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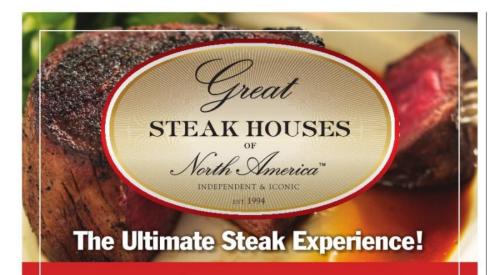
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Editor PAUL FRICHTL Senior Editor MICHELE ANDRUS DILL

Associate Editors JEFF BOND, BEN RAKER

Contributing Editor ERIC LUCAS

Editorial Interns

KRISTEN JOHNSON, OLIVIA MOON, FRANCESCA STEELE.

ALEXA VOSS

Contributing Writers

DAVID ARMSTRONG, M. SHARON BAKER, RENEE BRINCKS, JACQUI CALLOWAY, CHRISTINE DELSOL, SKIP FERDERBER, BENGT HALVORSON, CHERYL MURFIN, PETER POTTERFIELD, ELLEE THALHEIMER, JACOB UITTI, MATT VILLANO, KATHRYN DRURY WAGNER

Art Directors

MARGARET ELSON, PATTY WARKENTIN

Advertising Production Manager THERESA SANTUCCI Associate Art Director WHITNEY L. LITTLE

CEO EDWARD B. KIRSCH

Production Director PAUL FRICHTL Accounting Manager HOLLY L. GENEST Advertising Data Wrangler Liz Borovik

Office Coordinator KIMBERLY KNAPMAN Coordinator for Alaska Airlines Susan Peterson

SALES OFFICES

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

Advertising Director Kenneth J. Krass, ext. 11

Western Washington/Eastern Washington/ Florida/Canada

BECCA CONVERSANO, EXT. 21

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> East Coast/Mexico KENNETH J. KRASS, EXT. 11

Hawai'i

DEBBIE ANDERSON

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



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Spirit of Alaska



Brad Tilden, Chief Executive Officer



SEATTLE, A CITY ON THE RISE

We fly to some pretty amazing places in our nation, and Seattle is among them. This month we've asked Chris Gregoire, former governor of Washington, to tell you about a group of business leaders who have come together to take Seattle to the next level. We're

proud to be a part of that effort. -Brad Tilden

I am so lucky to live and work in the Pacific Northwest. Although my travels take me all over the globe, I am always in awe as I fly back home and see Mount Rainier, Puget Sound and the stunning Cascades. There's

something in our incredible landscape that has continuously inspired some of the smartest and most talented and innovative people in the world.



The Seattle area will host the first-of-its-kind Global Innovation Exchange, partnering the University of Washington with Beijing's Tsinghua University.

For a humble corner of the Pacific Northwest, our region is home to a breathtaking list of achievements. When Bill Boeing was denied a ride on a biplane at an airshow in Los Angeles, he came back to Seattle to build an airplane of his own and revolutionize modern travel. When Howard Schultz realized that his customers were as interested in a fresh cup of coffee as they were in the freshly roasted beans he was trying to sell, his small company went on to quite literally reinvent the coffee break. And when a young Paul Allen and Bill Gates challenged conventional wisdom and started a software

company, neither one imagined that someday they would go on to define computing and truly change the world.

The same is true for the countless dreamers and entrepreneurs who

today call this place home, while doing amazing things around the globe.

That legacy and our future potential are why CEOs of some of the most well-

known companies in the world, including Alaska Airlines, have formed a new effort called Challenge Seattle. As a group, we realized that just because our region has a record of game-changing innovation, we can't rest on our laurels. As the world gets smaller, competition gets tougher. Cities and regions are competing to be the global centers of the future, and Challenge Seattle was formed to make certain that we are one of those centers.

We are working together to create more opportunities for homegrown talent through innovative educational initiatives. We are focused on creating jobs by growing a diversified business economy. We are telling the remarkable story of this region's success here and around the globe.

Challenge Seattle has already partnered on the Global Innovation Exchange, or GIX. The first of its kind in the nation, GIX links the University of Washington and Beijing's Tsinghua University, and will engage students and faculty in solving real-time, real-world technological challenges. You can learn more about Challenge Seattle on page 42 of this magazine.

Ever since a determined group of pioneers vowed to build a city on the edge of the country, each generation has added to their vision. In 1861 the founding of the University of Washington made us a viable city. The 1962 World's Fair put us on the nation's map. The Forward Thrust initiatives carried us through the economic downturn of the 1970s to a brighter future.

Today, it is our responsibility to make certain that Seattle continues to remain vibrant.

Chris Gregoire CEO, Challenge Seattle Former Governor of Washington

El Espíritu de Alaska



Brad Tilden, Jefe Ejecutivo



SEATTLE, UNA CIUDAD EN ASSENDENCIA

Volamos a algunos lugares bastante increíbles en nuestra nación, y Seattle está entre ellos. Este mes hemos pedido a la ex gobernadora de Washington, Chris Gregoire, que les cuente sobre un grupo de líderes empresariales que se han unido para llevar a Seattle al siguiente

nivel. Estamos orgullosos de ser parte de ese esfuerzo. —Brad Tilden

Soy muy afortunada de vivir y trabajar en el noroeste del Pacífico. Aunque mis viajes me llevan a todo el mundo, siempre me asombro cuando vuelo de regreso a casa y veo Monte Rainier, el estrecho en la región Puget y las montañas Cascadas impresionantes. Hay algo en nuestro increíble paisaje que ha inspirado constantemente algunas de las personas más inteligentes, talentosas e innovadoras del mundo.

