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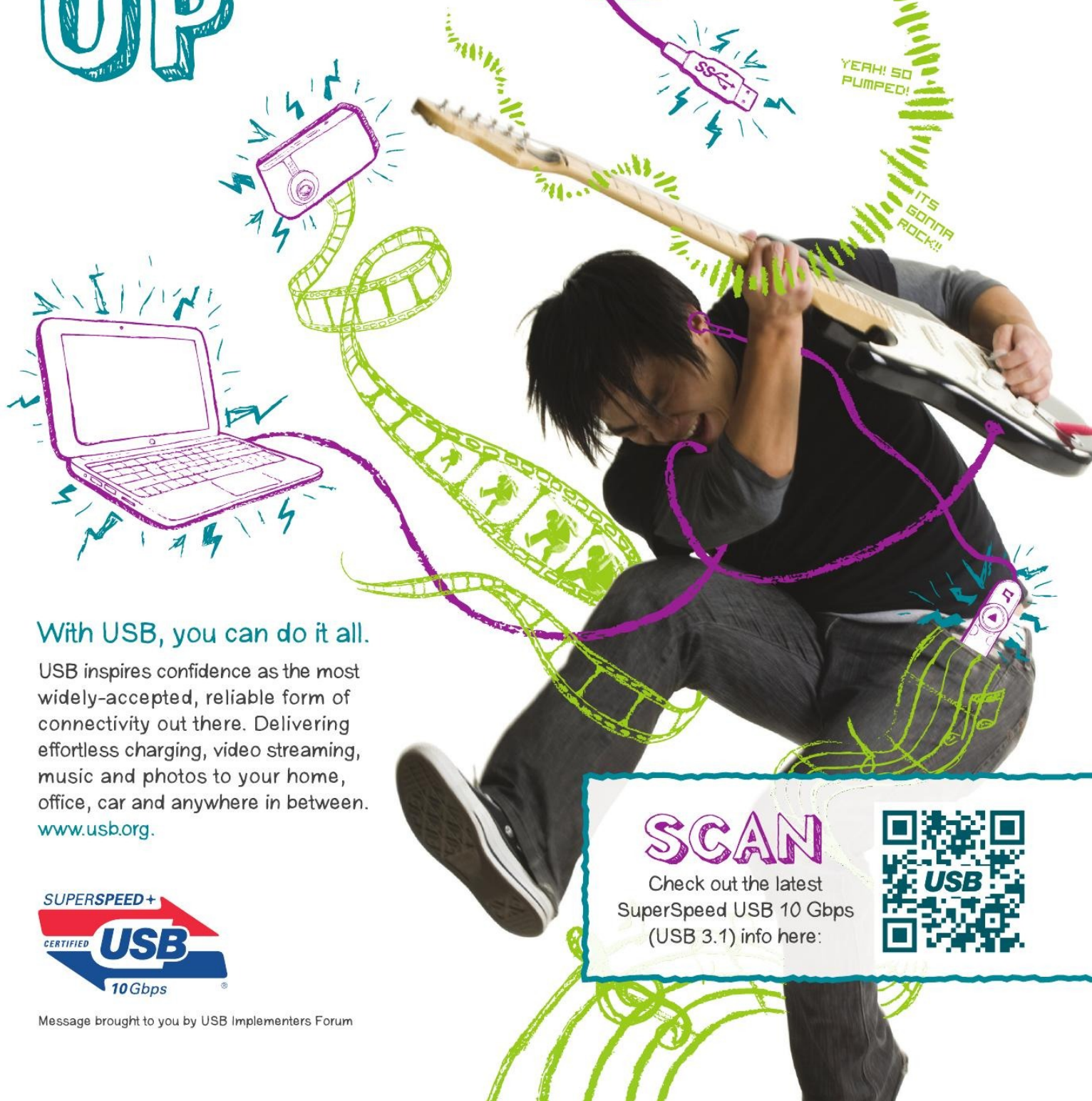
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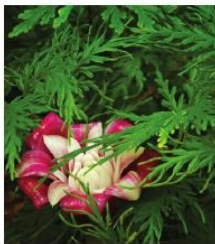
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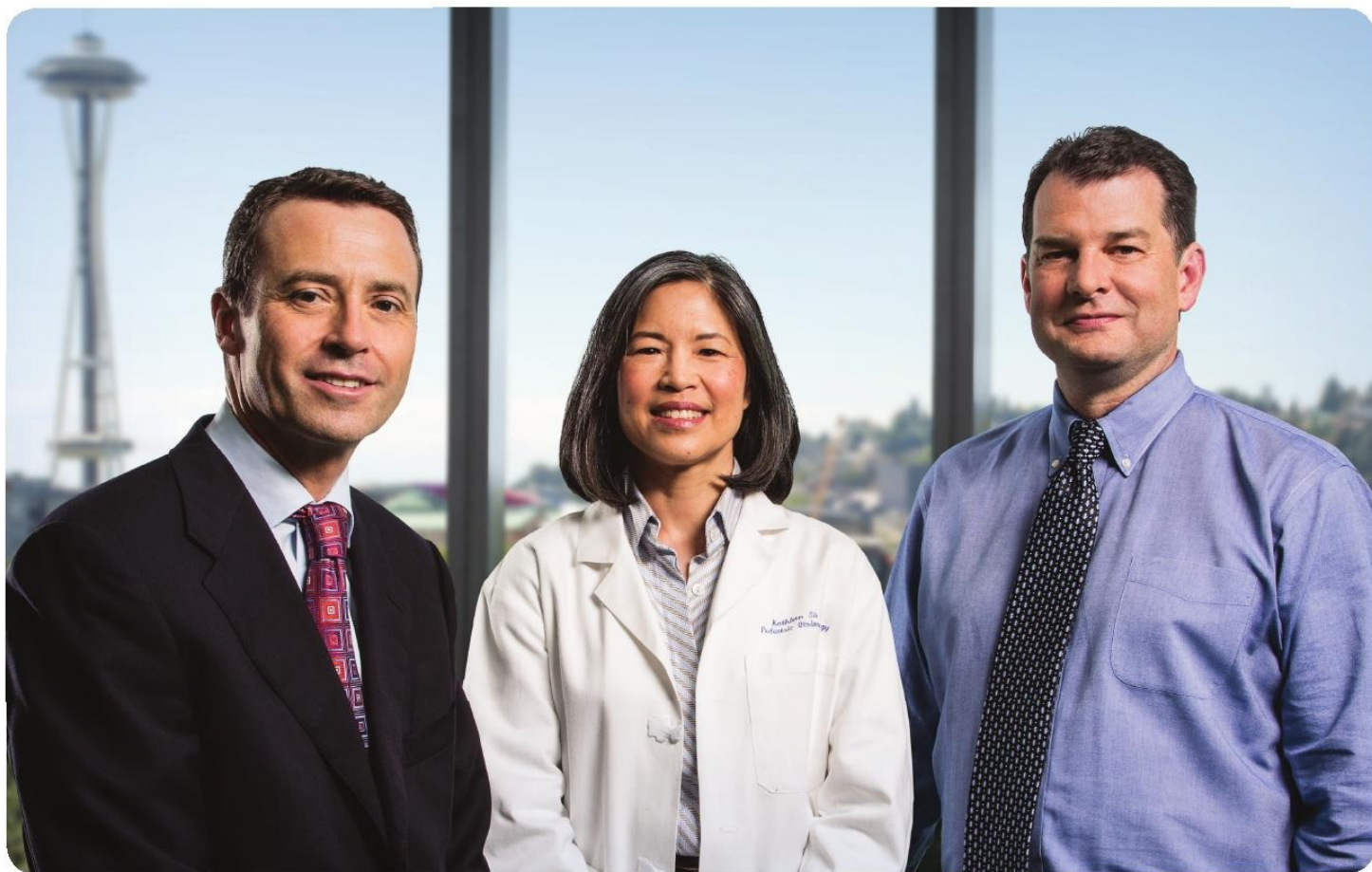
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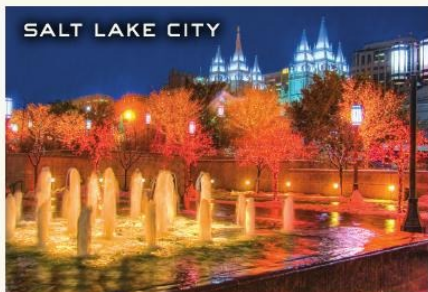
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Spirit of Alaska



Brad Tilden,
Chief Executive
Officer



TAKING ONE FOR THE TEAM

Our employees give to so many worthwhile causes in the communities where we fly. Below, Joe Sprague, our senior VP of communications and external relations, tells how one of our Seattle airport employees takes giving to heart. —Brad Tilden

The Seahawks are my team. I've been a fan since Jim Zorn threw a pass to Efen Herrera—the placekicker!—in a game in 1979. So when I went out to the airport this past February for our special 12th Fan Airlift to the big game, I didn't think anyone could match my level of enthusiasm. I was wrong. Alaska Airlines employee Shelley Pauls, a supervisor at Sea-Tac Airport, was bursting with energy as she coordinated all the details of this unique flight. Balloons, a photo booth dedicated to quarterback Russell Wilson, a 12th Man flag that she had everyone sign ... she was “in the zone” as she worked to ensure our guests had a memorable departure that morning.

It turns out that Shelley loves to organize. More specifically, she loves to organize people to help great causes—whether they are Seahawks-related or events such as the Relay For Life at Sea-Tac Airport. The Relay For Life, which she has supported the last three years, is an incredibly inspiring opportunity to create awareness about cancer risk, and to raise money to fight the disease.

For this year's event, held in May, Shelley not only got her own airport co-workers to run and walk laps at the

airport in the name of fighting cancer, but she inspired other employees within our company, as well. And she doubled the previous year's fundraising! In all, Alaska Airlines had nine teams at Sea-Tac, including pilots, flight attendants, airport

employees and more. Together, they raised \$46,000 for the American Cancer Society, more than any other airline. In fact, our pilots who participated were the largest single-team donor, raising more than \$16,000.

Besides Shelley's efforts for

Relay For Life, she and her husband, Dwight, volunteer with Habitat for Humanity and are currently helping to build homes in their community of Federal Way, Washington. She also volunteers at Reach Out, a homeless shelter, and at Feed My Starving Children, a nonprofit organization that packages meals and sends them to malnourished children overseas.

As you can see, Shelley has a knack for inspiring others—although she's quick to deny that, saying, “I'm just the noisy one who gets everyone together.” She's equally fast to stress that there are many others at Alaska Airlines making similar efforts in their communities.

One of our leadership principles at

Alaska is “Giving Back.” It encourages employees to personally invest in the communities we serve. And, boy, do they! Like Shelley, many of our people participate in—and organize—charity walks, climbs, bike rides and runs; non-profit auctions; and other areas of community outreach. From the Portland Rose Festival to the Torchlight Parade at Seafair in Seattle, from the Alaska State Fair to the San Diego Food Bank's blues festival—and many smaller efforts—Alaska employees are doing a lot to boost the communities where we live, work and fly.

Our people often directly support the company's targeted corporate-giving partners—including the American Cancer Society, Fred Hutchinson Cancer Research Center, Boys & Girls Clubs, and many, many others—for which we are privileged to provide complimentary air travel and other financial support. Recent gifts highlight our increasing emphasis on youth and education, including the Seattle Museum of Flight's soon-to-be-constructed Alaska Airlines Aerospace Education Center; Port Jobs, an organization supporting education and career planning for entry-level workers at Sea-Tac Airport; and an upcoming effort to support Alaska Native youth from rural parts of our namesake state.

Focusing on giving back to the communities we serve is important to us, and we are fortunate to have employees such as Shelley leading the way. Many thanks to all of our employees for what they do. And thank you for flying with us today.

—Joe Sprague



Shelley Pauls (right), with fellow Relay For Life volunteers (from left) Maria Riley and Mary Shaffer.

El Espíritu de Alaska



Brad Tilden,
Jefe Ejecutivo



SACRIFICARSE POR EL EQUIPO

Nuestros empleados contribuyen a muchas causas dignas en las comunidades a las que volamos. A continuación, Joe Sprague, nuestro vicepresidente de Comunicaciones y Relaciones Externas, nos cuenta cómo una de nuestras empleadas del aeropuerto de Seattle se

toma muy en serio su contribución. —Brad Tilden

Los Seahawks son mi equipo favorito. ¡Soy fanático desde que Jim Zorn le pasó la pelota a Efen Herrera, el pateador, en un partido en 1979! Así que cuando salí camino al aeropuerto el pasado febrero para tomar nuestro vuelo especial del 12º fanático hacia el gran partido, no creí que alguien más pudiera alcanzar mi nivel de entusiasmo. Estaba equivocado. La empleada de Alaska Airlines Shelley Pauls, supervisora en el aeropuerto de Sea-Tac, desbordaba de energía debido a que era la encargada de coordinar todos los detalles de este vuelo único. Globos, una cabina fotográfica dedicada al mariscal de campo Russell Wilson, una bandera de 12º jugador que hizo que todos firmaran ... se lucía realmente mientras trabajaba para asegurarse de que sus invitados tuvieran una partida memorable esa mañana.

Resulta que a Shelley le encanta organizar eventos. Más concretamente, le encanta organizar a las personas para colaborar con causas importantes, ya sea un evento relacionado con los Seahawks o, como lo ha hecho durante los últimos tres años, el evento Relay For Life en el aeropuerto de Sea-Tac. Relay For Life es una oportunidad increíblemente inspiradora para concientizar a las personas acerca del riesgo de cáncer y recaudar fondos para luchar contra la enfermedad.

Para el evento de este año, que tuvo lugar en mayo, Shelley no solo logró que sus compañeros de trabajo del aeropuerto corrieran o caminaran dando vueltas en la terminal en nombre del

cáncer, sino que también inspiró a otros empleados de nuestra empresa. ¡Y duplicó la recaudación de fondos del año anterior! En total, Alaska Airlines contó con nueve equipos en Sea-Tac, incluidos pilotos, sobrecargos, empleados del aeropuerto y muchos más. Juntos recaudaron \$46,000 para la American Cancer Society; más que cualquier otra aerolínea. De hecho, los pilotos que participaron fueron el equipo que por sí solo más donó y recaudaron alrededor de \$16,000.

Además de trabajar para el evento Relay For Life, Shelley y su esposo, Dwight, son voluntarios de Hábitat para la Humanidad y actualmente ayudan a construir varias viviendas en su comunidad de Federal Way, Washington. Además, realiza trabajos voluntarios en Reach Out, un refugio para gente sin hogar, y en Feed My Starving Children, una organización sin fines de lucro que empaca y envía comida a niños malnutridos en el extranjero.

Como pueden ver, Shelley tiene la habilidad de inspirar a los demás, aunque lo niegue rápidamente diciendo: "Solo soy la chica bulliciosa que reúne a todos". Igualmente, destaca que hay muchas otras personas en Alaska Airlines que trabajan de manera similar en sus comunidades.

Uno de nuestros principios de liderazgo en Alaska es "Retribuir". Invita a los empleados a involucrarse personalmente en las comunidades en las que prestamos servicios. ¡Y realmente consigue que esto ocurra! Al igual que Shelley, muchas de

las personas que trabajan con nosotros participan en actividades benéficas como caminatas, escaladas, competencias en bicicleta, carreras, subastas sin fines de lucro y otras actividades para ayudar a la comunidad.

Los esfuerzos de nuestra gente a menudo respaldan directamente a las obras benéficas designadas de la empresa, entre ellas, American Cancer Society, Fred Hutchinson Cancer Research Center, Boys and Girls Clubs y muchas otras, para las que tenemos el privilegio de brindar traslados aéreos gratuitos y otros tipos de ayuda financiera. Las donaciones recientes destacan nuestro creciente énfasis en la juventud y la educación, y entre ellas se incluye el Alaska Airlines Aerospace Education Center del Seattle Museum of Flight, próximo a construirse; Port Jobs, esta será una organización que respaldará la educación y la planificación del desarrollo profesional para los empleados principiantes en el aeropuerto de Sea-Tac; y un futuro esfuerzo para ayudar a jóvenes nativos de Alaska de zonas rurales de este estado.

Es muy importante para nosotros concentrarnos en ayudar a las comunidades en las que prestamos servicios, y tenemos mucha suerte de contar con empleados como Shelley que dan el ejemplo. Muchas gracias a todos nuestros empleados por lo que hacen. Y gracias a usted por volar con nosotros hoy.

—Joe Sprague

Fight Aging NOW

Jan, age 70



Photos: Gerald Pope

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LIFE ASKED ME TO DANCE. I ACCEPTED!

You might say I was sitting on the sidelines. After all, I had been a widow for 30 years. I devoted myself to managing family assets and sharing in the lives of my family, which included six great-grandchildren.

But being a good steward didn't include time for personal love and joy. Still, I lived a life of hope. Somewhere inside me I had expectations of good things to come. I had watched my friends benefit from programs at PRO Sports Club. At age 70, I decided I wanted to make a positive change too. I knew that while some of the keys to staying younger are entrenched in the mind, the physical changes are just as important. So I pursued a change in my weight, eating habits, exercise, and skin (to avoid the horrible brown spots and alligator skin typical of older people).

Another one of my goals was to get off synthetic estrogen, which has been known to cause cancer. I learned, through the Anti-Aging Center at PRO Sports Club, that I could lead a full and healthy life by adding all the hormones that my blood test showed me being deficient like testosterone, progesterone, thyroid, and vitamin D. My body came back to life. Hormone balancing woke me up. My weight is down, my muscles are toned, and my brain is ready to tease back when flirted with. I relish

my fitness because it has made such a difference. Thanks to my outstanding trainer, I can engage in activities and not hurt myself with strained muscles and injuries. Not only am I vibrantly aware of the joy of living in the moment, but I also appreciate life to the fullest.

And now here's the kicker! Four months into the program, my life turned upside down! I attended a ball auction and met the love of my life. The theme of the ball was, "The Stars Are All Aligned" and boy, they were for me! There's no way you can make that kind of thing happen at will. Frankly, I believe this gentleman and I found each other in the middle of room filled with 800 other people because the Anti-Aging program set me free to live life fully. My attorney says, "You're a 70-year-old going on 30." That pretty well sums it up! I used to read paperback novels and now I am one. I recently retired, so if you want me, you'll find me on the golf course, fly fishing on the river, or dancing all night with the love of my life. I want to assure you that I'm dancing all night and loving it!

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WHAT'S NEW



SAM WASSON / UAA ATHLETICS

INTRODUCING THE ALASKA AIRLINES CENTER

The Alaska Airlines Center, a new sports and events arena, recently opened on the University of Alaska Anchorage campus. The 5,600-seat arena, funded by a bond measure approved by Alaska voters and the state legislature, is the new home to 11 of the 12 university athletic teams. The center will host UAA athletic competitions, high school and college graduations, concerts, youth camps and other community events.

EARLY BOARDING FOR RUSSELL WILSON FANS

Alaska offers early boarding to customers wearing NFL quarterback Russell Wilson's No. 3 jersey on flights departing Seattle. The promotion runs through the duration of the Seahawks' 2014 NFL football season. Learn more, purchase tickets, and view news and videos about R.W. at alaskaair.com/gorussell.



Russell Wilson, Alaska's
Chief Football Officer



BLEND IMAGES / ALAMY

MORE SERVICE TO MEXICO

Alaska Airlines will begin new nonstop flights to Mexico this winter. Seasonal service will operate between Portland, Oregon, and Los Cabos from November 3, 2014, through April 27, 2015; and between Portland and Puerto Vallarta from November 4, 2014, through April 26, 2015. New daily nonstop service between Seattle and Cancún will begin November 6, 2014. Find Alaska's lowest fares to Mexico at alaskaair.com.

FOCUS ON SUSTAINABILITY

A Better Way to Clean

Alaska Airlines is using a faster and more environmentally friendly method to disinfect the water systems on its planes. The new system uses ozone, a naturally occurring gas, as a disinfectant. Ozone, which has been approved by the Environmental Protection Agency for treating drinking water, is cycled through onboard water systems, working 3,000 times faster than the system Alaska previously used. The new method has been in use in Seattle, Portland and San Diego since March, and will expand to other cities, as well.

AROUND THE SYSTEM

► **Visit us at the War Memorial** complex at the Maui Fair, October 2–5. Alaska will be at the Entertainment Tent—join us for food, entertainment and fun. Visit maui-fair.com for details.

Unselfish Nature

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

*Rob Driscoll,
Alaska Airlines
Legend*

With his preflight checks completed and all his Washington, D.C.–bound passengers in their seats, Captain Rob Driscoll stepped from the flight deck to the front of the cabin to welcome passengers. He launched into his announcements about weather and flight time, and then warmly introduced the flight’s 155 guests to their flight attendants. Rob has worked with one of those flight attendants, Misty, for many of his 30 years with Alaska Airlines. As a part-time actress, she loved the attention—and the fact that the captain would make special note of the crew.

Rob applauds an initiative at Alaska that encourages pilots to do their welcomes in the cabin, if they have time. He likes the reassurance it offers passengers, but it also gives him a chance to have some fun and give props to the crew.

“Rob is the consummate professional pilot,” says Steve Lemley, Los Angeles base chief pilot. “He’s consistent, reliable, prepared, and along with all his talents as a pilot, there’s this unselfish nature that really sets Rob apart.” That’s

seen in the little things, Lemley says: Taking the time to invite a grandson’s friend onto the flight deck; spending his layover time at a hospital to assist a flight attendant who has fallen ill in Cancún; and personally reassuring passengers on a delayed international flight that he has been in contact with people who will make sure connections are made.

Rob began his career as a private pilot in Illinois and soon became a flight instructor to gain more experience. He went on to work for a small airline flying in St. Croix; for Airborne Express; and for The Walt Disney Company. For the latter, he spent a year flying a film crew around the country to produce the second edition of the Disneyland Circle-Vision attraction *America the Beautiful*. In 1984, he signed on with Jet America Airlines. That’s where he met his wife, June, an Alaska flight attendant for 33 years whom he still considers the No. 1 reason for his success. When Jet America merged with Alaska three years later, the Driscolls and their three children moved to Seattle.

Rob’s first opportunity for a captain position came up in Alaska’s Los Angeles base, so the Driscolls returned to LA in 1991. Since then, he’s served as an instructor and check airman, helping other pilots keep their skills fresh. He’s also chaired the LA council of the Air Line Pilots Association for Alaska pilots, and helped negotiate contracts for the airline’s 1,500 pilots in 2009 and 2013.

Rob takes pride in his community, as well. He had the idea to create a public park from what was an unsightly area near the beach, so he and June secured pledges of time and money from about 100 neighbors. Rob served on the transition committee when Sunset Beach incorporated, and he now serves on the town’s beach-activities committee. That’s close to home for Rob, an active beach user who says he struggles to limit the number of surfboards, stand-up paddle boards and windsurfers at his beachfront home to no more than a dozen. Rob’s perfect day? “Surfing with my 7-year-old grandson.” —*Paul Frichtl*

VOLUNTEER SPIRIT

More Than a View

A tip that a customer would be flying into Adak, Alaska, for the first time since World War II set an Anchorage-based flight attendant–and-pilot team into action. Glenn Stinchcomb, 87, was flying with his college-age grandson, William, from Anchorage to Adak in early August. For Stinchcomb, the trip was nostalgic. He had flown a PB4Y-2 Privateer into Adak as a U.S. Navy pilot, but he’d never seen the view—Adak was always socked in with weather. This time, he was expecting to not only see that view, but to also show it to his grandson. What Stinchcomb didn’t expect was a hero’s



William and Glenn Stinchcomb, center, with their Adak-bound flight crew and Glenn’s daughter, Zoe Ann Stinchcomb.

welcome. Onboard, flight attendants Kathleen Riley, Patricia Edmond-Carufel and Donnelle Porter greeted the travelers and made sure they had window seats. “He had a steady stream of visitors, to his delight, and he was quite the talker,” Riley said.

In Adak, the crew and Captain Mike Reid joined Stinchcomb and William in the terminal and presented them with Alaska Airlines jackets. Two weeks later, the former pilot was still waxing poetic about Adak—not about the view, but about the kindness of the crewmembers. —*Marianne Lindsey*

EXTRAORDINARY

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PHOTO: Thai Seafood Salad.
Recipe featured in John Howie's *Passion & Palate* Cookbook,
page 71. Cookbook available at all John Howie restaurants.
Photo by Angie Norwood Browne.



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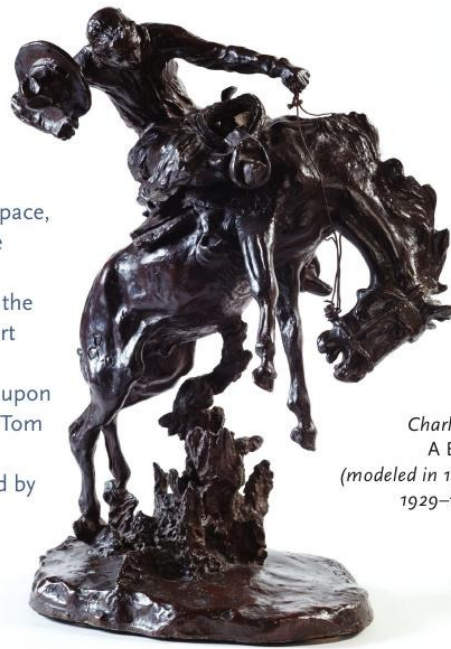
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TACOMA, WA

A Monumental Art Collection

The Tacoma Art Museum will unveil a grand tribute to the art of the American West with the opening of the **Haub Family Collection** of Western American art on November 15. The addition of a new 16,000-square-foot wing will double the museum's original gallery space, and the dramatic exhibition displayed in the new wing will showcase renowned sculptures of cowboys on horseback, exquisite landscape paintings and more—from 1797 to today. Encompassing 295 works, the collection will immediately join the ranks of top Western American art displays. Themes for the exhibition include how pioneering artists affected perceptions of the West and how more-recent works reflect upon and expand our perceptions. Award-winning Seattle-based architect Tom Kundig's design of the new wing, with sustainable features such as recycled materials, is influenced by Native American longhouses and by boxcars that honor Tacoma's railroad history. The design also allows natural sunlight into the exhibition space, where visitors can view works by artists such as Frederic Remington, Georgia O'Keeffe and contemporary Native American artist Kevin Red Star. To learn more, call 253-272-4258 or visit tacomaartmuseum.org. —Anna Harmon



Charles M. Russell,
A Bronc Twister
(modeled in 1911; cast circa
1929–1933), bronze.

TACOMA ART MUSEUM, HAUB FAMILY COLLECTION; PROMISED GIFT OF ERIVAN AND HELGA HAUB



In the collaborative installation *Red Dress*, from the "In Pieces" series, a suspended Lego sculpture by Nathan Sawaya echoes the dress in photographer Dean West's image (shown in the background).

ANCHORAGE, AK

Artful Toys

Tiny blocks. Nearly infinite possibilities. The "Brick by Brick: Toying with Design" exhibition at the Anchorage Museum (October 3, 2014–January 11, 2015) offers an artistic and interactive look at popular building toys—mostly Legos, with Lincoln Logs and Tinker Toys also represented. The art of this show includes works by Mike Stimpson, who is known for re-creating famous historical photos using Lego figures, and Nathan Sawaya, who uses Lego bricks to build life-size 3-D sculptures and 2-D mosaics (similar to digital mosaics, but with Legos as pixels). Museumgoers can also build structures themselves; a curator will select some visitor creations to put on display. To learn more, call 907-929-9200 or visit anchagemuseum.org. —Nick Thomas

Coming up at the Anchorage Museum ...

- "All Alaska Juried XXXV," Nov. 7, 2014–Feb. 1, 2015; a biennial exhibit of Alaska artists using varied media
- "Rarefied Light," Nov. 7, 2014–Feb. 22, 2015; 55 images of fine-art photography

selected from approximately 500 submissions

- "It's All Material," Nov. 7, 2014–Feb. 22, 2015; a behind-the-scenes look at how artists take materials and transform them into museum-quality objects

COURTESY: INPIECESCOLLECTION.COM



Silvano Aguirre Tejeda and Francisco Aguirre Tejeda (left to right), from Jalostotitlán, Mexico, assemble Chest on Cabinet (2000; carved, inlaid wood). The finished work (inset) will appear in the exhibition "Grandes Maestros."

LOS ANGELES, CA

Maestros of Folk Art

Masterful folk-art works will grace the Natural History Museum of Los Angeles County next month in the North American debut of "Grandes Maestros del Arte Popular de Iberoamérica" (November 9, 2014–September 13, 2015). The exhibition will feature more than 800 contemporary pieces from more than 20 Ibero-American countries (Portugal and Spain and their former colonies), with emphasis on art from Central America and South America. The show will include pieces in various media, including hand-carved sculptures, clay animals, yarn paintings, jewelry and woodworks. A map of Ibero-America and three large clay jaguars will be prominently displayed near the gallery entrance. Other pieces include a polished amber chess set from the Dominican Republic and silver chests from Bolivia. For more information, call 213-763-3466 or visit nhm.org.

—Nick Thomas

NEW YORK, NY

The Legacy of a Master

In the 1500s, the artist El Greco (Doménikos Theotokópoulos) perfected a style of painting characterized by elongated figures and dramatic colors. Starting November 4, two New York museums will celebrate the work of the Greek-born Spanish master in concurrent exhibitions (each running November 4, 2014–February 1, 2015).

"El Greco in New York," at The Metropolitan Museum of Art, will feature the nine paintings from the museum's collection plus six paintings on loan from the Hispanic Society of America. Meanwhile, "El Greco at The Frick Collection" will display the Frick's three El Greco works together for the first time. Other programs coinciding with the exhibitions will include gallery talks and concerts. To learn more, visit metmuseum.org (or call 212-535-7710) or visit frick.org (or call 212-288-0700). —LaVendrick Smith



El Greco, View of Toledo (c. 1597), oil on canvas.

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PROFILE

Geared for the Long Run

Brooks Running Company CEO Jim Weber eyes the future as the brand turns 100

When **Jim Weber** took over as CEO of Brooks Running Company in 2001, the company had cycled through four top executives in eight years. Staff quietly placed bets about how long he would last. Thirteen years later—as Brooks celebrates its 100th anniversary with record sales, a new Seattle headquarters and its first retail store—Weber has proved his staying power and led the company in a comeback worthy of the athletes who wear Brooks shoes.

Weber attributes much of the company's success to renewed focus. "We came into this century in not-great shape," he says, telling how Brooks, which had risen to fame for award-winning running shoes in the 1970s, had spread itself thin as a full-line athletic-apparel company. It was deep in debt by 2001.

Weber, a veteran of the sporting-goods industry and of investment banking, was on Brooks' board at the time. He was chosen to implement a bold plan to drop all products that were not premium running shoes.

"We've never looked back," says Weber. "This is the 13th year of this strategy of creating a brand around inspiring people to run and be active. And that's all we're about."

Weber, 54, hasn't himself always been so focused on running. A native of Minnesota, he played hockey into college, and says he switched his main sport only when it became clear he wasn't going to make the NHL. He began running three to five days a week at age 20 and has been doing so ever since. "I'm not particularly fast," he says. "But it feeds me. It gets me outdoors, it keeps me in shape, and I process."

Brooks' ethos, "Run Happy," is intended to appeal to a wide and growing lifestyle market of people who run—fast or slow, prepping for a race or just coming off the couch.

This approach has paid off. In 2006, Brooks became a subsidiary of Berkshire Hathaway Inc., after attracting the attention of famed investor Warren Buffett. In 2013, Brooks reported a 17 percent increase in revenue growth, and this April, Brooks reported a half billion dollars in global



CEO Jim Weber is thrilled with Brooks' new eco-friendly home, which has stunning views that encourage stair-climbs.

COURTESY OF BROOKS RUNNING COMPANY (3)

The women's (top) and men's (bottom) Glycerin 12 are among Brooks' fall releases.



revenue on a rolling 12-month basis—halfway to a goal of becoming a billion-dollar worldwide company by 2020.

Weber is also excited about the company's new headquarters, which were built to comply with the City of Seattle's "Deep Green" pilot program, and should qualify for LEED Platinum status. The building is designed for 75 percent energy and water savings, among other environmental benefits. And the retail store on the ground floor, which opened in September, offers Brooks a chance to interact directly with runners jogging in from the popular Burke-Gilman Trail mere steps away, near the north shore of Lake Union.

Weber says that the company has come a long way since its start 100 years ago making bathing shoes and ballet slippers in Pennsylvania. Yet he sees many developments still to come: "If this were a marathon, we'd be in the early miles," he says.

To learn more, visit brooksrunning.com. —Ben Raker

SITKA, AK

A Whale of a Festival

Next month, the Sitka Sound Science Center will host its 18th-annual **Sitka WhaleFest** (November 6–9) to celebrate marine life and ocean ecosystems. Sitka WhaleFest includes a three-day science symposium and festival events, all open to the public. In the symposium, scientists will discuss how technology aids marine biology, highlighting the theme "Gizmos & Gadgets." Festival events will include a 5k and 10k run or walk, wildlife cruises and a film festival. To learn more, visit sitkawhalefest.org. —LaVendrick Smith



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.

