sometimes to the left of the sun and sometimes to the right. Is actually a planet, not a star.
2. A mere 93 million miles away.
3. The one that is more than 9 million square miles.
4. A localized reverse in polarity.
5. How much stuff is there?

Quiz created by Brad Snowder.

ANSWERS:

1b, 2c, 3c, 4b, 5a.

Andromeda was saved by Perseus. Queen Cassiopeia was ultimately transformed into a constellation. Because she insulted the sea nymphs, she never sets below the surface of the sea/horizon (as seen from northern latitudes).

**Corona Borealis, The Northern Crown:** Theseus went to Crete to kill the Minotaur with the help of his fiancée, Princess Ariadne. She gave him a big ball of string. As Theseus walked through the Labyrinth, he unrolled the string. After he slew the Minotaur, he followed the string out of the maze. The crown was made for Princess Ariadne as a wedding present by the master smith Hephaestus. The crown was placed in the sky after Ariadne's death.



so Gaia sent Scorpius, the scorpion. Orion and Scorpius had a great battle, and in the end both were killed. Zeus placed Orion in the winter sky and Scorpius in the summer sky so they cannot see each other and thus not fight.

**Ursa Major, The Greater Bear (the Big Dipper is part of Ursa Major):** In the land of Arca-

dia, Zeus fell in love with the beautiful nymph Callisto. Zeus' wife, the goddess Hera, upon hearing that

Callisto had given Zeus a son named Arcas, turned Callisto into a bear. One day Callisto saw her son in the woods and attempted to approach but could only growl. Seeing the bear, Arcas drew his spear and prepared to attack. To protect Callisto, Zeus changed Arcas into a bear also



WIKIMEDIA COMMONS (3)

**Orion, The Hunter:** Orion was given as an infant to a poor shepherd, Irieus, who had showed hospitality to Zeus and Poseidon without knowing they were gods. Orion grew into a great hunter. He eventually fell in love with Artemis, the moon goddess. Her brother

Apollo became upset with her as she spent more and more time with Orion. It was her job to guide the moon across the sky, and she began to neglect her duty. Apollo convinced the goddess Gaia (aka Mother Earth) that Orion and Artemis were killing too many animals,

and then placed them both in the northern sky, swinging them up by their tails. This is why the tails are so

long. Arcas is known as Ursa Minor, the Lesser Bear (the Little Dipper is part of Ursa Minor).



In 1925, the International Astronomical Union adopted 88 official constellations and assigned areas of the sky to specific constellation names. It should be noted, however, that they made no requirement that the constellation be easily seen or that the legends associated with the constellation make any sense. —Source: [starchild.gsfc.nasa.gov/docs/StarChild/questions/question9.html](http://starchild.gsfc.nasa.gov/docs/StarChild/questions/question9.html)

# MATCH THE CONSTELLATION WITH THE LEGEND



1. \_\_\_\_\_



4. \_\_\_\_\_



3. \_\_\_\_\_



2. \_\_\_\_\_



5. \_\_\_\_\_

## Greek names and legends:

### a. Draco, The Dragon:

The dragon protected the golden apples of the Hesperides, and the golden fleece in the Garden of Ares.

### b. Lyra, The Harp:

Apollo invented the lyre using a turtle shell strung with strips of cow gut. He gave it to the god Orpheus, whose beautiful

music could tame wild animals.

### c. Delphinus, The Dolphin:

Poseidon tried to convince one of the Nereids (sea nymphs), Amphitrite, to marry him. She hid in the Atlas Mountains in Morocco, so Poseidon sent a dolphin to plead his case, and Amphitrite finally agreed to be a bride. The dolphin was rewarded with a place in the sky.

### d. Cygnus, The Swan:

Phaëthon died when he fell out of the chariot of the sun and into the River Eridanus. His brother Cygnus repeatedly dove in search of him. In mercy, the gods transformed Cygnus into a swan.

### e. Aquila, The Eagle:

This is a bird that has the power to bring rain and is the keeper of Zeus' lightning bolts.



Legend versions courtesy of Brad Snowden: [www.edu/skywise/greek-myth.html](http://www.edu/skywise/greek-myth.html)

ANSWERS:  
1d, 2e, 3a, 4c, 5b.

## ASTRONOMERS OF NOTE

Below are a few more award-winning astronomers known for communicating complex concepts to laypeople.

### Debra Fischer:

Astronomy professor, Yale University; [exoplanets.astro.yale.edu/people/dfischer.php](http://exoplanets.astro.yale.edu/people/dfischer.php)



COURTESY DEBRA FISCHER

**About:** Magazine-article author. Has appeared on shows such as *Nova*, and on the National Geographic Channel and the History Channel.

**Current project:** Her team develops instruments that provide the precision needed to detect Earth-like planets.

### Andrew Fraknoi:

Astronomy professor, Foothill College; [foothill.edu/ast/fraknoi.php](http://foothill.edu/ast/fraknoi.php)



PHOTO BY TUCHEK HIATT / COURTESY ANDREW FRAKNOI

**About:** Has an asteroid named after him. Textbook, sci-fi and magazine-article author. Regular guest on NPR's *All Things Considered* and *Science Friday*.

**Current project:** How the public can safely observe and understand the eclipse of the sun on Aug. 21, 2017, which will be total in parts of the U.S. (including areas of Oregon and Idaho) and partial throughout North America.

### Sten Odenwald:

Astronomer and educator, National Institute of Aerospace/NASA; [spacemath.gsfc.nasa.gov](http://spacemath.gsfc.nasa.gov)

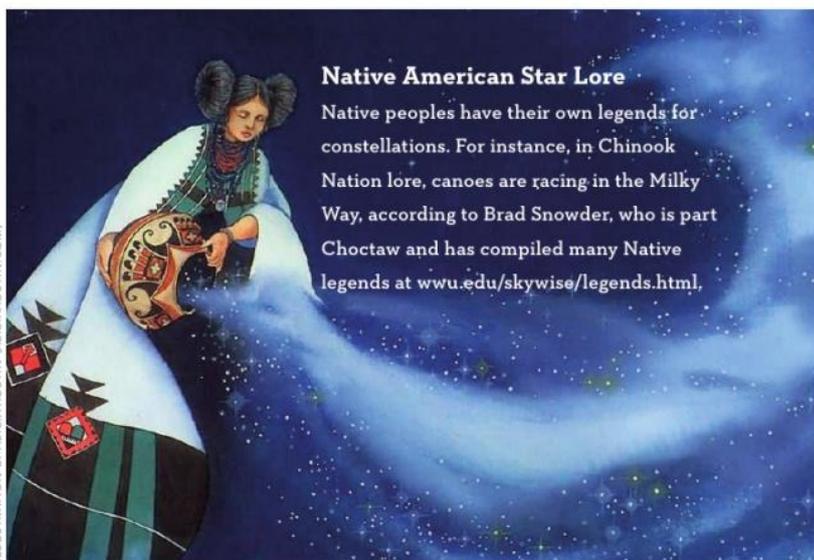


COURTESY STEN ODENWALD

**About:** Book and magazine-article author. Host of [astronomycafe.net](http://astronomycafe.net). TV appearances include the National Geographic Channel.

**Current project:** We have mathematical models for discussing space, but we can't see or feel it. How can we use the arts and other tools to "visualize" and understand the vast unknown?

—Profiles by Sally James



## Native American Star Lore

Native peoples have their own legends for constellations. For instance, in Chinook Nation lore, canoes are racing in the Milky Way, according to Brad Snowden, who is part Choctaw and has compiled many Native legends at [www.edu/skywise/legends.html](http://www.edu/skywise/legends.html).

ILLUSTRATION BY ALICIA AUSTIN (ALICIAAUSTIN.COM)



# Fun Sun Valley

By Buddy Levy



*Wind and sun* glaze my cheeks as

I double-pole into the Upper College ski run off the top of Sun Valley Resort's Bald Mountain. My goal: to re-create a favorite experience from my youth—arcing long, languid, giant slalom turns nonstop, from the mountain summit at 9,150 feet to the base at River Run Plaza, 3,400 vertical feet below.

As kids on the Sun Valley Ski Team, we'd follow our coaches in a slithering line, mimicking their textbook parallel style, snaking our way down the mountain, our young legs sinewy and strong. I conjure those memories as I cruise down Upper College, flanked on either side by dense stands of fir trees. But my thighs aren't young any more; they

begin to fatigue as I whoosh into Lower College and the run narrows, causing me to shorten my turns.

I pull over and skid to a stop about three-quarters down Lower College, justifying my halt with the spectacular view of the town of Ketchum, which is backdropped by snow-draped ridges.

I lean on my poles, inhaling the crisp, clean air. I'll try going nonstop down College at the end of the week, when I have my ski legs back.