Para un humilde rincón del noroeste del Pacífico, nuestra región es el hogar de una lista impresionante de logros. Cuando Bill Boeing se le negó un paseo en un biplano en una exhibición aérea en Los Ángeles, regresó a Seattle para construir un avión por su cuenta y revolucionar los viajes modernos. Cuando Howard Schultz se dio cuenta de que sus clientes estaban tan interesados en una taza de café fresco como en los granos recién tostados que él estaba tratando de vender, su pequeña empresa pasó a reinventar literalmente la hora para el café. Y cuando el joven Paul Allen y Bill Gates desafiaron la sabiduría convencional y comenzaron una compañía de software, ni se imaginaban que algún día continuarían para definir la computación y verdaderamente cambiar el mundo.

Lo mismo es cierto para los innumerables soñadores y emprendedores que hoy llaman este lugar su hogar, y hacen cosas increíbles en todo el mundo.

Ese legado y nuestro futuro potencial son la razón por las que jefes ejecutivos de algunas de las empresas más conocidas en el mundo, incluyendo Alaska Airlines, han formado un nuevo esfuerzo llamado Desafío Seattle. Como grupo nos dimos cuenta de que sólo porque nuestra región tiene un registro de cambiar el juego con innovación, no podemos dormirnos en nuestros laureles. A medida que el mundo se hace más pequeño, la competencia se hace más difícil. Ciudades y regiones están compitiendo para ser los centros mundiales del futuro, y Desafío Seattle se formó para asegurarse de que somos uno de esos centros.

Estamos trabajando juntos para crear más oportunidades para el talento de casa a través de iniciativas educativas innovadoras. Estamos enfocados en la creación de puestos de trabajo por medio del crecimiento de una economía empresarial diversificada. Estamos contando la increíble historia de éxito de esta región aquí y en todo el mundo.

Desafío Seattle ya ha anunciado el

Intercambio Global de Innovación, o GIX por sus siglas en inglés. El primero de su tipo en la nación, GIX asocia a la Universidad de Washington y a la Universidad Tsinghua de Pekín para involucrar a los estudiantes y profesores en la solución de retos tecnológicos en tiempo y espacio reales. Usted puede aprender más sobre Desafío de Seattle en la página 42 de esta revista.

Desde que un determinado grupo de pioneros se comprometió a construir una ciudad en el borde del país, cada generación ha añadido a su visión. En 1854 la fundación de la Universidad de Washington nos hizo una ciudad viable. En 1962 la Feria Mundial nos puso en el mapa de la nación. El comité Forward Trust nos llevó a través de la crisis económica de la década de 1970 a un futuro más brillante.

Hoy en día, es nuestra responsabilidad asegurarnos de que Seattle sigue siendo vibrante.

Chris Gregoire Desafío Seattle, Jefa Executiva Ex Gobernadora de Washington





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before

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

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

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

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

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

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

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

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

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

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The Art of Hair Restoration

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



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

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

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

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

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

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

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



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ALASKA IS THE OFFICIAL AIRLINE OF THE UNIVERSITY OF WASHINGTON

Alaska Airlines is now the official airline of all three campuses of the University of Washington for the next 10 years. Recently the university and Alaska expanded their partnership, benefiting Huskies on the field and in the classroom. Seattleites can enjoy football games at Alaska Airlines Field at Husky Stadium; students can work out at the University of Washington Athletic Village presented by Alaska Airlines; and hoops and volley-ball fans can root for the Huskies at Alaska Airlines Arena at Hec Edmundson Pavilion. Alaska will provide financial support for student-athletes, as well as for student and campus programming. More than half of the airline's annual investment with the university will be earmarked directly for student-athlete scholarships and welfare, in keeping with the company's goal of supporting education in the communities it serves.

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ALASKA INKS EXTENSION WITH CFO

Quarterback Russell Wilson has extended his exclusive, multiyear commitment to serve as Alaska's Chief Football Officer. Watch for three brand-new television commercials starring Wilson, or check them out at alaskaair.com/gorussell. Wilson and Alaska together support youth and education programs such as the Russell Wilson Passing Academy and Strong Against Cancer.



FOCUS ON SUSTAINABILITY

Corporate Composting

Alaska recently began testing an office composting concept at one of its Seattle-area buildings. So far, the pilot program is producing a 20 percent cost savings and preventing more than 800 gallons of waste from going to a landfill each month. Building on this success, Alaska will be rolling out composting at all of the airline's Seattle office buildings in the coming months.

PEOPLE BEHIND THE SPIRIT

At Home in Seattle

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, Lead Aircraft Technician Kitaw Woldeselassie.



Kitaw Woldeselassie Alaska Airlines Legend

Kitaw Woldeselassie's career in aviation nearly ended only shortly after it started.

He grew up in Ethiopia, and in 1969 he became one of the first students to earn his Aircraft and Engine diploma at the newly established Ethiopian Airlines Aviation Maintenance Technician School. But it was a dark time in Ethiopia, and in 1977, finding himself on the wrong side of political upheaval, he was forced to flee for his life, leaving his job, family and home. He walked across North Africa to seek safety.

When he was eventually able to immigrate to the United States in 1981, Kitaw made his way to Seattle, and for more than 31 years, he has been one of the top aircraft technicians at Alaska Airlines.

At Ethiopian Airlines, his training was all Boeing and FAA-approved courses. In fact, some of his training in the early 1970s was in Seattle at Boeing facilities. When he came to this country, he knew he wanted to go to Seattle. He worked briefly for Boeing and for a small Seattle-based international air service called

Aeroamerica, before finding his home at Alaska Airlines in 1984 as an aircraft technician.

Kitaw was a voracious student in a new country. He was well versed in the aviation world's technical language, but his bigger challenge was learning the local, conversational English of his new co-workers and friends. Beyond his technical skill, Kitaw had many attributes in his favor: an easygoing sense of humor and endearing laugh; a willingness to ask questions; and an appetite for learning, especially if it had anything to do with the evolving world of computers.