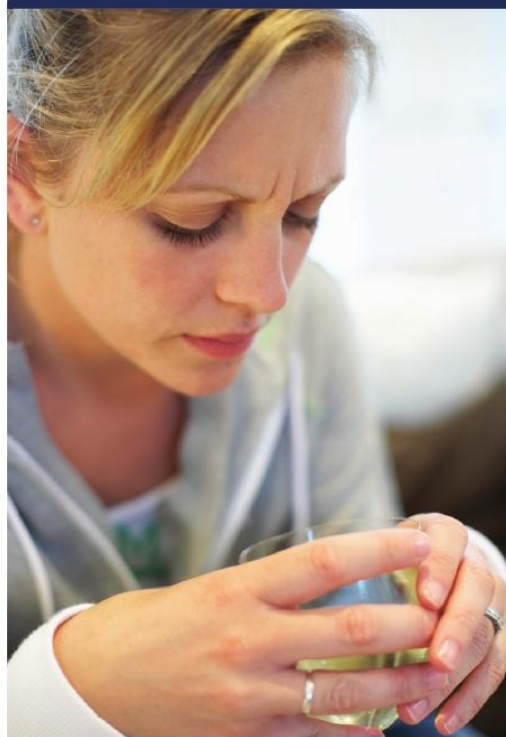
First, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

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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Photo: Arlene Chambers Photography



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I was always good about exercising three or four times a week and eating balanced meals. However, a herniated disc, Achilles tendonitis, and frequent travel resulted in weight gain. All in all, I didn't feel healthy even if everyone told me I looked good.

My Best 10 reinvigorated my passion for health and fitness. It gave me that extra push and guidance to get back to a healthy place in my life.

I had always considered myself a nutrition expert. How wrong I was! I learned more than I could have ever imagined. The quality of the products you put in your body, on your face, and in your hair make a huge difference. My trainer also did a great job of challenging me and changing the routine to ensure that I got the best results. Everyone I worked with was truly wonderful and caring. They all made me feel valued and important.

I've received so many compliments since I've started taking better care of myself

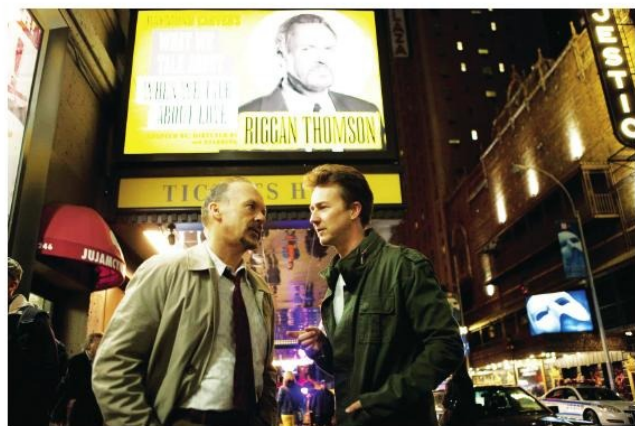
There are three things that have helped me to not only maintain, but also improve my results. I still track my food every day, I've stuck to personal training twice a week, and, most importantly, I've found a new goal that requires accountability to achieve success. I've become passionate about bodybuilding. I competed in the 2013 Tanji Johnson Classic Vancouver Natural Bodybuilding and Physique Championship. While it was out of my usual comfort zone, it was really exciting, especially when I WON the Over 40 category!

It's been almost two years since I completed the program. I've kept the weight off and continue to meal track every day. On top of that, I followed my passion and became a Certified Metabolic Precision Nutritionist. I'm now helping mentor others to achieve their health goals. My Best 10 is one of the best things I've ever done and I'd do it all over again!

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A film still from *Birdman*, whose star-filled cast includes Michael Keaton and Edward Norton.

CHICAGO, IL

Windy City Film Fest

Celebrating its 50th anniversary, the **Chicago International Film Festival** will be held October 9–23 in various theaters across the city. The festival is billed as America's longest-running competitive film festival and is famous for premiering Martin Scorsese's directorial debut, *Who's That Knocking at My Door*, in 1967. This year's highlights include the 2014 comedy-drama *Birdman* (starring Michael Keaton, Edward Norton and Zach Galifianakis, among others). Also featured is *Speed Walking*, a coming-of-age story directed by Niels Arden Oplev (who directed the Swedish-language *The Girl with the Dragon Tattoo*), among more than 180 films. For more information, call 312-683-0121 or visit chicagofilmfestival.com. —Nick Thomas

LOS ANGELES, CA

Hello Kitty Turns 40

In the news recently for the revelation that she is a girl, not a cat, Hello Kitty (aka Kitty White) will celebrate her 40th anniversary on November 1 with her first-ever official fan convention, **Hello Kitty Con 2014**. The convention will be held October 30 through November 2 at the Geffen Contemporary at MOCA (Museum of Contemporary Art, Los Angeles) and will feature workshops, panels, fashion, art and an abundance of exclusive memorabilia items for sale. Across the street at the Japanese American National Museum will be the first Hello Kitty museum exhibition in North America—free with a same-day convention ticket. This retrospective, “**Hello! Exploring the Supercute World of Hello Kitty**” (October 11, 2014–April 26, 2015), will focus on Hello Kitty's cultural impact and will showcase rare vintage items, as well as 40 mixed-media works by contemporary artists. Artifacts on display will include a 1974 coin purse (the first Hello Kitty item ever made), a Hello Kitty phone and a Hello Kitty robot. Learn more at sanrio.com/hellokitty40th. —Anna Harmon

JAPANESE AMERICAN NATIONAL MUSEUM



Hello Kitty Robot (2004).

Other Upcoming Film Festivals ...

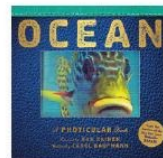
- **United Nations Association Film Festival**, Oct. 16–26; taking the theme “Bridging the Gap,” this year's films address human rights and related topics; San Francisco area, CA; unaff.org
- **Petaluma International Film Festival**, Oct. 17–19; now in its sixth year, this intimate festival hosts 40 features and short films; Petaluma, CA; petalumafilmfestival.org
- **Portland German Film Festival**, Nov. 7–11; a collection of German feature films, documentaries and short films, with English subtitles; Portland, OR; portlandgermanfilmfestival.com
- **Los Cabos International Film Festival**, Nov. 12–16; a selection of films from all around North America, shown near the beautiful waters of Baja California Sur; Los Cabos, Mexico; cabosfilmfestival.com

TOP SHELF

Ocean

Created by Dan Kainen,
Written by Carol Kaufmann;
Workman Publishing

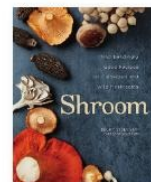
With “photocular” technology (hologramlike plastic sheets that display motion with the turn of each page), *Ocean* immerses readers in an underwater ecosystem of aquatic wonders. The text tells of the author's diving experiences and educates readers about oceans as well as the fascinating marine creatures depicted in the entertaining, set-in-motion photographs. —Kyle Jensen



Shroom

By Becky Selengut;
Andrews McMeel

With striking photography, handy recipes and witty prose, *Shroom* will make aspiring chefs want to race to the nearest market, find some fungi and get cooking. Selengut, a Seattle-based chef, author and cooking instructor, provides 75 mushroom-accented recipes—for example, Oyster Mushroom and Corn Empanadas—organized by fungi variety and drawing on various cultural traditions. —Stacie Larsen



Little Boo

By Stephen Wunderli, Illustrated by Tim Zeltner; Henry Holt and Company

Salt Lake City-area author Wunderli weaves a colorful autumn tale about a little pumpkin seed who is very eager to grow up and be spooky. This whimsical book, filled with fanciful color illustrations, will ready young readers for Halloween as the title character transforms from a spirited seed into a grinning jack-o'-lantern.

—Carly Andersen

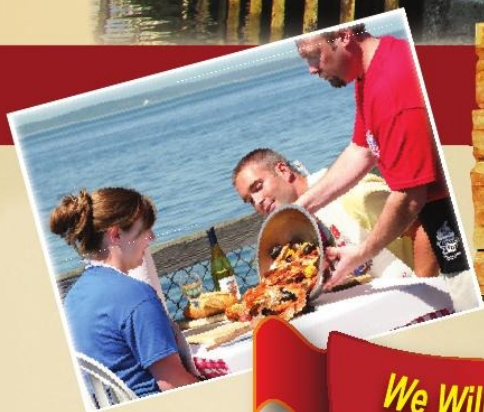


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NEW ORLEANS, LA

Bayou Bash

The Big Easy's **Voodoo Music + Arts Experience** (October 31–November 2) is one of the largest festivals in Louisiana, and this year expects more than 50,000 attendees on each festival day. The 2014 event will host more than 75 popular acts across four stages, including the alt-rock band Foo Fighters, hip-hop duo Outkast, electronic artist Skrillex and indie rockers

Arctic Monkeys. Guests can also enjoy a taste of Louisiana's rich music history with local acts such as jazz band Trombone Shorty & Orleans Avenue, bounce music (New Orleans hip-hop) pioneer Big Freedia and indie-pop band Royal Teeth. Local artists will have art installations on display near the stages. For more information, visit worshipthemusic.com. —Nick Thomas



Hip-hop duo Outkast.

**Also in
New Orleans ...**

• **Tremé Creole Gumbo Festival**, Nov. 8–9; a tribute to Louisiana's cuisine and culture, with local jazz bands; Louis Armstrong Park; jazzandheritage.org

• **New Orleans Fringe Festival**, Nov. 19–23; the city's budding talent produces original performances of drama, improv theater, puppetry and dance; citywide; nofringe.org

HAWAII ISLAND, HI

Beans of Paradise

Not long after missionary Samuel Ruggles brought the first coffee plant to the Kona District of Hawai'i in 1828, local roasts began gaining a reputation for their complex flavor and smooth textures—attributed to the particular soil and climate qualities of this distinctive coffee-growing area. Now in its 44th year, the **Kona Coffee Cultural Festival**, held at the harvest's peak (November 7–16), will honor what is now an internationally celebrated crop. The approximately 40 festival events will include a coffee-picking contest, tastings, recipe competitions, and coffee-farm tours that show the coffee-making process from tree to cup. The festival will provide guests chances to sample and buy 100 percent Kona coffee directly from some of the region's 600 independent farms—many of which distribute only in Hawai'i. Alaska

Airlines is a sponsor of this year's festival. To learn more, call 808-747-5424 or visit konacoffeeest.com. —Nick Thomas



Children harvest beans in Kona, at a past year's picking contest.



Claude Monet, The Church at Vétheuil (1880), oil on canvas.

HOUSTON, TX

Impressions of the Seine

Celebrated painter Claude Monet once remarked of France's Seine River, "This is my studio." The French waterway was Monet's inspiration and often provided subject matter for his pioneering Impressionist techniques. The centrality of the Seine to Monet's oeuvre will be highlighted in the exhibition "**Monet and the Seine: Impressions of a River**," showing at the Museum of Fine Arts, Houston, from October 26, 2014, through February 1, 2015. The exhibition showcases 52 pieces by the famed Impressionist, including *The Bridge at Argenteuil* (1874) and works from the renowned *Mornings on the Seine* series (1896–1897). For more information, call 713-639-7300 or visit mfah.org. —Kyle Jensen

October 11–31 Haunted Village, "an entire village of hair-raising haunts"; This Is The Place Heritage Park, Salt Lake City, UT; 801-582-1847 or thisistheplace.org

October 15–19 National Wilderness Conference, panels, presentations, exhibits and more, at the Wilderness Act's 50th anniversary; with a public, outdoor "Get Wild" festival on October 18; multiple locations, Albuquerque, NM; wilderness50th.org

October 21, 2014–January 4, 2015 "Paul Strand: Master of Modern Photography", 250 prints by Strand plus art by his contemporaries; Philadelphia Museum of Art, Philadelphia, PA; 215-763-8100 or philamuseum.org

October 30–November 2 Union Station Centennial Celebration, events to honor the 100th anniversary of the landmark civic center; Kansas City, MO; 816-460-2020 or unionstation.org/100years

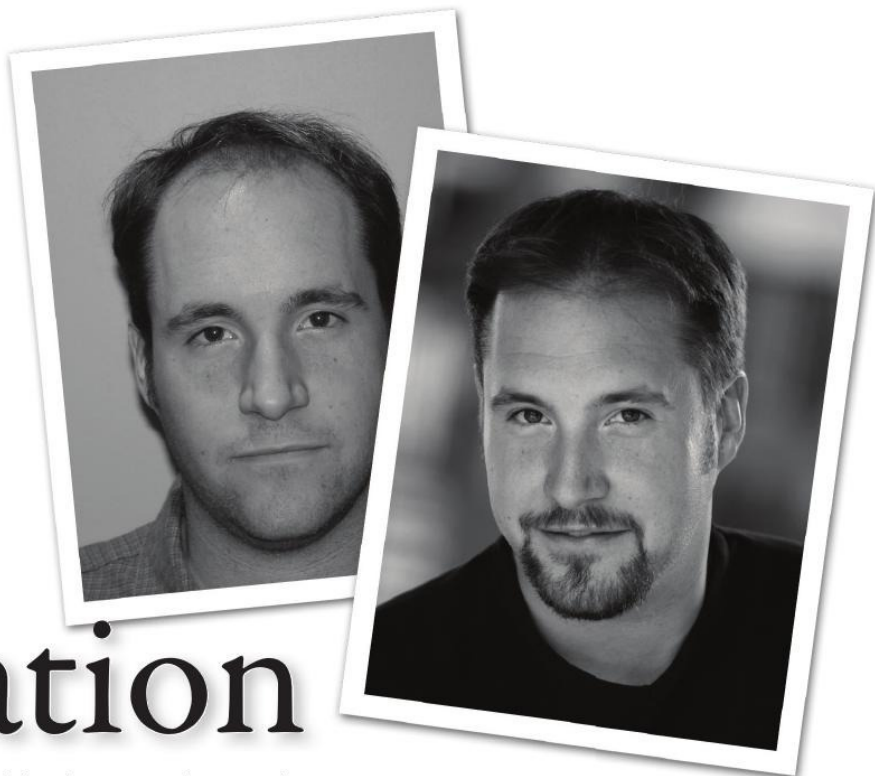
October 31, 2014–March 29, 2015 "BAM Biennial 2014: Knock on Wood", with new works by 39 Northwest artists; Bellevue Arts Museum (BAM), Bellevue, WA; 425-519-0770 or bellevuearts.org

November 6–16 Cornucopia, "Whistler's premier food and drink extravaganza"; multiple locations, Whistler, BC; whistlercarnucopia.com

November 10–16 Alaska Bald Eagle Festival, 20th-annual celebration of eagles gathering for late-run salmon; Chilkat Bald Eagle Preserve, Haines, AK; baldeagles.org/festival

November 13–23 Festival Gourmet International, international chefs celebrate culinary arts and fine dining; multiple locations, Puerto Vallarta, Mexico; festivalgourmet.com/en

The Art of Hair Restoration



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



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

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

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

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

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

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

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

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



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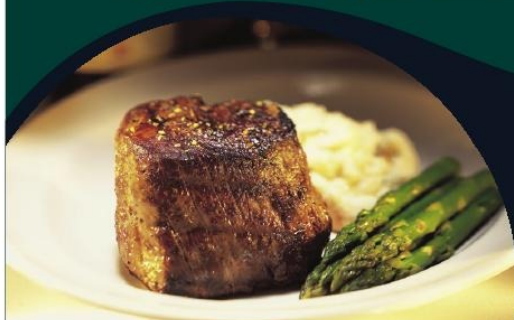


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A New Season Begins

As the clock ticks down to the tip-off of the 2014–2015 NCAA men's basketball season, schools across the nation are entertaining high hopes. This month, many schools host "Midnight Madness" events, annual fixtures that are



Gonzaga's Kevin Pangos drives the lane in a 2014 WCC Men's Basketball Tournament quarterfinal. Gonzaga won the tournament and enters the new season with high hopes.

traditionally held in mid-October to usher in the start of a new season. Often featuring late-night pep rallies, practices and practice games open to the public, these events build optimism for teams throughout the country.

Among schools in western states, the University of Arizona has good cause for excitement. UA's Wildcats, led by coach Sean Miller, anticipate another successful year after finishing last season with a Pac-12—leading overall record of 33-5 and a trip to the Elite 8 round of the NCAA men's Division 1 tournament. The University of California, Los Angeles, and Stanford University are each set to contend again after reaching last year's Sweet 16. Spokane's Gonzaga University seeks success after finishing 29-7 overall last year and advancing to the NCAA tournament's third round. The University of Oregon also made the third round, and posted a 24-10 overall record. The University of Washington Huskies and the Washington State University Cougars look to improve on last year's records of 17-15 and 10-21, respectively, while the University of Alaska Anchorage Seawolves start playing in their new Alaska Airlines Center. For more information, visit ncaa.com/sports/basketball-men.

—LaVendrick Smith

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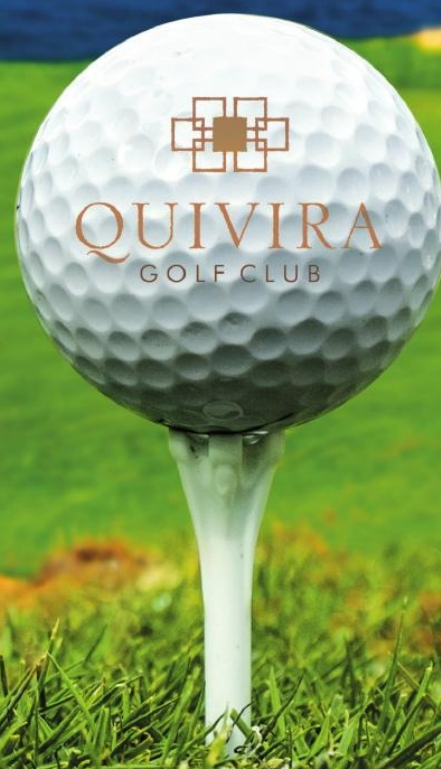
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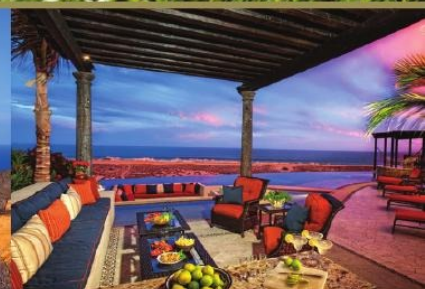
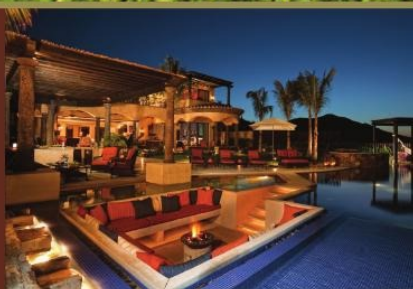
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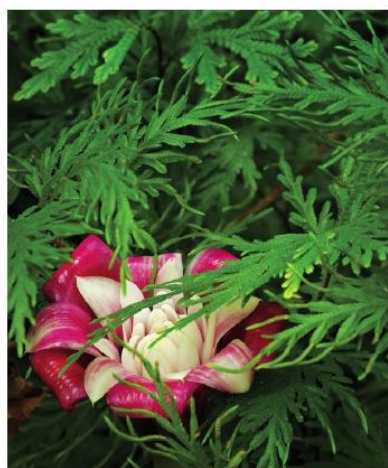
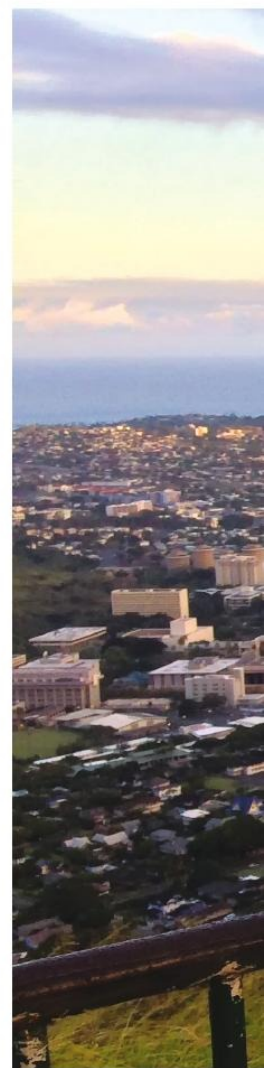
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PICTURE PERFECT

Hawai'i is a paradise for photographers of all abilities | **By Catherine E. Toth**

Armed with fully charged digital cameras and iPhones, we walked the rocky shoreline at Makapu'u on O'ahu's rugged eastern tip.

In every direction was a postcard-worthy snapshot: A fisherman wearing a backpack and reef-walkers carried his fishing pole and a 5-gallon plastic bucket filled with *nenue* (sea chubs) back to his truck. The iconic red-roofed Makapu'u Lighthouse loomed over a dramatic 600-foot sea cliff overlooking an inviting stretch of golden sand. And dotting the shoreline were bright green *naupaka* shrubs primed with small white flowers.

CLOCKWISE FROM BOTTOM LEFT: KEN GOODRICH; COURTESY: HAWAII PHOTO RETREAT; MARY GOODRICH; COURTESY: HAWAII PHOTO RETREAT; WALTER TURNER; COURTESY: BLUE HAWAII PHOTO TOURS; CHRIS G. ROSE; COURTESY: HAWAII PHOTOGRAPHY TOURS



Blue Hawaii Photo Tours includes a sunset visit to the Tantalus Lookout on O'ahu (above).

This bamboo forest lies along the trail to Mānoa Falls, just outside Honolulu.

Siam Rose ginger (far left) stands out at Hawai'i Tropical Botanical Garden north of Hilo.

Hawai'i Island's Rainbow Falls creates a dramatic display after a rainstorm (opposite page, top).



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Alaska



"Three weeks ago, we were here and a woman spotted a baby moray eel in a shallow tide pool," said Marie Turner, who owns and operates Blue Hawaii Photo Tours, an O'ahu-based company that specializes in excursions for amateur and professional photographers. "That sure made it easy to photograph."

As we walked near the tide pools, the waves crashing against the jagged black lava rocks that dot the coastline, Turner gave us a few pointers with our cameras. Use the f-stop to adjust the focal length. A lower f-stop blurs the background, giving prominence to the object in the foreground. A higher f-stop means a smaller aperture opening, increasing your depth of field.

She pointed to the lighthouse off in the distance and told us to adjust our f-stop to f/8 or higher.

"Everything should be in focus," she said. "The lighthouse, clouds, the trees, the truck. Your camera will take care of the shutter speed."

The Pe'ahi Coast, on East Maui's north shore, offers a dramatic contrast of volcanic rock and ocean swells.

Ho'okipa Beach is a popular Maui County park along the Hana Highway.

SNAP THIS



● O'AHU

Popular: Sunset from the Duke Kahanamoku Beach and Lagoon fronting the Hilton Hawaiian Village in Waikīkī, with outrigger canoes and palm trees.

Unexpected: Sunset from the lookout at Pu'u 'Ualaka'a State Wayside at the top of Round Top Drive off Makiki Street, with sweeping views of Waikīkī Beach and Diamond Head.

● MAUI

Popular: The waves at the world-renowned windsurfing spot Ho'okipa Beach on the island's north shore.

Unexpected: The shore-break—and vegetated sand dunes and iron-wood trees—at the popular bodyboarding spot at Baldwin Beach just outside Pā'ia.

● HAWAII ISLAND

Popular: The roughly 50-mile Hāmākua Coast curves along the north-

eastern side of the island from Hilo Town to lush Waipi'o Valley, with waterfalls, tropical rain forests and panoramic views of the Pacific Ocean.

Unexpected: One of the Rainbow State's best scenic drives is the highland road between Hawi, on the northwest tip of the island, and Waimea-Kamuela, where vast expanses of lush green pasture overlook the Kohala Coast below.

● KAUAI

Popular: Hanalei Bay and its historic—and world famous—pier on the island's North Shore boasts nearly 2 miles of sandy beach surrounded by mountains.

Unexpected: In Kīlauea, just before Hanalei, lies the picturesque Moloa'a Bay, a half-mile stretch of sand framed by dunes and steep cliffs. Some scenes of the pilot for *Gilligan's Island* were filmed here.





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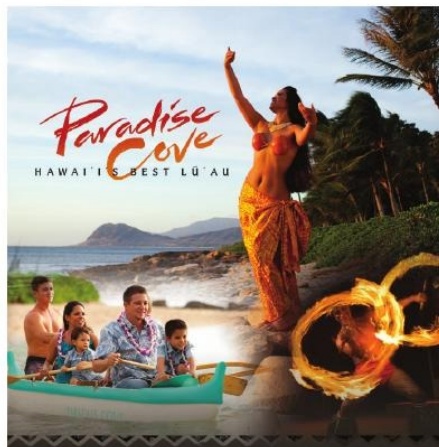
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Kilauea Lighthouse is an iconic sight on Kaua'i's North Shore.

The seascape is almost always dramatic at Kaua'i's Kauapea Beach.

Hanalei Bay has been featured in films, and many snapshots of Kaua'i.

Thus advised, Will adjusted his Canon EOS Rebel T5i, a camera he had never taken out of the automatic setting. He changed the ISO to 100, switched his camera into aperture priority mode, and snapped away. He learned more in those three minutes than he had in three years of owning his digital SLR.

"The tour exceeded my expectations," said the 25-year-old from Virginia, who was with his iPhone-toting fiancée, Chelia. "I didn't realize how much I could do with my camera."

And he hadn't been to this part of the island before, despite repeated visits to O'ahu. In fact, the next two stops on the tour—to a small waterfall on the Judd Trail in Nu'uuanu to play with shutter speed and to the lookout at the Pu'u 'Ualaka'a State Wayside atop Tantalus to capture the sunset—were new experiences for him, too.

"It was great to go to different places and see different things," he said. "And I'll definitely use the skills



IN FOCUS



Here's some advice from Hawai'i-based professional photographers who make a living capturing that perfect image of the Islands:

● MOVE AROUND

"I often see tourists taking photos from only one spot. But if you move to the left or right, you might end up with a better angle—and better photos."

—Greg Yamamoto

● TAKE OFF HATS

"To cut down on harsh shadows from your face, remove caps and hats. Using your flash will also help with the dark shadows."

—Greg Yamamoto

● USE A TRIPOD

"This is a must when you're shooting scenics, especially if you're using longer exposures with a smaller aperture."

—Dave Miyamoto

● GET A FILTER

"One of the most effective ways of cutting through the glare of the sun and getting a vibrant photo with saturated colors and a deep blue sky is to use a polarizing filter."

—Dave Miyamoto

● WATCH THE WEATHER

"Pay very close attention to the weather. Sudden downpours on a hike to Mānoa Falls, say, are very common, and even light exposure to moisture can ruin a camera or lens."

—Ryan Beppu

● BEWARE SALT WATER

"When shooting near the ocean, be aware of ocean spray from breaking waves. Saltwater mist is extremely bad for cameras and can have a corrosive effect on certain components over time."

—Ryan Beppu

● KEEP YOUR HORIZON LEVEL

"The horizon line being straight is a big thing that a lot of people miss. Every beginner needs to watch for that. That's much more important than switching out of auto mode, actually."

—Chris Rose



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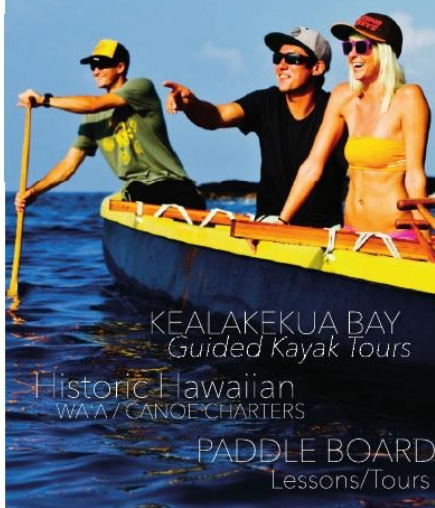
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I've learned when I take pictures now."

That's the allure of photo tours. You visit new places with the goal of capturing images you actually might print and frame—or at least post on Instagram.

And even if the tour takes you back to a familiar spot, you will undoubtedly look at it through a different lens—literally.

Turner, who has traveled the world as a commercial photographer and produced and filmed a documentary on Kaho'olawe, started Blue Hawaii Photo Tours a year ago, offering small group tours that are really mini-workshops set on location around O'ahu. You might explore a sacred *heiau* (Hawaiian temple or religious site) or a botanical garden, all the while learning how to better operate

**"The Islands have
incredible diversity...
There's always a
postcard image to
capture, no matter
where you are in
our state."**

your camera, whether it's an expensive digital SLR or a smartphone.

"Once you learn about your camera, once you know what your equipment can do, it really releases your creativity," Turner said.

More people are taking more photographs than ever before—in the ballpark of 400 billion a year—on everything from high-end professional cameras to mobile phones. And you'd be hard-pressed to find a traveler without a camera, eager to capture a brag-worthy experience and share it on Facebook. Even non-photo tours, such as Kohala Zipline on the Big Island, offer GoPro rentals.

And Hawai'i is a photographer's paradise, with dramatic coastal landscapes, pristine beaches, lush rain forests, sacred temples, and mountains cut with waterfalls. There are few places in the

world where you can be atop a snow-capped volcano in the morning to capture the sunrise and on a secluded sandy beach later that afternoon to watch the sun dip into the warm Pacific Ocean. (Please note that it's important to always be aware of beach and weather conditions for safety.)

"The Islands have incredible diversity of nature," said Greg Yamamoto, a veteran professional photographer from Honolulu. "We have awesome sunrises and sunsets on every island, with beautiful deep-blue oceans and skies the rest of the day. There's always a postcard image to capture, no matter where you are in our state."

NATURAL BEAUTY



The size and scope of Hawai'i Island, the state's largest at 4,028 square miles, create a microcosm of climates and environments ideal for photographers looking for something unique to shoot.

There's the verdant eastern side of the island, which gets about 130 inches of rain a year, with rocky coastlines and waterfalls.

"There's a lot of pristine land here that's undeveloped. Thousands of acres where you don't see any structure at all."

The drier northwest regions of Kona and Kohala boast lava-lined coastlines and sandy beaches. And rising more than 13,000 feet above the island is Mauna Kea, the dormant shield volcano that, when measured from its ocean base, is taller than Mount Everest. There are coffee farms in Ka'u, rolling hills and cattle ranches in Waimea, and fern forests in Puna.

"The variety here is astounding," said Ken Goodrich, who runs Hawaii Photo Retreat with his wife, Mary, in Volcano. "There's a lot of pristine land here that's undeveloped. Thousands of acres where you don't see any structure at all. You could go to the top of a 13,000-foot mountain and, that same day, be down at the coast or in the desert. The variety is pretty special."

Some of the most unique scenery in Hawai'i is in the 333,000-acre Hawai'i Volcanoes National Park, which runs from the summit of Mauna Loa down to the ocean. There are miles of trails twisting along desolate volcanic landscapes, across blistered deserts and through rain forests.

The highlight is Kīlauea, the world's most active volcano, which spews 250,000–650,000 cubic yards of lava per day. You can see the volcanic fumes and eerie glow from the summit vent within Halema'uma'u Crater, where a lava lake churns below the surface.

"The lava landscape here is very unique," Goodrich said. "When I first came out here and I stood at the edge of the caldera in the middle of the day, I thought,



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‘What’s so exciting about this?’ But now, living here and getting a chance to go at sunrise and sunset, it’s spectacular. You can just hike here for hours and hours and not see anybody. That’s a very special feeling.”

About two years ago, he took a visitor from the Philippines to Halema‘uma‘u to get photos of the sunrise. When they got there at around 4:30 A.M. the crater was completely socked in.

“There were no stars, nothing,” he said. “I thought, ‘Oh, man, this is going to be a washout.’”

They decided to walk around the area and snap some shots of the steam vents

“What’s really different here is that the landscape is so new ... You really get a sense of the living Earth.”

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opposite the crater. They were just about ready to head out when they heard a whoosh. They quickly turned around and saw a huge steam cloud billow out from Halema‘uma‘u Crater a thousand feet into the air. They were in a perfect spot to capture it with their cameras.

“It was doing nothing at all and then it just woke up, and wham,” Goodrich said, laughing at the memory. “What’s really different here is that the landscape is so new. There’s a rawness to it, and you really get a sense of the living Earth.”

VIEWS LESS SEEN

Last year Tracy decided to make huge changes to her life. She sold her business and took some time off to write a book and pursue a brand new career in executive coaching.

But before that, she took an 18-day trip to Hawai‘i, her Canon Rebel camera in her gear bag.