As my gaze moves from Ketchum to Sun Valley's Village, about a mile beyond, I'm reminded of Sun Valley's iconic status as North America's first destination ski resort, even as the property undergoes upgrades such as renovation of Sun Valley Lodge, scheduled for completion this June. The ski hill has been enhanced, as well. Twenty-five acres of gladed terrain have been opened between Janss Pass

*Did you know?*

Sun Valley not only has a well-deserved reputation for world-class alpine skiing, but it is also called "Nordic Town USA" for having some of the best Nordic ski terrain in the United States. In the greater Sun Valley area you can choose from 200-plus kilometers of meticulously maintained Nordic trails, with incredible diversity of terrain and trail type. In fact, Sun Valley is a U.S. Olympic Committee-designated Nordic training site.

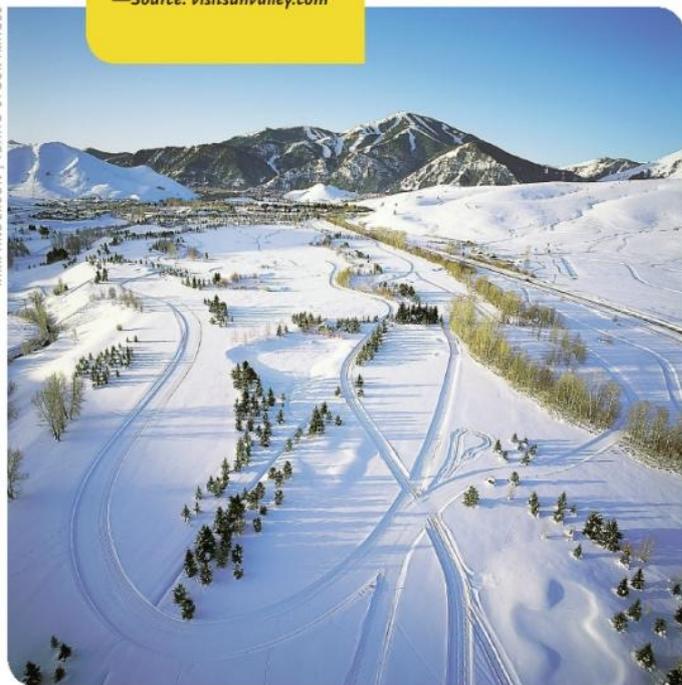
—Source: [visitsunvalley.com](http://visitsunvalley.com)

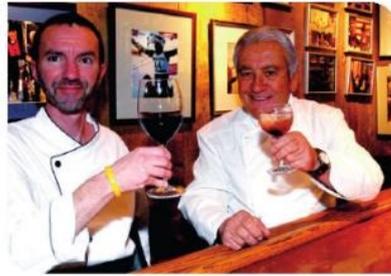
TORY TAGLIO / IDAHO STOCK IMAGES



Top and above: Skiers enjoy spectacular Bald Mountain. Right: An aerial view of the Sun Valley area.

KIRK ANDERSON / IDAHO STOCK IMAGES





## Dining

One of the ski coaches I followed down Baldy in my early teens was Frenchman Michel Rudigoz, who arrived in 1972 to coach the Sun Valley Junior Ski Team. He demanded our best technique, fitness and commitment, critiquing our style with brutal honesty in his thick French accent, always pushing us to ski faster. By 1978 he was coaching the U.S. men's Olym-

Christiania, an iconic restaurant frequented by Ernest Hemingway, has been owned since 1994 by former Olympic ski coach Michel Rudigoz (top right). The chef/owner is shown with his executive chef, Laurent Loubot.

*Continued on pg. 50*

and Graduate in the Frenchman's area. The added "powder pockets" are the result of a tree-thinning project in partnership with the U.S. Forest Service's Ketchum Ranger District. Healthy trees were preserved, while dead trees were removed.

## At Baldy's sister mountain,

Dollar, terrain-park riders relish rails and box features totaling 76 challenge-and-thrill opportunities, and a high-speed quad chair zooms skiers and snowboarders up to the 22-foot superpipe (one of the largest in North America) and to the family "cross course," with its fun banks and turns.

A 300-foot-long "Wundercarpet" whisks visitors to the top of a dedicated inner-tubing hill, while the Sun Valley Nordic and Snowshoe Center offers more than 24 miles of immaculate trails—groomed daily, and ranging from easy to difficult.

Because I'm sentimental and love history, I like to warm up for Nordic skiing on the Hemingway Trail (three-quarters of a mile, one way), which passes the Hemingway Memorial, displaying a bust of the celebrated American author. Hemingway wrote part of *For Whom the Bell Tolls* at Sun Valley Lodge during some of his many visits, and bought a home by the Big Wood River near Ketchum in 1959. If I'm feeling ambitious about my Nordic excursion, I link together a couple of longer, more difficult circuits, such as the Trail Creek Loop (3 miles) and Proctor Loop (2.5 miles), for an invigorating cross-country outing.

For an equally enjoyable but relaxing experience, I like to take Sun Valley Resort's horse-drawn sleigh ride to Trail Creek Cabin for dinner.

## More Fun in the Sun

*These are just a few of the 40-plus ideas from [visitsunvalley.com](http://visitsunvalley.com):*

- Take a guided ski or snowshoe tour from Galena Lodge (or take a self-guided tour with a map available from the lodge or Sun Valley Visitor Center), then savor dinner at the lodge. Equipment rentals are available at the lodge.



- Soak in Frenchman's Bend hot springs in a snowstorm.

- Participate in world-class Nordic skiing and enter the Boulder Mountain Tour (the 2015 event, Feb. 7, will be the 40th-anniversary tour). It is part of the Sun Valley Nordic Festival, Jan. 30-Feb. 8 this year.



- Mountain bike along Corral Creek at sunrise.



- Climb a peak in the Boulder, Sawtooth, White Cloud or Pioneer range.

- Dance through alpine meadows of wildflowers.

- Visit the Sawtooth Botanical Garden's Prayer Wheel in the Garden of Infinite Compassion—it's been blessed by the Dalai Lama. The botanical garden marked its 20th anniversary in 2014.





# Meetings 2015

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### 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

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Interactive techniques help speakers gain the attention of participants—and boost enjoyment of presentations.

By Jean Hamilton

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Convention and visitors bureaus across the Alaska Airlines system.

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# 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.





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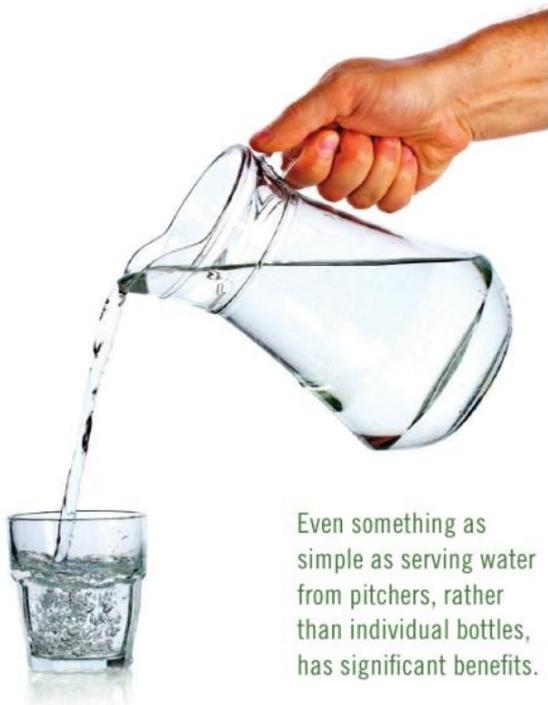
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event put on by Salesforce, the cloud computing company, that included more than 1,450 sessions in 18 San Francisco venues. The company's "green team" coordinates sustainable practices and sets related goals together with major suppliers, production 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.