He proved himself quickly, and in 1989 he was promoted to lead technician. As one of the airline's leads, Kitaw is in charge of the Boeing 737s that come into Alaska's Seattle hangar for maintenance or repair. He checks the aircraft in, reviews reports on the work required, and assigns technicians and arranges parts for the job. He coordinates with airline schedulers so that they know when a particular aircraft will return to

service. When the work is complete, it's Kitaw who gives the aircraft the signoff.

Electronics remain his passion. He spends his spare time building and fixing computers. Because of his willingness to offer unofficial "tech support" at work, his circle of acquaintances extends far beyond the hangar. He's also been involved in a number of large-scale computer-integration projects. One three-year project digitized all of the airline's maintenance documents. His current project puts iPads directly in the hands of technicians to provide on-the-spot information such as technical procedures, updates and notices. Technicians also will be able to order parts without having to leave the aircraft.

Kitaw plans to visit Ethiopia in the next year or two, for the first time since he left. While it may be a return to his homeland, he's certainly found a home in Seattle, with two children, five grandchildren and his co-workers at Alaska. Nearly 60 of his colleagues endorsed his nomination for the Legend award. —Paul Frichtl

VOLUNTEER SPIRIT

Running for a Cure

In February 2014, 16-year-old Lauren Little came home from school with a high fever. Within a week, she could not walk, and after seven days in the hospital, she was diagnosed with systemic juvenile arthritis. The good news is, today she's not only doing well, but many others like her will benefit from the volunteer work she and her mother, Seattle-based flight attendant JoAnne Little, have since done for the Arthritis Foundation.

"I wanted to turn this from a negative into a positive," says JoAnne. "As Mom, her main caregiver and family organizer, I started researching how we could get



Lauren and JoAnne Little

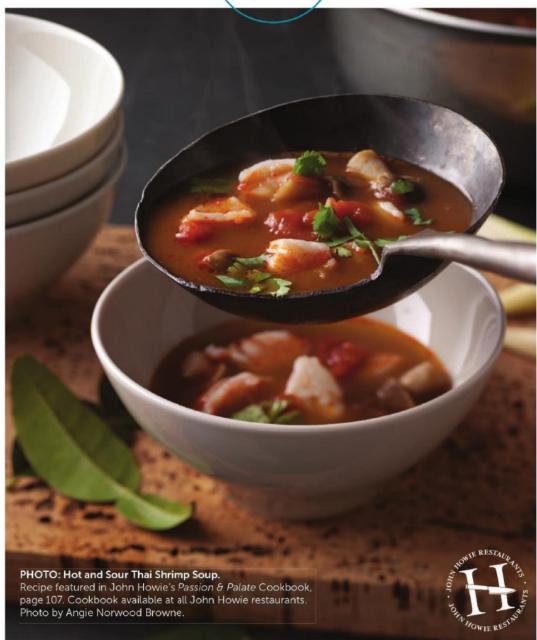
involved and make it fun for our family."

The answer was the Arthritis Foundation's annual Jingle Bell Run. Lauren became team captain of Lauren's Little Snowflakes, which had a goal of 10 team members and \$1,000. JoAnne started making white tutu costumes and promoting the race. The team ended up with 45 members, and their December run raised \$8,700.

As she looks toward this year's run, JoAnne says she knows her efforts make a difference. "If

I can be part of finding a cure, part of encouraging a medical student to go into rheumatology, it'll all be worth it." — P.F.







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SEATTLE, WA

All the Right Notes

The vibrant, creative sounds of jazz echo Seattle's aptitude for innovation, making the Emerald City a fitting home for the Earshot Jazz Festival (October 9–November 18). This citywide fest, which is celebrating its 27th year, spans a broad range of jazz, from roots music to evolving modern forms. Festivalgoers can enjoy diverse performances featuring jazz greats such as composer-musician Charles Lloyd (shown above), with his new Wild Man Dance ensemble, as

well as up-and-coming international talents, including Colombia-born harpist Edmar Castañeda and Israeli clarinetist Anat Cohen. Also featured are many Seattle artists, including composer-musician Wayne Horvitz, and a collaboration event with the Seattle Symphony Orchestra, guitarist Bill Frisell, the Roosevelt High School Jazz Band and rising R&B star Shaprece. To learn more, call 206-547-6763 or visit earshotjazz.org. —Kristen Johnson

Also of note ...

Seattle Interactive, Nov. 3–4; exploring online tech, creativity and emerging trends; Conference Center at WSCC, Seattle; seattleinteractive.com.

Seattle Shorts Film Festival,

Nov. 14–15; local, national and international independent short films; SIFF Film Center, Seattle Center; seattleshort.org. ENJOY LANDSCAPE ART IN THE ROSE CITY. In Portland, a city known for its greenery and parks, there are many places to experience nature. And now, famous depictions of the out-



doors are coming to the Portland Art Museum. Spotlighting 39 works of art, the exhibition "Seeing Nature: Landscape Masterworks from the Paul G. Allen Family Collection" (October 10, 2015–January 10, 2016) showcases major European and American landscape paintings spanning nearly 400 years. The exhibition features acclaimed and rarely displayed art from the Allen family's private holdings. Works by artists such as Jan Brueghel the Younger, Joseph M.W. Turner, Claude Monet and Georgia O'Keeffe represent key moments in the history of landscape painting, from Flemish Baroque through Impressionism and 20th century styles. Artist David Hockney's **The Grand Canyon** (1998, shown above) is on display, as is *Birch Forest* (1903) by Gustav Klimt. Five landscapes by Monet are featured, including *The Water Lily Pond* (Le Bassin aux Nymphéas, 1919). Visit portlandartmuseum.org or call 503-226-2811. —Olivia Moon

LOS ANGELES, CA

Under Wraps

Featuring 20 ancient Egyptian and Peruvian mummies that have never been displayed outside The Field Museum in Chicago, the exhibition "Mummies: New Secrets from the Tombs" is showing through January 18, 2016, at the Natural History Museum of Los Angeles County. This constitutes the first touring exhibition of North America's largest collection of mummies, many of which have been stored in vaults for 100 years.