While on Maui, Tracy enlisted the help of Pono Fried, owner of Open Eye Tours & Photos, who specializes in private, fully customized tours. She told him about her life changes and that she wanted to spend time in some of Maui's sacred spots. He took her on the 2.5-mile hike along Waihe'e Ridge in the West Maui Forest Reserve, which ascends 1,500 feet through lush forests of *kukui*, guava and 'ōhi'a trees with sweeping valley views. They hiked to a nearby waterfall, where Tracy found she could feel a spiritual connection to the island.

"That stop was profound for me," said the 47-year-old from Cleveland, Ohio, who brought healing crystals with her to the waterfall. "I'm a big hiker and I was like, 'Whoa.' There's a picture of me on a rock with my hair blowing around in the breeze. It was awesome."

With some quick tips from Fried, Tracy snapped a number of photos here and, later in her trip, along the Hāna Highway that she has framed and hanging in her house.

"The walls of my house are covered with photography," she said. "Most every place I go, I have a photographic memento of, and I put all these up, wherever I'm living. My house is a physical manifestation of my spirit, and I can go from room to room and just experience it again. Photography is really important to me."

Fried understands the importance of these images to visitors to Maui who aren't necessarily photographers. Thus, he focuses on tours tailored to his guests, whether they're interested in local architecture or native birds.

"I can take people to a lot of the standard places, which are the highlights of any visit to Maui," said the longtime Makawao resident, who's been leading tours since 1983. "But I know a lot of hidden and secret spots on the island. I want people to leave here realizing we're not just beaches and golf courses."

Though his business is based on general island tours, one in three groups is avidly interested in photography. And just about every client has a camera.



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"Some want iconic shots and others want unusual shots, so they hire a guide to make good use of their time," he said. "I take the guesswork out."

He recently took a photography crew from Brazil to Ke'anae, a sleepy community tucked away on a peninsula on the famous Road to Hāna. They brought along a model to shoot a magazine spread in a place that looked and felt like old Hawai'i. Fried thought this would be the perfect spot.

"Time has stood still here," he said about Ke'anae. "There are no stores. People live close to the land. There are black lava rocks, taro fields, a rocky beach, a beautiful stone church with a garden, waves crashing onto the shore.

**"I believe Hawai'i is
 the most precious
 jewel in the world."
 —Don Ho**

There are lots of drama and contrasts in the landscape. This place makes people think, 'Wow, this is what I expect Hawai'i to look like.'

Thanks to three decades of leading tours in and around Maui, Fried knows that visitors want something new and unique to capture in photos, stuff worth framing or sharing on social media.

"People want more than postcard shots," he said. "They're looking for interesting lighting, the contrast of stone and vegetation, turtles on a little stretch of beach at sunset. They want to see places they haven't heard about."

CAMERA LESSONS

Virtually all photo tours are led by professional photographers who want to share the tricks and tips that come from years of experience behind the lens.

For nearly 10 years, Vincent K. Tylor sold his prints of famous Hawai'i land-



scapes to more than 150 gift stores throughout the state. After the economy slumped in 2008, he and his wife, Michele, decided to diversify their income and started offering photo tours on Kaua'i, where they reside.

The couple started with two general tours—one walking, the other hiking—then added private tours later. Now, they have four different tours, including a portrait excursion during which they take photos of their guests.

"I think most of our guests want to see beautiful locations, but they also want to learn how to use their cameras," said Michele Tylor. "They see they can

"You have a camera, and I want to provide you a photo you can print and put on your wall."

work with a professional photographer for 5.5 hours and that's appealing. People have learned a lot, and we keep the groups small for that reason."

Many clients are serious about photography, so the Tylors expanded their 400-square-foot shop into a small retail space where they sell memory cards, batteries, filters, car chargers and rain gear. They rent entry-level DSLRs, tripods and wide-angle lenses, too.

Ken Goodrich brings his clients back to his home office in Volcano on the Big Island to work on postproduction with image-handling software such as Photoshop and Lightroom.

"That's where you can really bring out the potential of a photo," he said. "That skill is something they can take with them no matter where they go. Everyone wants to walk away with a really great photo, but if you can come away with really great skills, you can improve every photograph you've taken."

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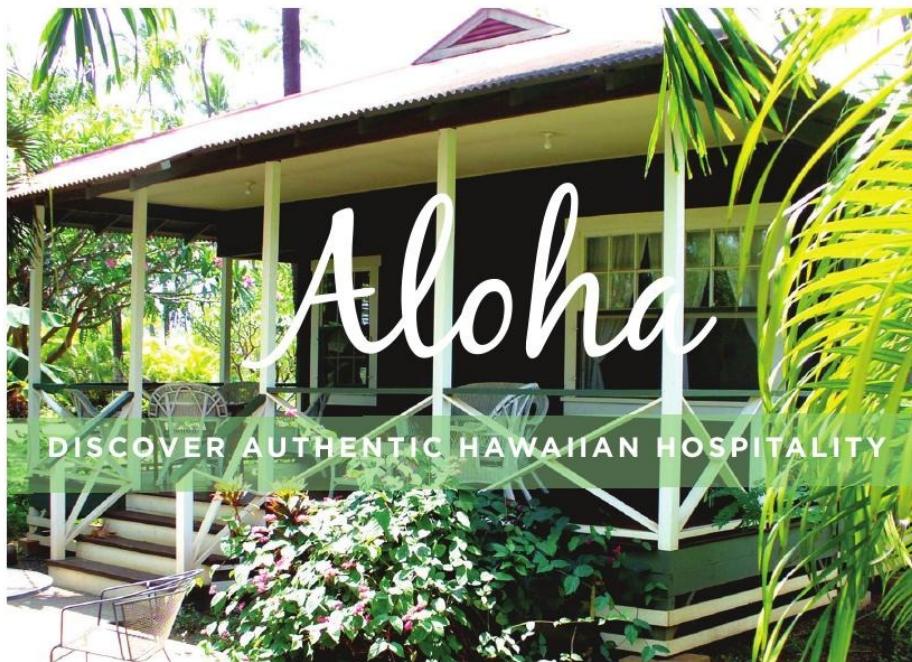
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Back when he lived in Okinawa, Chris Rose started offering complimentary photo walks every month.

He started blogging about his walks and sharing photos on Facebook. Soon enough, his walks lured more people to grab their cameras and get outside.

"It was a lot of fun," said Rose, who now is employed as an environmental specialist for the Navy on O'ahu. "I got to teach photography, it was free, and it encouraged people to get off the couch and take pictures."

When he returned to O'ahu two years ago, he decided to start offering similar free monthly photo walks, in addition to one-on-one training and workshops. About a dozen people—from all over the world—take part in these walks every month, meeting at a specific location for a couple of hours. They've visited Sandy Beach on O'ahu's southeastern side at sunrise, hiked to the pillboxes above Lanikai on Ka'iwa Ridge, and explored the rugged coastline at Ka'ena Point on the westernmost tip of the island. And in the process, they learn how to better use their cameras and equipment.

Like his colleagues around the Islands, Rose makes a point of leading people to lesser-known photo locations.

"A majority of tourists go to the places they see in magazines or brochures or on social media, and those places shouldn't be missed," Rose said. "But I want to offer alternatives to people who have already seen those places. You have a camera and I want to provide you a picture of Hawai'i you can print and put on your wall ... I'll teach you how to set up the shot perfectly."

And then you can take it home and frame it, a memento of paradise. ▲

Catherine E. Toth is based in Honolulu.

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before



after

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

Considering Options

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

The Results

Besides wearing the compression garment for a couple of weeks, there was no downtime. Once the compression garment

came off, I could see the contour almost immediately. After three months, I was over the moon. I thought, "I can't imagine it getting any better than this." Between three to six months, I started to see real definition in my abdomen from the personal training sessions.

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

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*Touring some of
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top wineries*

By Sean P. Sullivan

Vineyard Delights



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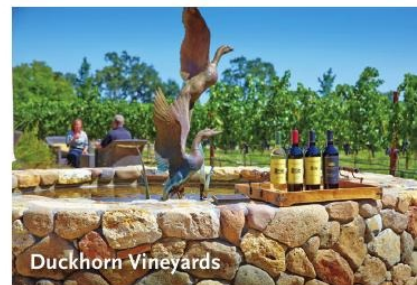
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A Day in Napa Valley

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winery's scenic St. Helena estate house offers a variety of tasting experiences.

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A Day in Sonoma County

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NAPA VALLEY & SONOMA COUNTY

EVERY TIME I VISIT this region, I am impressed by the raw beauty of Napa Valley, from gnarled old vines to tree-lined mountains and fields of yellow mustard. Sonoma County, meanwhile, is stunning in its diversity, encompassing the shores of the Pacific, groves of soaring redwoods and the mighty Russian River.

Napa Valley and Sonoma County, located about an hour north of San Francisco, are home to about 800 wineries and are the country's two most visited wine regions. With a climate that is nearly perfect for growing wine grapes, both areas offer great varieties in wines and visitor experiences.

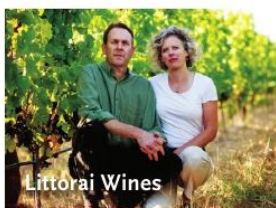
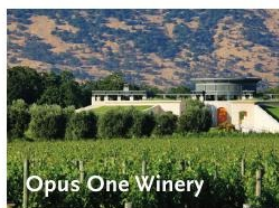
In Napa, where Cabernet Sauvignon is king (though other varieties are grown), wineries are concentrated along State Route 29 and the Silverado Trail. Here you can tour the caves of Jarvis Estate or Stag's Leap Wine Cellars, enjoy a

balloon ride and view the valley from the aerial tram that leads to Sterling Vineyards' fortress-like hilltop winery. Sonoma County, meanwhile, is much larger, with the wineries dispersed throughout the region. The coastal area is known for a generally cooler climate, allowing for diverse varieties to grow, from Chardonnay

to Zinfandel. You can tour the Wine Road, a collection of more than 190 wineries in the Alexander, Dry Creek and Russian River valleys of northern Sonoma County. You can also cycle along more than 1,400 miles of

roadways, charming lanes and trails; take a canoe trip down the Russian River; and visit the Armstrong Redwood State Natural Reserve and the Jack London State Historic Park.

Whether visiting for a week or a weekend, you'll be amazed at what Napa Valley and Sonoma County have to offer.



Must-Try Wines (winery prices)

Caymus Vineyards Cabernet Sauvignon, Napa Valley, 2011 Special Selection \$130

Continuum Red Wine, Napa Valley, 2011 \$175

Darioush Cabernet Sauvignon, Napa Valley, Signature 2011 \$95

Kosta Browne Pinot Noir, Russian River Valley, 2012 \$64

Pahlmeyer Chardonnay, Sonoma Coast, 2012 \$75

Seghesio Old Vine Zinfandel, Sonoma County, 2011 \$38





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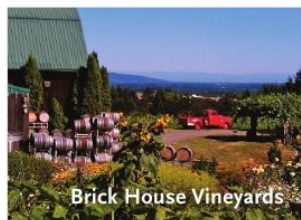


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A Weekend in the Willamette Valley



DAY 1 CHEHALEM MOUNTAINS

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BERGSTRÖM WINES Top-quality, biodynamically cultivated Pinot Noirs and Chardonnays, with an equally spectacular view.

BRICK HOUSE VINEYARDS A beautiful setting for this small winery, which is focused on exceptional Pinot Noirs.

TRISAETUM WINERY An estate-focused winery with an art gallery. The winery offers Rieslings and Pinot Noirs.



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ANDREA JOHNSON PHOTOGRAPHY

WILLAMETTE VALLEY

DRIVING THROUGH Oregon's Willamette Valley, you get a sense of the region's majesty. With its green hills, red soil and sweeping vistas, the valley is beautiful and, quite simply, wine country the way I imagine it to be.

Beginning around Portland, the Willamette Valley wine region runs south along the Interstate 5 corridor, to just past the city of Eugene, where you will find King Estate Winery, one of the state's largest and most beautiful wineries to visit. The valley is known for its easy access, its quality restaurants and its more than 300 wineries. The Pinot Noir grape is the undisputed king of the valley and has carried the state's wine banner across the country and around the world.

Most wineries in the Willamette Valley have multiple offerings of Pinot Noir, which come

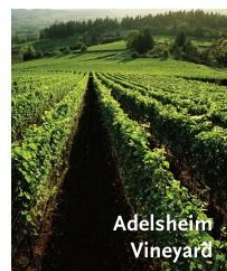
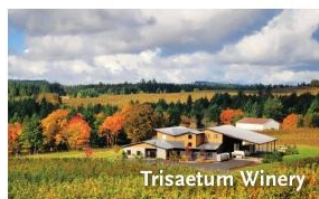
from different vineyards, different appellations and even different clones of the grape. While there is a common thread that runs through them all, each variety is unique. As you travel around the valley, you are able to taste in the wines a direct connection to the soil and location

that is among the strongest in America.

However, the Willamette Valley is about more than just Pinot Noir. The white wine Pinot Gris also has extensive plantings, and recently, the valley

has witnessed a Chardonnay renaissance. Production of white wines has increased, and the quality has soared, with many winemakers eager to add an Oregon twist to the vintages.

"Oregon is working as a community," explained Josh Bergström of Bergström Wines at the state's annual Chardonnay Symposium earlier this year. "[We] are rallying behind this noble varietal in pursuit of greatness and the creation of a new version of Chardonnay for the world: Oregonian Chardonnay."



Must-Try Wines (winery prices)

Bergström Silice Pinot Noir, Chehalem Mountains, 2012 \$65

Domaine Drouhin Oregon Chardonnay, Arthur Dundee Hills, 2012 \$35

King Estate Pinot Noir, Hyland Vineyard, McMinnville, 2010 \$55

Lange Estate Windborn Pinot Noir, Willamette Valley, 2012 \$60

Lemelson Vineyards Reserve Chardonnay, Willamette Valley, 2012 \$30

Sineann Pinot Noir, Resonance Vineyard, Yamhill-Carlton District, 2012 \$48



LEFT SIDEBAR IMAGES FROM TOP, COURTESY: BRICK HOUSE VINEYARDS; ANDREA JOHNSON PHOTOGRAPHY. COURTESY: ARCHERY SUMMIT; CENTER IMAGES CLOCKWISE FROM UPPER LEFT, COURTESY: ADELSHEIM VINEYARD; TRISAETUM WINERY; COURTESY: STOLLER FAMILY ESTATE



Red Hills Market

When You Go

The Willamette Valley Wine Country can be accessed from either Portland International Airport or the Eugene Airport. Few wineries require appointments, and the tasting fees are modest. For information, visit oregonwinecountry.org.

LODGING

• THE ALLISON INN & SPA

Excellent accommodations in the heart of wine country. 2525 Allison Lane, Newberg; 503-554-2525; theallison.com

DINING

• JOEL PALMER HOUSE A

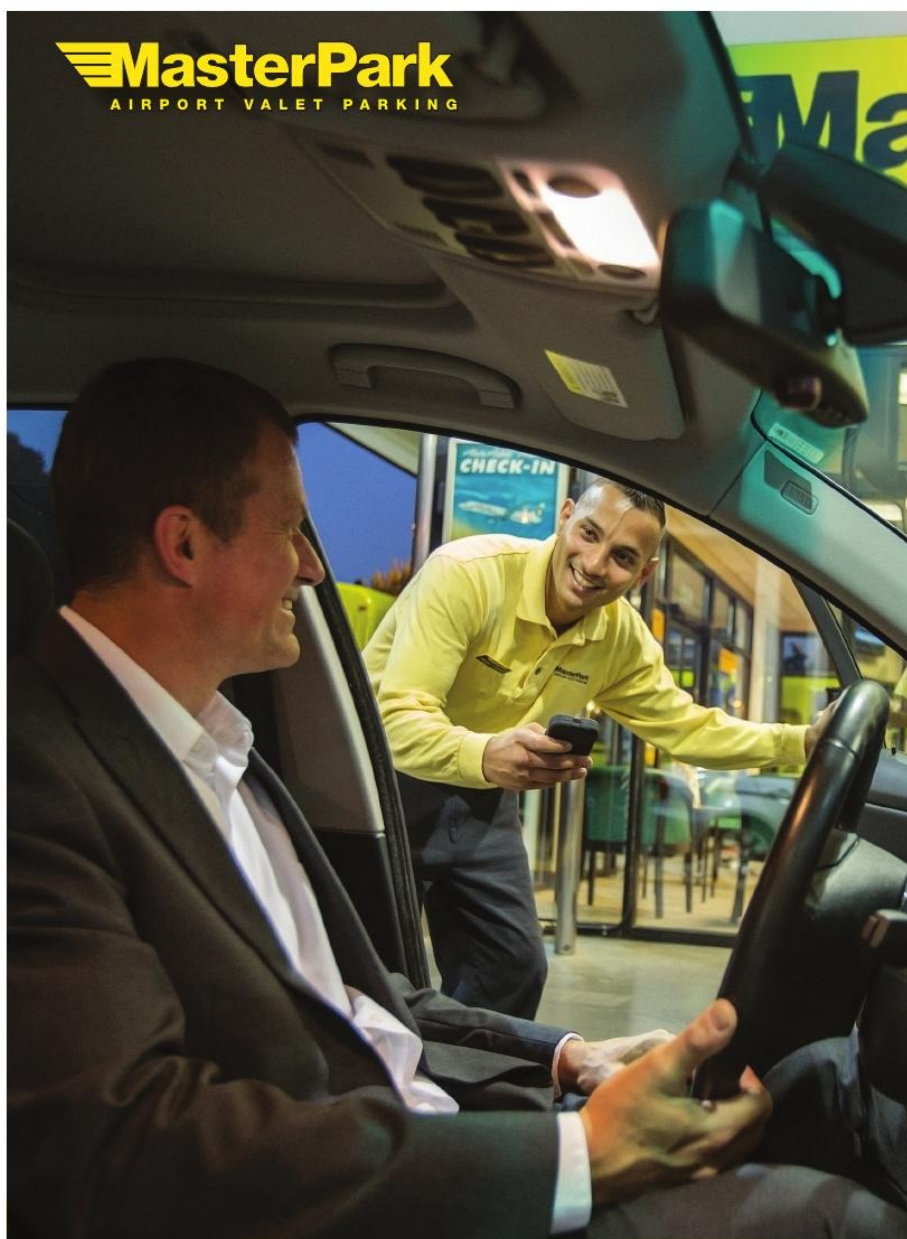
Dayton classic focusing on locally sourced foods with an emphasis on mushrooms. 600 Ferry St., Dayton; 503-864-2995; joelpalmerhouse.com

• RED HILLS MARKET

Lunch location offering pizza, salads and sandwiches. 155 S.W. Seventh St., Dundee; 971-832-8414; redhillsmarket.com

Wines Fly Free

Alaska Airlines Mileage Plan Members can check a case of wine for free at the Eugene, Redmond, Medford, Portland or Walla Walla airports, as long as it is packed for shipping. Just make sure your Mileage Plan number is in your reservation. For more information, visit oregonwinesflyfree.org.



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A Weekend in the Walla Walla Valley



Va Piano Vineyards

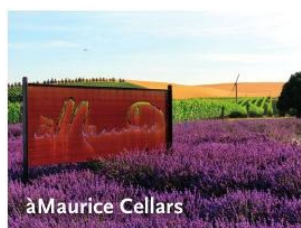
DAY 1 SOUTH OF DOWNTOWN

AMAVI CELLARS Offers Cabernet Sauvignon and Merlot with a dramatic tasting-room view.

SLEIGHT OF HAND CELLARS

One of the area's burgeoning wine stars also features an extensive vinyl record collection at its winery tasting room.

VA PIANO VINEYARDS Located in a Tuscan-inspired building amid rolling vineyards; known for intense red wines.



àMaurice Cellars

DAY 2 EAST AND DOWNTOWN

ÀMAURICE CELLARS One of the prettiest views in the valley and some of the best wines.

GRAMERCY CELLARS Master Sommelier Greg Harrington crafts compelling wines to pair with food.

MAISON BLEUE WINERY Rhône wine specialist Jon Meuret is creating some of the state's best wines.

WALLA WALLA VINTNERS Wonderfully scenic winery offering a variety of excellent wines.



Maison Bleu Winery



Waterbrook Winery

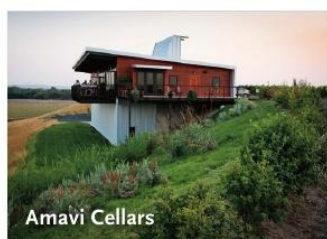
COURTESY: WATERBROOK WINERY

WALLA WALLA VALLEY

AT FIRST GLANCE, the Walla Walla Valley, with its rolling hills covered in wheat and its lush valley floor dotted by small farms, may be an unexpected location for one of the wine world's most talked-about regions.

However, in recent decades, the fertile valley nestled in southeastern Washington state has proved itself to be among the finest locations in the nation for growing wine grapes and producing quality vintages.

More than 120 wineries are located in the valley, which is focused around the city of Walla Walla, known for its small-



Amavi Cellars



Sleight of Hand Cellars

town atmosphere. It has a charming downtown that is lined with century-old buildings—many of which now boast wine-tasting rooms. Area wineries offer a bit of everything, from fishing the stocked pond at Waterbrook Winery to pitch-and-putt golf holes at Three Rivers Winery.

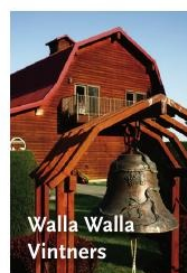
However, the fine wines are the real draw. One of the area's great joys is that most wineries are small and remain family-run operations, so the people pouring the wines are often the wine-makers themselves or their relatives.

Initially, there were limited vineyard plantings in the valley, and the area's famed wines

were actually produced with wine grapes from other parts of the state. However, that continues to change as more vineyards are being planted throughout the valley.

"The wine industry in Walla Walla grew faster than the grape industry here," explains Marty Clubb, co-owner of L'Ecole No. 41. "But

now, both are growing by leaps and bounds." Originally, the area was known for full-bodied Cabernet Sauvignons and Merlot wines. However, in terms of wines from area grapes, Syrah is the new star, with local wineries creating some of the finest vintages in the world.



Walla Walla Vintners



Gramercy Cellars

Must-Try Wines (winery prices)

Abeja Cabernet Sauvignon, Columbia Valley, 2011 \$45

Leonetti Cellar Merlot, Walla Walla Valley, 2012 \$75

Maison Bleu Winery Le Midi Grenache, Boushey Vineyard, Yakima Valley, 2011 \$45

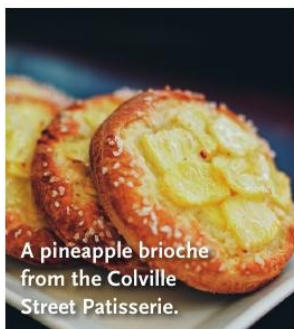
Rotie Cellars Northern Blend, Walla Walla Valley, 2012 \$40

Saviah Cellars The Funk Estate Syrah, Walla Walla Valley, 2011 \$55

Woodward Canyon Winery Chardonnay, Washington State, 2012 \$44



LEFT: SIDE BAR IMAGES FROM TOP: ANDREA JOHNSON PHOTOGRAPHY; COURTESY: VA PIANO; COURTESY: AMAURICE CELLARS; COURTESY: MAISON BLEUE WINERY; CENTER IMAGES CLOCKWISE FROM UPPER LEFT: AMAVI CELLARS; TODD BERNARD; COURTESY: WALLA WALLA VINTNERS; JENNY LINQUIST; COURTESY: GRAMERCY CELLARS; SLEIGHT OF HAND CELLARS



ALI WALKER PHOTOGRAPHY

A pineapple brioche from the Colville Street Patisserie.

When You Go

The Walla Walla Valley wine region can be accessed from the Walla Walla Regional Airport or the Pasco/Tri-Cities Regional Airport. Tasting fees are modest. For information, visit wallawalla.org.

LODGING

• **THE INN AT ABEJA** A beautiful location that is also one of the state's best wineries. 2014 Mill Creek Rd., Walla Walla; 509-522-1234; abeja.net/inn

• **THE MARCUS WHITMAN HOTEL** Historic and luxurious hotel in downtown; home to The Marc Restaurant. 6 W. Rose St., Walla Walla; 866-826-9422; marcuswhitmanhotel.com

DINING

• **COLVILLE STREET PATISserie** Offers an array of French pastries and desserts. 40 S. Colville St., Walla Walla; 509-301-7289; colvillestreetpatisserie.com

• **WHITEHOUSE-CRAWFORD RESTAURANT** Locally sourced foods served with excellent wine pairings. 55 W. Cherry St., Walla Walla; 509-525-2222; whitehousecrawford.com

Wines Fly Free

Alaska Airlines Mileage Plan Members can check a case of wine for free when flying from the Pasco/Tri-Cities, Walla Walla and Yakima airports. Just make sure the wine is packed for shipping and your Mileage Plan number is in your reservation. For more information, visit tasteandtote.com.

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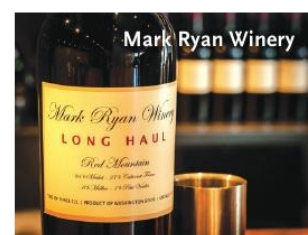
A Day in Woodinville

CHATEAU STE. MICHELLE One of Washington's founding wineries, with wonderful grounds and a wide selection of red and white wines.

JM CELLARS Fine wines in one of the area's most beautiful settings.

MARK RYAN WINERY Best-known for its bold, yet sophisticated red wines.

NOVELTY HILL JANUIK Two wineries under one roof, both offering a diverse, high-quality lineup.



RICHARD DUVAL PHOTOGRAPHY

WOODINVILLE

WOODINVILLE WINE COUNTRY, located about 20 miles northeast of downtown Seattle, is unique compared to most wine regions.

While there are more than 100 wineries and tasting rooms in the area, only a few rows of wine grapes are visible, and those are for show. Local wineries obtain the fruit mainly from Eastern Washington vineyards. This allows those visiting the Woodinville area to get the best of both worlds: They are able to enjoy the wine country by day and the regional urban scene by night.

Chateau Ste. Michelle, one of the state's largest and earliest wineries, anchors the region. Modeled after a French château, the winery offers expansive grounds that are perfect for

taking in a concert or enjoying a picnic. Across the street from the château is Columbia Winery, another of the state's earliest wine producers.

Other area wineries and tasting rooms are found in the nearby Hollywood Winery District and the Warehouse Winery District. The Hollywood wineries are mainly centered along the Woodinville-Redmond Road, and are within a short distance of each other. The Warehouse District is



Chateau Ste. Michelle



Novelty Hill Januik

located in nearby industrial parks. Both areas include tasting rooms for Eastern Washington wineries, allowing you to virtually travel the state's wine regions in just a few short miles. ▲

Sean P. Sullivan is the founder of Washington-WineReport.com.

Alaska Airlines serves gateway airports to Napa Valley, Sonoma County, Willamette Valley, Walla Walla, Woodinville and many other wine regions. For information, visit alaskaair.com or call 800-ALASKAAIR.

The four S's of wine-tasting

See: Tilt your glass to the side and look at the color of the wine from the center of the glass to the edge. Older wines will be more brick-colored and may have sediment; younger wines will be more brilliant.

Swirl: Give the glass a good swirl to release the wine's aroma more fully.

Smell: Put your nose toward the glass and inhale quickly several times. Try to identify what you are smelling. (Try using an aroma wheel such as the one found at winearomawheel.com).

Sip: Take a small sip and swish it around, breathing in sharply through your mouth occasionally to enhance flavor detection. Think about what the wine tastes and feels like. Do you like it? Why or why not?

Must-Try Wines (winery prices)

Ashan Kestrel Vineyard Chardonnay, Yakima Valley, 2012 \$45

Avennia Sestina Red Wine, Columbia Valley, 2011 \$55

Betz Family Père de Famille Cabernet Sauvignon, Columbia Valley, 2011 \$68

Chateau Ste. Michelle Artist Series Meritage Red Wine, Columbia Valley, 2011 \$55

EFESTÉ Evergreen Riesling, Ancient Lakes, 2012 \$20

Sparkman Cellars Preposterous Malbec, Red Mountain, 2012 \$38





A Toast!

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Washington State University has a rich history of supporting our state's burgeoning wine industry, and the partnership has only grown more exciting in recent years. Washington is now one of the premier wine regions in the country, and we plan on supporting it for decades to come with research and education programs.



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Viticulture and Enology Program

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(REPEAT)



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Bellevue Arts Museum

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bellevue.hyatt.com



KidsQuest Children's Museum

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kidsquestmuseum.org



visitbellevuewashington.com



The Commons
Kitchen & Bar

JEFF HOBSON / J. HOBSON PHOTOGRAPHY

When You Go

Woodinville Wine Country is located about 30 miles north-east of the Seattle-Tacoma International Airport.

Seattle and Woodinville are year-round tourist destinations, with summertime being the high season. Wine-tasting fees are modest. For information on the region, visit woodinville-winecountry.com.

LODGING

• **WILLOWS LODGE** Luxury accommodations in a relaxing atmosphere, which boast a Northwest flair in the heart of wine country. It features a spa, fine dining, and meeting facilities. 14580 N.E. 145th St., Woodinville; 425-424-3900; willowslodge.com

DINING

• **BARKING FROG** Located at Willows Lodge, the restaurant focuses on locally sourced foods. Known for an extensive local wine list. 14580 N.E. 145th St., Woodinville; 425-424-2999; willowslodge.com/barking_frog

• **THE COMMONS KITCHEN & BAR** A casual location that is ideal for any meal, from breakfast to a late-evening dinner. 14481 Woodinville-Redmond Rd. N.E., Woodinville; 425-892-7012; thecommonscave.com

• **PURPLE CAFÉ AND WINE BAR** Specializes in contemporary American cuisine; menu offers suggested wine pairings for the pasta and entree dishes. 14459 Woodinville-Redmond Rd. N.E., Woodinville; 425-483-7129; purplecafe.com

EL GAUCHO PARTNER PROFILE: OREGON'S ANDERSON RANCH

By Chris S. Nishiwaki

Experience our special
October menu to Celebrate
American Lamb month.



Farm-to-Table dining has evolved from a fad to a way of life for many American lamb ranchers because they heighten the locavore experience, going from feed, to farm, to fork.

Reed Anderson of Oregon's Anderson Ranch grows the grass on which his sheep graze, raises the animals, processes them on site, and carefully selects his customers based on his stringent demands for quality.

Many American lamb ranchers are involved in every step of the process, like Anderson and his wife and business partner Robyn, up to the plate in front of guests at fine dining restaurants such as El Gaucho.

"El Gaucho is a great local company," Anderson said. "The thing I tell people is I don't sell to everybody. I only sell to people who will treat the product right."

The farm-to-table philosophy is no fad for the Anderson's, now on its fifth generation of farming sustainably. Reed is a fourth generation sheep farmer. His sons Jake, 28, and Travis, 26, are now the fifth generation in the business.

Anderson Ranch is one of over 82,000 sheep operations in the country. Many of them, are family owned and operated with the families intimately engaged in the entire process, ensuring quality and freshness for consumers.



Similar to the concept of "terroir" in wine, the quality of lamb reflects and adapts to its fertile surroundings. That is why the Anderson family's farming practices ensure that their flock has the best of everything, and that their diet never includes hormones or grain. For the Andersons, watching grass grow is exciting stuff. It translates to happy animals and a superior product for diners. Anderson Ranch's sheep graze on over 1,000 acres of their land providing plenty of nutrients year round and abundant space for them to roam. The Northwest's notorious rainfall lends to the terroir that makes the local grass superior and abundant. The Willamette Valley grows up to 90 percent of the world's grass seed.

*"You can taste the
care and quality of Anderson
Ranch lamb—they are great
El Gaucho partners."*

"It is important for us to control and know what our sheep are eating," Anderson said. "That's why we insist on controlling the growth of the plant for the sheep's diet."

The Anderson Ranch flock drink well, eat well and live well. The family ensures a stress free environment by surrounding his sheep with guard dogs and guard llamas, rather than protecting them with restrictive fencing. This healthy living means lamb naturally contains many essential nutrients; it is an easy fit for healthy diets and is an excellent source of protein,



vitamin B12, niacin, zinc, and selenium while still being a good source of iron and riboflavin.

The Andersons built their own facility last year to process their animals, allowing them to control the quality and timing of the process, catering to the needs of retailers and restaurants such as El Gaucho, and ultimately the consumer.

"We do a better job trimming," Anderson says. "We are more conscious on the cutting specifications. I think it's just because we have control of the product from conception to the plate."

All of this expertise and care produces the highest quality lamb, which is why El Gaucho Restaurants all proudly serve only Anderson Ranch lamb.

"We want people to have a great experience with our product. When someone is having a 50th wedding anniversary we want to be a highlight of that event. El Gaucho has those same concerns in mind."