### 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.



### 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.”

### 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.”



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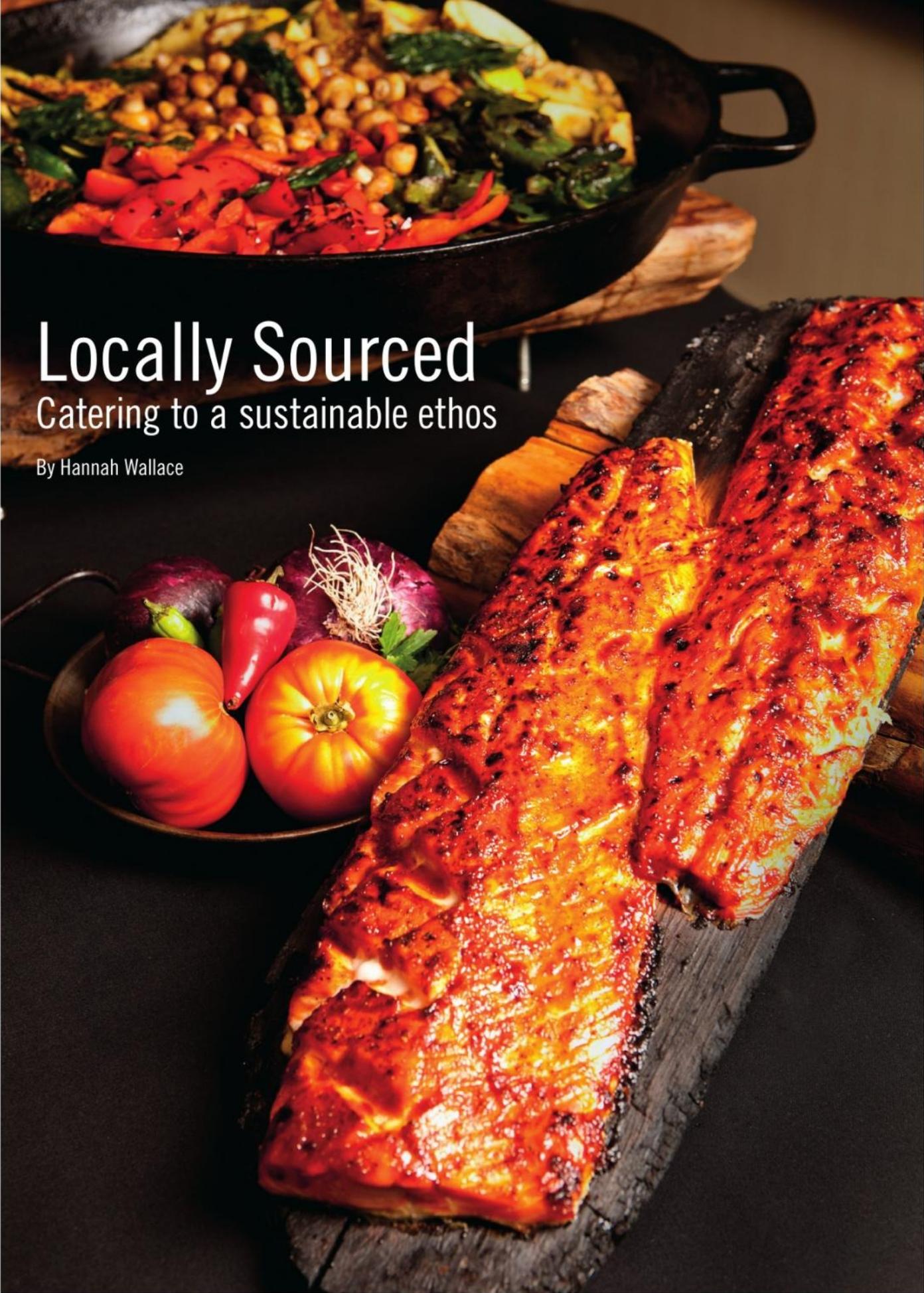


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# Locally Sourced

## Catering to a sustainable ethos

By Hannah Wallace

BRITTANY BAILEY

**M**embers 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.



HANNAH WALLACE

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

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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

Above: Seattle-area chef John Howie selects heirloom tomatoes at the Bellevue Farmers Market.

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-

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 showcase 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

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COURTESY TASTE

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

pull her truck up to the hotel and we'll jump in to see what she's got: heirloom tomatoes, obscure versions of French squash, crazy

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!"

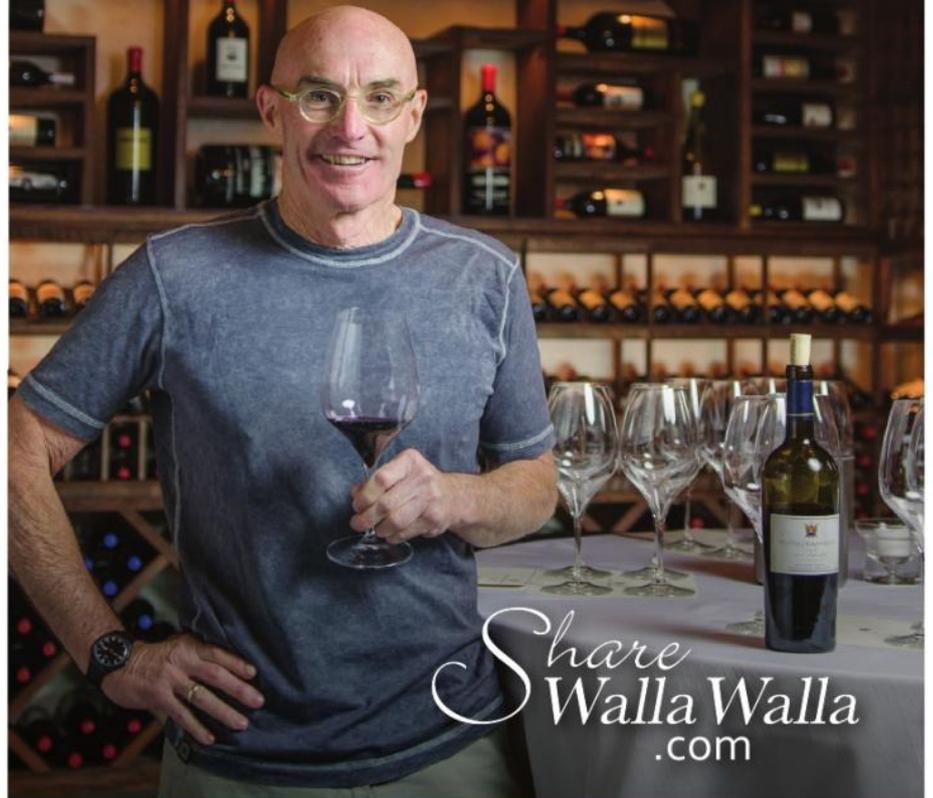
As do thousands of his colleagues. Every chef who dials up a local supplier—even for something as mundane as ketchup—is lending a meaningful and welcome flavor to a meeting's agenda. ■

Hannah Wallace is based in Portland.

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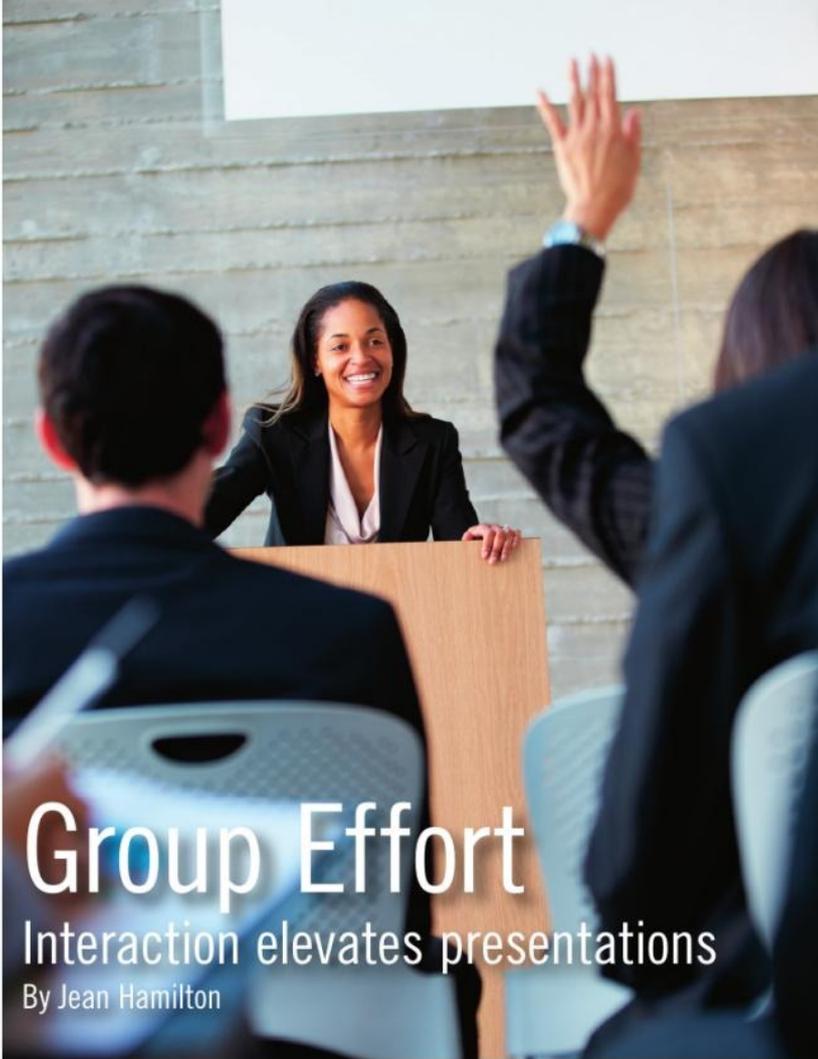
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# Quick Guide To Meeting Facilities