In addition to viewing the mummies, museumgoers can explore related displays to learn about the lives of individuals who were mummified, and their cultures' environments, beliefs and rituals. Reconstructed tombs, with real stone sarcophagi and coffins, provide an excellent sense of burial architecture. At touch screens, visitors can digitally unwrap layer-by-layer scans of mummies and see belongings people were buried with—including mummified animals. After Los Angeles, the exhibition will travel to other major American museums before returning to The Field Museum in 2018. To learn more, call 213-763-3466 or visit nhm.org. —Alexa Voss



The exhibition
"Mummies"
includes artifacts
from Egypt, such
as the mummy
at left, and from
what is now
Peru, including
the mask at
right, which was
made for a
mummy in the
Chinchorro
tradition.



NEW YORK, NY

Holy Big Apple, Batman!

Visitors to the New-York
Historical Society
Museum & Library can
explore New York's
influences on comics
at the "Superheroes in Gotham"
exhibition (October 9, 2015—

February 21, 2016).
Focusing on six heroes whose creators lived in the city when the artists created their protagonists, the exhibition traces characters' journeys from panels to airwaves and screens—for example,

Author Washington Irving is credited with the first use of Gotham as a New York nickname, in

an 1807 periodical.

Did You Know?

Superman's flight into American homes via radio and Wonder Woman's first TV appearance in 1975. Exhibition highlights include original art by Spider-Man co-creator Steve Ditko (with notes by iconic co-creator Stan Lee), a Batmobile from the Adam West-led Batman TV show, and first-issue comics such as **Superman's debut publication** (above). Displays also explore modern artists and fans that the heroes inspire today. Call 212-873-3400 or visit nyhistory.org. — Kristen Johnson



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DETROIT, MI

American Identities

Diverse perspectives on race, gender and identity are at the heart of "30 Americans," a touring selection of 55 works by African-American artists, showing at the Detroit Institute of Arts, October 18, 2015—January 18, 2016. The exhibition is a sweeping survey of contemporary art that spans 40 years. Established, influential artists such as Barkley L. Hendricks (whose 1978 painting Noir is above), Robert Colescott and Carrie Mae Weems are represented, along with more-recent innovators such as Kara Walker and Mickalene Thomas. Visitors will see paintings, drawings, sculptures and more. Highlights include Kehinde Wiley's Sleep (2008), a giant 11-by-25-foot painting. To learn more, call 313-833-7900 or visit dia.org. —Francesca Steele

Lights in the Desert

Starting this month, four of Arizona's top art organizations are collaborating on "Desert Radiance," a multivenue exhibit by British artist Bruce Munro.

Acclaimed for large-scale installations, Munro often uses illuminated fiber optics and repurposed materials to create ethereal light-based artworks.

The Scottsdale Museum of

Contemporary Art (480-874-4666; smoca.org) is showing Ferryman's Crossing, October 3, 2015–April 24, 2016. This piece casts light onto CDs in Morse code beams; it was inspired by a passage from Hermann Hesse's novel Siddhartha.

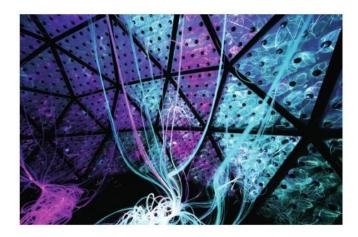
Scottsdale Public Art (480-874-4645; scottsdalepublicart. org) will present *Blooms*, in



PAINTING THE TOWN. Nashville is known for its creative culture—as a city booming with musical and artistic talent. This month, Nashvillians and visitors can experience art in many forms during Artober Nashville



(October 1–31), a citywide set of events and festivals—including concerts, film screenings and activities. Guests can attend a Celebrate Nashville Cultural Festival, with more than 50 performances and speakers, on seven stages; view art throughout Nashville's First Saturday Art Crawl at art galleries; and catch live shows at Centennial Park. For those who feel crafty, there will be a Nashville Print Crawl on October 17, in which participants create posters with different premade printing blocks from numerous shops. The popular Southern Festival of Books takes place October 9–11, with more than 200 authors. Call 615-862-6720 or visit artobernashville.com. —Olivia Moon



which giant, floating, blossominspired sculptures will light the Scottsdale Waterfront, November 2015–March 2016.

Phoenix's Lisa Sette Gallery (480-990-7342; lisasettegallery. com) will show several works, November 7, 2015–January 2, 2016. One will be the digital projection *Nine Clouds*, a tribute to William Wordsworth's poem

I Wandered Lonely as a Cloud.

The Desert Botanical Garden (480-941-1225; dbg.org), in Phoenix, will display eight pieces, November 22, 2015—May 8, 2016. The new works Saguaro and Temperate Zone will be unveiled alongside light-sculptures such as Chindi and Beacon (shown above).

-Francesca Steele



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

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

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

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

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

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

Day four: He sounds different.