*"The El Gaucho mission
is to simply find and serve
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in the world."*

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ROAD STARS



2015 Dodge Challenger SRT Supercharged



2015 Chrysler 200S

IF YOU'VE RECENTLY RESEARCHED OR CROSS-SHOPPED NEW cars, chances are you've encountered some of the tire-smoking excitement surrounding the SRT Hellcat versions of the refreshed, retro-modern 2015 Dodge Charger sedan and Challenger coupe. With an astonishing 707-horsepower, 6.2-liter supercharged V-8, Dodge claims the Charger SRT Hellcat is the most powerful, quickest (11.0-second quarter-mile) and outright fastest (204 mph) sedan in the world.

OK, time to tone down the inner teenager. These models are intended to be dealership traffic-builders and actually will be rather rare. They're a lot of fun to dream about, but a big distraction if you're trying to get a handle on all the change that's happening in the new-vehicle market for 2015.

In truth, vehicles for the new model year are incorporating weight-saving, capability-optimizing engineering improvements that will make cars more fuel-efficient *and* more capable.

To give you an idea of how profoundly some models are changing, beyond cosmetic appearance, there's no better example than the best-selling vehicle in America, the Ford F-150. On the surface, it's basically the same size as last year's truck, and it has the same boxy, high-shouldered proportions of last year's F-150—albeit with a somewhat chunkier grille and a new front-end look. But inside, there's a completely new cabin. More importantly, it has a new weight-saving structure, with



2015 Subaru Outback



2015 Acura TLX

The new 2015 models range from radical redesigns to simple refreshes, bringing weight-saving engineering and enhanced cabin technology | BY BENGT HALVORSON



2015 Ford Mustang 50-Year Limited Edition

aluminum panels and high-strength steel underneath, altogether saving 700 pounds. Ford has also downsized engines to further boost fuel economy.

It's a radically different truck, and it's a brave bet for Ford. Yes, you can still get a V-8, but the stars of the

Top left: The 2.7-liter EcoBoost V-6 option in the all-new Ford F-150 produces 325 horsepower and 375 lb.-ft. of torque. The best-selling pickup, with a completely redesigned cabin, also has a payload capacity of 2,250 pounds and can tow up to 8,500 pounds.



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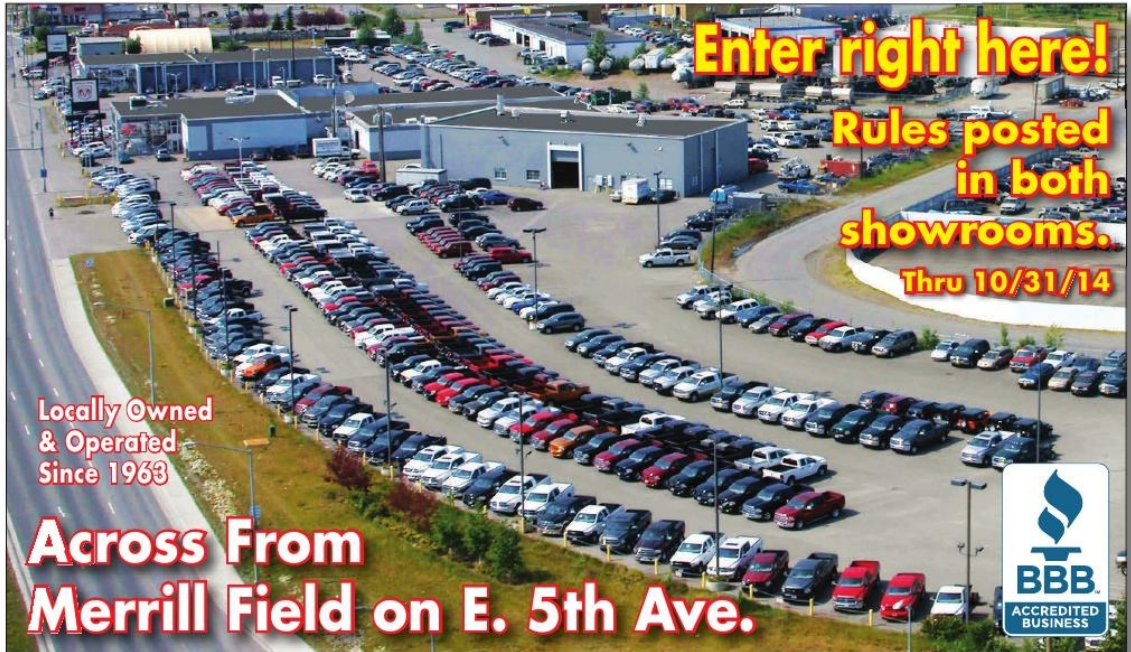
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The new 2015 Infiniti Q70L fuses performance with the comfort of an extended sedan.



lineup are a couple of EcoBoost—yes, turbocharged—V-6 engines that can tow just as much as a V-8. This includes one that's a small 2.7 liters, but is still a true half-ton truck that can tow 8,500 pounds.

GM has redesigned its big, body-on-frame SUVs with some of the same improvements it applied to its pickups last year—plus fold-into-the-floor rear seats for better cargo stowage. But some of the biggest news for shoppers might be the comeback of the midsize truck at GM. With the Chevrolet Colorado and GMC Canyon, shoppers will have scaled-down alternatives to the Silverado and Sierra, with a choice of 4-cylinder or V-6 engines. Crew cab to crew cab, the Colorado will be a foot or two shorter, around 6 inches narrower, and nearly 1,000 pounds lighter than the full-size Silverado.

Ford's pony car celebrates its 50th anniversary this year, and it's definitely not just another model year. The Ford Mustang has been completely redesigned, with a more refined look throughout and, at last, an independent rear suspension that should give driving enthusiasts more precise handling. V-6 and V-8 engines are still offered in the 'Stang, but there's now a major addition to the lineup: a new 2.3-liter turbocharged four-cylinder engine that

should deliver lean, economical performance.

Toyota has essentially rebuilt its popular Camry family sedan from the ground up—with nearly 2,000 new or re-engineered parts compared with the previous model, which was redesigned just two years ago. Factor in some appearance and equipment changes that bring it in line with what the smaller Corolla got last year, and the result is a smaller, somewhat sportier-looking Camry that also drives better.

The Chrysler 200 is probably one of this year's most important new domestic cars, because it now gives Chrysler a competitive sedan to take on top-selling midsize sedans such as the Camry and the Honda Accord. Widely available all-wheel drive, a segment-first nine-speed automatic transmission and a beautiful interior design add up to an appealing package that surpasses the outgoing model.

The Subaru Legacy and Outback, the sedan and related rugged wagon that together have been the brand's best-sellers in the United States for many years, have been fully redesigned for 2015. They're quieter and pack in more comfort and cabin technology for the money than previous models—and still include Subaru's excellent all-wheel drive, of course.



2015 Lincoln MKC



2015 Jeep Renegade Latitude

A GAME WINNING DRIVE



THE 2014 FORD F-150

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O	Z	M	B	E	C	N	A	M	R	O	F	R	E	P
R	E	A	R	V	I	E	W	C	A	M	E	R	A	T

Ford Truck **Word Search**

HOW TO PLAY: The words listed all appear in the puzzle.
CIRCLE THE WORDS BELOW

FIND THESE WORDS:

BUILT FORD TOUGH	PAYLOAD
CAPABILITY	PERFORMANCE
COMPARE FORD	REAR VIEW CAMERA
DEPENDABILITY	SUPER DUTY
FORD DEALER	SYNC
F SERIES	TORQUE
HARD WORKING	TRUCK
HAUL	VERSATILE
LEADERSHIP	

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2015 BMW X4

Give the new 2015 Sonata a quick glance, and you'll immediately see that Hyundai is headed in a more formal direction with its popular midsize sedan. The latest Sonata seems to have shed much of its swoopy profile for a look that's less adventurous, but probably more widely appealing. And with better backseat space, a quieter interior, upgraded trims and integration of Apple's Siri Eyes Free, the Sonata should remain a very popular pick.

Meanwhile, with its 2015 Genesis, Hyundai continues to deliver one of the best luxury cars for everyday drivers. What the sedan lacks in brand cachet, it makes up for in an appealing mix of traditional and cutting-edge features—including fine leather upholstery, wood trim and a superbly quiet interior. Also of note: Google Glass integration, Google Destination Search and a safety system that looks at lane markings and will actually help steer the car back on course.

Kia already edged into the comfort-oriented large sedan segment with its Cadenza last year. For 2015, the Korean automaker is getting into the luxury-car game with its new K900, a V-8-powered rear-wheel-drive sedan that just might break your preconceptions of what a Kia is supposed to be.

And Infiniti has introduced its own new flagship by stretching the Q70 nearly 6 inches in wheelbase and more than 7 inches total to create the 2015 Infiniti Q70L. That means a bigger backseat, as well as a wider set of potential customers for this excellent sport sedan.

Acura is replacing both of its sporty TL and TSX luxury sedans with a single model, the 2015 Acura TLX, that more closely aligns in size with the latest Mercedes C-Class—which has also been fully redesigned this year. The TLX lineup is loaded with serious performance technology, including a new 8-speed, dual-clutch

automatic transmission with the 4-cylinder engine, and a 9-speed automatic with the V-6. All front-wheel-drive versions get a trick Precision All-Wheel Steer system that helps keep you on course with a little help from the rear wheels, and the V-6

»BEST-SELLERS

With many 2015 vehicles already in showrooms and others yet to come, U.S. sales numbers spotlight the most popular models for the calendar year, through August 2014.

»By Make

- No. 1** Ford F-Series
- No. 2** Chevrolet Silverado
- No. 3** Toyota Camry
- No. 4** Ram Pickup
- No. 5** Honda Accord
- No. 6** Toyota Corolla/Matrix
- No. 7** Nissan Altima
- No. 8** Honda Civic
- No. 9** Ford Fusion
- No. 10** Honda CR-V
- No. 11** Ford Escape
- No. 12** Chevrolet Cruze
- No. 13** Toyota RAV4
- No. 14** Chevrolet Equinox
- No. 15** Ford Focus
- No. 16** Hyundai Elantra
- No. 17** Hyundai Sonata
- No. 18** Ford Explorer
- No. 19** Nissan Rogue
- No. 20** Chevrolet Malibu
- No. 21** GMC Sierra
- No. 22** Nissan Sentra
- No. 23** Jeep Grand Cherokee
- No. 24** Jeep Wrangler
- No. 25** Jeep Cherokee
- No. 26** Kia Optima
- No. 27** Subaru Forester
- No. 28** Volkswagen Jetta
- No. 29** Kia Soul
- No. 30** Toyota Tacoma

Source: compiled from published auto sales data

»PLUG-INS

All-electric and plug-in models still represent a small percentage of overall car sales, but the number of models and unit sales are growing. Top sellers include:

- No. 1** Nissan Leaf
- No. 2** Chevrolet Volt
- No. 3** Toyota Prius PHV
- No. 4** Ford Fusion Energi
- No. 5** Tesla Model S
- No. 6** Ford C-Max Energi
- No. 7** BMW i3

Source: InsideEVs



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version is offered with Acura's Super-Handling All-Wheel Drive.

Audi has a new entry model in its lineup with the 2015 A3. Slated to compete with the Mercedes-Benz CLA that was introduced this past year, the new A3 sedan offers efficient turbocharged 4-cylinder engines and available quattro all-wheel drive. What really distinguishes this model is its no-compromises approach to the in-dash interface, with full 4G LTE connectivity, the same excellent Google Earth and Google Street View navigation displays Audi offers in its more expensive cars, and a beautiful high-contrast Multi Media Interface (MMI) screen that can stow away neatly inside the dash when you're parked or when you don't need it.

And with its 2015 Q3, Audi isn't taking its market expansion lightly. The Q3 lands in a segment of the market that many luxury brands are betting on—small crossovers that offer tall-hatchback convenience with just a bit of ruggedness.

THAT BURGEONING MARKET also includes the new Mercedes-Benz GLA, and whether you view this model as a tall wagon or a utility vehicle, it's easy to imagine that the GLA will be one of this year's major successes. With a 2.0-liter turbocharged four making 208 horsepower and 258 pound-feet of torque, plus a 7-speed dual-clutch automatic transmission and available all-wheel drive—and a starting price of about \$32,000—the GLA should provide a city-friendly luxury-car sweet spot for American drivers.

Several other small crossovers—each aimed at the affordable end of the market—make their debut for 2015. The Renegade, Jeep's first U.S.-market model ever to be assembled overseas, will share its platform with the Fiat 500L. But with extensive engineering done in the U.S., this model is full Trail-Rated, and with up to 7.9 inches of ground clearance, is capable of real off-roading—as well as providing economy and versatility the rest of the time.

The 2015 Honda HR-V is an upcoming subcompact crossover that will give Honda a model sized under (and priced under) its popular CR-V. The new HR-V is based on the Honda Fit subcompact—a hatchback already known for exemplary versatility and its smart-folding, space-maximizing Magic Seat setup—which this year has also been redesigned. The HR-V, however, will look and feel far less utilitarian, thanks to its swoopier roofline and almost coupelike door configuration.

It's surprising that until now Lexus hasn't had an entry one size smaller than its highly successful RX. But the 2015 NX lineup gracefully steps into that spot with a more contemporary look. Turbo-charged and hybrid options provide the performance and efficiency to match expectations.

Likewise, with the MKC, Lincoln is just this year launching a compact crossover, and it looks poised to help the brand update its image.

Porsche is supplementing its very successful Cayenne SUV with the smaller and more affordable Macan.

As we await the release next spring of the handsome, elegant 2016 XC90 family-size crossover—the first vehicle to be fully designed and engineered by Volvo since the 2010 split with Ford—Volvo has plenty to keep us interested in 2015. It has added new-generation Drive-E turbo—turbocharged *and* supercharged—four-cylinder engines that bring a big bump in fuel-economy numbers (up to 37 mpg highway for the big S80 flagship sedan, for instance) without putting a damper on driving enjoyment. Volvo also this year reintroduced the wagon to the U.S., in the form of the smart V60 sport wagon, and late in the model year, the entire lineup of vehicles will be getting significantly revamped and upgraded Sensus infotainment systems.

AND WHATEVER HAPPENED to minivans? While many brands have abandoned them in favor of vehicles with SUV influences, Kia hasn't given up on

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them yet. Its all-new 2015 Sedona brings revamped fold-into-the-floor third-row seating, a "First Class" second-row arrangement with leg rests, plus new active-safety features and much-improved infotainment systems.

It's no exaggeration to say that the 2015 Nissan Murano gets a dramatic new look. This redesigned, re-engineered crossover wagon has a daring, super-sculpted exterior that yields aerodynamic improvements which help gas mileage. What's more, Nissan has managed to shed 130 pounds of weight, which should make it a more sprightly performer than the outgoing model.

"Coupelike" is an apt way to describe the BMW X4, yet another entry that doesn't fit into a neat classification. It borrows underpinnings from the more conventional X3 crossover, and incorporates them with a lower, fastback-style roofline. It's a little more rugged than the 3-Series Gran Turismo, but a racier-looking alternative to the X3, all while preserving the higher seating position of a crossover. And if that's not quite your thing, there's also the new 4-Series Gran Turismo, a model that ends up somewhat more flamboyant than the 3-Series GT, and lower and leaner than the X4.

There's a rekindled interest in coupes at several luxury brands this year. Cadillac is rolling out a Cadillac ATS Coupe that sets a somewhat more elegant and less wedgelike design direction for the brand's two-doors.

Lexus has the RC, a graceful-looking new coupe that lands, sizewise, between the IS and GS sport sedans. And Mercedes-Benz is replacing the rather conservative CL with its stylishly overt S-Class Coupe.

PERFORMANCE CARS aren't being pushed out of the mix either. Britain's McLaren has been building a strong case for itself as a brand to be mentioned in the same breath as Ferrari and Lamborghini, thanks to the 650S, a mid-engine supercar built on a carbon-fiber chassis. With its eye-catching looks, a racecarlike layout, a 207-mph top speed and a \$280,000 base price, it's a true Ferrari-fighter.

On the other hand, accessible driving enjoyment is the idea behind the Alfa

Romeo 4C. While the 4C shares its mid-engine layout, and perhaps some of its supercar looks, with its distant Fiat Group relative, the Ferrari 458 Italia, the 4C offers a back-to-basics approach to sports-car performance, and you don't have to break the speed limit to have a blast. With a weight under 2,500 pounds, no power steering (you don't need it), and a rev-happy turbocharged four-cylinder engine and sharp-shifting dual-clutch gearbox, this might just be the best way to upgrade from a Miata.

After a tepid reception for its last M3, BMW reevaluated its M3 (sedan) and M4 (coupe). Together, they're now more focused driver's cars—ones that longtime BMW fans will appreciate again and general motoring enthusiasts should aspire to. But if your vehicle budget is relatively tight, you could get a well-optioned Subaru WRX for less than half the \$62,950 base price of an M3. Subaru has redesigned its performance-sedan lineup for 2015, and the result is that it's still an immensely satisfying all-weather performer, but now also a better daily driver than ever before.

It's a relatively uneventful new year for small cars, although VW's Golf small-car lineup has been redesigned as the first of a new generation of vehicles to be built on the brand's MQB platform. While there's a new, more fuel-efficient 1.8-liter turbo base engine, there's even more excitement in the latest high-performance GTI, plus a new version of the Gold TDI diesel that's more powerful as well as more efficient, and an all-electric e-Golf variant, slated to arrive later this year.

In all, this is a year of great change, but the change isn't always obvious at first glance. While many of this year's redesigned models appear conservative and evolutionary, it's the engineering within that's positively groundbreaking—allowing us to keep enjoying motoring as we know it, in a more sustainable way. ▲

Bengt Halvorson is an independent automotive journalist living in Portland, Oregon, and a regular contributor to this magazine.

**My blood pressure
and cholesterol have
decreased.**

-Scott, 20/20 Alumni

Photos: Gerald Pope

SCOTT LOST 41 LBS

Having a busy career and family life, something had to give – and that something was usually exercise. Over time, my diet also changed from being generally healthy to one with too much fat, too much sugar, too much food. Every year, I'd be a few pounds heavier. After 18 years, my weight went from 195 lbs to 250 lbs.

At the 20/20 LifeStyles introductory meetings, I told my doctor, trainer, dietitian, and counselor that my plan for success was to listen to what they had to say and then follow through. And it worked. I was successful because I allowed these professionals to help me. I also had a great family who supported me.

My blood pressure and cholesterol have decreased. Thanks to the elimination diet, we also identified foods that my body just didn't like. Learning about my dairy sensitivity has made my life so much better!

I've become accustomed to the idea that my weight will fluctuate. That's life. But when it increases a little too much for comfort, I pause and look at what I've been eating, how I've been exercising, and what's stressing me out. More often than not, the weight gain coincides with extra stress at home or at work. For example, I noticed that my weight increased with a move and with

a few weeks of long hours at work. To get back on track, I watched my diet closely and made sure I exercised consistently.

What's amazing is that the 20/20 LifeStyles program made a positive impact on the whole family. Our children enjoyed being part of the process. It helped tremendously that everyone agreed to eliminate the unhealthy foods from the pantry. Our kids learned how to make nutritious choices and benefited from other positive changes like increased energy, more activity and fewer skin blemishes. It was easy to make the changes permanent. Our family established a "new normal" where we eat healthfully, exercise regularly, and reward ourselves with experiences instead of sweets. Everyone is much happier as a result.



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EXPLORING CALIFORNIA

From scenic coastal lands to awe-inspiring national parks and world-class arts and culture, California offers unique travel experiences. | **By Stephanie Avnet Yates**



Coastal sights

When most people think of California, the first image that comes to their minds might be the state's famed coastline. From the soft sand that lines the state's southern beaches to the rocky cliffs in much of Northern California, there are an amazing 1,264 miles of coastline in the Golden State, which is home to a number of America's most iconic landscapes. The following is a tour of some of the state's most prominent coastal sights and activities.



DELLA HUFF / ALAMY

Our tour of the California Coast begins in San Diego, a town known for its spectacular weather and beaches. San Diego's naval history is well represented on the downtown harbor front, where you can visit the Maritime Museum of San Diego; tour the USS *Midway* aircraft carrier, which is permanently moored in the city; or board a cruise ship sailing to Mexico, South America, or other locations.

The city is known for having various naval bases, and Coronado

Island, which is actually a peninsula across the San Diego Bay from the city center, is home to the largest concentration of retired naval officers in the country. Coronado is also known for its cozy neighborhoods, excellent beaches and for the landmark Hotel del Coronado, a large Victorian-style building with distinctive red-turreted roofs.

Another attraction is the city's man-made Mission Bay, which offers an array of activities, from kayaking, sailing and windsurfing to riding along scenic bike paths. San Diego's Balboa Park is where you'll find the San Diego Zoo, one of the world's best. About 30 miles north of San Diego, in the community of Escondido, is the San Diego Zoo Safari Park, where you can see more than 2,600 animals in vast enclosures. Also north of the city are beach suburbs such as Pacific Beach and La Jolla that

Above: Paragliders ride the coastal winds near the Torrey Pines Golf Course in the La Jolla neighborhood of San Diego.



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1. McWay Falls cascades onto the beach at Julia Pfeiffer Burns State Park in California's Big Sur. 2. Cyclists enjoy the Marvin Braude Bike Trail at Santa Monica State Beach. 3. A nautilus is part of the "Tentacles: The Astounding Lives of Octopuses, Squid and Cuttlefish" exhibit at the Monterey Bay Aquarium. 4. The Golden Gate Bridge connects San Francisco to Marin County and is one of the area's most famous landmarks.

bustle with surfers, skaters and sunbathers.

If you're looking for classic California beach towns, travel north along the coast to find luxury resorts, teeming tide pools, charming secluded coves, pleasure-boat harbors and waves that draw surfers from around the world. Highlights include such towns as Encinitas, which is known for its mellow vibe; and the artist colony of Laguna Beach, a village that is filled with a number of fine art museums and galleries, some featuring the plein air paintings inspired by Laguna's

idyllic setting. Each summer, the Festival of Arts' Pageant of the Masters showcases the best artists, along with nightly *tableaux vivants*—live, staged re-creations of classical paintings by local actors. At Newport Beach you can surf, visit the beaches, board a ferry to Catalina Island or join a whale-watching excursion during the migration season (usually from December to April).

In nearby Costa Mesa, luxury is the focus when visiting the South Coast Plaza, one of the most successful shopping centers in the nation, with annual sales of about \$1.7 billion. The plaza includes 249 stores, boutiques and restaurants, as well as various theaters.

Another luxurious spot is Terranea Resort, located at the tip of the Palos Verdes Peninsula. Featuring a nine-hole par-3 golf course, a spa, multiple swimming pools and fine dining, the resort has quickly become a popular getaway for Angelenos.

Farther up the coast is the city of Los Angeles, a beach lover's paradise that boasts Redondo, Manhattan, Venice, Santa Monica and Malibu, to name a few of the local sandy spots. You can rent a bike and ride the 22-mile-long



For American foodies, Berkeley, located northeast of San Francisco, is known for helping to launch the farm-to-table California cuisine movement, championed by chef **Alice Waters** at Chez Panisse Restaurant & Café, which celebrates its 43rd anniversary in 2014.



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WINE REGIONS ABOUND

California is home to the nation's best-known and largest wine industry, which includes about 4,100 wineries that together sold 258 million cases of wine in 2013—more than half the total wine produced in the country. The industry is anchored by the top destinations of Napa Valley and Sonoma County, located north of San Francisco Bay.

However, California's wineries can now be found throughout the state, including in the Santa Ynez Valley, near Santa Barbara. The wine destination was featured in the hit movie *Sideways* and is home to Victorian inns, quaint country roads, and excellent restaurants showcasing the area's award-winning vintages.

The community of Malibu was recently granted its own official appellation, in recognition of its vine-friendly microclimate that has allowed wine grape cultivation in the area for two centuries. And the Temecula Valley, located an hour north of San Diego, has been growing grapes for almost 50 years, since winemakers discovered the benefits of "Rainbow Gap," a mountain pass that ushers in Pacific breezes and coastal fog to temper the hot valley. —S.A.Y.



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Marvin Braude Bike Trail to explore many of the beaches, or just find a seat and people watch. You can also shop for unique souvenirs along the pedestrian-only Venice Ocean Front Walk and enjoy the carnival rides on Santa Monica Pier.

The city's downtown area has experienced a renaissance in the past decade, with the development of projects such as L.A. Live, a sports-and-entertainment

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The Hollywood neighborhood offers a sense of glamour with the Walk of Fame; the celebrity hand-prints and footprints found at the TCL (formerly Grauman's) Chinese Theatre; and the Hollywood & Highland complex, built around the Dolby Theatre,

which is the venue for the Academy Awards. Nearby is the ultra-

chic Beverly Hills, a community known for its shopping, luxurious restaurants and celebrity residents.

About 90 miles northwest of Beverly Hills is the city of Santa Barbara, nestled in a picturesque curve of the Southern California coastline between the ocean and the Santa Ynez Mountains.

Fringed with palm-lined white-sand beaches and set against a backdrop of green sloping foothills, the city is often called "America's Riviera" and is known for its distinctive Mediterranean architecture—a mosaic

of whitewashed stucco, red-tile roofs and oak-shaded courtyards.

Midway between Los Angeles and San Francisco is the Hearst Castle, an architectural marvel in the Spanish Revival style. Built by newspaper magnate William Randolph Hearst between 1919 and 1947, the castle is located in the hills above the town of San Simeon, and tours allow visitors to see its gardens, pools and even a former private zoo.

San Simeon is near the southern edge of the Big Sur coastline,



San Diego Zoo

The world-famous zoo, located in Balboa Park, is known for many programs, including the successful breeding of rare giant pandas. **Xiao Liwu** is its latest success. The busy 2-year-old can be seen on the zoo's online "pandacam."

LOCAL THEME PARKS



For many, California is synonymous with world-famous theme parks—year-round destinations that make for lifelong vacation memories. The granddaddy of them all is Disneyland Park, which is located in the Orange County town of Anaheim.

Opened in 1955, Disneyland Park continues to grow. The resort now includes the Disney California Adventure Park, located adjacent to the original park. Cars Land, a new attraction that takes its inspiration from the Disney-Pixar *Cars* film franchise, offers rides and activities based on themes and characters from the movies.

As the center of the nation's entertainment industry, the greater Los Angeles area offers plenty of glitz and glamour. You can tour various film studios and visit Universal Studios Hollywood in Universal City, a theme park that combines rides and attractions with film studio tours that take visitors into the world's most famous movie backlot. —S.A.Y.

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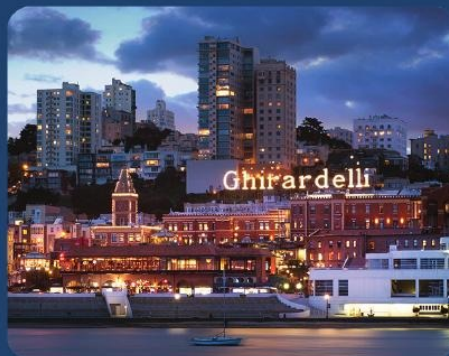
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Save your appetite for the renowned hamburgers at the Nepenthe Restaurant, located about 60 miles north of San Simeon. The restaurant also offers breathtaking coastal views.

About 30 miles north of the Big Sur area is the coastal town of Carmel, a gateway to 17-Mile Drive, which is located in the community of Pebble Beach. The toll road offers views of the coastline as it winds along the Monterey Peninsula and through the Del Monte Forest.

The famed drive has a north entrance a short distance from the city of Monterey, which sits on the Monterey Bay, one of California's most scenic locations and a natural haven for endangered sea otters, playful seals and soaring seabirds. Whale-watching cruises and kayaking tours are available.

The city of Monterey is home of the famous Monterey Bay Aquarium, one of the nation's most respected marine facilities. Visitors will enjoy the hands-on displays; various exhibits such as "Tentacles: The Astounding Lives of Octopuses, Squid and Cuttlefish"; and behind-the-scenes tours. The aquarium is built on the site of a former sardine cannery and is part of the reinvention of the city's Cannery Row. The waterfront was once home to a series of fish canneries, the last of which closed in 1973. Today, the area is a popular promenade that includes restaurants and family-friendly attractions.

About 30 miles north of Monterey Bay, at the southern end of San Francisco Bay, you'll find the city of San Jose. Once a small farming town, San Jose is now the center of Silicon Valley and the state's third-largest city, with more than 1 million residents. It has developed a thriving

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entertainment and arts scene and is home to a number of exceptional museums.

However, the cultural heart of the Bay Area remains San Francisco, located about 45 minutes north of San Jose. From the Golden Gate Bridge to its distinctive neighborhoods, San Francisco offers a cornucopia of landmarks and history. You can experience the Italian flair of North Beach, the exotic flavors of Chinatown, the lively entertainment scene of Castro, or the nostalgic counterculture ambiance of Haight-Ashbury.

The city's waterfront is home to fine seafood restaurants, shops and many activities. Pier 39 is center stage for street performers, arcades and attractions, including viewing hundreds of sea lions sunning themselves on the pier's boat dock. Along the Embarcadero, you can board a boat to tour San Francisco Bay or visit Alcatraz Island, the site of the former federal penitentiary that is now a popular attraction.

With more than 400 miles of California's golden coast lying to the north of San Francisco Bay, there are still many more sites to be explored and adventures to be experienced along this beautiful stretch of land.

NIEBRUGGE IMAGES / ALAMY



Beloved for its unspoiled beauty, Catalina Island has long been a weekend getaway for many Southern California residents. Accessed by ferries from Dana Point, Long Beach, Newport and San Pedro, the island is known for its clean sea air and azure waters that are popular with divers and snorkelers. It is also a great spot for watching dolphins and other marine life. The picturesque town of **Avalon** is considered to be one of California's most beautiful coastal towns. The majority of the island is protected wilderness, and the latest thrill is a zipline eco-tour that runs from a mountaintop down to the beach.



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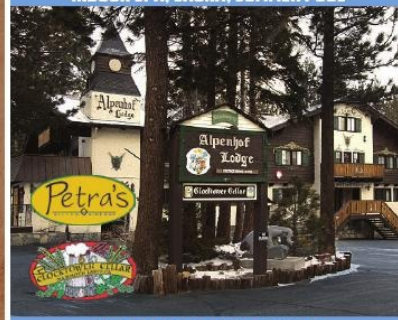
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Great outdoors

The beauty and grandeur of California's national parks have attracted visitors from around the world for more than a century. The biggest draw continues to be the amazing landscape of Yosemite National Park. However, the entire region includes natural wonders and destinations.

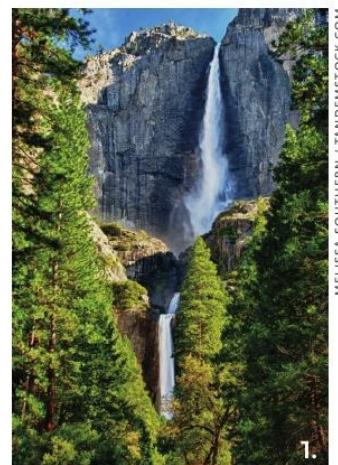
For me, the view of Yosemite Valley never loses its ability to inspire. A small part of Yosemite National Park, the best-known of California's nine national parks, the valley offers many sights that have become truly iconic, including El Capitan, the prominent granite

cliff looming over the Merced River, which is a popular rafting location in the summer. Farther northeast in the valley is Half Dome, the towering rock orb whose sheer face is one of the enduring images of the park. Experienced climbers can scale the peak, with the aid of metal cables. You can also enjoy other sites such as the Tuolumne Meadows, where sightings of wildlife enhance an afternoon among the abundant wildflowers. Several of the West's most memorable waterfalls provide picturesque backdrops throughout Yosemite, including Bridalveil Fall (legend claims its mists will ensure marriage if inhaled) and Yosemite Falls, where you can receive a refreshing spray from the waterfall mist while traversing the footbridge across the base of the falls.

Yosemite—which encompasses nearly 1,200 square miles of land, and is popular year-round with campers, hikers, amateur photographers and nature lovers—was designated a national park in 1890, the same year as nearby Sequoia National Park. Some 50 years later, Kings Canyon also became a national park. However, long before the parks were named, this region had been attracting passionate visitors, including naturalists such as John Muir.