	FACILITY	GUEST ROOMS	RATES	MEETING ROOMS	CONTACT
<b>Alaska</b>	<b>Visit Anchorage</b> 524 West Fourth Avenue Anchorage, AK 99501	8,704	\$79-260	50+	907-257-2349/Julie Dodds
<b>Idaho</b>	<b>Boise Centre</b> 850 West Front Street Boise, ID 83702			20	208-336-8900/Sales Manager www.boisecentre.com
<b>Washington</b>	<b>The Chrysalis Inn &amp; Spa</b> 804 10th Street Bellingham, WA 98225	43	\$169-349	3	888-808-0005/Chris Simpson www.thechrysalisinn.com
	<b>Marcus Whitman Hotel &amp; Conference Center</b> 6 West Rose Street Walla Walla, WA 99362	127	\$129-199	9	509-524-5107/Chris Coates www.marcuswhitmanhotel.com
	<b>Muckleshoot Casino</b> 2402 Auburn Way South Auburn, WA 98002			4	800-804-4944/Richard King www.muckleshootcasino.com
	<b>Northern Quest Resort &amp; Casino</b> 100 North Hayford Road Airway Heights, WA 99001	250	Varies	11	509-481-6010 www.northernquest.com
	<b>Oxarc Training &amp; Multimedia Conference Center</b> 4003 East Broadway Spokane, WA 99202			2	509-535-7794/Ron Van Dyke www.oxarc.com
	<b>Silver Reef Casino</b> 4876 Haxton Way Ferndale, WA 98248	205	\$129-299	7	866-383-0777 x7140/Linda Barselou www.silverreefcasino.com
	<b>Spokane Convention Center</b> 334 West Spokane Falls Boulevard Spokane, WA 99201	3,301	Varies	45	509-279-7104/Kelsey Soukup, CMP 509-279-7118/Jessica Deri www.spokanecenter.com
	<b>Sky View Observatory</b> 701 5th Avenue, Floor 73 Seattle, WA 98104			1 (Floor 73)	206-386-5388/Liz Schmidt www.skyviewobservatory.com
	<b>Sleeping Lady Mountain Resort</b> 7375 Icicle Road Leavenworth, WA 98826	58	\$272-287	8	800-574-2123/Michael Molohon www.sleepinglady.com
	<b>Tourism Walla Walla</b> 26 East Main Street Walla Walla, WA 99362	300+	\$89-199	11+	509-525-8799 www.wallawalla.org
<b>Visit Vancouver, USA</b> 1220 Main Street, Suite 220 Vancouver, WA 98660	2,700	\$79-179	60+	877-600-0800/Rosemary Cooke www.visitvancouverusa.com	
<b>Multi-Location</b>	<b>Coast Hotels*</b>	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
	<b>Events Unlimited</b>	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
	<b>Red Lion Hotels</b>	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
	<b>Westmark Hotels*</b>	<b>Alaska/Yukon:</b> 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

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# Group Effort

## Interaction elevates presentations

By Jean Hamilton

**W**hen 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

*"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

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

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.



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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-



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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](http://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.*

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# 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.com.

**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; visitgreaterpalmssprings.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; visitlvalley.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; eugene-cascades-coast.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](http://traveltacoma.com).

**Tri-Cities** Visit Tri-Cities; 509-735-8486 or 800-254-5824; [visittri-cities.com](http://visittri-cities.com).

**Vancouver** Visit Vancouver USA; 877-600-0800 or 360-750-1553; [visitvancouverusa.com](http://visitvancouverusa.com).

**Walla Walla** Tourism Walla Walla; 877-998-4748 or 509-525-8799; [wallawalla.org](http://wallawalla.org).

**Wenatchee** Wenatchee Valley Chamber of Commerce; 509-662-2116; [wenatcheevalley.org](http://wenatcheevalley.org).

**Yakima** Yakima Valley Tourism; 800-221-0751 or 509-575-3010; [visityakimavalley.org](http://visityakimavalley.org).

## Canada

**Calgary** Tourism Calgary; 800-661-1678 or 403-263-8510; [visitcalgary.com](http://visitcalgary.com).

**Edmonton** Edmonton Tourism; 800-463-4667 or 780-496-8400; [exploreedmonton.com](http://exploreedmonton.com).

**Kelowna** Tourism Kelowna; 800-663-4345 or 250-861-1515; [tourismkelowna.com](http://tourismkelowna.com).

**Vancouver, B.C.** Tourism Vancouver; 604-682-2222; [tourismvancouver.com](http://tourismvancouver.com).

**Victoria** Tourism Victoria; 800-663-3883 or 250-953-2033; [tourismvictoria.com](http://tourismvictoria.com).

## Mexico

Mexico Tourism Board [from the United States]; 800-446-3942; [visitmexico.com](http://visitmexico.com).

## Selected U.S. Cities

**Albuquerque** Albuquerque Convention & Visitors Bureau; 800-284-2282 or 505-842-9918; [visitalbuquerque.org](http://visitalbuquerque.org).

**Atlanta** Atlanta Convention & Visitors Bureau; 800-ATLANTA or 404-521-6600; [atlanta.net](http://atlanta.net).

**Baltimore** Visit Baltimore; 877-BALTIMORE; [baltimore.org](http://baltimore.org).

**Boston** Greater Boston Convention & Visitors Bureau; 888-SEE-BOSTON; [bostonusa.com](http://bostonusa.com).

**Chicago** Choose Chicago; 312-567-8500; [choosechicago.com](http://choosechicago.com).

**Detroit** Detroit Metro Convention & Visitors Bureau; 800-338-7648 or 313-202-1800; [visitdetroit.com](http://visitdetroit.com).

**Kansas City, KS** Kansas City Kansas CVB; 800-264-1563 or 913-321-5800; [visitkansascityks.com](http://visitkansascityks.com).

**New Orleans** New Orleans Convention & Visitors Bureau; 800-672-6124 or 504-566-5011; [neworleanscvb.com](http://neworleanscvb.com).

**Newark** Greater Newark Convention & Visitors Bureau; 973-735-2135; [newarkhappening.com](http://newarkhappening.com).

**New York City** NYC & Company; 212-484-1200; [nycgo.com](http://nycgo.com).

**Omaha** Omaha Convention & Visitors Bureau; 866-937-6624; [visitomaha.com](http://visitomaha.com).

**Philadelphia** Philadelphia Convention & Visitors Bureau; 215-636-3300; [discoverphl.com](http://discoverphl.com).

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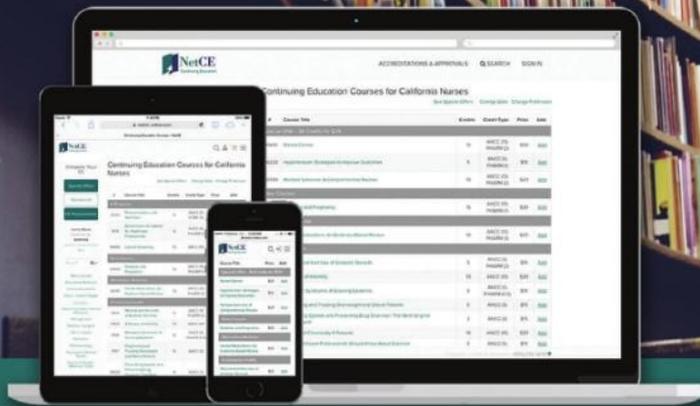


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year-round outdoor rinks in the United States. As you zip around the ice (lessons are available), you're skating the same rink that's been graced by the sport's greats—from Peggy Fleming and Dorothy Hamill to Brian Boitano and Evan Lysacek—since Sun Valley Resort's summer ice shows began in the 1930s.

Continued from pg. 24

pic alpine ski-racing team, and soon after he became the head coach of the women's Olympic team, which included Sun Valley's Christin Cooper. Cooper won the silver medal in the giant slalom at the 1984 Olympics. Between 1984 and 1989, Rudigoz says, he also helped coach Sun Valley's Picabo Street, whose career included two Olympic medals (silver in the downhill in 1994 and gold in the super-giant slalom in 1998).

After coaching, Rudigoz focused on his other passion, cuisine. In 1994 he took over one of downtown Ketchum's most treasured restaurants, The Christiania (Hemingway frequented it so often, he had his own table there), and it became Michel's Christiania and Olympic Bar. The walls of the bar display photographs of Michel's coaching days, as well as pictures of him with celebrities such as Clint Eastwood. The decor is elegant yet cozy, and Michel tries to personally visit each table to welcome guests and talk about the classic French cuisine ... and, of course, skiing.