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

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

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

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

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

— As told by the grateful brother of a former patient

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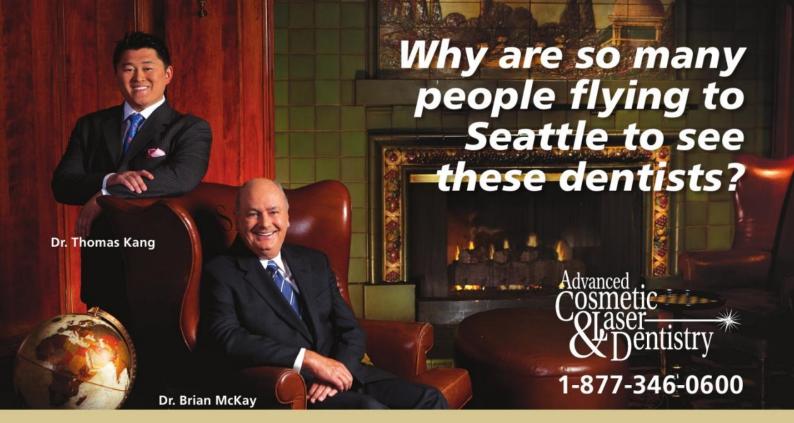


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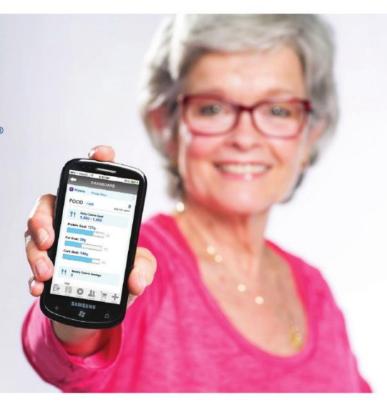






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-Ellen, lost 48 lbs

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Story by Ellen Martin | Photo by Gerald Pope

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

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

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

Having that personal one-on-one contact on the App with my dietitian was great for accountability and encouragement, but the App also kept me honest by tracking everything I ate. Aside from the weekly contact with the dietitian, I was able to do everything else on my own. The App was the key to success!

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

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

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







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MILWAUKEE, WI

Getting Crafty

Famous for its history of brewing, Milwaukee is considered by some to be the nation's beer capital. At the inaugural Wisconsin Craft Beer Festival (October 23–24), 50 local and national craft breweries are coming together to offer tastings of more than 150 craft beers and ciders at the iconic Harley-Davidson Museum. Beers on tap will include rare and limited-distribution options. Three tasting sessions will take place, with room for 1,500 people at each event. Breweries planning to participate



include Colorado's Avery Brewing Company, California's The Bruery, Texas' Jester King Brewery

and Illinois' Goose Island Beer Company—along with local favorites, such as Milwaukee Brewing Co. Beer experts such as Randy Mosher, John Palmer and Brad Smith will teach workshops to those interested in learning more about brewing and enjoying beer. Visit wisconsincraftbeerfestival.com for more information. —Olivia Moon



THE WURST IS THE BEST!

With live music, dancing, a carnival, a marketplace, beer gardens and, of course, bratwursts, the Bavarian-style Wurstfest (November 6-15) will celebrate its 55th year, in New Braunfels, Texas, 30 miles northeast of San Antonio. Call 800-221-4369; visit wurstfest.com. Also in the San Antonio area, enjoy citywide art and music at the Luminaria festival (October 23-24; luminariasa.org). And remember to visit the San Antonio Missions (missionsofsanantonio.org), including the Alamo, which were designated a World Heritage Site in July (whc.unesco. org/en/list/1466). - Kristen Johnson

CALENDAR

Oct. 3–11 Albuquerque International Balloon Fiesta, 550 hot-air balloons in races, demos and more; Balloon Fiesta Park, Albuquerque, NM; 888-

422-7277; balloonfiesta.com

Oct. 11, 2015–Jan. 18, 2016 "Class Distinctions: Dutch Painting in the Age of Rembrandt and Vermeer," 75 paintings from the 17th century; Museum of Fine Arts, Boston; Boston, MA; 617-267-9300; mfa.org

Oct. 18, 2015–March
20, 2016 "Looking In,
Looking Out: Latin
American Photography,"
images depicting culture;
Santa Barbara Museum of
Art, Santa Barbara, CA;
805-963-4364; sbma.net

Nov. 6–15 Kona Coffee Cultural Festival, heritage celebrations, tastings, tours; multiple locations, Kailua-Kona, HI; 808-747-5424; konacoffeefest.com

Nov. 9–15 Alaska Bald Eagle Festival, celebrating the fall eagle gathering; multiple locations, Haines, AK; 907-766-3094; baldeaglefestival.org

Nov. 11–15 Los Cabos International Film Festival, national, international films; multiple venues, Los Cabos, Mexico; cabosfilmfestival.com



Get ready for NaNoWriMo. November is National Novel Writing Month, the time of year when aspiring fiction writers across the country challenge themselves to complete a 50,000-word rough draft in 30 days. Online supports, progress-tracking tools, tie-in contests and other information is available at nanowrimo.org.



SITKA, AK

A Whale of a Time

Every year, Sitka welcomes notable scientists, whale enthusiasts, lifelong learners and other interested visitors to **Sitka WhaleFest**, a science festival dedicated to celebrating marine life. This year's festival (November 5–8) has the theme "Life on the Boundary"; discussions will emphasize life along the ocean's edge. Guest speakers will share their research at a three-day science symposium.

The weekend will also include various other events, such as marine-wildlife cruises, a marine-themed artisan market, a film festival, an art show, interactive student sessions and a 5K/10K run/walk. Visit sitkawhalefest.org to learn more. —Alexa Voss

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Spotlight: Charleston

This historic harbor city is known for its Southern charm By Jacqui Calloway

Recognized as one of America's friendliest cities, Charleston, South Carolina, offers historic sites and antebellum architecture. Start your day with savory shrimp 'n' grits, and then explore streets shaded by oaks and palmetto trees covered in Spanish moss. The following are just a few of the many treasures to be found in this genteel town.