To reach this area, visitors often fly to Fresno (the fifth-largest city in California) because of its proximity

to Yosemite, Sequoia and Kings Canyon. Fresno is about 60 miles south of the southern entrance to Yosemite and 45 miles northwest of the small town of Visalia, a convenient location from which to visit Sequoia and Kings Canyon, which are often referred to together because they are adjacent to one another and are managed by the same superintendent. Sequoia and Kings Canyon spread across 1,300 mountainous square miles of alpine lakes, granite peaks, deep



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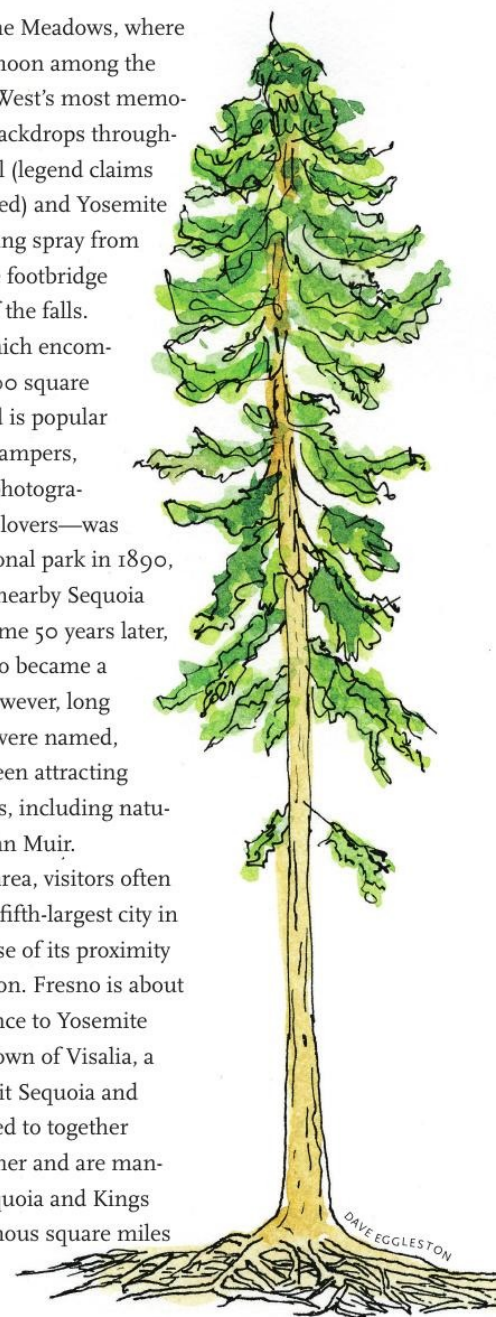


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1. Yosemite Falls is one of many spectacular falls found in Yosemite National Park. 2. Hikers trek along the Mammoth Crest Trail en route to Mammoth Lakes.

cliff looming over the Merced River, which is a popular rafting location in the summer.

Farther northeast in the valley is Half Dome, the towering rock orb whose sheer face is one of the enduring images of the park. Experienced climbers can scale the peak, with the aid of metal cables. You can also





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Coachella Valley has been a popular desert playground since the 1930s.

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Located about 100 miles east of Los Angeles, the series of communities located in the valley is officially known as Greater Palm Springs. Winter is the height of what locals call the “season,” as people are drawn to the dry, warm weather to enjoy the swimming pools, more than 100 area golf courses and many other outdoor activities. Throughout the valley you’ll find deluxe golf resorts, such as the La Quinta Resort & Club, which gives guests access to five championship courses, including three PGA West courses and the well-known PGA West Golf Academy.

Hiking is also popular in the region, with the Joshua Tree National Park located to the east of the valley. Another hiking trail is at Indian Canyons, a natural oasis of seasonal streams, waterfalls and astounding palm groves just minutes from downtown Palm Springs.

Wild animals in desert habitats can be found at the Living Desert Zoo and Botanical Garden, an educational facility whose behind-the-scenes accomplishments include a survival program that is helping endangered desert species to recover. —S.A.Y.

canyons and groves of giant sequoia trees. In fact, Sequoia National Park is home to the giant sequoia named General Sherman, which is estimated to be the world’s largest tree by volume. It rises nearly 275 feet and its base is more than 102 feet in circumference.

At the eastern edge of Sequoia National Park are the western slopes of Mount Whitney—at 14,494 feet, it is the highest peak in the contiguous 48 states. Kings Canyon has the General Grant Grove, and Sequoia includes the Giant Forest—both locations allow visitors to walk among stands of towering sequoias. Sequoia National Park also offers tours of the Crystal Cave, known for its marble interior. Outside the western border of Kings Canyon is Boyden Cavern, where you can see large stalactites and stalagmites.

Mammoth Lakes is a popular gateway to Yosemite, whose eastern entrance is 40 miles northwest of the resort town. The Mammoth Lakes area has been a wilderness getaway of its own since the 1950s, with the Mammoth Mountain Ski Area at the center of the area’s year-round activities. Mammoth Mountain includes 3,500 acres of terrain, which is enjoyed by mountain bikers and hikers in the summer, and skiers and snowboarders during the winter. You can also ride the Panorama Gondola to the 11,053-foot level of the

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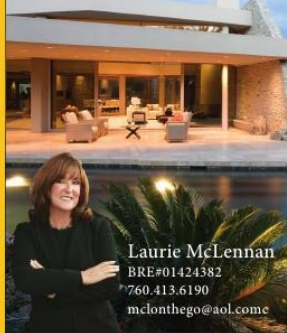
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mountain, which offers stunning views, hiking trails, an interpretive center and the Eleven53 Cafe.

Some 125 miles north of Yosemite is Lake Tahoe, another all-season resort destination. The nearby Squaw Valley ski area draws skiers and snowboarders in the winter, while summer visitors delight in activities in and around the lake.

Whether hiking in a national park, admiring the sequoias or enjoying the views from the top of Mammoth Mountain, experiencing California's expansive outdoors is a treat to be savored.

CALIFORNIA'S NATIONAL PARKS

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Named for the indigenous yucca plant, the park draws rock climbers and hikers to its unique desert environment, terrain and wildflower displays.

LASSEN VOLCANIC NATIONAL PARK

Offers smoking fumaroles, lush meadows, mountain lakes and jagged peaks.

PINNACLES NATIONAL PARK

The country's newest national park, Pinnacles was dedicated in 2013 and offers climbing, hiking and camping among ancient volcanic fields and caves.

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Home to some of the tallest trees on Earth, the parks include vast protected prairies and nearly 40 miles of coastline.

SEQUOIA AND KINGS CANYON NATIONAL PARKS

The adjoining parks encompass a vast area that includes mountains, deep canyons, caverns and the world's largest living tree, the sequoia named General Sherman.

YOSEMITE NATIONAL PARK Known for its famous rocky peaks and grand meadows, Yosemite is one of the most popular national parks. —S.A.Y.



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

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

With so many dating options out there, why did you choose It's Just Lunch?

D: I travel a lot for work, so I'd read about It's Just Lunch in airline magazines, and then I ran into a friend who was attending the wedding of an attorney in town who'd met her husband through IJL – the fact that those two events happened so close together, I thought I should call them. At the end of my work day I didn't want to come home and go look at profiles online. I felt like it was a waste of my time.

What would you tell a friend who was apprehensive about investing the money on IJL?

M: I'd ask, "Are you looking for a relationship or not?" With online dating you never know who's on the other side of the line. IJL had better quality people who were interesting. It truly was an experience that was tailored for me.

Describe your first meeting with an IJL matchmaker?

M: I had a phone interview first and then went in and met with a matchmaker. It really made me think. Online you can say anything, but if you're paying for this I assume you're not going to lie about what you want.

Tell us about your first date with one another.

D: I never went on lunch dates because I was always busy at work so I met Michael after work at a downtown restaurant. The conversation just flowed. I was attracted to him from the start. I remember it turned into dinner.

What was your favorite part about dating through IJL?

D: I met my husband, so I guess I would say that! It's Just Lunch – it's just a lot of fun. I remember I'd get off a plane and have a voicemail from the matchmaker saying she had a potential date for me. With online dating, you can go back and forth and waste a month with someone and not really get to know them. With IJL, you go meet your match and if you like them, you see them again, and if you don't, you're done.

Find out what an It's Just Lunch matchmaker can do for you by calling **1-800-858-6526** or visit **ItsJustLunch.com**.



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Arts & Culture

California is home to an array of world-class art and science museums that offer visitors a treasure trove of cultural discoveries.

It is hard to find a more picturesque location for a museum than the one surrounding San Francisco's California Palace of the Legion of Honor. The French Neoclassical landmark and World War I memorial is situated upon dramatic headlands on the northwestern corner of the city.

From the museum grounds, you can see the Golden Gate Bridge, the blue of the Pacific Ocean and the city itself in the distance. Not only is the building a joy to explore, but the museum offers an extraordinary experience. The galleries display 4,000 years of art, including works by such masters as El Greco, Monet, Rembrandt and Rodin.

The art and history on display at the Legion of Honor are examples of California's vast artistic, historical and scientific treasures that are just waiting to be discovered.

Not far from the Legion of Honor is the California Academy of Sciences, the centerpiece of San Francisco's Golden Gate Park, which comprises more than 1,000 acres of gardens and attractions linked by wooded paths and paved roads. The academy includes an aquarium, a planetarium, a natural-history museum, a four-story rain forest, and 40,000 live animals all housed beneath a living roof. A variety of daily shows and programs—including aquarium dives, penguin feedings and swamp talks—help make the museum a fascinating place to explore.

A short stroll from the Academy is the de Young Museum, which occupies a stunning state-of-the-art facility that showcases the museum's priceless collections of American art from the 17th through the 20th century. Also on display are textile arts, as well as art pieces from Africa, Oceania and the Americas.

Allow time to enjoy the park's many other activities, including the serene Japanese Tea Garden with its authentic teahouse.



1.



2.



4.



3.

1. The California Academy of Sciences in San Francisco's Golden Gate Park includes a four-story rain forest. 2. A docent from the Museum of Natural History in Los Angeles holds a model of a baby dinosaur. 3. The bowl *Asian Willow*, by artists Kay Sekimachi and Bob Stockdale, is part of the exhibit "In the Realm of Nature" at San Diego's Mingei International Museum. 4. Casa de Balboa, known for its Spanish Revival architecture, is home to various museums in San Diego's Balboa Park.



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The Getty Villa in Malibu is a stunning replica of a Roman country house buried by the volcanic eruption that destroyed Pompeii. This classic setting, with the blue Pacific as backdrop, perfectly showcases the Getty's antiquities collection of art from ancient Greece and Rome. Visitors also can see classic plays by such authors as Aeschylus and Euripides performed at the villa's outdoor amphitheater. —S.A.Y.

In the heart of the city is the San Francisco Museum of Modern Art (which is known by its acronym, SFMOMA). It was one of the first West Coast museums devoted to modern and contemporary art.

The museum is currently undergoing a 235,000-square-foot expansion and is scheduled to reopen in 2016. In the meantime, some of SFMOMA works are on display at various museums around the San Francisco area.

In Southern California, Los Angeles offers a range of art and cultural institutions that are as diverse as the city itself. In recent years the city has been in the process of reimagining the museums in Exposition Park, site of Memorial Coliseum, which hosted two Olympic Games (1932 and 1984).

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Exposition Park's California Science Center contains interactive displays that challenge curious minds. The center's latest addition is the Space Shuttle *Endeavour*, whose trip through the streets of Los Angeles captivated millions in 2012.

Also located in the park is the Natural History Museum of Los Angeles County, which completed a makeover in 2013. The museum explores various facets of the natural world, from insects and oceans to gems and tribal artifacts. It is probably best known for the all-new Dinosaur Hall, which con-

tains one of the world's most complete tyrannosaurus rex fossils ever found, as well as many other prehistoric behemoths. The resulting exhibit illustrates the evolving science concerning dinosaurs in a fascinating and interactive way.

The Los Angeles County Museum of Art (LACMA) sits in the middle of the city and is the largest art museum in the West. The museum includes extensive collections of Asian, Latin American and Islamic art.

To the east of Los Angeles, in the resort enclave of Coachella Valley, you'll find the

highly respected Palm Springs Art Museum, which features a collection of works that include Native American art and international modern and contemporary paintings and sculptures.

When in San Diego, Balboa Park is the place to go to find a world-class collection of art and history museums, as well as an array of theaters. Balboa Park is 1,200 acres of canyon trails, picturesque fountains and extensive parklands that hold some of the city's most notable cultural landmarks. More than a dozen museums fill exuberant Spanish Revival buildings built for the 1915 Panama-California Exposition, which will celebrate its 100th anniversary next year. Here you will find the San Diego Museum of Art, which features European masters, American art from the 19th and 20th centuries, a vast Asian collection, and high-profile visiting exhibits from around the world.

The Reuben H. Fleet Science Center offers hands-on exhibits, science demonstrations and planetarium shows in an IMAX Dome theater. The San Diego Air & Space Museum, a Smithsonian affiliate, houses a collection of aircraft and spacecraft that includes a working replica of Lindbergh's *Spirit of St. Louis*, the actual Apollo 9 command module and a real GPS satellite. The acclaimed and unique Mingei International Museum—*mingei* is a Japanese word meaning "art of the people"—features collections and exhibitions of folk art, crafts and other works from around the world.

The arts and culture of California is as fascinating and diverse as the landscape itself. Whether you dream of coastal vistas, big-city glamour or outdoor adventures, it is truly possible to sample it all while touring the Golden State. ▲

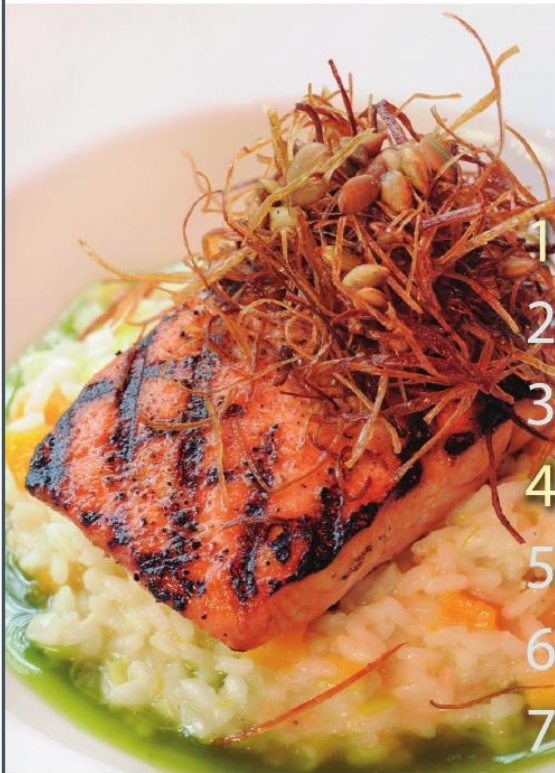
Stephanie Avnet Yates is a California-based writer.

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BY THE WAY, if a car comes by, we're going to lie down."

I glance over at my host, Milo Burcham of Alaska's Chugach National Forest. He grins. "I don't want anyone to see what we're doing," he explains, clearly jesting. Mostly.

What we're doing is neither wrong nor inappropriate in any way. Burcham has just introduced me to the nagoonberry, a coastal Alaska midsummer fruit much prized by Alaska residents, from Ketchikan to Bristol Bay. It looks like a small, reddish-purple raspberry; grows on low mats of vegetation barely 6 inches tall; produces just a single berry per stem; and tastes like a magical cross between a marionberry and a pineapple. Wild berry picking is as much a part of Alaska life as salmon fishing, but far fewer visitors stalk wild berries than coastal cohos. And when you find a nagoonberry patch, as we have just done in the Copper River Delta near Cordova, your local guide is intensely interested in keeping it to himself. As, frankly, you should be, too—searching and finding are intrinsic parts of the experience, which is just one of many lesser-known attractions in a place called the Great Land for good reason.

The vast expanse of Alaska offers an almost infinite variety of travel activities, which includes wildlife watching, mountain gazing, and salmon- and crab-sampling itineraries—each of which I enjoy on every trip north. But a place as large and diverse as Alaska offers hundreds of other marvelous things to do, as well. My favorite activities involve the landscape, water, people and lifestyles of Alaska, and taking part in these adds considerable depth to my personal understanding of a state that is extraordinary to begin with.



BERRY PICKING

On a sunny summer day on the South-central coast, my first taste of a nagoonberry adds one more sensory layer to common Alaska sensations—the sound of the breeze in the cottonwood leaves, the scent of nearby Sitka spruce, the clear northern light. It also adds one more facet to the wild berry experience in the state. I've picked huckleberries, blue-

berries, crowberries, salmonberries, raspberries, thimbleberries, gooseberries and more. I once cajoled a cruise-boat chef into cooking up a pot of low-bush cranberries I'd gathered on a remote island south of Juneau; the result was more intensely flavored than even the best store-bought Thanksgiving version. I've had huckleberry pancakes on the back side of Denali, in Kantishna; salmonberries in a yard in Sitka; crowberries on a hill outside Fairbanks; thimbleberries at Eagle Beach near Juneau. And now, near Cordova, nagoonberries, which may well be the best of the lot.

A circumpolar fruit found in Scandinavia, Canada and Russia, *Rubus arcticus* is called the "berry of princes" in Russia. "Nagoon" is believed to be from the Tlingit *nei'góon* ("little jewel," and rightly so); Alaskans have been treasuring these for millennia. Happy harvesters turn them into pies, freeze them, make them into preserves and jelly... And, of course, sample them liberally on the spot to make sure they remember accurately just how good they are. That's what I'm doing this afternoon.

No, sorry, I won't reveal exactly where we were. Somewhere near the Copper River. It's a big state, chock-full of wild berries. Go find your own—please. And be sure to find out how to identify potentially poisonous plants.



DOGSLEDDING

Overnight frost has left diamond dust in the woods around us. The midmorning sun slants through the branches, and the blue-sky air is so clear, it's a prism for the light to reflect off the paper bark. The whole scene seems ivory, crisp, magical.

"Welcome to our backyard. We call this the gateway to Narnia," announces my passenger in the dogsled basket, Eleanor Wirts.

I look around. Almost anywhere else it would be a cliché to

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compare a woodland trail to C.S. Lewis' famous fantasy world, but here in the Chena River Valley northeast of Fairbanks, I'm tempted to embrace flights of fancy while dogsledding on a fine winter morning.

The clean sub-Arctic air holds only the gossamer scents of spruce, snow and birch. The only sounds are the slice of the runners on the snow and the huffing of the dogs as we go. I'm encased in winter coats and gloves as thick as Persian cats, and almost all thought is focused on the marvel of the moment ... and the dogs I am guiding.

Kennel owner Wirts provided 10 minutes of instruction: Step on the brake to slow the sled; lean right or left around bends; set the dogs running with "Let's go!" (No, not "Mush!")

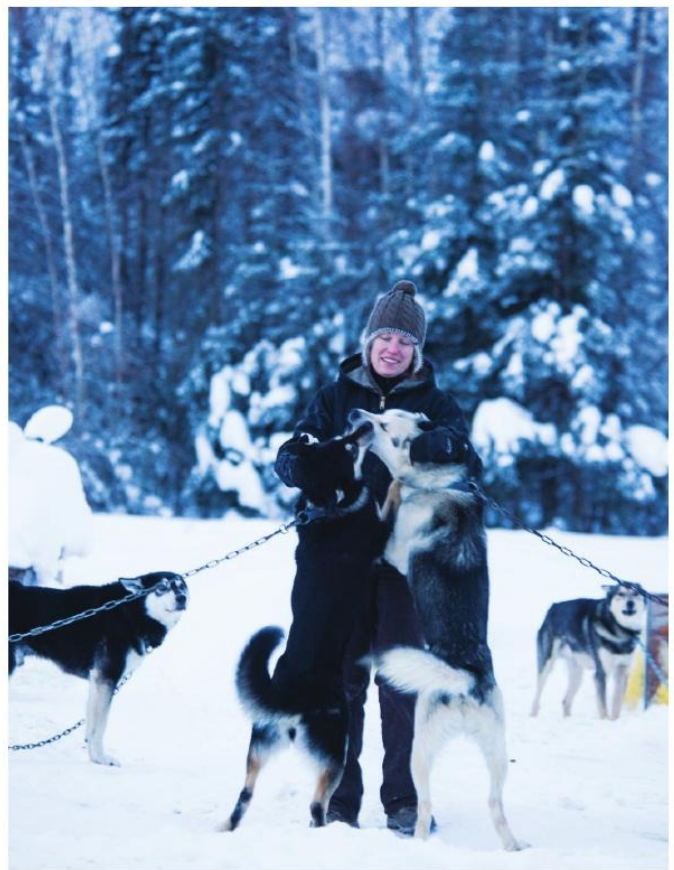
Then I met each of the ten dogs on the team, including the lead female, Patch. They are all gentle, sociable canines whose enthusi-



asm for greeting people and then running the trail is palpable. While driving the sled, I can't help but be impressed by the sheer acceleration the dogs generate. If this were an engine-driven conveyance, that would be called torque, but this is a classic, wood-slat dogsled, and my experience this morning with Just Short of Magic kennels is well beyond the ordinary for Alaska visitors.

The typical dogsled excursion in Alaska consists of a 40-minute snow-season ride while bundled up in the front of the sled, with kennel owners or staff driving. Similar summer tours take place on wheeled sleds, or high on glaciers reached by bush planes outfitted with skis.

The experience in any form offers a taste of why Alaskans such as Eleanor Wirts adore the sport, the lifestyle and the dogs, and why they arrange their lives to devote as much time as possible to



all three. Wirts, a former high school science teacher, keeps 30 sled dogs in her dog yard, and each of her canine family members is delightfully eager.

But the greatest delight at Wirts' kennel, as at a few others throughout the state, is the fact that guests can drive the sleds themselves. It's a profoundly different experience from simply

riding up front. The instant momentum provided by the dogs, the swing and sway of the sled, the brush of the breeze and giddy rush of rounding a bend—all of these enhance an already marvelous experience.

Sled dogs greet a guest at the Just Short of Magic kennels, above. Swimmers enjoy a warm summer day at the beach in Juneau, left, and paddlers ply the waters of Byers Lake in Denali State Park, right.



OTHER PURSUITS

- **BIKING:** Anchorage has almost 200 miles of off-street recreation trails open to bicyclists year-round. A popular ride is from downtown to Kincaid Park, about 11 miles along the Tony Knowles Coastal Trail; bike rentals are available at several stores downtown.
- **HIKING:** One need not disappear into the wilderness for days to enjoy Alaska's

wildlands—every city has marvelous day hikes. Flattop Mountain Trail, near Anchorage, leads to expansive views of Denali from the Chugach highlands. Ester Dome, near Fairbanks, offers views of the Brooks Range. The Mount Roberts Tramway, in downtown Juneau, takes visitors to alpine territory directly above Alaska's capital city.

- **CANOEING:** Kayaking gets most of the press here, but paddling canoes on Alaska's lakes and rivers is a sublime and serene experience. Eklutna Lake, north of Anchorage, has rentals on-site; several tour operators offer daylong float trips on the Chena River, in Fairbanks. For more information, visit anchorage.net and exploreairbanks.org. —E.L.



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It's not superfast, by the way; leave that to sled dog racers. An hour or so out and back at a working trot is the norm. Week-long treks are serious business practiced by overland competitors, or by expert guides who take guests out in the winter woods, such as the trips offered at another Fairbanks kennel, Paws for Adventure, which operates a remote lodge to which guests travel on overnight adventures.

"Want to thank the dogs?" Wirts asks when we arrive back at her kennel. Silly question—I mention how wonderful the trip was to Patch, the lead, and she smiles. Hard to say who had more fun, me or her, but I have to remind myself that there is neither snow nor room for a dog kennel back home in Seattle.

"That's why I moved out here in the woods," Wirts says. "It's my little fairy-tale land."

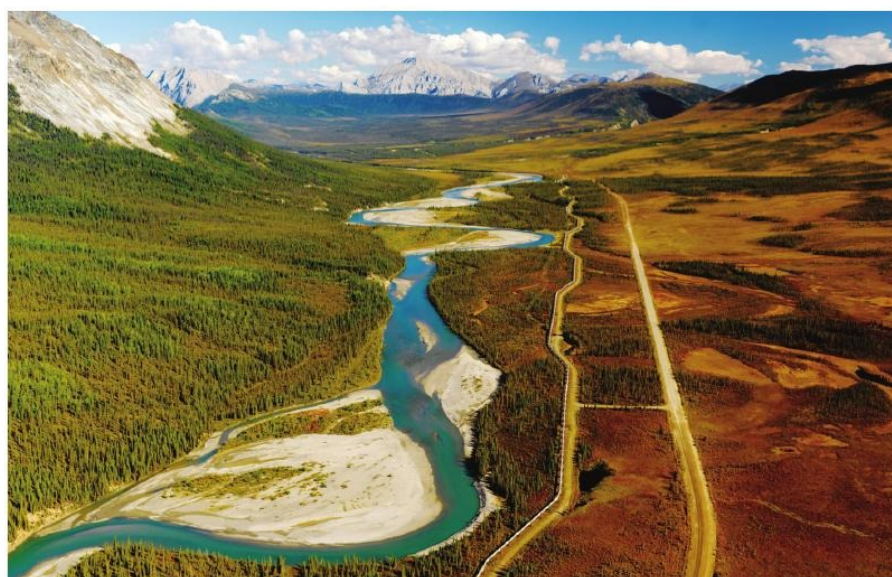


SWIMMING

"OK, this is too hot. Is there somewhere around here where people go swimming?"

My guide in Petersburg, Liz Cabrera, regards me quizzically. Rarely has a visitor asked about swimming in this Southeast city known for its fishing industry. Rarely, in fact, does it get warm enough to consider such a thing, but on this day it is 85 degrees. We have been strolling a boardwalk through a spruce bog that has steam rising from it, and the mid-July sun is high, high above and not moving. All I want is cool water.

"Yes, there is, actually," she replies, and off we go to a local picnic ground beside a slow-running stream that spills off the snowfields from the mountain above. Though this pool may be sourced from snow, on this hot July day the water is just delightfully cool, and I plunge in for a 10-minute splash.



That is one of several times I have gone swimming in Alaska. On a brilliant warm summer day in Juneau, I sampled the salt waters of Gastineau Channel at Juneau's Sandy Beach, an aptly named stretch of golden sand. Several years ago, at a lodge along Bristol Bay's Naknek River, I dove from a boat dock into the lightly tannic amber water—again, refreshing but not cold.

Some travelers make a point of visiting Barrow, America's northernmost city, just to plunge into the pewter waters of the Chukchi Sea, an arm of the Arctic Ocean, thereby ensuring that they have swum in all the world's oceans. I didn't find the water appealing, so

only dabbled my toes. I've been in all the other oceans; do wet toes count?

Counting isn't the point. I must admit that there's a certain exotic appeal to enjoying an outdoor sport—swimming—that few Alaska visitors choose. Water is a foundational aspect of the state—its oceans, rivers, streams and lakes (more than 1 million of the latter) shape its character as much as its mountains. Glaciers carve the land; salmon spawn in the rivers; rain washes the woods; and to me, pausing to merely look at all that water falls far short of truly experiencing its sensory possibilities.



CULINARY EXPERIENCE

Matt Serfass' introduction to our midafternoon menu stuns me.

"This is salmon belly," he explains, holding a 2-inch-wide strip of silver salmon in his hands. "It's usually thrown away."

Disbelieving, I turn to my resident Alaskan friend, eyebrows raised. True, she nods. At home I have cooked hundreds of salmon, and I personally favor the belly over the rest of the fish. It's more flavorful, and carries more of the nutritionally desirable omega-3 acids than any other part of a

Kirsten Dixon leads a cooking class at Tutka Bay, top left. Chef Matt Serfass prepares salmon-belly skewers at Kenai Fjords Wilderness Lodge, top right. The Trans-Alaska Oil Pipeline and Dalton Highway stretch between Fairbanks and Prudhoe Bay.

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salmon. I wouldn't dream of discarding it.

"If you leave the belly on a fillet, it will be way overdone when the loin [the thick part along the spine] is underdone," explains Serfass, chef at Kenai Fjords Wilderness Lodge, outside Seward. So the lodge conceived a culinary experience in which guests can learn a quick preparation of salmon belly. We three visitors—a Seattleite, an Alaskan and a woman from Lyon, France—watch him prepare a marinade of sesame oil, mirin (a sweet Asian sauce), honey, cayenne and soy, and baste the 2-inch chunks we have placed on skewers. Then, into an oven they go at 350 degrees. Just five minutes later, the belly slabs, garnished with a wild edible called beach greens (from the beach just out the door), prove delicious.

More and more Alaska lodges are offering cooking classes and culinary experiences, and why not? The state's

IF YOU GO

- Sled dog tours are available throughout Alaska, from Juneau to Nome; visit the website for each city's CVB.
- Northern Alaska Tours, in Fairbanks, offers land and air trips north of the Arctic Circle to Coldfoot and beyond; visit northernalaska.com.
- For information on the state's farms, markets and restaurants that feature their products, consult the state's Alaska Grown program at dnr.alaska.gov/ag.
- Guides to berry picking are online at the Alaska Public Lands Information Centers, www.alaskacenters.gov; and at the Alaska Channel, alaska.org.
- Information on Kenai Fjords Wilderness Lodge is at kenaifjordslodge.com. For information on cooking classes at Tutka Bay, visit withinthewild.com.
- Matanuska-Susitna Borough is the heart of Alaska's farm country, and home of the State Fair; alaskavisit.com. —E.L.

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HEATHER WRIGLEY

Bryce Wrigley stands in a field of barley grown at Wrigley Farms, near Delta Junction. The grain will be milled at Wrigley's Alaska Flour Company for local markets.

seafood is matchless, and ingredients such as native ferns are generally far outside most travelers' experience. I've cooked

salmon fillets on a cedar plank at Icy Strait Point, near Juneau, sautéed herring roe in a skillet on a small-ship cruise near Sitka and learned how to prepare spot prawn sashimi.

All this is just the tip of a large iceberg.

"Alaska cuisine has elements of Russian heritage, Native culture, sourdough fortitude, garden harvests, pickled and preserved delicacies to last a harsh winter, Scandinavian influence, and all the seafood to be found in the cold, clear waters of the Pacific Ocean present at the Alaska table," says Kirsten Dixon of Within the Wild, an adventure-lodge company.

Dixon, owner and chef, offers extensive cooking courses at her Tutka Bay Lodge, south of Homer on the Kenai Peninsula. "And now more recent immigrants are adding Asian flavors, too," she says.

In other words, Great Land cuisine represents cultural as well as gastronomic bounty. Learning about it simply deepens the taste.



**ARCTIC CIRCLE
ADVENTURES**

"Here, it's like candy." Jack Reakoff hands me a freshly rinsed turnip just pulled from the sandy loam beside the Middle Fork of the Koyukuk River. It's midmorning, a breezy July day, and I regard his turnip with, well, skepticism. Turnips lie

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low in my pantheon of vegetables. (The University of Alaska Fairbanks Cooperative Extension Service has a pamphlet titled *Tantalizing Turnips*.) Candy?

Not candy, but it's the best turnip I've ever tasted, meshing sweet and sharp. It boasts savor and size—approximately softball size—and it's remarkable for the fact that we are 70 miles north of the Arctic Circle, in Wiseman, a tiny hamlet (14 year-round residents) just off the Dalton Highway in the approaches to the Brooks Range.

Turnips grow among the giant carrots,

hefty potatoes and kingly kohlrabi in the garden where Reakoff shows visitors the wonders of life in the Arctic.

"We may be far north, but in summer we have 24 hours of sun for almost 40 days," he explains.

Most of Reakoff's power comes from a rooftop solar installation. There's no cell service, but satellite Internet is high-speed. In winter, the snow he banks up against the walls of the house is welcome as insulation.

A trip north of the Arctic Circle is eye-opening in many ways. Along the Dalton

Highway at Coldfoot Camp, a truck stop/lodge/restaurant roughly halfway between Fairbanks and Deadhorse, the parking lot is a hive of activity for long-haul truckers (as in that television ice road show, though this is actually not an ice road), motorcycles, European tourists in rented vans and workers headed up to North Slope jobs.

After Wiseman, our Northern Alaska Tour Company van heads over Atigun Pass, the cleft that carries the highway and the trans-Alaska oil pipeline over the Brooks Range at a pass elevation of 4,739 feet. Descending the other side, we're in a treeless world of tussocked tundra, scrub and grass, mist and sun, planing down 200 miles toward the Arctic Ocean. It's like no other landscape I've seen on Earth, and I stop for a moment's appreciation when I spy a familiar-looking

ONLY IN ALASKA

- There are no public outdoor swimming pools in Alaska—the only such state. But there are several hot spring pools open to the public, as well as numerous freshwater lakes and ponds.
- Alaska's Cooperative Extension Service publishes guides to 16 different edible wild berries that residents (and visitors) can seek; uaf.edu/ces.
- Approximately 1,500 Alaska households have sled dog teams, estimates the Alaska Dog Mushers Association; sleddog.org.
- The sun drops below the horizon in Barrow on November 18, and returns January 23—more than two months of Arctic night. The reverse is true in summer, when the sun does not set for more than two months between May 12 and July 31.
- Palmer resident John Evans holds several world records for large vegetables, including a 45-pound red cabbage, a 19-pound carrot and a 39-pound kohlrabi.



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plant, an Arctic cinquefoil whose cheery yellow blossoms resemble those of its desert cousins thousands of miles south.

Otherwise, everything's different—the light, the air, the sound of the wind. When I head back up Atigun Pass, I turn and watch the last shale-slide foothills of the North Slope disappear into what seems like another dimension.



AGRITOURISM

"Not a bad place to work." Bryce Wrigley grins as I frame him for a snapshot against his farm and surroundings. Both are impressive.