I like to start meals at Michel's with the French onion soup, whose croutons are draped with Emmentaler cheese. My favorite main-course dish is the sautéed breast of chicken in a morel cream sauce with Northwest morels that may have been locally foraged. I fol-

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low that with Michel's version of the Caesar, featuring grilled hearts of romaine. (When in France, salad comes after.)

For pure local flavor, don't miss The Pioneer Saloon on Ketchum's Main Street. The restaurant reflects the origins of the town, which is in an area explored by trappers in the 1820s and settled by miners in the 1870s and 1880s. One of those prospectors was David Ketchum, among the first to construct a home in the Wood River Valley. By the end of 1884, the town of Ketchum boasted 13 saloons, four restaurants and two hotels, according to [visitsunvalley.com](http://visitsunvalley.com).

The restaurant's historic artifacts include Tim McCoy Wild West posters; bronze cowboy sculptures, including an original Frederic Remington; and a real fur trader's canoe hanging from the ceiling. The Pioneer Saloon is known for steaks, prime rib, barbecued ribs and seafood, with renowned mud pie for dessert.

When Sun Valley Resort opened in 1936, the region became a playground for the rich and famous, so it's not surprising to find notable wine offerings here.

### Did you know?

The Ketchum/Sun Valley food scene is eclectic, with more than 50 restaurants to choose from. Dine European-style with fondue during a ski break; transport your senses to Asia for dinner; or delight in your first football-size authentic Idaho potato.

—Source: [visitsunvalley.com](http://visitsunvalley.com)

Head to Enoteca for bold Chianti from Tuscany and Valpolicella from the Veneto region of northeastern Italy. Enoteca also serves wines from regions such as Idaho's Snake River Valley American Viticultural Area, Oregon's Willamette Valley and Eastern Washington viticultural areas. The accompanying fare is hearty and gorgeously presented, including house-cured meats, artisanal cheeses, local honey, and wood-fired pizzas, such as one called Wine Auction that features grapes, Gorgonzola and caramelized onions.

## Arts and Culture

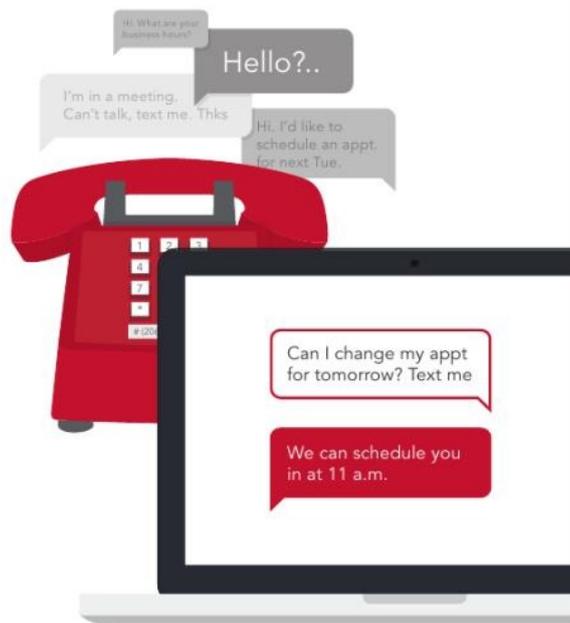
I also recommend visiting downtown Ketchum's 10 art galleries, all part of the Sun Valley Gallery Association. Free tours are available (contact Carey Molter, 208-726-5512) of galleries exhibiting everything from contemporary and traditional fine art of the American West (Wood River Fine Arts) to 20th century Euro-

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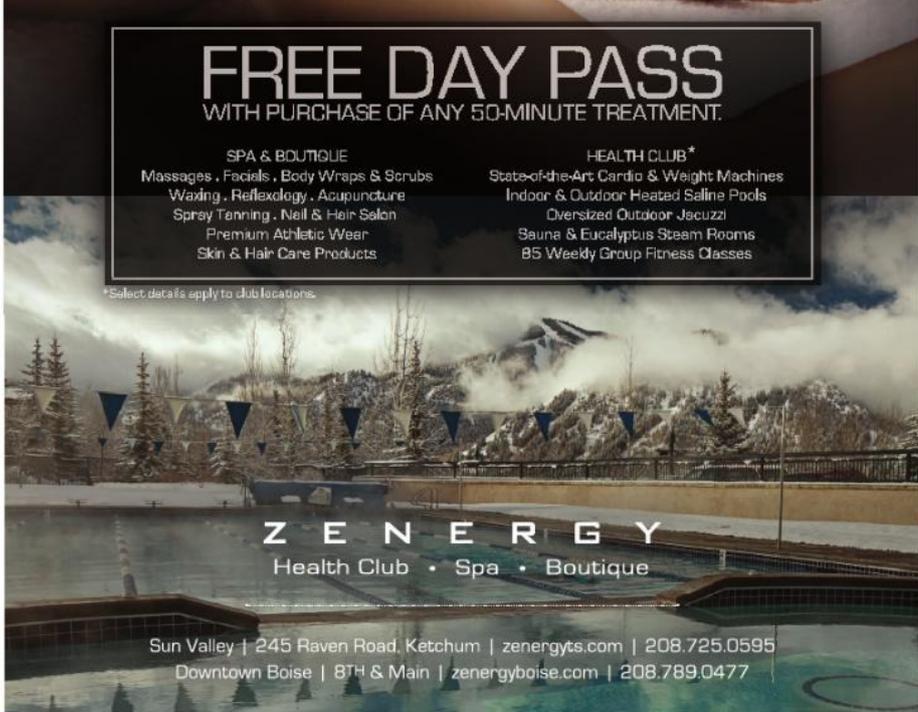
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Puzzle on page 62.

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pean and American masters (Frederic Boloix Fine Arts), to works by Andy Warhol (Broschofsky Galleries).

The acclaimed Sun Valley Film Festival, whose sponsors include Alaska Airlines, will be March 4–8 this year, with approximately 60 films from up-and-coming filmmakers expected to be screened. Special festival events will include free Coffee Talks, open to the general public, that feature film-industry insiders sharing stories and taking audience questions. The Screenwriters Lab will be hosted this year by Academy Award-winning writers of *The Descendants*, who also wrote *The Way Way Back*.

The Sun Valley Center for the Arts presents concerts, theater productions, lectures, and special multidisciplinary events such as “Under the Influence of Rock & Roll,” through January 30, and “The Brain,” about advances in neuroscience, February 6–April 17.

The Sun Valley Museum of History is exhibiting “Railroad Ties,” through early summer, to celebrate the 130th anniversary of the arrival of the railroad to Ketchum in 1884, and illustrate how the railroad shaped Sun Valley and the Wood River Valley.

*Golf*

Like many golfers, I try to remember the great shots and forget the bad ones—and



The Sun Valley Resort Trail Creek Course also has an excellent putting course.

for me, that's pretty easy to do, because I've hit only one truly memorable shot. At age 12, as part of a Sun Valley Golf Camp chipping competition, I hit a gentle 9-iron into the ninth green at the Trail Creek Course. The ball bounced once, checked up and stopped about an inch from the hole. I was "closest to the pin" and won in my age group.

Alas, that was the highlight of my golfing "career." I still love to play, though, forever trying to replicate that one chip shot, and Sun Valley's fantastic courses provide plenty of opportunities to try.

*Did you know?*

The unique and lively Ketchum Wide Open, May 30 in 2015, features creative miniature-golf holes created by local restaurants and bars. Teams of two golfers, usually in costume, compete for the Golden Putter trophy, along with prizes for best hole, best costume, youngest, oldest and traveled the farthest.

—Source: [visitsunvalley.com](http://visitsunvalley.com)



Three courses—the signature Trail Creek, the nearby White Clouds, and the Elkhorn Golf Club—challenge every level of player.

The 18-hole Trail Creek Course, designed by Robert Trent Jones Jr., offers nearly 7,000 yards of manicured fairways and greens lined with densely planted spruce trees, and tests your skill (or luck) with numerous ponds and seven creek crossings.

The alpine-links-style, nine-hole White

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*Dick Hannah*



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Three courses—the signature Trail Creek, the nearby White Clouds, and the Elkhorn Golf Club—challenge every level of player. The 18-hole Trail Creek Course, designed by Robert Trent Jones Jr., offers nearly 7,000 yards of manicured fairways and greens lined with densely planted spruce trees, and tests your skill (or luck) with numerous ponds and seven creek crossings. The alpine-links-style, nine-hole White



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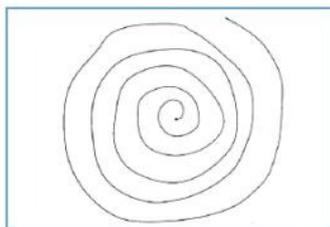
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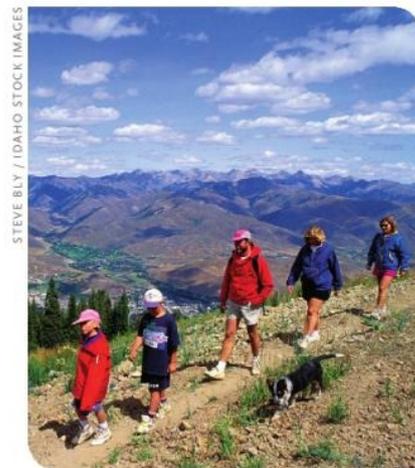
Clouds Course, tucked into a steep hillside, features elevated tees and 360-degree views of the Pioneer Mountains—and also a view of Ernest Hemingway's historic home along the river below.