Fort Sumter Board a tour boat to visit Fort Sumter National Monument, located in Charleston Harbor. The site where the first shots of the Civil War were fired on April 12, 1861, the fort offers a museum and fascinating tours. On the way, enjoy views of the Arthur Ravenel Jr. Bridge and the USS Yorktown at Patriots Point.

Nathaniel Russell House

The museum offers a beautifully preserved glimpse into the life of the wealthy before the Civil War. Built in 1809 by Russell, a merchant who dealt in rice, tobacco and cotton, the three-story townhouse is considered an important example of Neoclassical architecture.

Battery Street is a seawall around the southernmost part of the peninsula where Charleston is located.
Listen to the lapping waves of the harbor and enjoy walking among some of the city's most historic mansions, complete with carriage houses, wrap-

around porches and

wrought iron gates.



The City Market Opened in 1840, the City Market is where dozens of vendors sell food, art and crafts each day. Save room in your suitcase for a couple of essential Charleston souvenirs, such as Heaven Scent soaps, shown above, and a traditional sweetgrass basket.

Rainbow Row One of the city's most popular locations, this neighborhood on East Bay Street offers 13 Colonial townhouses painted in soft pastels. The area represents the longest cluster of Georgian row houses in the United States and has graced many a postcard.

Touring Local Plantations

Magnolia Plantation Explore this classic plantation, which is also the home of one of the country's oldest public gardens, along with a petting zoo and a number of roaming peacocks. Wander among the cypress trees of the Audubon Swamp, and end the day with a boat ride through the former rice fields, where you might even spot an alligator.

The Middleton Plantation was the home of Arthur Middleton, one of the signers of the Declaration of Independence. Today it is a National Historic Landmark. Tour the House Museum and walk the landscaped gardens modeled after Versailles. Visit the stable yards, where costumed interpreters demonstrate the workings of a 19th century plantation. ▶





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

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

Why did you join IJL?

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

Favorite first date memories?

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

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

How did IJL compare to your online dating experience?

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

Best part about dating thru IJL?

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

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

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

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4 OUT OF 5

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Bard of the North

Linguist adapts Shakespeare for Native audiences By Eric Lucas

THE PROFESSORS WHO OVERSAW Allan Hayton's master's degree in applied linguistics probably didn't envision this moment: The Fairbanks dramatist breaks out into the song *God Save the King*, rendered in Gwich'in Athabascan.

Gwich'in is one of the 47 Athabascan languages spoken in the interior of Alaska by one of America's largest indigenous groups, and Hayton has enjoyed a fascinating career as a translator and producer adapting famous works into Native languages. He's produced Athabascan versions of King Lear and A Midsummer Night's Dream and a Tlingit version of Macbeth.

The newly appointed director of the language-revitalization program at the Doyon Foundation, Hayton was born and raised in Arctic Village, a small town in the foothills of Alaska's Brooks Range, 235 miles north of Fairbanks. Far from any road, well above the Arctic Circle and reached only by plane or boat, it's a place where, unlike many other Alaska Native villages, the indigenous language was widespread when he was a child. His grandmother spoke only Gwich'in. It, not English, was the first language for almost all of the town's 200 residents.

Of course, Hayton became fluent in English—he earned a drama degree from the University of Kansas. A long stint in Juneau, which has a large Tlingit population, led him to create his first Native-language production, and, he says, the Tlingit Macbeth was so successful he cast about for a play to do in his own native tongue.

"Lear was perfect. I saw him as an Athabascan patriarch from a different world and time. Like my grandmother, who was born in a tent," Hayton says. "Lear is wise, but doesn't know how to adapt to change."

The Gwich'in version of *God Save the King* is featured in *King Lear*, which Hayton pared from four



"LEAR WAS PERFECT.

I saw him as an Athabascan patriarch from a different world and time. Like my grandmother, who was born in a tent."

hours to 1.5. Necessity required other modifications, such as changing a line involving a snail—a creature

utterly unknown to northern
Athabascans—to draw on a
traditional legend involving a loon.

Hayton has also prepared Gwich'in versions of several Alaska ballot initiatives, calling the translations, required by voting rights law, "more challenging than Shakespeare."

Now that he's at Doyon, Hayton will have the opportunity to pursue other ambitions, perhaps including the sort of language-immersion school that has helped revive the Hawaiian language in the Islands.



Hayton as a Gwich'in King Lear (left), with ensemble members of the Fairbanks Shakespeare Theatre.

"Gwich'in had about 250 speakers in the last real survey, in 2006," he says. "If we accept the status quo, it will be the end of the language soon. I don't think that's desirable."

After all, there are 35 more Shakespeare plays, and dozens of other Athabascan languages to work with.















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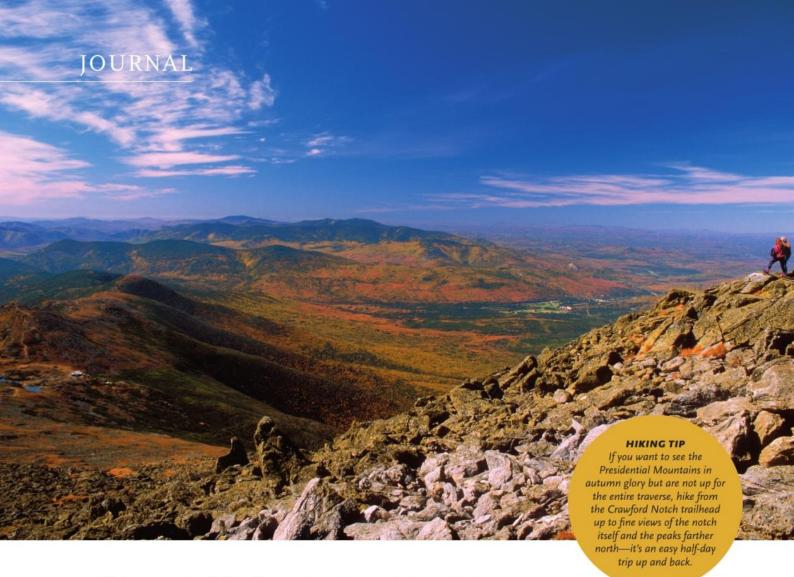
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Hiking Highlight: The Presidential Range