First, the farm: 1,700 acres of rolling, volcanic loess soil in a broad valley with ample sun and rain. Wrigley grows barley and a few peas, and is experimenting with other grains.

And the surroundings: the rugged 9,000-foot snow-draped peaks of the Wrangell Mountains, above which a summer sky as vast as hope dangles a few threads of cloud.

Wrigley's farm is the foundation of his Alaska Flour Company near Delta Junction, 100 miles southeast of Fairbanks. Barley has been grown in the area for a half-century or longer. Wrigley has started a company to prepare his own value-added products from the thousands of pounds of grain he harvests each year—barley flour, barley cereal, barley couscous, even whole-grain barley, which cooks have been adding to hearty soups and stews for centuries. Wrigley's products are for sale in select grocery stores in cities such as Anchorage and Fairbanks, and online.

Back in Fairbanks, on a south-facing ridge west of the city, Calypso Farm raises broccoli, cabbage, chard, lettuce, onions, garlic and 70 other kinds of produce. Bright flowers fill side spaces, and the farm climbs the ridge in terraces whose lush rows of produce compose an agronomic postcard. Calypso's products are for sale at local farmers markets, and visitors are welcome at the farm itself, to admire the bounty, meet the farm's sheep, and marvel at the apple trees. Calypso is pioneering here where winter

temperatures reach far below zero.

The farm, which operates as an educational nonprofit, offers samples of vegetables, including potatoes, carrots, lettuce, and even kohlrabi and turnips. I pass on the last (how could it be as good as an Arctic turnip?) and taste a few sweet snow peas.

A brief shower patters on the roof, and the white birch trunks glimmer on the hill. Life seems simple, here, and the thought brings to mind a verse from that famous old Shaker song *Simple Gifts*: "And when we find ourselves in the place just right,

'twill be in the valley of love and delight."

Here in Alaska, the many layers and levels of life afford simple gifts, easy to find, as enduring as songs. ▲

Eric Lucas is a contributing editor.

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EMBRACE THE SEASON

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WINTER IS A GREAT TIME
TO PLAY OUTDOORS
IN ALASKA

66

*The winter! the brightness that blinds you ...
The woods where the weird shadows slant;
The stillness, the moonlight, the mystery,
I've bade 'em good-by—but I can't.*

—Robert Service, "Spell of the Yukon"

99

Thirty years ago, living as a trapper in Alaska's upper Susitna Valley, I traveled on snowshoes nearly every winter day. Against a tapestry of muskegs, spruce forests, and ice-covered lakes and streams, I hiked uncounted miles, starting daily before dawn and continuing through the bright hours into dusk.

At my cabin late in the evenings, worn from the winds, drifts and adventures of the day, I would kick off my snowshoes, knock the snow from my boots, and follow my headlamp beam into the darkness where a woodstove waited to be lit. Dinner came next—maybe moose stew and biscuits, black bear roast with canned peas, or simply beans and salt pork with a hunk of crusty sourdough bread—then I'd fall asleep to firelight dancing on the log walls, images of wild tracks, whirling snowflakes and events of the day lingering in my dreams.

Eventually I traded wilderness living for a conventional urban routine, though my snowshoe days never really left me. The smell of spruce smoke on December mornings or the sight of sunlight falling like gold over snow-covered hills can stir familiar longings.

On its surface, winter in Alaska seems a silent season. The lawn mower clatter, fishing-trip frenzies and late-night barbecues of summer are long gone, replaced by a welcome stillness. The sun burns briefly and dimly come November, hardly breaking the horizon by December. On the solstice, winter's shortest day, Anchorage receives only five hours, 28 minutes of sunlight; farther north, sub-Arctic Fairbanks receives three hours, 42 minutes; and well beyond the Arctic Circle, the sun that set in Barrow on November 18 won't rise again until January 23.

It's tempting this time of year to watch television or curl up with a book. Maybe take a nap.

But surrender is no option for outdoors-loving Alaskans. Outside, beyond the fro-

Nordic skiers, at left, follow groomed trails in Girdwood, amid the Chugach Mountains, near Anchorage. Above, a snowshoer enjoys a fresh-powder trail under brilliant blue skies in Fairbanks.



zen forests and snow-covered mountains, life goes splendidly on. From November through the end of March, on any given winter day, we can be found outdoors, embracing life, in a land as scenic and exhilarating as any on the planet.



"The Wild still lingered in him and the wolf in him merely slept."

—Jack London, *White Fang*

Early last December, feeling out of shape and restless, I parked my truck near an undeveloped tract on the outskirts of Anchorage, stepped into a pair of snowshoes and shuffled head down into the silent woods. My course was random, the plan simple: I would establish a winter trail away from the noise and fuss of city traffic—a path to enjoy not only that day, but on subsequent visits, too, should the mood strike me. Along the way, I would exercise body and spirit while working to ease that certain "wild" that still lingers in me.

I started out breaking trail through snow nearly 2 feet deep, the top 4 or 5 inches a freshly fallen, feather-soft powder. My new snowshoes—stubby contemporary models with aluminum frames and nylon decks in place of webbing—seemed to work as well as my old Alaskan Trails. Those old shoes, chucked years before at a garage sale, were narrow and 5 feet long. Light but sturdy, they had traditional steamed birch frames and were webbed with *babiche* (a term of French-Canadian origin for the rawhide strips once universally used to build snowshoes). The Alaskan Trails had a



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classic look and feel that were evocative of old-time Alaska, but the new 'shoes, an October birthday gift from my wife, promised to take me where I needed to go.

Alaska's Native people, particularly those of the Interior, and residents of Arctic and sub-Arctic climates worldwide, have crafted and used snowshoes for thousands of years. Even today, in difficult terrains where more efficient means aren't practical, mountaineers, mushers and trekkers of all kinds frequently turn to snowshoes. Beyond that, snowshoeing has evolved to transcend mere necessity and become, as the Outdoor Industry Association reports, the world's fastest-growing winter sport.

Many interested in year-round outdoor recreation have discovered that in addition to making passage through rugged, snow-

Alyeska Resort, above, offers challenging skiing and a complete luxury-resort experience just an hour's drive from Anchorage. At right, winter enthusiasts explore snowy trails on fatbikes, outside of Fairbanks.



Nordic and alpine skiing are eagerly embraced here, the sports forming the impetus behind many community clubs and groups.



WINTER TOURING ON FATBIKES

Amid the snowy Nordic ski trails that weave through places such as Anchorage's Kincaid Park and Fairbanks' University of Alaska campus, narrow crossings signal the presence of a new brand of winter outdoor enthusiasts. The intersections—sometimes emerging suddenly from alder thickets—mark winter bike trails, specially cut and groomed for this intrepid bunch hooked on the exhilaration of biking in the snow.

The sport of cold-weather biking has led to the invention of "fatbikes," engineered

for snowy single-track runs and even cross-country winter riding. Mountain bikes with studded tires work well in icy or hard-packed snow conditions, but fatbikes have "become the de facto standard for snow biking," reports the Fairbanks Cycle Club.

Wheel widths ranging from 3 to 5 inches (normal mountain bike rims are about 1.5 inches wide) combined with low tire pressure create a snowshoe effect. Cyclists essentially "float" over loosely compacted snow in situations where narrow-rimmed

tires would dig in and sink.

As with all cold-weather sports, quality equipment, proper outdoor clothing, and an intimate knowledge of the sport and conditions are critical to safe riding.

To learn more about winter biking, rentals and guided winter bike tours in Anchorage, visit the Arctic Cycles website at arcticcycles.com or Bicycle Commuters of Anchorage at bicycleanchorage.org.

Also check out the Fairbanks Cycle Club at fairbankscycleclub.org. —K.M.

blanketed landscapes possible, snowshoeing also provides superb exercise. A person snowshoeing on a given winter day can burn more than 600 calories an hour—that's 45 percent more calories than walking or running at the same speed, according to research by SnowSports Industries America, a nonprofit trade association.

Of course, the snowshoeing renaissance extends throughout North America's wintry regions, but few destinations pledge more varied or immediately available opportunities to step out, get in an excellent cardiovascular workout and enjoy some of the world's most beautiful scenery than Alaska. Snowshoes can be purchased for around \$125–\$300 per pair, or rented for about \$15 per day from outdoors retailers in most of the state's larger communities.

Hundreds of miles of snowshoe-friendly public-use trails are available in and around Alaska's cities—from Juneau to Anchorage and north to Fairbanks. Whether visiting Alaska's largest city in February to attend Anchorage's annual Fur Rendezvous celebration (a 10-day winter festival sometimes billed as the Mardi Gras of the North) or dropping into Juneau, the state capital, or Fairbanks, the



Alaska has a number of options for alpine skiing, including Hilltop Ski Area, owned by a nonprofit dedicated to providing recreational programs for Anchorage youth.

Golden Heart City, on business for a day or two, snowshoeing promises an easy, healthy and inexpensive diversion.



"To one who lives in the snow and watches it day by day, it is a book to be read."

—John Haines, *The Stars, the Snow, the Fire*

The afternoon was cold on the high ground, and dipping even lower in the hollows and creeks. I felt my beard freezing right away—a sort of dry, sticking sensation produced as frost collects under the chin and nose. For the first mile, I broke trail along a

A photograph of a brown bear standing in water, looking towards the camera. The bear is wet and has a thick brown coat. The background is a body of water with a rocky shore.

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ridge overlooking a creek, stamping my way beneath tall birches bent like arches under heavy loads of snow.

Here and there I encountered stories written in the snow: The deep posthole spoor of a cow moose and her yearling calf recorded a morning spent feeding on willows; the shallow prints of snowshoe hares and red squirrels crisscrossing a small glade suggested a moonlight dance the night before. And descending into the creek I was astonished—delighted—to find in the snow the signature of a long-lost friend: a pine marten.

Nearly unmistakable, marten tracks are distinguished by their size (similar in dimension to those of a house cat) and distinctive paired paw-print pattern. Cousins of the Russian sable, marten are tree-climbing members of the weasel family, related to ermine, mink and wolverine. They are wilderness creatures most often associated with Alaska's farthest-flung corners. To find one living within a mile of a busy Anchorage thoroughfare—and not more than three miles from my own home—was a welcome surprise.

Afloat on my snowshoes, I marched along, following the tracks down the ridge, over logs and through an alder thicket. Where, I wondered, might this cat-size beast lead me? As it happened, it took me back in time, to when I'd spent my days "watching the snow," as the late John Haines (a poet laureate and trapper once himself) wrote, "Reading what is written there, the history of the tribes of mice and voles, of grouse and weasel, of redpoll and chickadee, hunter and prey."



Snowshoeing is popular among some Alaskans, but skiing is near and dear to the hearts of many more. Nordic and alpine skiing are eagerly embraced here, the sports forming the impetus behind many community clubs and groups.

Groomed Nordic ski trails are prevalent in and around many communities,

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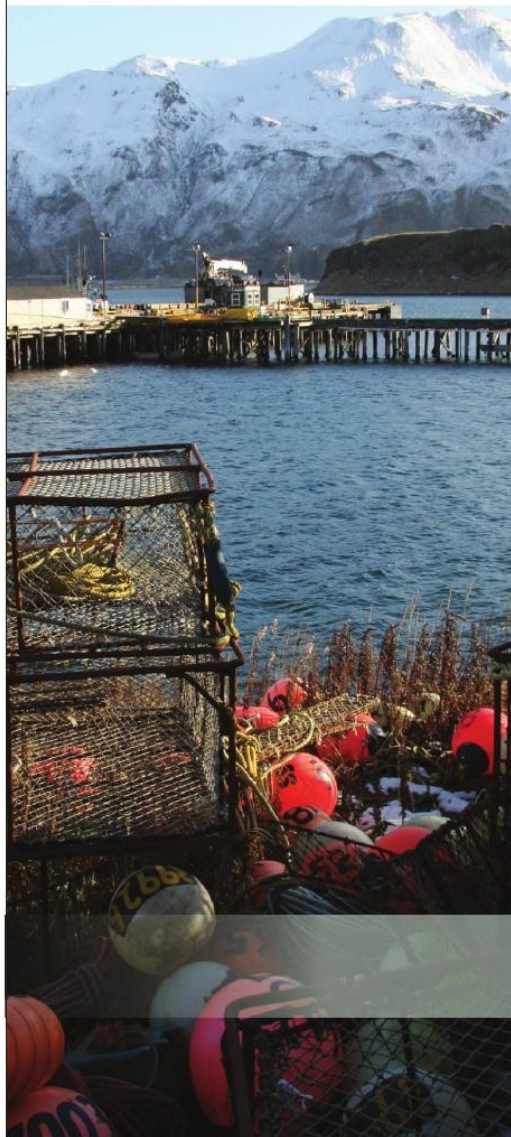
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with more than 100 miles of Nordic ski trails groomed for classic cross-country and skate skiing available in Anchorage alone. Popular Anchorage-area trails are included at Kincaid, Far North Bicentennial and Russian Jack Springs parks. Elsewhere, skiing opportunities can be found at the Beach Lake Trails in Chugiak, the Matanuska-Susitna Borough ski trails near Palmer, the Birch Hill trails in Fairbanks, and the Eaglecrest and Mendenhall Glacier trails near Juneau. Trails in Anchorage, Fairbanks and Palmer offer lighted sections convenient for after-work nighttime skiing.

Downhill skiers and snowboarders visiting the Anchorage area need look no farther than Alyeska Resort, 40 miles southeast of town. Billed as Alaska's premier downhill and alpine ski resort, Alyeska receives around 650 inches of snow annually and features 2,500 vertical feet of varied terrain. Alyeska's alpine ski season sometimes exceeds 150 days.

Anchorage-area downhill skiers short on time or just learning the sport can get started at Hilltop Ski Area, just a 15-minute drive from downtown Anchorage, while Arctic Valley Ski Area, northeast of town, offers four open bowls, a terrain park and 25 trails that receive about 250 inches of snowfall each winter.

Eaglecrest Ski Area, on Douglas Island near Juneau, is a popular Southeast Alaska destination. Featuring 36 marked alpine runs and access to some superb backcountry skiing, Eaglecrest boasts 1,540 feet of vertical drop and an average snowfall of 350 inches.

As with snowshoes, skis and boots can be rented by the day in Alaska's larger communities. Find rentals at places such as REI and Alaska Mountaineering & Hiking in Anchorage; Alyeska Resort in Girdwood; Beaver Sports in Fairbanks; and Eaglecrest Ski Area or Foggy Mountain Shop in Juneau.



Alaska's winter days own a rare, cold beauty, but they're also quite short. Seems I've barely started my new snow-

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shoe trail before the sun, stuck in the treetops even at its zenith, sinks out of sight completely, leaving the surrounding country in shadow. The Chugach Mountains, standing tall in the background, seem oddly distant, backstage-lit in pink alpenglow.

I've reached the creek, my turnaround point, and can hear it gurgling cheerily beneath a thick sheet of ice. Hoarfrost-coated willows and alders, branches fat and fluffy with icy white rime, border the channel.

New tracks are visible: A female mink (the small-size prints indicate the animal's gender) has poked around the willows hunting mice, and a pair of coyotes has trotted upstream, headed in the direction of a beaver pond. Best of all, a slender trough plies the snow in the creek's center—river otter.

Otters slide over the snow on their bellies, leaving distinctive furrow-like trails. Feeding mostly on fish, they hunt under the ice, entering streams in places where fast-flowing water remains unfrozen. To find otter tracks at the edge of a city of 300,000 is a precious gift indeed—the happy result of nature at its best, running wildly but quietly, within an easy walk of city skyscrapers.

The temperature is dropping. Time now to turn around and hike back up the trail under a gathering crowd of stars. I can hear Anchorage traffic faintly in the distance. Over the mountains, a full moon scales the back sides of the highest peaks. Caught between past and present, there's no denying the wild still lingering in me. Today, though, I've seen enough; the wolf for now is satisfied. In a heartbeat, I've turned and regained my stride. Back to the trail I go. ▲

Ken Marsh is a freelance writer living in Anchorage.

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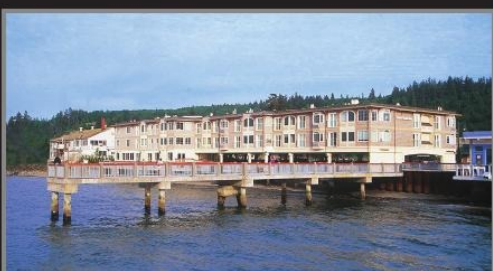
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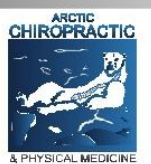
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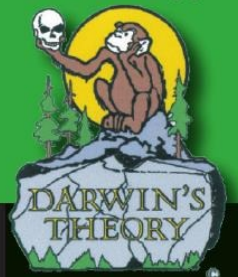
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3. Artful use of “warm” fabrics, including throws, rugs, carpet and window coverings, helps enhance the ambience inside a home. There’s great practical value, too, in simply wrapping up in a wool throw on a chilly evening.

The Comforts of Home

Stay cozy and warm while saving money | By Debra Prinzing

The 1910 cottage that Portland residents Kate and Amy Forester share with their small child used to cost more than \$200 a month to heat during the Rose City’s chilly winters. For a 650-square-foot house, that seemed way out of line to Kate Forester, an environmental designer.

“When we bought the house four years ago, it had gaps between the doors and very little insulation,” she recalls. “We tried to boost our efficiency and improve our comfort levels by buying energy-efficient appliances and adding insulation in our attic, but it didn’t make a huge difference, so we decided to obtain professional help.”

Then the couple learned about Clean Energy Works, an Oregon nonprofit provider of home performance upgrades. The agency offers a free energy audit and helps property owners obtain financing to make their residence safer, more healthful, more efficient and comfortable.

Clean Energy Works matched the Foresters with Neil Kelly Inc., a Portland firm that specializes in home performance renovations. The audit determined how much warm air was seeping out of the Foresters’ old house. By installing window and door seals and adding a heat pump (a system that uses outside air to heat a home in winter and cool it in summer), the couple found they could make their home 30 percent more energy efficient.

“Our goal is to have the energy savings offset the cost of the loan we used to pay for the upgrades,” Forester says.



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▲ Created in Portland, Indows are easy-to-install versions of the classic storm windows, and are placed inside the house, rather than outside, boosting heat retention.

The math is simple—an energy audit, a new heating device and new seals, totaling about \$8,000 (including rebates), should yield winter savings of \$60 a month. That will add up to a sizable amount of money in just a few winters.

But there's more than a bottom-line cost-benefit equation at work. While Western summers draw residents outdoors to enjoy the comfortable weather, for six months the climate sends us back inside much more often. And there we seek the sensation of warmth, both physically and psychologically.

That warmth isn't free; thus the current emphasis on squeezing more energy efficiency out of our homes. Energy costs are rising everywhere now, and home heating needs are prompting homeowners, builders and designers to seek improvements.

Today, an entire industry supports efforts to keep homes greener, warmer and more eco-friendly. And experts say upgrading a drafty domicile, as the Foresters did, is one of the smartest things you can do to cut the heating bill and create more warmth.

Whether small or large in scope, many options yield almost instant results, allowing you to be comfortable—and do the right thing by the environment. And many energy upgrades come with

incentives or rebates from local agencies, as the Foresters found.

Like adding compost to garden soil before ever planting a single rose, the steps you take to seal up a leaky home should precede major equipment investment or home decorating. Heating and cooling are the top energy expenses in most homes, according to Energy Star, a program of the U.S. Environmental Protection Agency, and keeping the warmth inside is the best way to economize. Whether you just want to be comfortable indoors this winter or cut your power bill in half, it's best to take a holistic approach and assess your entire home at once.

"We look at all the systems in a home and how they interact to find where you can make the biggest difference," explains Chad Ruhoff, vice president of energy services for Neil

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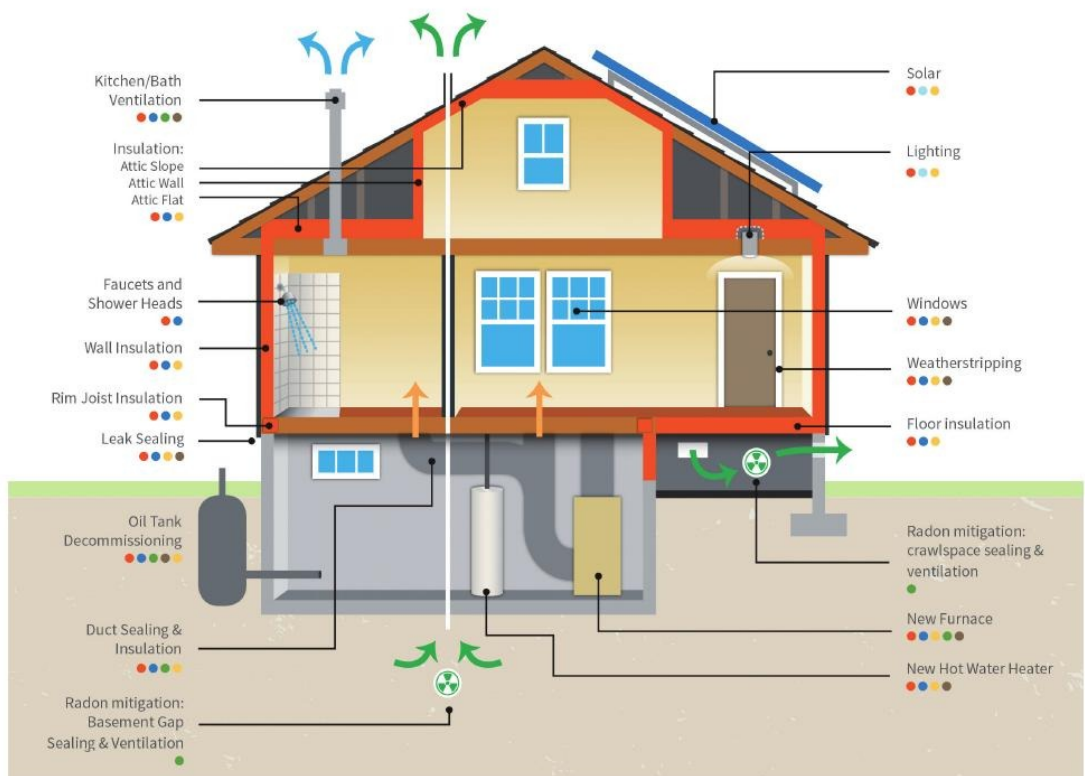
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▲ This schematic from Portland's Clean Energy Works shows "green" home improvements.

Kelly Co., the firm that handled Kate and Amy Forester's recent home improvements. "It all depends on the goals of the homeowners and their specific living environment. Maybe they want to save money and reduce their carbon footprint. Maybe their bedroom is in a poorly insulated upper story and they just can't manage to get it warm.

"We come up with a custom-designed plan for each house's owners."

Energy audits measure how much warmth leaves your house and how

much chill enters. Typical problem spots include attics and upstairs windows (where warmth escapes) and crawl spaces and basements (where cold seeps in), Ruhoff said. "Most homes built 40 to 50 years ago have way too much air moving through them—in both directions." Thus profound improvements can be achieved by sealing windows and doors, as the Foresters did, or installing completely new units that are double- or triple-paned.

While windows and doors are frequent culprits, walls and roofs holding decades-old

insulation can lead to heat loss, too.

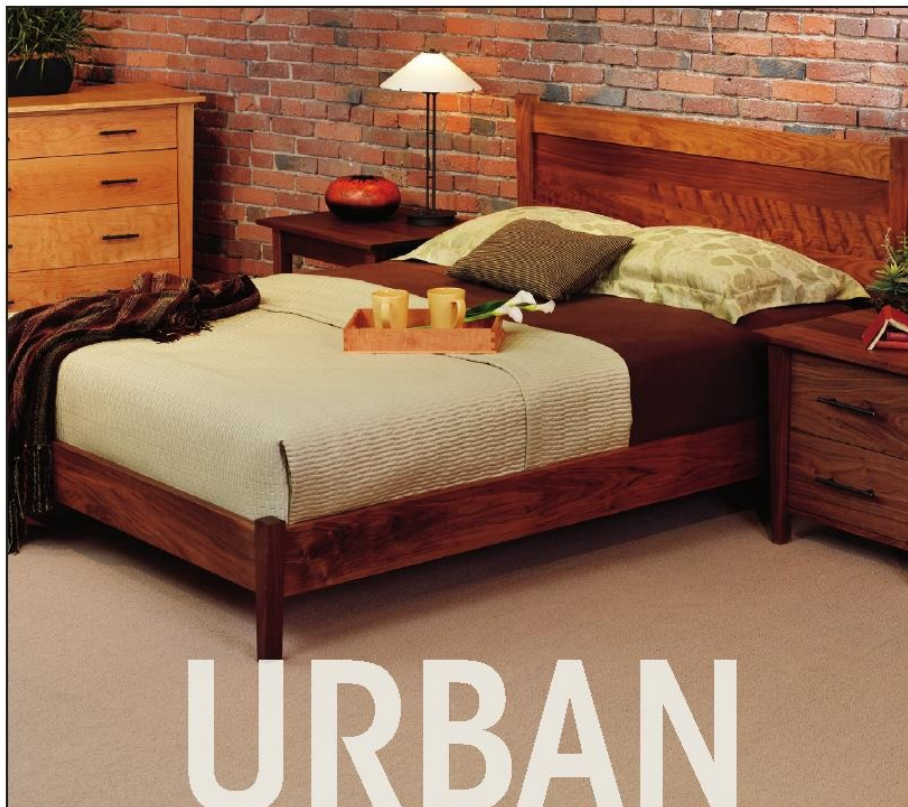
Contemporary insulation methods have moved a long way past those familiar pink rolls of batting, lengths of which are cut to fit and stapled between studs or joists. Modern blown-in insulation-boosting techniques are more efficient both during installation and afterward, as the insulation particles make it into tough-to-reach corners to provide much more complete coverage.

For those who can't afford the expense of re-windowing an entire house, invest in better windows in rooms where you spend the most time, such as the kitchen, suggests Ruhoff. Or, try out a new product called Indows. Designed by Sam Pardue, a Portland-based entrepreneur, the system is essentially an interior storm window made of acrylic. It fits almost inconspicuously within existing window frames using a patented silicone compression tubing system similar to the tight seal on a refrigerator door, and is easier to install than traditional storm windows. Indows can save up to half the cost of double-paned replacement windows, while owners of vintage homes appreciate the aesthetics of preserving original wavy-glass or multi-paned windows while reducing drafts associated with old sashes and pulley systems.

Windows can also bring in heat if they are situated to take advantage of the low-angle solar rays in winter. But modern technologies to utilize solar power provide added benefits, especially in a region where historically low-cost electric power meant many homeowners have electric heat. Now sunshine can provide the energy for that, too.

"Solar is probably the fastest growing and most exciting technology in home energy today," says Jim Dow, managing partner of Seattle-based contractor Schuchart/Dow. "Today, solar panel installations can be beautifully and easily integrated into a home, so there's been a shift in the consciousness of consumers and designers. Manufacturers are perfecting roofing and tiles with solar panel technology—it's quite interesting."

Thanks to government incentives,



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- 3. EcoSmart Fire Designer Faith** Sheridan recommends the clean, odorless, bioethanol-burning fire-



place system that throws off a surprising amount of heat. You can convert a wood- or gas-burning fireplace with an EcoSmart insert or install a system during new construction or renovation.

4. Pendleton Throws Pendleton Woolen Mills' classic "Glacier Park" throw, honoring Montana's famous national park, is perfect for providing additional warmth in winter.—Debra Prinzing

COURTESY: FROM TOP LEFT, NEST; NORITZ AMERICA CORP.; ECOSMART FIRE; PENDLETON WOOLEN MILLS

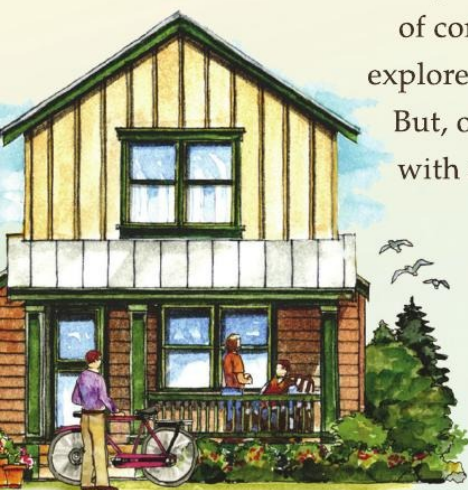


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from page 126 solar power has moved into the mainstream. Neil Kelly Co. recently installed a \$16,000 solar system at a home in Portland. "Incentives and tax credits paid for almost 80 percent of that," Ruhoff reports. "The panels will yield \$400 to \$500 in electric cost savings each year."

According to Faith Sheridan, a Seattle interior designer, "windows are important for enjoying views and bringing light indoors, but they can also be the biggest reason you gain or lose heat indoors."

The ancient solution to that problem has been draperies, but like most textiles, draperies create a perception of warmth without improving room temperatures very much. Sheridan often recommends interior window shades. "Sun shades have become very popular—an alternative to draperies," she says. "Made of a mesh fabric, they allow you to see through to the outside while also controlling the amount of heat you lose or gain." She prefers manufacturers such as Lutron and Hunter Douglas, whose shade systems can be customized to suit the client's light and warmth preferences. "It's still nice to add drapery panels on the sides of these shades to visually warm up the room," Sheridan adds.

Since most Americans no longer rely on wood-burning to heat our homes, the desire for a fireplace is largely emotional and aesthetic. "Most people don't want to lug wood around," says interior designer Sheridan, "but the psychological appeal of fire remains. I made the decision myself to switch to a gas fireplace insert in my Seattle condominium." Sheridan's choice is a popular one these days: many gas fireplaces are found in new condos and homes alike, because a flame conveys warmth in a season during which atmosphere matters more because people spend far more time indoors.

"What a fireplace adds is mostly symbolic," Sheridan said. "Getting cozy. Warming yourself. Even if it's not a source of heat, the fireplace provides the subliminal message of home." ▲

Debra Prinzing is a Seattle-based writer.

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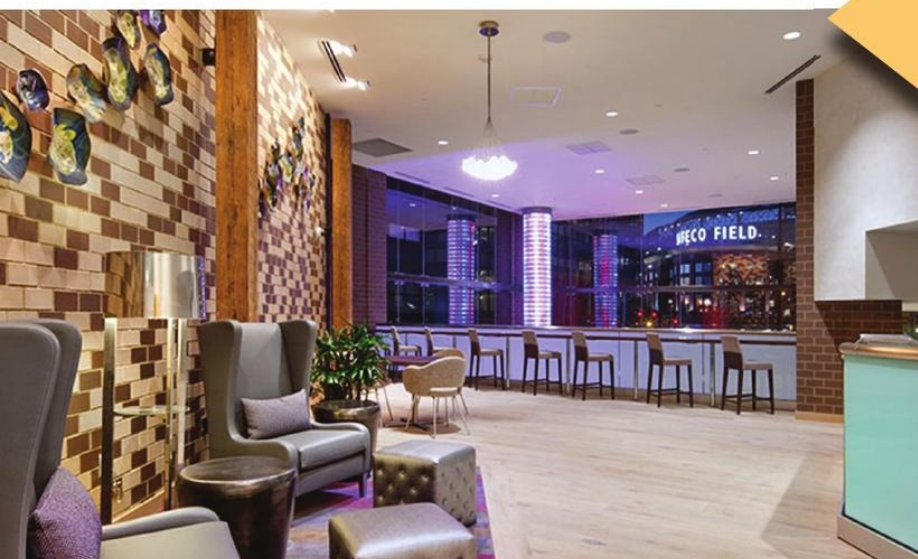


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◀ Kukui'ula's cottages reflect island plantation style, and saltwater recreation is just steps away.



Home Away from Home

Sales are soaring for vacation retreats | By Skip Ferderber

Northern California residents Terry and Cindie McMahon's house in Kukui'ula, on the south coast of Kaua'i, isn't just a second home. It's a central part of their lives, which span two locales separated by thousands of miles. And the island part is notably more relaxing.

"When our plane touches down in Līhu'e, we feel our blood pressure go down on the spot," says Terry. "The island just has a slower pace of life, the people are lovely, there are so many marvelous things to do ... and that includes just being at our home, which is up on the hillside with 180-degree views of both ocean and mountains."

After visiting Kaua'i regularly for decades, the McMahons bought a lot in 2007 at what was then a brand-new planned resort community on Kaua'i's south side. Their custom home was completed in 2011, and, now retired, they spend up to 15 weeks a year at Kukui'ula and envision even more time on the island in the future.

"We're exceptionally happy we planned for this," says Terry.

They are not alone: A second home constitutes a powerful and fast-growing part of the American dream. Last year, more than 717,000 American families embraced this dream, with that many vacation homes sold in 2013, according to the National Association of Realtors. In fact, this segment of the real estate economy was remarkably strong: Vacation or second home sales were 13 percent of all transactions—the highest percentage since 2006—and rose 30 percent compared to 2012.