Elkhorn has two distinct nines, designed by the father-son team of Robert Trent Jones Sr. and Jr. The front nine is undulating and hilly; the back nine follows a stream and challenges your courage with a water hazard on all but one hole.

Sun Valley Resort also has an 18-hole putting course with world-class greens.

## Biking and Hiking

Action-packed Blaine County has around 400 miles of single-track mountain-biking trails, and 30 miles of paved nonmotorized bike and pedestrian trails. In fact, a paved bike path connects Sun Valley, Ketchum and Elkhorn Village in a terrific 4-mile loop, while the paved Wood River Trail



STEVE BLY / IDAHO STOCK IMAGES

Blaine County offers numerous scenic hiking trails, as well as around 400 miles of single-track mountain-biking trails.

system connects the towns of Bellevue, Hailey, Ketchum and Sun Valley (portions of the trail will be under repair this summer). Pete Lane's Mountain Sports, in the center of Sun Valley Village, and at other locations, rents cruiser, city and mountain bikes, and provides maps as well as guided tours.

Hiking trails also abound in the Sun Valley area. One local favorite is the hike

up Baldy, with a ride back down on the Roundhouse Express Gondola (or vice versa) to save the knees.

There's also fantastic hiking (and mountain biking) at Adam's Gulch, about 1.5 miles north of Ketchum, where Indian paintbrush and lupine line the trails. Take a stroll along the easy, approximately 2.5-mile Lane's Trail (also known as the Sunnyside Trail), or go longer and harder on the Inner or Outer Adam's Gulch Loop. There are a multitude of trails to choose from.

*Did you know?*

Movies filmed in the Sun Valley area range from 1953's *How to Marry a Millionaire*, with stars such as Marilyn Monroe, to 2001's *Town & Country*, starring Warren Beatty and Goldie Hawn.

—Source: [visitsunvalley.com](http://visitsunvalley.com)



Visit the Blaine County Recreation District website at [bcd.org](http://bcd.org) for more information on summer hiking/biking trails and winter snowshoeing/Nordic skiing trails. In addition, local guidebooks are available at The Elephant's Perch or Backwoods Mountain Sports in Ketchum. ■

*Washington State University writing professor Buddy Levy is the author of numerous books.*

*Alaska Airlines (800-ALASKAAIR; [alaskaair.com](http://alaskaair.com)) provides daily seasonal service to Sun Valley. For special Alaska Airlines offers, visit [alaskaair.com/ski](http://alaskaair.com/ski). For more information on visiting Sun Valley, see [sunvalley.com](http://sunvalley.com) and [visitsunvalley.com](http://visitsunvalley.com).*



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## University programs help adults pursue professional and personal interests **By Michelle Martin**

To prepare for a successful transition, Greg enrolled in Washington State University's 1.5-year Enology Certificate Program in 2011. While continuing his full-time job in Orange County, he took online courses that covered topics such as wine chemistry and microbiology, and writing a winery business plan. He also traveled to the Eastern Washington town of Prosser for hands-on weekend camps in which Enology Certificate faculty and local winemakers shared knowledge and allowed students to use the winemakers' equipment to crush grapes and participate in the fermentation process.

"To come up and work with people who grow grapes, who make wine and sell wine, and who are so open to sharing, is amazing," Greg says. "They are willing to teach people who could quite possibly be a competitor some day. The entire wine industry here is very helpful and supportive."

The Frichettes opened Frichette Winery

in the Red Mountain American Viticultural Area, near the Tri-Cities, to the public in Sept. 2013—about a year after they welcomed their son, Jayden, to their family. Greg had started making their first vintage—a selection of red wines such as Cabernet Sauvignon and Merlot—in 2011, with the help of Washington winemakers he met while enrolled in the WSU certificate program.

The winery, whose tasting room is open daily, is about to release its 2012 wines, which include a Malbec made entirely from Red Mountain AVA grapes. They currently purchase all of their grapes from several Eastern Washington vineyards, but Shae is planning to enroll in WSU's Viticulture Certificate Program—a sister offering to the Enology Certificate Program—in 2016, in preparation for growing Frichette Winery's own vines.

As the Frichettes discovered, universities such as Washington State are rich resources for obtaining new knowledge and skills, getting up to speed on the latest developments in an industry, pursuing a business or leisure interest, meeting professional continuing-education requirements, and enhancing or changing a career. Many colleges offer pro-

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grams with classes that take place in the evenings or on weekends, or that are available online to meet the needs of busy professionals. Many colleges also have options open to people who aren't formally admitted to the university, including certain Community Education Programs; classes offered by university-run USDA Cooperative Extension System offices; and lifelong-learning programs for older adults, such as those associated with the Osher Lifelong Learning Institute. In addition, free massive open online courses (MOOCs) created by universities are available on the Internet via sources such as Coursera and edX.

The University of Washington, the University of Oregon and the University of Idaho are just a few more examples of schools making it possible for adults to continue their education in areas of interest to them.

Additional examples of WSU continuing-education opportunities: Online degrees such as an online MBA. Certificate programs in areas such as project management and food science. Noncertificate programs such as one that trains you to be a master gardener. Free webinars on various topics.



## University of Washington Evening MBA

Tracy Kusnir-Wong says her pursuit of an MBA from the UW's Michael G. Foster School of Business made it possible for her to be promoted to associate director of quality and value at the Seattle Cancer Care Alliance in February 2014. She completed her MBA program in June 2014.

In 2011, Kusnir-Wong was making the transition from a career in technology to one in health care, and had been hired as a new senior project manager at the alliance. She had a bachelor's degree in exercise science and experience as a project or product manager for several other organiza-



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tions, but she found herself among clinicians at the top of their fields, and she wanted to advance her own education.

She enrolled in the UW's Evening MBA program, which allowed her to continue to work full time. Over the course of three years, she took classes ranging from finance to managing teams, to ethics. Time and time again, she would learn something in the evening and then have the opportunity to use it the next day, she says.

For instance, early in her MBA studies, she learned several ways to kick off successful initiatives and projects, and she's still using those techniques. As a result of the program, she's also using the scientific method in place of habit or intuition. For example, a survey can assess whether employees are given enough autonomy or are provided with all the information they need to succeed, she says.



Additional examples of UW continuing-education opportunities: Online degrees in areas such as aerospace engineering and public health. Specialty certificates in areas ranging from infant mental health to Android application development. Free noncredit online courses such as Greek and Roman mythology.

## University of Oregon Sustainability Leadership Certificate

Carrie Hearne, a desktop-tools integrator, wanted to be a more effective member of her company's volunteer Green Team and also do something meaningful with her career. She pursued the University of Oregon's Sustainability Leadership Certificate Program when she discovered that her company, a large financial-services business, would pay for it as part of her professional-development training.

She learned about topics such as sustainable purchasing, making the business

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case for investing in sustainability measures, and assessing a company's carbon footprint. Thanks to her new skills, she was able to create, then run, a sustainability program for the company. She helped to embed sustainability measures in day-to-day activities, such as considering energy efficiency in purchasing decisions, and promoting use of transportation options such as biking, carpools and public transit.

Additional examples of UO continuing-education opportunities:  
Online master's degree in Applied Information Management. Programs such as Book Arts, with classes such as creating art for children's books.



She's still reaping the benefits of the certificate program six years later in her current position as manager of Oregon business partnerships for the Portland office of the nonprofit Climate Solutions, which she joined in November 2013. The nonprofit's mission is to "accelerate practical and profitable solutions to global warming by galvanizing leadership, growing investment and bridging divides."

Students pursuing the certificate can complete any combination of online and in-person workshops they desire. For example, some choose 10 one-day online workshops or two five-day in-person workshops; others mix and match online and in-person workshops. There are no prerequisites; someone does not have to be admitted to the university to participate; and those not pursuing a certificate of completion can attend just selected workshops of interest to them. On the other hand, academic credit or continuing-education credit is available for program participants who meet certain requirements.