Midautumn is best for fall foliage on this classic trek By Peter Potterfield

NAMED FOR PEAKS ALONG THE TRAIL

that bear the surnames of past great commanders in chief, the Presidential Range Traverse through the northern end of New Hampshire's White Mountains is one of the most magical sections of the famed 2,000-plus-mile Appalachian Trail. The wild natural beauty of this hike is even more stunning during the peak of fall color in late September to mid-October. An exceptional system of comfortable huts makes for an irresistible wilderness journey with no camping required.

The route follows some of the oldest maintained trails in America along a series of peaks more than 4,000 feet tall, with one peak—storied Mount Washington—above 6,000 feet. The trek can be done in either direction, but most hikers start at

Crawford Notch State Park (about three hours by car from Boston's Logan International Airport) and end 26 miles later (including summit side trips) at the Appalachia Trailhead on U.S. Highway 2.

From Crawford Notch State Park, the route ascends to Mount Webster, then begins its classic march to mounts Jackson, Pierce, Eisenhower, Franklin, Monroe, Jefferson, Adams and Madison. The undisputed pinnacle here is still Mount Washington, near midway, where even an on-site cafeteria and a highway don't diminish its epic grandeur.

The Appalachian Mountain Club runs a shuttle with stops at various trail-access points. It also operates mountain refuges with bunks, meals and provisions, spaced roughly a day's hike apart. The entire

three- or four-day trip can be made without camping by reserving bunks at the Mizpah Spring, Lakes of the Clouds and Madison Spring huts.

PRESIDENTIAL RANGE TRAVERSE

Distance: about 26 miles, one-way, from
Crawford Notch to the Appalachia Trailhead.
Elevation gain: 7,000 feet, spread over 3–4 days.
Details: This is a strenuous hike through a
crowning section of the Appalachian Mountains,
with potential for bad weather but huge payoffs
in terms of scenery and wilderness experiences.
Info: No permit is required. Hikers should give
friends or family their itinerary. Call 603-5366100 or check the national forest site (fs.usda.
gov/whitemountain) for conditions. Reserve huts
well in advance via the AMC reservation line
(603-466-2727) or at outdoors.org/lodging.



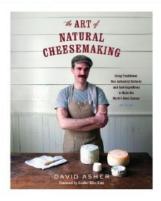
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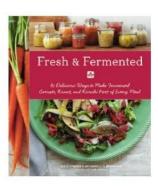
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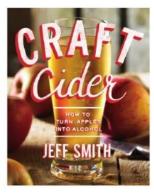


















Fall Calls for DIY

Do-it-yourself books to tackle home projects and hobbies By Olivia Moon

The fall season is a great time for DIY projects and developing new skills. Whether your plans include turning apples into cider, crafting homebrews, preserving fruits and veggies from the harvest season, knitting a warm scarf for cool weather, or adding style to your home as you nest for winter, a variety of books can help make your projects and hobbies easier. Featuring step-by-step explanations, useful graphics and fun anecdotes, the following books are bound to fill craft lovers and those trying new pursuits with ideas and inspirations.

THE ART OF NATURAL CHEESEMAKING

By David Asher; Chelsea Green Publishing Beginners and advanced cheesemakers will find useful information in this book's detailed instructions and vibrant images.

CRAFT CIDER

By Jeff Smith;
The Countryman Press
Smith, the co-owner of
Portland's pioneering
cider pub Bushwhacker
Cider, goes in-depth on
how to make and taste
cider. Content ranges
from profiles of apple
varieties to instructions
on pressing and
fermenting the fruit.

FRESH & FERMENTED

By Julie O'Brien and Richard J. Climenhage; Sasquatch Books With 85+ recipes, this book tells readers how to ferment veggies and incorporate them into meals. It also tells of potential health benefits.

THE HANDS-ON HOME

By Erica Strauss; Sasquatch Books Seattleite Strauss offers tips for sustainabilityminded modern homemaking. With recipes and instructions for "urban homesteading," this book explores reducing consumption and living healthfully.

HOMEMADE MODERN

By Ben Uyeda; Running Press The designs and directions in this crisp collection offer readers ways to create attractive modern home furnishings at greatly reduced cost.

KNITTING WITHOUT NEEDLES

By Anne Weil; Potter Craft This appealing guidebook filled with photos teaches readers a simplified knitting technique that involves using fingers and forearms to make gifts, clothing and accessories (perfect for the holiday season).

MASTERING HOMEBREW

By Randy Mosher; Chronicle Books Beginning brewers can learn techniques while experienced hobbyists pick up new tips from this wide-ranging book filled with colorful and user-friendly illustrations, instructions and recipes.

STYLED

By Emily Henderson; Potter Style Blogger and TV personality Henderson helps readers apply style using what is on hand or inexpensive. This guide offers 1,000-plus ideas for transforming rooms.