According to Richard Albrecht, president of the Kukui'ula Development Company, Kukui'ula includes both pre-built homes and lots. Prices for single-family homes built by the resort—which are called "cottages"—are in the \$1 million to \$3 million range. Lots are available starting at \$600,000, with prime oceanfront



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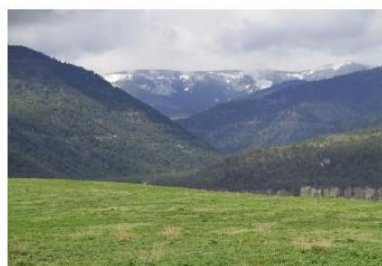
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► Suncadia, a resort community, is set within conifer woods on the drier east side of the Cascades, and offers golf, biking, fishing and relaxation.



lots selling for anywhere from \$5 million to \$10 million. A design protocol mandates that all the homes in the resort reflect a 1930s Hawaiian architectural sensibility by requiring expansive porches and lanais, double-pitched roofs, large windows and sliding doors. Like so many such developments, Kukui'ula resort experienced a dip in activity after the 2008 recession, but has recently seen sales come back strong as the stock market is in its fourth year as a bull market.

One of the people taking part in the vacation-home surge of activity is 54-year-old Dean Roeper of San Diego, who is building

four luxury homes at Kukui'ula. A successful real estate attorney, he and his three partners recently finished construction of a \$3.9 million custom home in Kukui'ula, an expansive four bedroom house, Hawai'i plantation style. It's an airy, spacious one-story building with sliding glass doors that help bridge the difference between indoors and outdoors; plenty of stor-



age for the surfboards, surfing gear, or mountain bikes that the area's active lifestyles call for; multiple master bedroom suites.

Roeper and his partners occasionally daydream about keeping the fourth house once it's done. Roeper is a lifelong lover of the athletic life: college basketball player, cyclist, mountain biker, skier and snowboarder, among other sports. "For everyone in our investment group, the lifestyle over there is highly appealing, particularly the mellow atmosphere and outdoor orientation on Kaua'i."

At Suncadia, a resort community 80 miles east of Seattle on the drier inland side of the Cascade Mountains, the first half of 2014 was the development's best such period since 2008; now, more than 650 homes have been built in the 3,500-lot community. Seventy custom homes are underway, with a median value of \$775,000,

◄ The Canyons Course is one of two championship links winding through Bighorn Golf Club, near Palm Springs. Custom homes here often include stone and water features.



TOP, COURTESY: SUNCADIA (2); BOTTOM, COURTESY: BIGHORN GOLF CLUB (2)

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Total U.S. vacation home sales in 2013

500 MILES OR MORE

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13%

Second home portion of all real estate transactions in 2013

87%

Second home buyers who will use the house for vacations and family gatherings

31%

Buyers who intend one day to make their vacation home their primary residence

28%

Portion of U.S. second home sales in the West (including Hawai'i)

reports vice president of sales and marketing Richard Seay. While pine trees rather than palms shade the landscape at Suncadia, like Kukui'ula it offers mountain views, reliably sunny weather, and a wide array of outdoor activities, including three championship golf courses winding their way through pines and firs.

Seattle-area resident Brad Evered, echoing Terry McMahon's comments about Kukui'ula, says his family's house at Suncadia is a "second life"—not just a second home.

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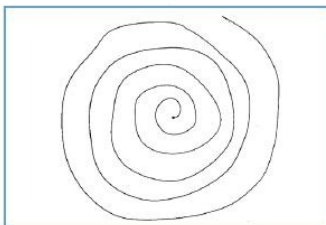
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COURTESY: PRONGHORN (2)

gear. We read more books, spend more time outdoors in the sun. In the winter, we do a heck of a lot of sledding,” Evered says of their time in the vacation community just over Snoqualmie Pass.

The Bighorn Golf Club, 1,100 feet above Palm Desert in the Santa Rosa Mountains, offers a broad panorama of the Coachella Valley from every one of its 550 residential sites. The community is built around its two championship 18-hole golf courses, which host a dozen international competitions. More than 420 homes are completed. While pricing starts at \$1.5 million for a villa or lot, the average home price is \$4.5 million. Marketing Director Theresa Maggio notes that Bighorn is a “young” club: The average age of its residents is 54 years old. “We’re a place for CEOs and successful entrepreneurs enjoying life: people just being able to enjoy the fruits of their success,” says Maggio.

While Bighorn is located in the arid Coachella Valley, a different desert sensibility is available at Pronghorn, an Auberge-branded private gated community set artfully amid ancient junipers in Central Oregon near Bend. Pronghorn features a Jack Nicklaus-designed 18-hole

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golf course, and an 18-hole Tom Fazio course, both melded into the area's basalt outcroppings. The 640-acre site includes views of the snowcapped Cascade Mountains to the west, and offers a wide range of nearby sports including skiing, snowboarding, mountain biking, fly-fishing, rock climbing, bicycling and whitewater rafting. There is rarely snow at the resort due to its lower-elevation High Desert climate, says Deb Tebbs, president of Bend Luxury Homes, sales agent for Pronghorn. Prices start in the mid-\$500,000s for condos and reach \$3.9 million for standalone homes.

And while there are multimillion-dollar properties at the upper end of these price ranges, Americans with more modest incomes are buying vacation homes as well. According to Lawrence Yun, chief economist for the Realtors association, its study of vacation home sales shows that individuals earning \$85,000 annually can qualify to buy the median-price \$178,000 vacation home.

Suncadia owner Evered, who is also a partner at Cobalt Mortgage in Seattle, agrees. Cobalt sees a number of extended-family vacation home buyers who use second-home mortgages as "a way to do your own time-share," as Evered puts it.

According to Bank of America regional executive Dave Gorman in Portland, loans for second homes are still available, and popular.

"We've seen significant growth in this business," says Gorman. "It's booming."

But annual income is often not the only factor, the NAR's Yun adds: The average vacation home purchase in 2013 included 30 percent cash down. "We are seeing larger-than-normal cash down transactions, which means that people are not using current income to purchase but are instead relying on wealth accumulation that has occurred over many years." In other words, buyers are converting capital gains, in either investments or real estate, to lifestyle gains. ▲

Skip Ferderber is a business journalist based in the Seattle area.

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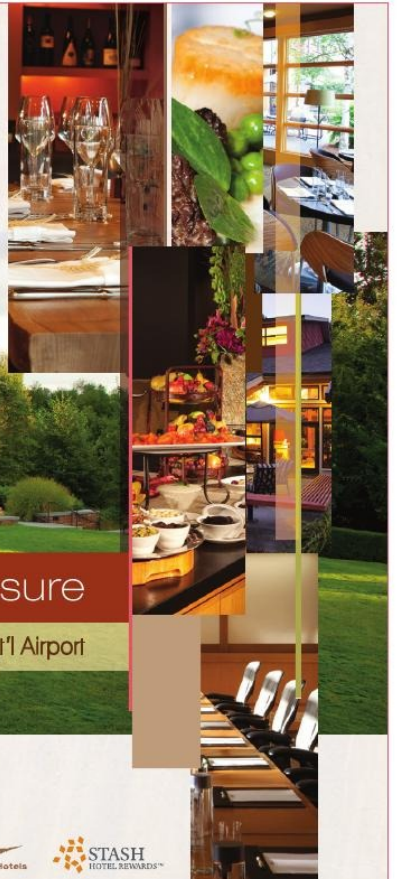


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A smart, skilled
workforce and a
beautiful natural
setting make
Portland attractive
to businesses

By Julia Anderson

Culture of



INNOVATION

Portland fashion designer Liza Rietz began making custom clothing for women after teaching herself to sew almost 13 years ago. Rietz, who sells her work online and at a downtown retail shop, is pleased with how her business is evolving. She also is pleased with Portland as a place that nurtures her creativity.

"There's opportunity and independent thinking here," Rietz says. "The city has a creative spirit. There are no pre-existing limits on what you can do."

To get a firsthand taste of the creative, entrepreneurial spirit Rietz is talking about, visit one of the many food carts, with names as innovative as the food they serve, tucked into Portland neighborhoods. Try Holy Mole for Mexican dishes, such as enchiladas with picadillo dulce, or try The People's Pig wood-fired grill for its porchetta and arugula sandwiches.

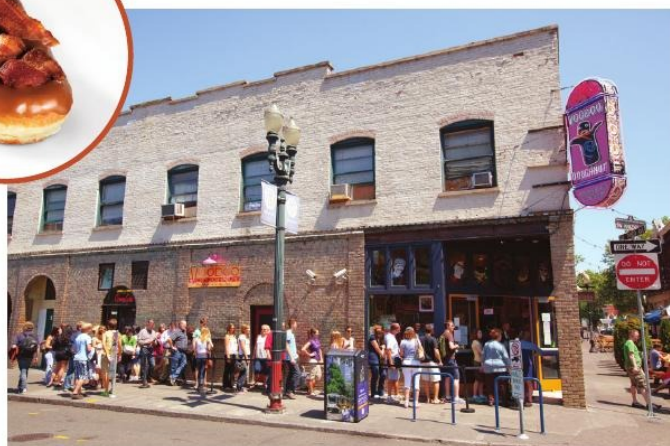
On the broader food and beverage front, there's Voodoo Doughnut, with its famous bacon maple bar; Widmer Brothers Brewing, best known for its work with wheat beer; and Tasty n Sons, renowned for its brunches and menu items such as *shakshuka*, a "red pepper and tomato stew, with baked eggs."

Portland's thriving fashion and food scenes are indicative of the city's "maker's economy," says Nancy Hales, director of Portland State University's program First Stop Portland and wife of Portland Mayor Charlie Hales. First Stop Portland connects visiting delegations with the city's business, academic and political leaders.

"We invent and make stuff here—chocolate, backpacks, shoes, clothes, beer, computer chips, streetcars, trucks," says Hales. "It's a dynamic, creative place."

For entrepreneurs such as Rietz, as well as for large, established

"There's opportunity and independent thinking here. The city has a creative spirit. There are no pre-existing limits on what you can do."
—Liza Rietz



Portland boasts a thriving, accessible downtown business district, as well as tree-filled, walkable neighborhoods, with reasonable housing costs. The city's proudly independent culture supports fashion designers such as Liza Rietz (whose work is modeled at top right) and a flourishing food scene, exemplified by Voodoo Doughnut (whose original shop is shown at right, with its bacon maple bar inset).

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companies such as Intel, Nike, Daimler Trucks North America and Boeing, Portland is a great place for business. The city's can-do personality is an important part of its business-friendly profile—as are the qualities of its workforce: skilled, tech-savvy, outdoorsy and freethinking.

Columbia Sportswear CEO Tim Boyle certainly sees it that way. “Portland’s unique, quirky characteristics are blended with a strong entrepreneurial spirit to create a dynamic blend of business and art,” he says. “The result has built some of the most powerful and respected brands in the world.”

As an outdoor-apparel company looking to attract employees with a passion for the outdoors, Columbia Sportswear values the city’s proximity to backcountry wilderness and ocean beaches, as well as a distinct four-season climate, says spokesperson Ron Parham. Innovation across all of the company’s product categories—clothing, shoes and equipment—is essential to Columbia’s ongoing success, he says.

While the Northwest’s outdoors is a natural plus for Columbia Sportswear, Boyle and others also emphasize Portland’s moderate housing costs, friendliness toward walking and biking, and robust food and arts scenes.



It’s not just Columbia that recognizes the business benefits of the Rose City. News of expansions, initiatives and opportunities abounds across the area:

- Intel Corp. is investing in new R&D and manufacturing operations in Hillsboro, west of Portland, where 17,500 employees work.
- Daimler Trucks North America LLC is building a \$150 million headquarters on its Swan Island site north of downtown, where nearly 3,000 people will ultimately work to design, engineer and manufacture commercial vehicles and components.
- Last year, Phil Knight, Nike’s co-founder and chairman, along with his wife, Penny, pledged \$500 million to Portland’s Oregon Health & Science



University (OHSU), for cancer research. The university’s Knight Cancer Institute is working on raising money to match this funding. The OHSU medical school/hospital complex, known as Pill Hill, supports 14,616 jobs.

- CenturyLink selected Portland as one of the U.S. cities where the company is rolling out ultrafast gigabit fiber-optic services.
- Jive Software and Airbnb have established Portland presences, as well.
- The employed workforce of 1.1 million in the Portland metro area (including five Oregon counties and two in Washington) is growing at an annual average of 3 percent. Metro-area employers have added about 2,000 jobs a month since January, reports the Oregon Employment Department.
- Portland housing costs remain within reach of average workers. Portland has a median price of about \$295,900 for a single-family home.

Columbia Sportswear Company, founded and headquartered in the Portland area, values the city’s easy access to wilderness. The Men’s Diamond 890 TurboDown Hooded Jacket is modeled above, at an Oregon site. At left, a CenturyLink worker tests fiber optics to supply residential and business customers with up to 1-gigabit speeds. Portland was one of the select U.S. cities chosen for this service’s rollout.

TOP PORTLAND-AREA EMPLOYERS

- | | |
|--------------------------------------|------------------------------|
| 1 Intel Corp. | 6 Kaiser Permanente |
| 2 Nike Inc. | 7 Legacy Health |
| 3 Providence Health & Services | 8 Wells Fargo Bank |
| 4 Oregon Health & Science University | 9 Portland Community College |
| 5 Fred Meyer Inc. | 10 Portland State University |

SOURCE: Greater Portland Inc, 2014.

“The city cares about its physical places, about the ability to move around in neighborhoods that are walkable and green.”
—Nancy Hales, director, First Stop Portland



Across nearly all Portland business sectors, the news is positive. Nancy Hales and others emphasize Portland's livability as a key asset.

“Portland has always been about place,” Hales says. “The city cares about its physical places, about the ability to move around in neighborhoods that are walkable and green,” she says. “We’re what the rest of the world is looking for.”

Reasonable housing costs, mild weather and livability contribute to recruiting talented employees, says Greg Fredericks, human resources director for analytical-instruments maker FEI, headquartered in Hillsboro, west of the city. “We’re searching for talent on a global level,” he says. “There’s a multitude of reasons to call Portland home. ... We use them all.”

Portland is not without critics, of course. Some business executives have long called for statewide tax reform. The state funds schools and roads without a broad-based sales tax and instead relies on personal and corporate property and income taxes.

To help businesses, state and local governments use special tax breaks and “enterprise zones” to

attract and retain employers, particularly in manufacturing.

Intel recently made a 30-year arrangement that exempts up to \$100 billion in new equipment from property taxes. This secures Intel's future in Oregon, where the chipmaker is the largest private employer.

Boeing Portland, with a 1,700-employee airplane-parts factory about 17 miles east of downtown, operates in a city-sponsored enterprise zone that allows for tax breaks

on capital investment and job-generating expansion.

Business leaders are pushing for a big-picture approach to economic development. Greater Portland Inc, formed three years ago, is a regional

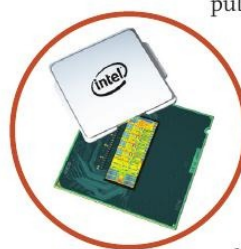
public-private partnership that recruits and addresses issues on behalf of all businesses in Portland and southwestern Washington.

“In the next five years, we expect Portland will be even better known for its innovation,

advanced industries and concentration of traded-sector companies,” says CEO Janet LaBar, who has held the job since June. “Portland already is exporting its sustainable-community good practices.”

Renee Fellman, an award-winning interim CEO based in Portland, sees positives in the regional-scale planning: “We have needed an overarching entity that can drive and improve the business climate.”

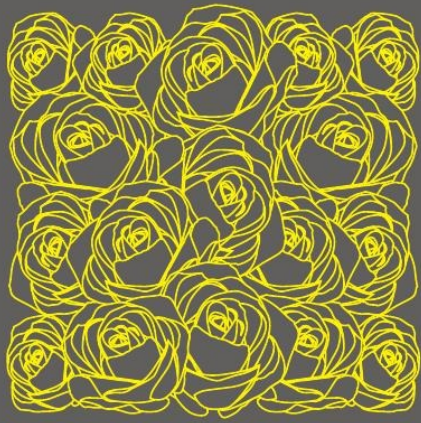
Portland economist Bill Conerly says the area faces challenges from Midwest cities. “If you’re on



In 2012, The Boeing Company expanded its Boeing Portland parts-manufacturing facility. Boeing employees work on a milling program (top). Major corporations Intel (whose 4th-gen Core Desktop is shown delidded, at center) and Nike (campus at right) also have large facilities in the Portland area.



TOP TO BOTTOM, COURTESY: BOEING PORTLAND; INTEL; NIKE INC.



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The characters Nance and Peter (played by Carrie Brownstein and Fred Armisen) share a kiss in the *Portlandia* Season 4 episode "Getting Away."

And the satirical TV comedy *Portlandia* continues to poke fun at local quirkiness.

Fashion designer Liza Rietz says she's seen only a few episodes of *Portlandia*. Yet, like many others, she gets the jibes about Portland while also seeing benefits in its distinctive culture.

"It's the Portland creative community that I'm drawing on," she says. "We inspire and keep each other moving." ▲

Julia Anderson lives in Southwest Washington, across the Columbia River from Portland.

Alaska Airlines serves Portland daily. For reservations and flight information, go to alaskaair.com or call 800-ALASKAAIR.

the West Coast, Portland is a cheaper place than San Francisco [and] Seattle, but it's not necessarily cheaper than Cincinnati," Conerly says.

Both Fellman and Conerly say that Portland benefits from a national trend: younger people wanting to live closer to their jobs in urban areas with fun, vibrant neighborhoods.

"Portland has a history of people moving here for the quality of life," Conerly says. "If people want to live here, then employers get access to talent, to kids with smarts."

It doesn't hurt that Portland has lately been in the entertainment spotlight thanks to the popular supernatural police TV drama *Grimm*, which uses Portland and its surrounding environs as a backdrop.



THINK IT.
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PHOTO: LUCID ENERGY



PORTLAND BUSINESS PROFILES

Here is a sampling of businesses and business branches—both big and small, and representing several sectors—with recent expansions or new developments in the Portland area.

BOEING PORTLAND

DESCRIPTION: Builds and processes components used in Boeing commercial aircraft; Boeing Portland is one of 11 Boeing manufacturing sites in three countries.

PORTLAND WORKFORCE: 1,700

PORTLAND OPERATIONS: Fabrication and parts-processing facility

PORTLAND OPERATIONS MANAGER: Don Hendrickson

ANNUAL REVENUE: \$86.6 billion (for overall corporation, 2013)

STOCK SYMBOL: BA

• The 1,700 people at Boeing's Portland plant compete globally in the commercial-aircraft arena, making gear systems, wing extenders, flight controls and other components used in the Boeing 737, 747, 767 and 777 aircraft, as well as in the 787 Dreamliner series. The facility has been a key Boeing manufacturing site for the past 40 years.

COURTESY: BOEING PORTLAND



An assembler at Boeing Portland carefully inspects a 737 main landing-gear beam to make sure there are no irregularities.

Engineers and machinists at the plant design and produce engine mounts, landing-gear beams and wing "trailing-edge" flaps that give planes extra power on takeoff and landing. The work requires tracking 6,000 part numbers, with one-quarter fabricated on-site, says Don Hendrickson, senior finance and operations business manager. Components are continuously re-engineered and

designed to make them stronger, lighter and less costly.

Portland was attractive to Boeing 40 years ago when the company began building 747s, Hendrickson says, and it's still attractive because of its quality output and proximity to Boeing's big assembly plants in the Puget Sound region. Next up will be production related to the 777X, a new series of long-range aircraft.

"Oregon is a state that values manufacturing," Hendrickson says.

With many longtime employees at or near retirement, the operation is busy bringing in new people through a variety of internship programs and collaborations with area colleges, such as Clark College in Vancouver, Washington, and Portland State University.

"The No. 1 benefit of doing business in Portland is our ability to draw a consistent talented workforce," Hendrickson says. "It's an intersection of people, capital investment and work that makes us successful."



PHOTO: CHARLES GULLUNG

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PHOTO: UNIV. OF PORTLAND



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COLUMBIA SPORTSWEAR COMPANY

DESCRIPTION: Designs, develops and sells outdoor apparel, footwear, accessories and equipment.

PORTLAND WORKFORCE: 1,500

PORTLAND OPERATIONS: Headquarters, distribution center and retail stores

CEO: Tim Boyle

ANNUAL REVENUE: \$1.68 billion (2013)

STOCK SYMBOL: COLM

Harsh weather across much of the U.S. last winter meant strong sales for Columbia Sportswear Company, which has built its global business selling innovative outdoor clothes.

This fall, the company introduced TurboDown, a patent-pending combination of natural-down insulation and synthetic insulation meant to provide greater warmth with less bulk, says corporate spokesperson



The Women's Sunvent Mary Jane is part of Columbia Sportswear's Vent series.

Ron Parham. In footwear, Columbia Sportswear has released a Vent series of shoes that allow water to drain while permitting cooling air to flow in.

Innovations helped the company generate 2013 net sales of \$1.68 billion, including sales of its main brand and brands under the Columbia Sportswear banner, such as Mountain Hardware, Sorel and Montrail.

This past summer, the company raised its 2014 earnings outlook and announced a two-for-one stock split. Net sales this year are expected to be between \$2.01 billion and \$2.04 billion.

Columbia Sportswear places importance on innovation to stay ahead of its competition. And this innovation is all about people and all about Portland.

DAIMLER TRUCKS NORTH AMERICA LLC

DESCRIPTION: German-owned Daimler Trucks North America manufactures commercial vehicles and components.

PORTLAND WORKFORCE: About 3,000

PORTLAND OPERATIONS: Headquarters, engineering R&D, design and manufacturing

continued on page 154

COURTESY: COLUMBIA SPORTSWEAR



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from page 150

PORTLAND PROJECT DIRECTOR:

Josh Palmer

ANNUAL REVENUE: About \$13.93 billion
(Daimler Trucks North America, 2013)

STOCK SYMBOL: DDAIF

After considering various options, Daimler Trucks North America (DTNA) recently chose to make Portland its North American headquarters and to preserve the city's 70-year truck-making history.

"The city is part of the company identity and its soul," says Josh Palmer, project director for DTNA in Portland. "Daimler saw



The SelecTrucks shown here are among the many types of trucks built by Portland-based Daimler Trucks North America LLC.

Portland as a place to keep our talent and attract new talent. We asked ourselves, 'Are we in the right place to attract people who will ensure our future success?' The answer was yes."

German-owned Daimler, which has owned the Portland operation since the 1980s, is investing \$150 million in a new nine-story headquarters complex, to be finished in 2016 at its Swan Island location, north of downtown.

"Products don't build themselves," Palmer says. "You design and build commercial vehicles with a robust workforce, including a roster of 800 engineers. Our success will depend on innovation and creativity."

Daimler employs about 3,000 people in Portland, including about 2,210 in white-collar jobs and about another 750 on the manufacturing side. The Portland operation builds as many as 30 Western Star trucks per day for the commercial market.

"Innovation in the trucking industry is never finished; it's constantly evolving," Palmer says. "We believe that Portland is the right place to be with our goal of improving the product and meeting customers' needs."

FEI

DESCRIPTION: Develops and manufactures scientific instruments and software.

PORTLAND WORKFORCE: 500

PORTLAND OPERATIONS: Headquarters, R&D, manufacturing

CEO: Don Kania

ANNUAL REVENUE: \$947 million (2013)

STOCK SYMBOL: FEIC

Some 1,200 tech companies, including Intel, Mentor Graphics and Hewlett-Packard, operate in the Portland metro area. Among them is FEI, which designs and manufactures scientific instruments used by customers working in such diverse areas as materials sciences, life sciences, natural resources and electronics.

Headquartered in Hillsboro, west of Portland, FEI sells electron microscopes and software priced from \$500,000 up. FEI maintains a diverse customer base. Last year, revenue for the publicly held company reached \$947 million, with sales this year expected to increase 5 percent. The company employs 2,500 people worldwide, with operations in more than 50 countries.

Greg Fredericks, FEI human resources director, sees Portland as a great place for finding and retaining top talent. "We seek specialized skills across all categories—engineering, software design, marketing, operations and finance," he says. "We think Portland, with its quality of life and many opportunities for outdoor recreation, works for us as a recruiting tool."

MOONSTRUCK CHOCOLATE COMPANY

DESCRIPTION: Designs, makes and markets handcrafted artisan chocolates.

PORTLAND WORKFORCE: 100

PORTLAND OPERATIONS: Headquarters, retail stores, manufacturing

MASTER CHOCOLATIER: Julian Rose

ANNUAL REVENUE: Unavailable (proprietary)

STOCK SYMBOL: Not applicable (private)

A recent story in the *Wall Street Journal* called Portland "the nation's Wonkaland" because of the expansion of high-end chocolate-making in the city.

Moonstruck Chocolate, launched in Portland more than 20 years ago, remains among the most inventive leaders of the craft. For proof, sample a few Bend Distillery Crater Lake Pepper Vodka Truffles or Beer Berries Tumbled in Dark Chocolate.

"Portland is a good garden to grow creatively," Julian Rose, Moonstruck chief chocolatier, says. "Portland has an ambiance that's good for business. It's definitely a foodie city."



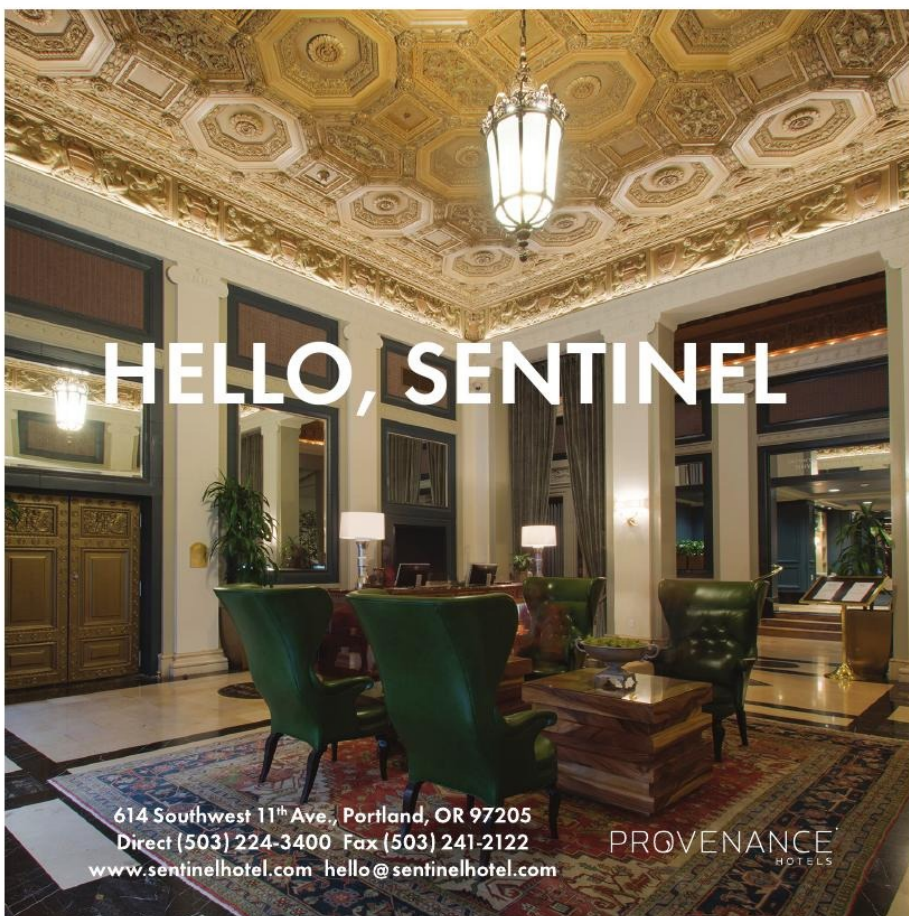
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Moonstruck's hiring needs, he says, range from maintenance workers for chocolate-making equipment to creative artists who hand-decorate chocolates.

"Our Portland customers are more adventurous and more vocal," Rose says.



Moonstruck Chocolate's 16-piece Classic Truffle Collection is a company best-seller.

"When they like or dislike something, they tell us. That's a good thing."

With 7 percent sales revenue growth expected this year, Rose is confident that Moonstruck is on the right track with its newest chocolate inventions.

"As employers, we're always looking for employees who are passionate about chocolate," he says. "Portland's location and its food culture are pluses."

Moonstruck sells most of its product wholesale to retailers, including Made in Oregon stores (three of which are located in Portland International Airport). There are four Moonstruck Chocolate cafes and one factory store in the Portland area. The company website offers hundreds of artisan chocolate creations to customers worldwide.

Rose sees chocolate-making as part of an Oregon craft movement that began 40 years ago with the development of the state's wine industry, followed by beer-making, and now the food and fashion industries.

"Portland has everything you need," says Rose, who moved to the city seven years ago from Montreal. "There are awesome summers, tempered winters. As a Canadian, I like the city's balance of work and play. It's a good place to make chocolate ... European quality with an American flavor."

ZGF ARCHITECTS LLP

DESCRIPTION: International architectural, planning and interior design firm known for sustainable projects.

PORTLAND WORKFORCE: 227

PORTLAND OPERATIONS: Headquarters

MANAGING PARTNER IN PORTLAND:
Jan Willemse

ANNUAL REVENUE: \$128 million (2013)

STOCK SYMBOL: Not applicable (private)

Portland's image as a livable city is a key asset for ZGF Architects, which has a growing international reputation for designing energy-efficient, sustainable projects.

From mixed-use urban cityscapes to health-care facilities, airports and transportation systems, the Portland-based firm boasts a diverse portfolio. At the top of the list is its role as a lead designer on the "Kashiwanoha Smart City" project, a large mixed-use plan inside Tokyo's high-tech corridor. The collaboration was realized through Portland's We Build Green Cities Initiative, launched in 2012 to leverage the city's green reputation to boost exports and the regional economy.

"Portland offers us a strong creative core community," says Jan Willemse, managing partner of ZGF's Portland office. "With Nike, Adidas, Keen and Columbia Sportswear here, plus a growing software industry led by Jive, and an advertising sector anchored by Wieden + Kennedy, we see a growing creative culture with lots of spinoff."

Competing for creative talent is on ZGF's short-term agenda as it expands to meet increasing client interest in renovating or adding space, investing in new space or building new buildings.

Among its projects this year, ZGF is working on a new \$65.5 million Washington State Patrol headquarters in Olympia, Washington, and a mixed-use tower in Surrey, British Columbia, that incorporates 349 living units, a hotel, and office, retail and university space.

"Portland is a big deal when it comes to building green," Willemse says. "There's a lot of places that look to Portland for



ZGF Architects led the design team for Portland's Simon and Helen Director Park.

best-practices ideas. EcoDistricts are being founded on the work that has been done in Portland."

"Stewardship of resources has always been part of the work ethos of our firm," Willemse says. "There are still parts of the world that could be exposed to the Portland story as it builds its creative manufacturing economy. We take creative ideas here and translate them into real stuff." —J.A.

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Magnificent Munich

History and culture in the heart of Bavaria

By Donna Stonecipher

As I step out of my hotel near the Viktualienmarkt, Munich's large open-air food market, I suddenly recall a childhood memory. I was 8, and my family was visiting the city. Late at night, past my bedtime, my father took me to a market for a *Weisswurst*, Munich's distinctive white sausage. I remember feeling so special, in this enchanting city, out late with my father. I wonder now if this is the very market we stood in.

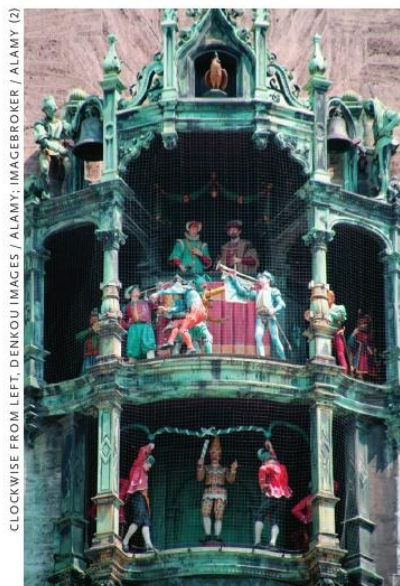
Munich has been a destination beloved by Americans and other visitors for decades. Much of what we associate with German culture—beer gardens, lederhosen, beer steins, sausages—are hallmarks of the city. Many visitors come here for

Oktoberfest, the world-renowned beer-centered festival (which actually occurs mostly in September). But Munich rewards its guests year-round with a compact city center that hosts many attractions.

This morning I want to explore the heart

The ornate architecture of Munich's older buildings is represented in the Frauenkirche's dome-capped towers (left) and the tall neo-Gothic spires of New Town Hall (right).

of Munich. My first stop is the Marienplatz, with its 19th century New Town Hall built in the neo-Gothic style. I arrive just as the clock is chiming 11 A.M. There is a huge crowd gathered in the square, listening to the 43 bells of the carillon, eyes trained on the painted copper figurines decorating the clock. The crowd gasps as the figurines start to move. A father in front of me hoists his small daughter to see better. After the Dance of the Coopers, in which male figurines circle gracefully with raised legs, the crowd breaks into applause.