### University of Idaho Adult Organizational Learning & Leadership

After Katie Schimmelpennig became the nursing director of Women's and Chil-



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dren's Services at St. Luke's Meridian Medical Center, about 10 miles west of Boise, she enrolled in a graduate program at the University of Idaho to learn more about leadership and how to use it strategically. Schimmelpfennig takes all of her courses online in pursuit of a master's degree in Adult Organizational Learning & Leadership, which she expects to complete this May.

She says one of the major changes she's made since enrolling in the program is that she now hires for fit—"fit on our values, fit on teamwork, fit on being able to give and receive feedback, whereas before we would almost always hire based solely on experience." The new approach has led to hiring team players who are willing to try new things, and also willing to tweak something and try again if previous strategies don't work out, she says.

Students tailor their coursework to fit their interests, with classes ranging from leadership development to how adults learn. The online classes are complemented by opportunities to meet with other students through gatherings such as discussion groups. "It's really been valuable to have such a convenient yet effective way to continue my education, and learn skills related to my interests, needs and career," Schimmelpfennig says.



Additional examples of UI continuing-education opportunities: Executive MBA degree designed for working professionals. Certificate programs in areas such as Restoration Ecology. Online courses such as Introduction to Literature Genres. Summer courses such as Peoples of the World.

*Michelle Martin is a Seattle-based freelance journalist. Other Northwest schools, such as Oregon State, Idaho State, University of Montana and Montana State, also have notable continuing-education opportunities.*

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## HAPPILY EVER AFTER

### A C R O S S

- 1 Sandy tracts
- 5 Dwelling
- 10 Sends junk e-mail
- 15 Waterston and Neill
- 19 Mrs. Copperfield
- 20 Legal pleas
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- 30 Famed canal
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- 94 Make beloved
- 95 3.26 light years
- 97 Insane
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- 105 Earring
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- 111 Confused
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- 119 Currier's partner
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- 130 Como \_\_\_\_\_?
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- 135 Prefix for "culture"
- 136 Effigy
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- 2 Motored
- 3 Mung bean
- 4 Pacific island group
- 5 Bond girl Ursula \_\_\_\_\_
- 6 Beet soups
- 7 Medley
- 8 Removes
- 9 Manor
- 10 Shows contempt
- 11 \_\_\_\_\_ sci
- 12 Nautical command
- 13 Search
- 14 Calmed state
- 15 Lop

- 16 PONG maker
- 17 Craze
- 18 Hard metal
- 28 Stevedore's org.
- 29 Microbe
- 34 Hautboys
- 35 Helga's cartoon hubby
- 36 Yellow clay
- 37 Papas' partners
- 39 Harvard's rival
- 41 Stratum
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- 46 Crest
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- 50 Sledge
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- 71 Tennis's Sampras
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- 115 Prospect

- 116 Singer John
- 117 Scolds, with "out"
- 118 Fairy hills
- 120 Alabama city
- 122 Letter affix
- 125 Zip
- 126 Make up artist?
- 127 Fake butter
- 128 Authentic
- 129 Shout

Solution on page 52.



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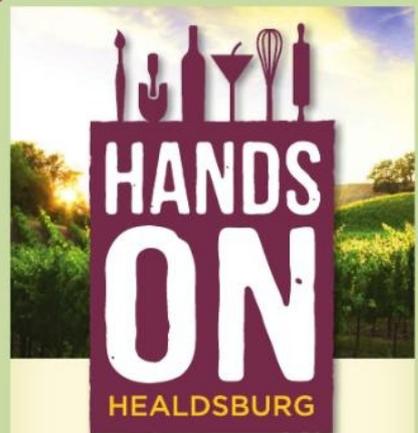
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We know why you travel. It's not just to get somewhere. It's to learn, to explore and experience new things. It's to see the world from a fresh perspective. Not just to pass time, but to live life fully. We feel the same way. That's why we put time and attention into dozens of different aspects of your flight. Throughout this section, and your flight, you'll experience things we've designed to make your trip better, richer and easier.



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A3	For Your Safety
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# ONBOARD AMENITIES

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



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

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



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*Individuals must be 21 years of age or older to consume alcoholic beverages. Only alcohol served by our flight attendants may be consumed on board. Some limitations are placed on the service of alcohol. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.*

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

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Our 76-seat Bombardier Q400 is among the quietest and most environmentally friendly commercial aircraft in the skies today. It burns 30–40 percent less fuel and produces 30–40 percent lower emissions than similar-capacity jet aircraft. It also burns less fuel per passenger than an average car. Outside, the neighborhood-friendly Q400 is 10 decibels quieter than a similar-size jet. Inside, thanks to its sophisticated Active Noise and Vibration Suppression system, it's also as quiet as the interior of a jet.

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## FOR YOUR SAFETY

Please take a moment to review the following information to ensure that everyone on board the plane has a safe and comfortable trip

### PLEASE TAKE YOUR SEAT

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

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

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

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

### USING YOUR DEVICES

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

#### Allowed on the Ground and in the Air



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

#### Not Allowed During Flight



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

### IT'S THE LAW

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

**Smoking** is not permitted on any Horizon Air flight.

**Child-restraint devices** must bear the FAA approval sticker.

**Seat-belt extension use** is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.

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

### UPON LANDING

**Please remain seated** until the plane comes to a complete stop and the seat belt sign has been turned off.

**Use caution** when opening an overhead bin, as items may have shifted during flight.

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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](http://alaskaair.com), taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

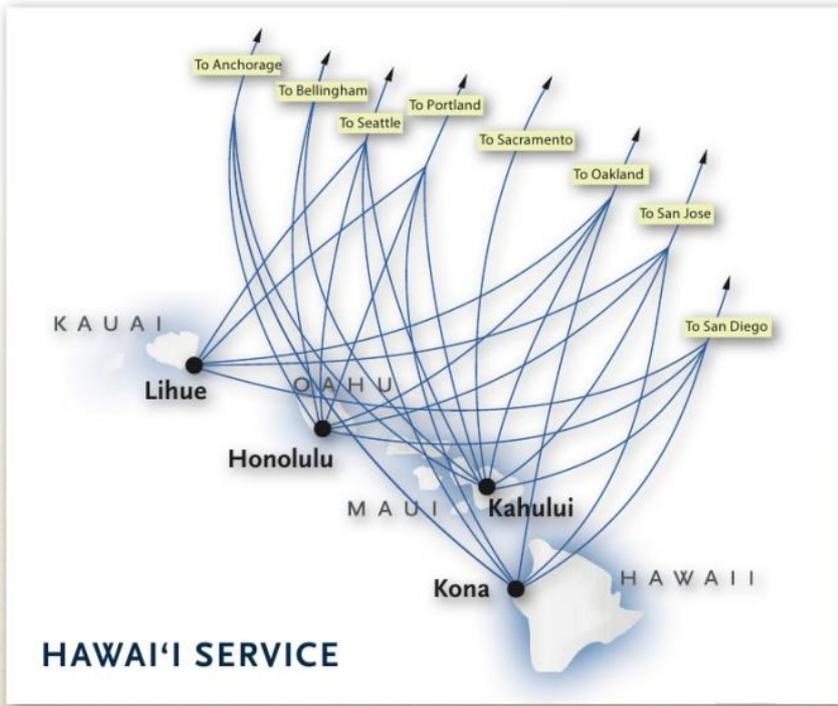
What's more, all our codeshare partners are also Mileage Plan partners, allowing generous opportunities to earn Bonus Miles. And with reciprocal elite-status benefits, you can enjoy several enhancements to your journey. Learn more at [alaskaair.com](http://alaskaair.com).

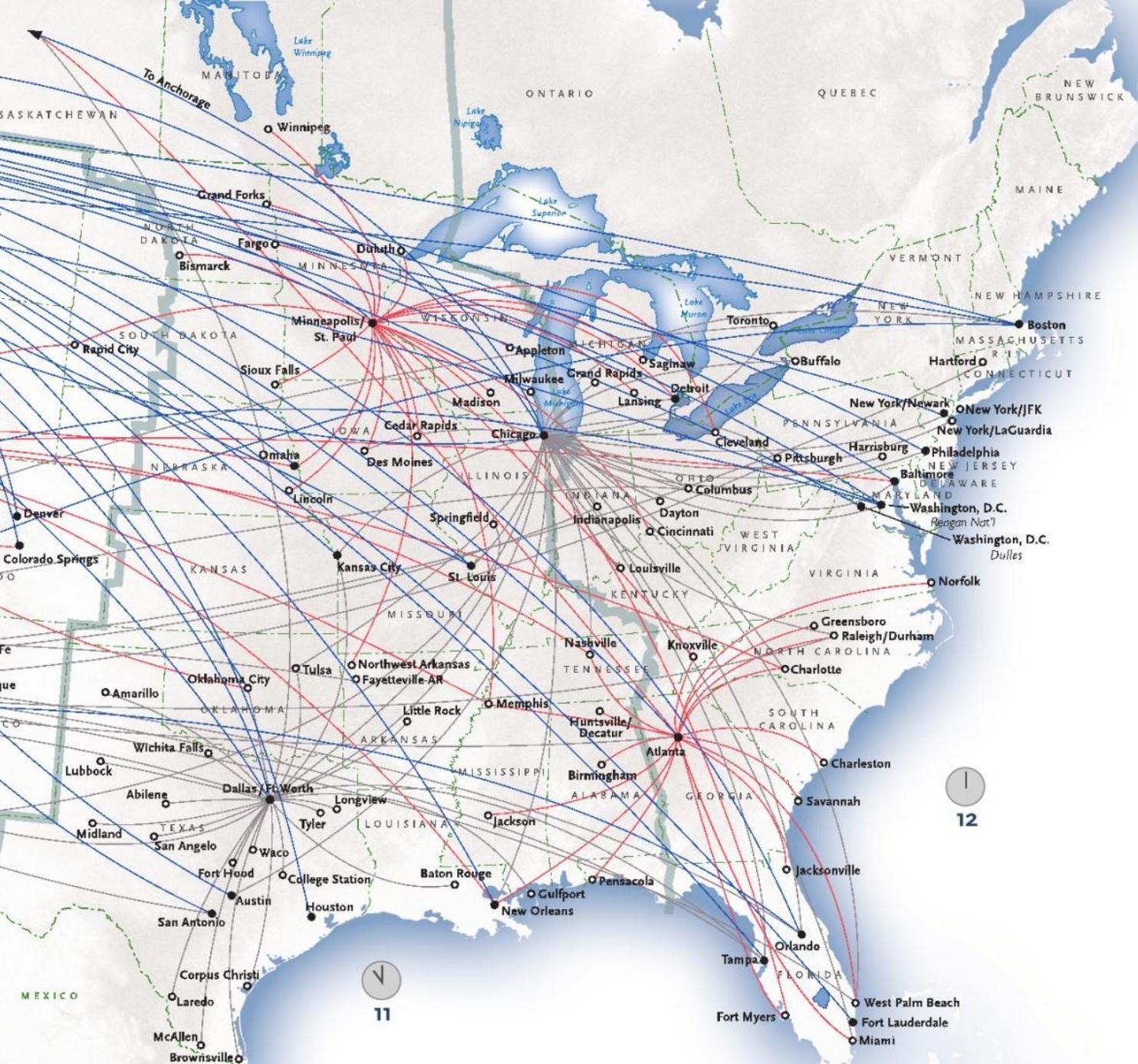
## LEGEND

Routes served by:

-  Alaska Airlines
-  American Airlines
-  DELTA

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





### U.S. MILEAGE

Between	Mileage
<b>Seattle &amp;</b>	
Boston	2496
Denver	1024
Honolulu	2677
Los Angeles (LAX)	954
Fort Lauderdale	2697
New York City/Newark	2401
Phoenix	1106
San Diego	1050
San Francisco	678
Washington, D.C.	2306
<b>Portland &amp;</b>	
Los Angeles (LAX)	834
Phoenix	1009
San Diego	933
San Francisco	550

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket.

### UPCOMING NEW SERVICE

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

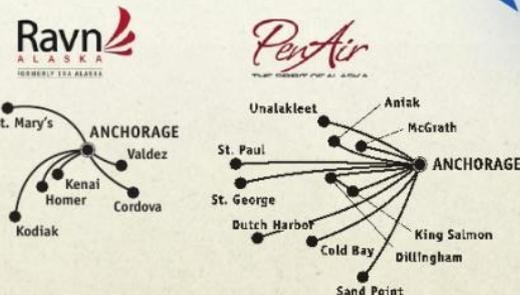
Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

Alaska Airlines Cities

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

## AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.



# CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below.

Las formas de Aduana y Migración son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se proporcionan a continuación.

## TO THE UNITED STATES

### U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

#### Helpful tips

- One form per person or one per family (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption)
- Lines 5, 6 — If not using a passport, leave these lines blank
- Line 9 — Enter "AS" for Alaska Airlines
- Sign at the "X"



### DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

#### Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6 — Si no tiene pasaporte, deje esta sección en blanco
- Línea 9 — Use "AS" para Alaska Airlines
- Firme en la "X"

### DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

#### Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Sección 6 — No es necesario declarar sus medicamentos de uso personal

### FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



## TO MEXICO

### MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

#### Helpful tips

- One form per person or one per family with same address
- Section 6 — It is not necessary to declare medicine for your personal use



### FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico

### FEM PARA MEXICANOS

¿Quién debe completar esta forma?

Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

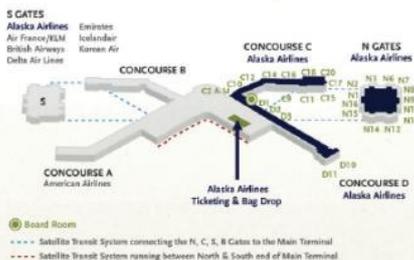
#### Datos de ayuda

- Complete una forma por persona. No olvide firmarla.
- Seleccione la opción "Entrada a México".
- En la línea 5 escriba el tipo y número del documento que usara como identificación.



# AIRPORT GATE LOCATION MAPS

## Seattle/Tacoma International Airport (SEA)



## Portland International Airport (PDX)



## Los Angeles International Airport (LAX)



## San Francisco International Airport (SFO)



# Cold Play

Making the most of a rare snow day | BY TODD POWELL

S now is a sometime thing in my neck of the woods. There are years when Mother Nature's Minister of Freezing and Minister of Precipitation simply aren't on the same page. My kids are annoyed by this lack of agreement in our weather patterns. "Why doesn't it snow when it gets cold?" they ask. Going to the mountains doesn't cure their frustration. The snow has to fall in our yard, on our trees.

I remind them that it takes two kinds of weather to do the Winter Wonderland Tango. I also tell them that the rarity of snow will make them appreciate the snow even more when it does arrive. My kids don't buy that line. When you're a kid, you don't concern yourself with how much more you'll appreciate great things in the future. Things you like are always great, regardless of when they occur. And when they don't happen, well, maybe a little picketing will do.

My kids marched around the house one wintry day that teased them with snow but failed to deliver. They made signs and taped them to the window. They shouted slogans in unison: "Snow, snow; we want snow!"

Sometimes Mother Nature comes to the rescue. Usually that happens around January, although we've been surprised by snow between November and April. It's best when the flakes descend at night, and we can turn on the outdoor lights to watch them swirl and collect on the deck railing. "Think there'll be school tomorrow?" the kids will say. "How am I going to get to work?" my wife will ask.

The snow may not last for more than a day or two—rarely as long as a week in Western Washington—so we make the most of it, from play to perambulations.

We build snowmen and snow cats and snow spiders. We taste the new snowfall that weighs down the branches of a fir tree. We construct toboggan runs with ramps. Our long, sloping lawn ensures that most of the neighborhood kids line up at the top of our hill like so many mittens hung to dry by the fireplace. When

the kids were younger, I used to crouch at the bottom of the hill like a shortstop, preventing them from getting caught in blackberry vines. These days, they know how to use their feet to brake.

I still keep an eye on them from a distance, but when they're back in the house, having cocoa, I like to steal away and go for solitary walks. Down to the main road to check out the surface. Along a trail that used to be a railroad bed. I'll take my camera and snap photos of the freshly powdered meadows and the thickly mantled trees. I'll listen to the squeaky crunch under my boots and the acoustic softening of the landscape.

Once, while hiking through a park, I came across a film crew, hunkered down in their RVs. They were working on a movie for the Syfy channel about Bigfoot, starring Danny Bonaduce of *The Partridge Family* and Barry Williams of *The Brady Bunch*. I doubt they were expecting snow when they scouted this location, but they found a way to make it work. When I watched the movie months later, there was a CGI Bigfoot tromping around the same white trails that I had hiked.

Technically, snow, like polar bear fur, is not white. What we see (all that whiteness) is the result of light reflecting off the numerous surfaces of ice crystals. When the snow comes down, the sky's color usually matches that of the earth, rendering a world that appears monochromatic. But some-

times, after the sky has cleared, other surprises arrive in the form of brilliant contrasts. Such moments can be just as glorious as the sound-dampening flurries that precede them. Colors sharpen in the crystalline air. Blue sky accentuates a snow-laden hillside. An amber sunset plays off the flocked boughs.

I appreciate these moments even more because snow is so uncommon around here. Just ask my kids.

*Todd Powell writes, and seeks snow, in the Puget Sound area.*

**Did you know?** The world's largest snowball fight—with 5,834 participants—took place in Seattle on January 12, 2013, according to Guinness World Records.



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