Clockwise from left: Painted copper figures on the clock at New Town Hall; the crown of the kings of Bavaria, at the Treasury of the Munich Residenz; detail of ceiling decorations at Asamkirche.

The New Town Hall's facade is lavishly decorated with figures both mythical and historical, including depictions of the Wittelsbachs, the family that ruled Bavaria for more than seven centuries—until the end of World War I. The history of Munich—München in German—may be traced to a Benedictine monastery founded circa 750 near the Isar River and expanded in the 12th century. Munich became the capital of the duchy of Bavaria in 1506, and became the capital of the kingdom of Bavaria in 1806. A dark period in the city occurred when the National Socialist movement got its start here after World War I, and the city was heavily bombed during World War II. Because of the rebuilding that happened after the war, Munich has a mix of elaborately ornate facades, such as that of the New Town Hall, and modern buildings with no ornamentation at all.

Next I want to see a bit of the Residenz, the royal palace and seat of the Wittelsbachs across five centuries. I say “a bit” advisedly,

for the castle complex is vast—there are 130 rooms and 10 courtyards on display, and it would take several days to see everything. The first building of the Residenz was erected in 1385, and a succession of dukes and electors expanded the castle over the centuries. The rather somber exterior and the severe gray courtyards of the Residenz belie the utter splendor within. I pass through room after room decorated with sumptuous fabrics, priceless paintings, mirrors and gilding. Perhaps most impressive is the Antiquarium, the largest Renaissance hall north of the Alps, built between 1568 and 1571 to house Duke Albrecht V's collection of Classical sculpture. Excess seems to be the hallmark of the Wittelsbachs. In the Antiquarium, nearly every square inch, including the ceiling, is covered with artwork, including stone carvings, statues, frescoes and paintings. Albrecht's immediate successors transformed the hall into a banquet room, and there is a raised dais and fireplace at one end for this purpose.

Back out on the street, I find the 15th century Frauenkirche, or Church of Our Lady, with its two dome-topped towers that can be seen from miles around. Bavaria has long been a Catholic stronghold; its people resisted the Protestant Reformation during the 16th century, and the Frauenkirche is a monument to this legacy. Inside, I admire

the vast white columns bordering the church's largely unadorned nave.

Afterward, I make my way to the Asamkirche, a masterpiece of Baroque church architecture that sits unassumingly between apartment buildings on the Sendlinger Strasse. When I step inside, I'm startled; though the heavily gilded nave is less than 30 feet (9 meters) wide, it seems to soar into the sky, an illusion augmented by the trompe l'oeil paintings on the ceiling that depict, among other things, a steeple rising into the atmosphere. This tiny church was built privately by the Asam brothers in the mid-18th century; it was subsequently opened to the public. I sit down on a pew to admire the rosy marble and gilded garlands of the church's interior.

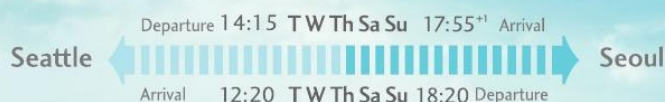


TRACHT FASHION

Though most residents of Munich dress in contemporary clothing, it is not unusual to see people wearing the traditional clothing called *tracht*—such as lederhosen, dirndls, suspenders—and not just at Oktoberfest. Many stores in Munich specialize in these garments.



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Munich is famous for beer gardens such as this one, next to the Chinese Tower in the city's expansive English Garden park.

THE NEXT AFTERNOON, I meet Wolfgang, the father of a dear friend of mine. Wolfgang was born in Munich and has lived in the same neighborhood most of his life. It has started raining, but today is the only day we can take a walk together, so after tea and *zopf* (a sweet, braided bread), we cheerfully equip ourselves with umbrellas and depart from Wolfgang's apartment to visit the Schloss Nymphenburg. This palace and its grounds were established in 1664 as a summer retreat by Bavarian elector Ferdinand Maria and his wife to celebrate the birth of their son, Maximilian II Emanuel. The son, who was elector of Bavaria from 1679 to 1726, later built the palace into the beauty it remains today. The long canal leading up to the palace is dotted with swans, and Wolfgang points out the officers' villas outside the park complex; he played in one of the former villas as a boy.

Wolfgang wants to show me his favorite sites today, so we set off for the vast park in back of the palace, where there are four small palaces, all built during Maximilian II Emanuel's reign. We pass the Magdalenenklause, one of the first "fake ruins" in Europe. The exterior was intentionally built with cracks, and the structure contains a

faux "grotto" chapel, with thousands of shells and pebbles encrusted in the walls.

We pass the chinoiserie-influenced Pagodenburg, and the Badenburg, which reportedly has the first heated, indoor swimming pool in Europe. As we walk along through the park grounds, raindrops sparkle on the water of the canals near the palaces.

As we approach the final palace, Wolfgang tells me it is the most beautiful. Indeed, the Amalienburg is a sumptuous jewel of gilding and mirrors. There is a rustic kitchen in the back; when the palace was built, it was the fashion of the aristocracy to play at being farmers.

URBAN SURFING

At the southern boundary of the English Garden, the pump mechanism in the waterworks of the Eisbach River acts like a standing-wave machine. Since around 2000, experienced surfers in wet suits have been lining up to ride here. Onlookers enjoy watching them from a nearby stone bridge.



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Das Hotel in München,

Türkenstrasse 35; das-hotel-in-muenchen.de/en. Individually designed, reasonably priced rooms spread over five floors in a charming 1902 building just minutes by foot from the Pinakothek museums.

Louis Hotel, Viktualienmarkt 6; louis-hotel.com. Located near the Viktualienmarkt, this designer hotel has gorgeously furnished rooms with natural wood, pale-green fabrics and other thoughtful details.

Vier Jahreszeiten Kempinski, Maximilianstrasse 17; kempinski.com/en/munich. This bustling grande dame of a hotel, on the upscale Maximilianstrasse, has been providing first-class service to its guests since 1858.



Dining

Brenner Grill, Maximilianstrasse 15; brennergrill.de. This stylish restaurant is located in a carefully preserved architectural landmark building. The menu features salads, pastas, and fish and meat prepared in new ways.

Dallmayr, Dienerstrasse 14–15; dallmayr.com. In operation since 1700, Restaurant Dallmayr offers inventive international cuisine. The less-expensive Café-Bistro Dallmayr has full meals (meat and vegetarian options), pastries and coffee.

Hofbräuhaus, Platzl 9; hofbraeuhaus.de. The celebrated beer hall Hofbräuhaus has been operating for more than 400 years. Owned by the Bavarian government, it is enjoyed by travelers and Münchenern alike. House-brewed beer, classic German fare and Bavarian music can all be enjoyed in the bustling main hall, which can seat 1,300 revelers at a time.



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As we head toward my tram, Wolfgang thanks me for the day. He tells me he's never seen the Nymphenburg grounds in the rain; because he lives here, he's always simply waited for the skies to clear. Yet he found the park in the rain enchanting and appreciated the chance to see this familiar part of his city in a new way.

It's still raining that evening, so I go for a swim at the Müllersches Volksbad, a beautiful 1901 Art Nouveau swimming center next to the Isar. The pool here is open until 11 P.M., and I swim peacefully until about 9:30 P.M. I am standing under the pulse of water spurting from the mouth of a stone lion carved into the side of the pool when a group of teenagers arrives. I smile and slip out of the water, ceding the pool to them.

ALONG WITH PALACES, Munich boasts terrific art collections, housed primarily in the trio of Pinakothek museums, which are clustered together in the district of Schwabing and neatly divided by chronology: the Alte ("old") Pinakothek, which features art of the 14th to 18th centuries; the Neue ("new") Pinakothek, with art from the 18th and 19th centuries; and the Pinakothek der Moderne, which holds 20th century and contemporary art.

The next day, I meet my friend Karl-Heinz, who wants to show me the Pinakothek der Moderne. As we wander through room after room of work by artists such as Joseph Beuys, Sigmar Polke and Neo Rauch, Karl-Heinz offers details and observations about the pieces. Münchenerers who are interested in art, he says, know their beloved Pinakotheks well. Afterward, we stroll through Schwabing, a lively yet cozy neighborhood whose streets are lined with boutiques, antiquarian bookstores and cafes. Ludwig-Maximilians-Universität München is also here, so the neighborhood is full of students and professors.

We walk to another museum, the Haus der Kunst, which was built in the 1930s, during the reign of the Nazi Party, to display what the regime felt to be true "German" art; today the museum features works by cutting-edge international

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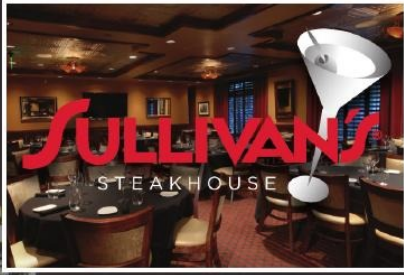
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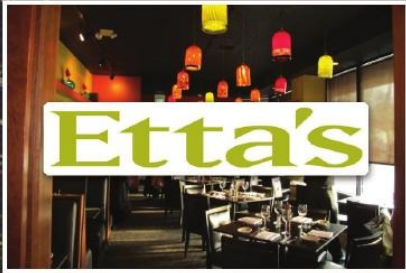
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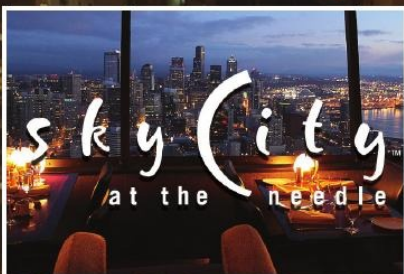
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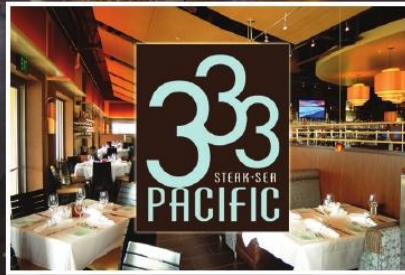
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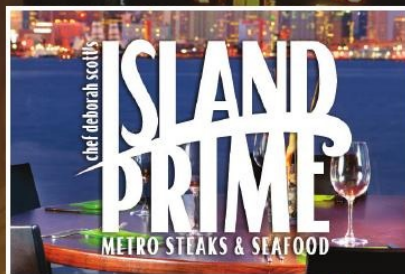
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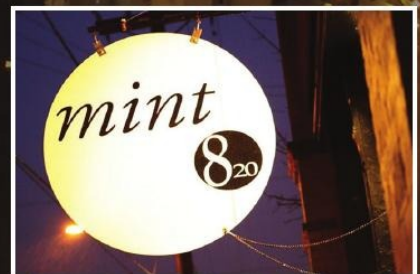
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artists. We enter through the massive, severe portico, lined with giant columns, into the vast echoing interior, and enjoy the two main exhibitions on display, which feature North American artists.

Behind the Haus der Kunst, it's easy to slip into the English Garden (named for its landscaping style), which extends into the northern end of the city. The project to create this public park launched in 1789 and expanded over the years. Today, the English Garden is one of the world's largest urban parks—it is even bigger than New York City's Central Park.

Karl-Heinz and I walk through the park along a gracefully curving path to the Chinese Tower (Chinesischer Turm), a five-story pagoda built in 1790; nearby, we sit down to a beer in the second-largest beer garden in Munich. Beer gardens, Karl-Heinz tells me, are the most democratic institution in Germany; they have always welcomed people from all social classes, and they all resemble each other in offerings and price. Karl-Heinz supplements his Augustiner lager with a Weisswurst. I enjoy a large, doughy pretzel.

That night, I meet Karl-Heinz at the Prinzregententheater to see a play—an update of *Alice in Wonderland* that highlights the story's coming-of-age aspects. The staging borrows heavily from cabaret, and the production ends with Alice, the March Hare, the Cheshire Cat and others having a techno dance party.

After the show, we drive southwest to Gärtnerplatz, where a grassy traffic circle in the middle of the street has become an impromptu evening picnic site for night-life-loving Münchenerers. We park, find a spot on the lawn and spend the rest of the evening talking about German theater.

So many years after my first visit, Munich's evening magic works on me once again. ▲

Donna Stonecipher lives in Berlin.

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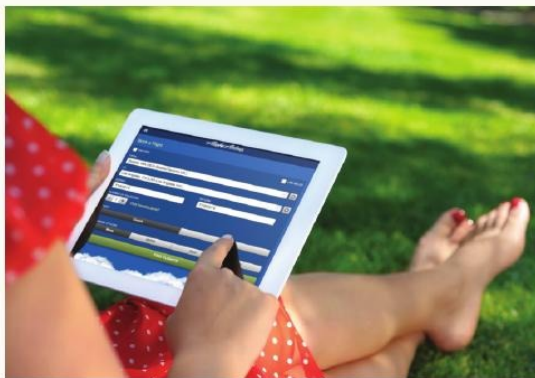
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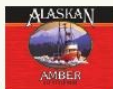
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R-rated; 1:37

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Godzilla

PG13-rated; 1:55 (available with English subtitles)

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PG; 1:30 (available with English subtitles)

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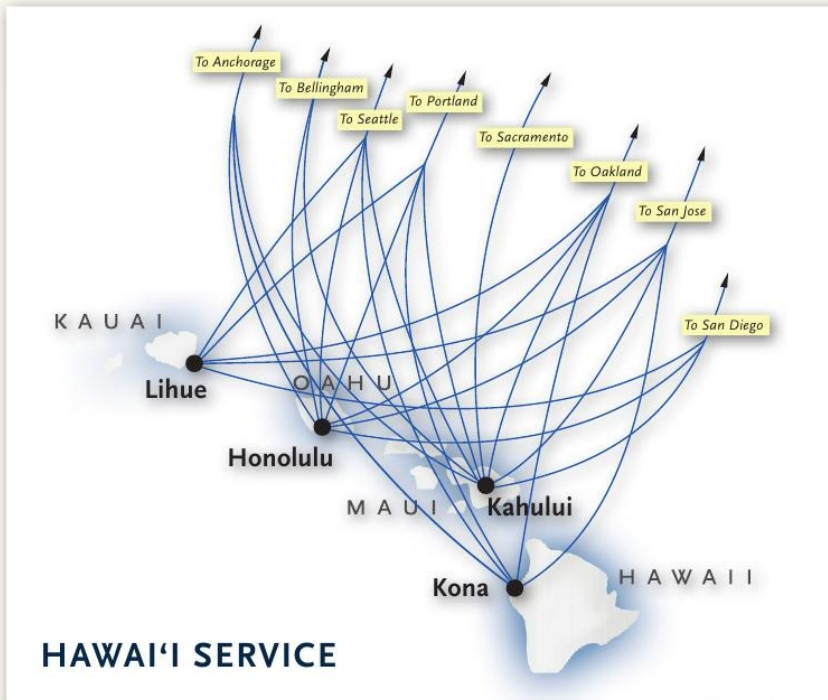
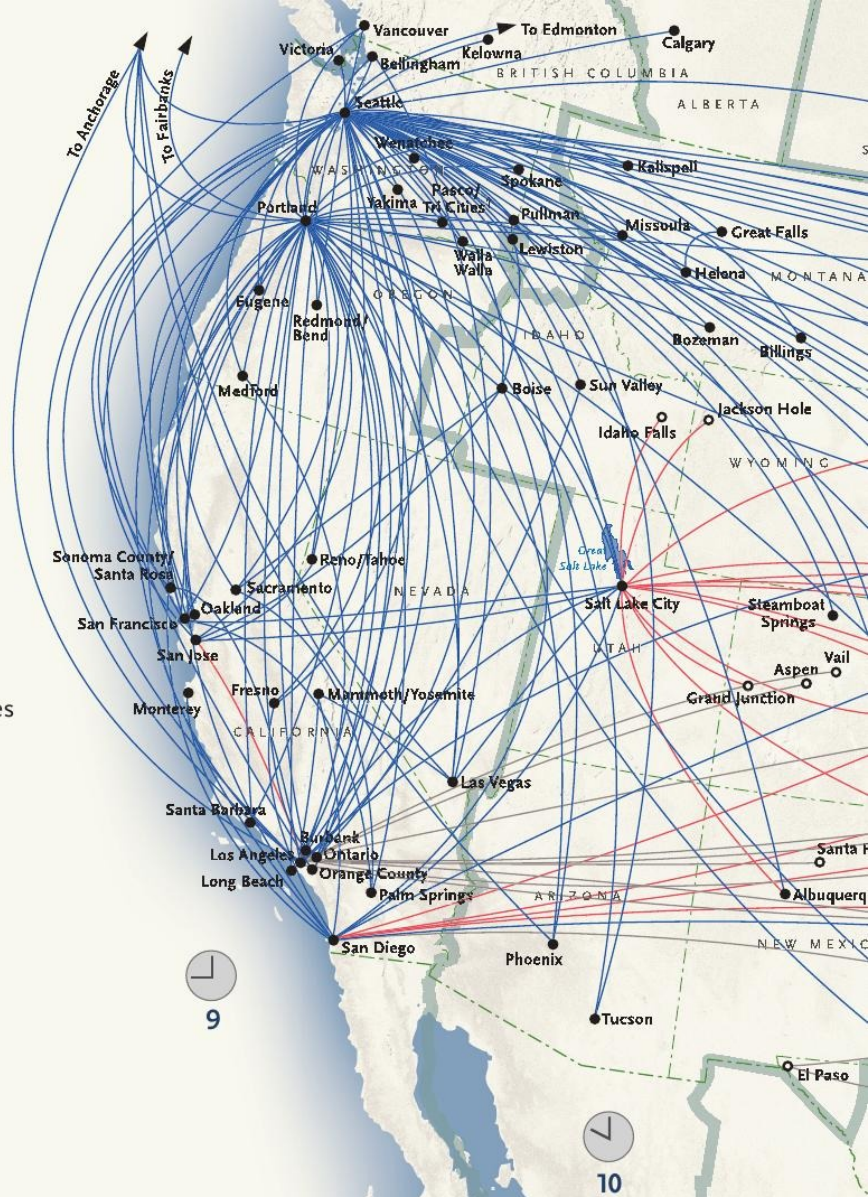
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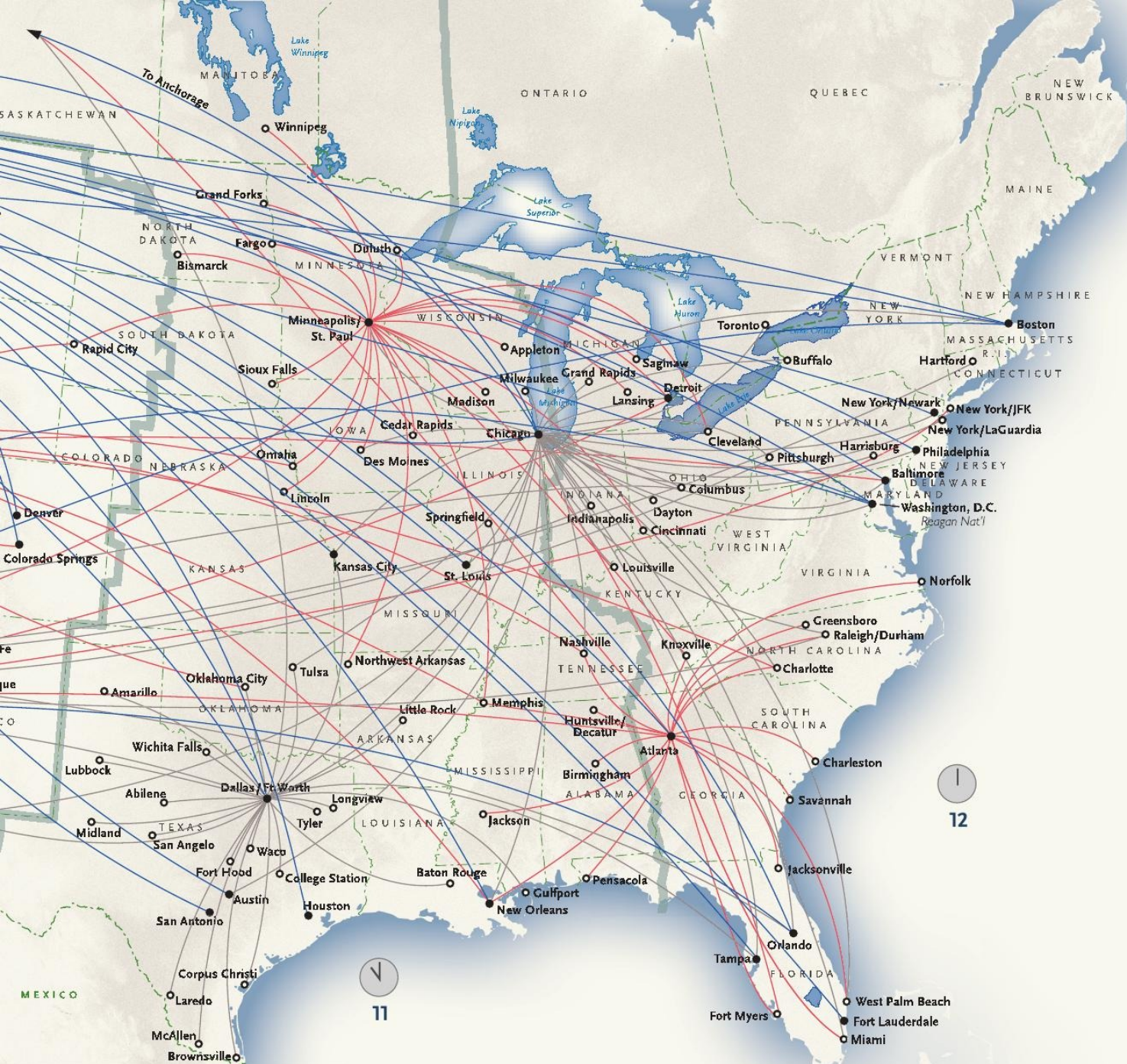
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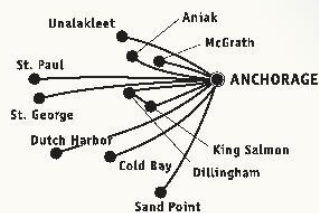
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- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

OUR BAGGAGE SERVICE GUARANTEE

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

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See alaskaair.com for full terms and conditions.



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Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistsens.com from any device to take a fast, two-minute survey—



even inflight, where access to alaskalistsens.com is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at alaskalistsens.com.

OUR FLEET

Alaska maintains a fleet of more than 125 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, featuring sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



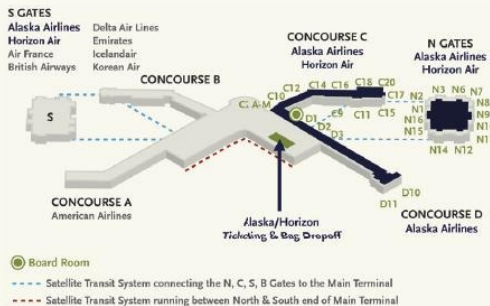
Chicago O'Hare International Airport (ORD)



Los Angeles International Airport (LAX)



Seattle/Tacoma International Airport (SEA)



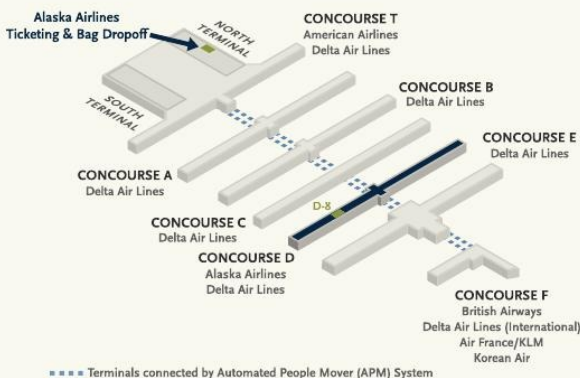
Portland International Airport (PDX)



San Francisco International Airport (SFO)



Atlanta International Airport (ATL)



Helpful tips upon landing at SFO from Mexico:

- If necessary, clear all checked baggage through U.S. Customs.
- After clearing Customs, exit to the right through sliding glass doors.
- Pack all duty-free liquids securely in your checked baggage to avoid confiscation by the TSA. Then recheck your baggage with an Alaska Airlines Customer Service Agent at the baggage recheck point in the San Francisco International Terminal.
- Proceed directly down the hall and turn left to the connecting hallways leading to Domestic Terminal 1.
- Continue in the same direction and turn right at the signs for Gates 20-36: Alaska Airlines uses Gates 20 and 22.
- Average time from landing to Gate 20 is 40 minutes.

Datos de ayuda a su llegada de México a San Francisco:

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.
- Empaque seguramente todos los líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal Doméstica 1.
- Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterrizó, es de 40 minutos.

CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

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

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

Datos de ayuda

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

TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas



TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

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



FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico

FEM PARA MEXICANOS

¿Quién debe completar esta forma?

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

Datos de ayuda

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



MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

A GUIDE FOR AIR TRAVELERS

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

- Your seat belt must be fastened whenever the “FASTEN SEAT BELT” sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members’ (including flight attendants’) duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer’s behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations

Within the U.S. and Canada:

800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:

800.858.5525

From Mexico:

001.800.252.7522

Alaska Airlines Vacations:

800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we’ve adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight



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

Do you or someone
you love suffer from
Addiction?

There is help!

We know addiction can destroy the life of the addict and their families. However, when you reach out and get help, not only does it improve individual lives, it improves family, work and community relationships.

We are not bad people trying to get good. We are good people trying to get well. Let us show you how it's done. You are not responsible for your addiction but we can show you how to be responsible for your recovery and change your life.



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INSTITUTE

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www.thewholelifeinstitute.com

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5TH AVENUE MALL**
A SIMON MALL

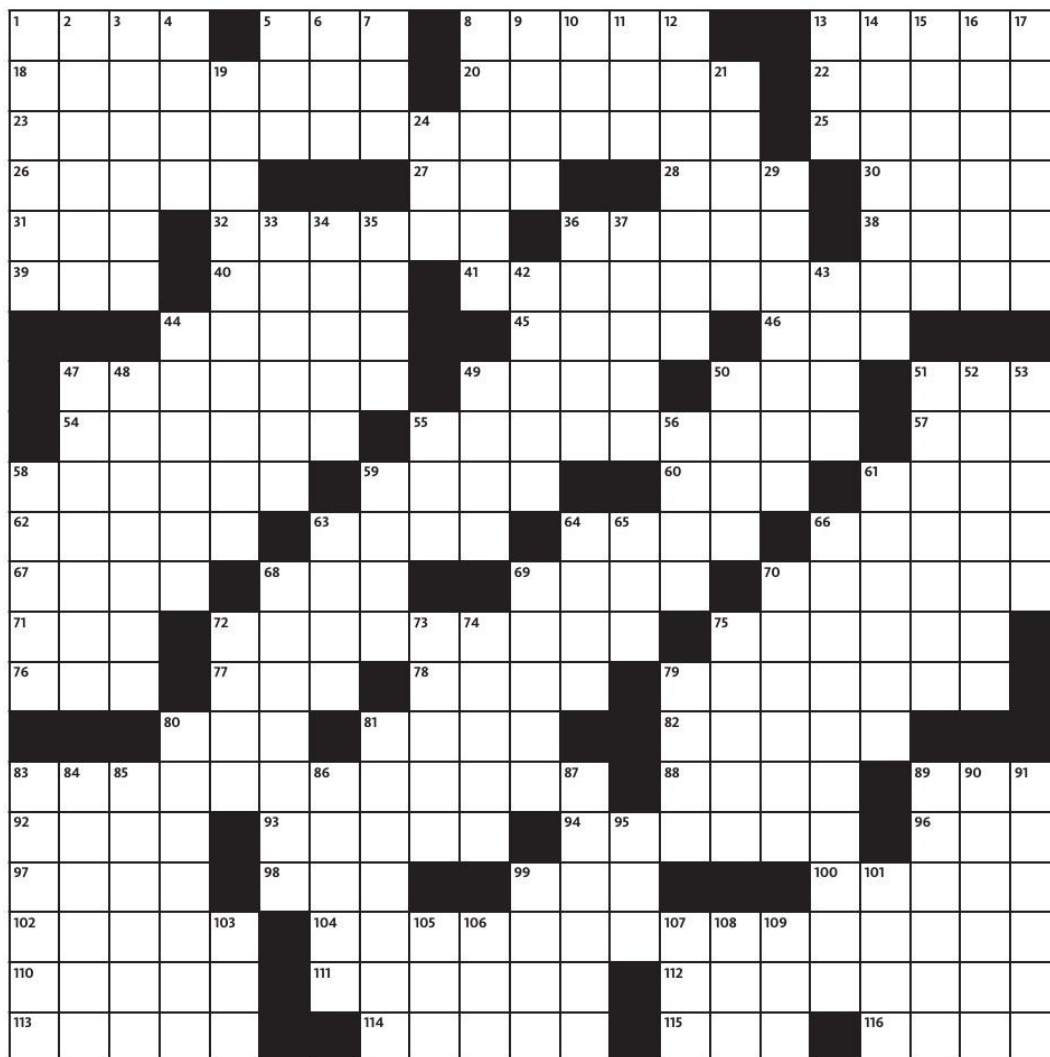
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ACROSS

- 1 Construction beam
 5 Sigma's follower
 8 Fanatical
 13 Joshua Slocum's boat
 18 Zither type
 20 Expunges
 22 Like Pegasus
 23 Brag
 25 Magna ____
 26 Lum and ____
 27 Arctic explorer John ____
 28 Apollo's son
 30 Crossed letters
 31 French street
 32 Pyle portrayer
 36 San Diego player
 38 Assay
 39 Dewey decimal maven's deg.
 40 Haze
 41 Hazardous situations
 44 Country crooner Patsy ____
 45 Stalemates
 46 Craggy hill
 47 Early movies
 49 Bren's cousin
 50 Card game, of old
 51 City on the Danube
 54 Witches
 55 Durham
 57 Modernist
 58 Palm leaves
 59 Murmurs fondly
 60 Three-toed sloths
 61 Envelop
 62 Agra queen
 63 Whetstone
 64 Military meal
 66 Scottish clan chief
 67 Copies
 68 Computer acronym
 69 Ritzy
 70 Onions' kin
 71 Debussy subject
 72 Cowboys, at times
 75 Pirate
 76 Bitter vetch
 77 Anthology
 78 Bern's river
 79 Rockets
 80 Scottish one
 81 Cuckoos
 82 Like lightly cooked eggs
 83 Cheats
 88 Bailiwick
 89 Break
 92 Actor Soule
 93 Foils' kin
 94 Cliff
 96 Estuary
 97 "____ Zapata!"
 98 Indian dish
 99 Hutton or Balin
 100 Texas town
 102 Broadway musical



- 104 Two undesirable choices
 110 Full of fuzz
 111 Hidden marksman
 112 Saved
 113 Starch palms
 114 Al and Tipper
 115 Afternoon brew
 116 Sand hill

DOWN

- 1 Herald's garment
 2 Songbird of Persian poetry
 3 Expiates
 4 *Tamerlane* author
 5 Treat hides
 6 Metric measure
 7 Good times
 8 Scrub again
 9 English composer
 10 Fiddlesticks!
 11 Prefix for equal
 12 Ridicules

- 13 Wisconsin Indian
 14 Record
 15 Street shows
 16 Vouch
 17 Leavening agents
 19 Dark mineral
 21 Show contempt
 24 Norris Trophy winner
 29 Trojan War adviser and others
 33 Certain skirts
 34 Short baseball hits
 35 Vein outputs
 36 Curious person
 37 Concerning
 42 German kings
 43 Palindromic time
 44 Duplicates
 47 Winter need
 48 Mangles
 49 Mary Jane
 50 Author Lenski
 51 Extricate

- 52 Those pitched against the stake
 53 Broods
 55 Heir
 56 Confusion
 58 Set up
 59 Italian lake
 61 Ford of baseball
 63 Sunken fence
 64 Theme from *Mondo Cane*
 65 Man of Steel's symbol
 66 Jimsonweed
 68 Subscribed again
 69 Dark blue
 70 Tree
 72 Rather and Rowan
 73 Mountain chain
 74 Carpenters' needs
 75 Type of monastery
 79 Bric-a-____
 80 Yellowish-red dye
 81 Everlasting
 83 Huts

- 84 Singer Newton-John
 85 Frenzied
 86 Brilliantly colored fish
 87 Spanish titles
 89 British weight unit
 90 Fliers
 91 Public procession
 95 TD's relative
 99 Dawning phrase
 101 Take notice of
 103 Affirmatives
 105 ____ Rita
 106 USA airwave user
 107 Adeptness
 108 Actress Wallace-Stone of *E.T.*
 109 Journalist Tarbell

SOLUTION ON PAGE 157

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