Learning How

The following how-to books for kids either explain processes or tell how to do them

From Apple Trees to Cider, Please! By Felicia Sanzari Chernesky; Albert Whitman & Company

Susan B. Anderson's Kids' Knitting Workshop By Susan B. Anderson; Artisan

Paint Lab for Kids By Stephanie Corfee; Quarry Books



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Tech Supports for Creativity

Innovate on the go with fun, inspiring mobile applications By Kristen Johnson

Creative thoughts can arrive at any time, and mobile technology has made it easier than ever to harness your muse. Many apps also allow users to expand on ideas virtually or to play around and generate new concepts with tools for writing, drawing, filming, recording audio and more. Whether inspiration strikes while waiting for a bus, on a lunch break or at some other point during the day, these apps help people hone their creativity in spare moments and turn creative sparks into creations they can share and enjoy.



The Repix app allows users to experiment creatively and to quickly apply fun and whimsy to digital images.



APPS FOR EXPLORING IDEAS

1 Glitché

iOS; glitche.com
Creative types can try out new ways of manipulating images with this edgy photo-editing app.
Glitché offers filters, tools and effects aimed at turning digital photos into often-abstract art.

HaikuJAM

Android; iOS; haikujam.com
HaikuJAM allows cool cats everywhere to create collaborative poems.
Aspiring poets have options to write the first line of a haiku for others to complete, or to add to other users' lines.
Haikujammers can also string together "photo stories" and earn "karma points" for contributions.

iA Writer

iOS; Android; ia.net/writer/mac The iA Writer app lets users jot notes or write and edit work using a simple interface. The "focus mode" eliminates distraction by dimming all but the sentence you are working on.

2 Paper by 53

iOS; fiftythree.com/paper
This app provides users
with elegant sketching
tools, and allows for
creating and collaborating
on designs. A straightforward interface, for use
with fingers or a stylus,
facilitates sketching out
concepts—from doodles
to product designs to
business plans.

Repix

iOS; Android; sumoing.com/apps/repix This intuitive app lets users "remix" their pics, providing access to digital brushes for finger-painting effects in specific areas or whole images. The app comes standard with 10 brushes; others may be purchased.

(3) Vjay

iOS; algoriddim.com/vjay Users create audiovisual mash-ups by taking sounds and videos from various songs and mixing them together using powerful editing tools.

Vyclone

iOS; Android; vyclone.com
This "social video platform" allows multiple users to upload footage taken at a location—such as a wedding, concert or convention—and create a streamlined, multiangle video to share.

4 Writing Challenge

iOS; Android; literautas.com/en/apps/ writing-challenge For users wrestling with writer's block, this app helps get words flowing by providing simple prompts for timed free-writing exercises.

Photoshop Express

iOS; Android; Windows; photoshop.com/products Similar to the famous full-version software, Photoshop Express gives mobile users tools to edit and upload images from phones or tablets.

KID CREATIVITY APPS

Some of the most-downloaded youth-oriented creative apps on iTunes:

Keezy.com

Mad Libs madlibs.com/apps

TeleStory launchpadtoys.com

Toca Kitchen 2 tocaboca.com

Toontastic launchpadtoys.com



Ken Groh (right) Supermarkets Director and Facilities Manager Rosauers Supermarkets, Inc.

Ann Carey (left)
Commercial Account Executive
Avista Utilities

Selling bread and bananas may not seem complicated. But in the grocery industry, the profit margin is just pennies on the dollar and often there are competitors on every corner. Success requires insight into consumer trends as well as tight controls over store costs—one of the biggest being energy use. It's why Rosauers Supermarkets partners with Avista on energy efficiency.

Considered one of the most innovative grocery chains in the Northwest, Rosauers first opened in 1934 during the Great Depression, when Mert Rosauer purchased a small grocery store in Spokane. Despite the economy at the time, his store quickly became a success.

Eventually, the company added superstores with full-service pharmacies. It also established

Huckleberry's Natural Market, Spokane's first grocer to offer a full array of natural and organic foods. Today, Rosauers operates 22 stores in Washington, Oregon, Idaho and Montana. Successful growth, however, has only increased its need to save energy.

"Energy for heating, cooling and store lighting is one of a store's highest operating costs," says

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Rosauers Supermarkets Director and Facilities Manager Ken Groh. "But it's also one we can more easily control, especially with energy-saving rebates and incentives from Avista."



Rosauers fine tunes everything from lighting to refrigeration temps using a simple touch-screen computer.

Rosauers has been committed to energy efficiency for over 20 years and, through Avista, takes advantage of the Energy Smart Grocer Program. Avista helps all types of large energy users but adopted a specific grocer program because most stores have similar efficiency opportunities. In the program, Avista provides a facility assessment as well as rebates

of one of the company's stores). Because the changes were extensive and completed all at once, they also saw the immediate, total effect on their energy bill.

"The store reduced its electrical use by 14 percent," says Groh. "Over the last two years alone, it's saved us over \$50,000 in energy costs."

Rosauers' store strategy began with switching its lighting from 4-lamp fluorescents, high-bay HIDs and neon to higher efficiency, high-output 3-lamp fluorescents and low-watt LED track lighting. Now only a third of the floor lights stay on after hours, and all case lighting is turned off, leaving just enough light for night workers. The directional LED track lighting also requires less light to make products look appealing and generates less heat which preserves shelf life.

Rosauers upgraded refrigerated cases throughout the store, too, by installing fans with electronically commutated motors (ECMs). Unlike

"and the money you save in energy consumption offsets the cost."



Higher efficiency ECM fans are now used on cases that need a steady air curtain to keep cold air from escaping.

ECM fans were also installed in the freezer cases, as were more energyefficient doors. Unlike the older doors which were fully heated to keep from freezing shut, the new doors save electricity by using only a bit of heat along the frame.

To maximize energy efficiency store-wide, Rosauers also uses an automated energy management system to control everything from lighting schedules and comfort levels to refrigerated-case temperatures. The computerized system even sounds an alarm if a refrigeration case isn't running properly to help prevent product loss.

Along with the greater energy savings, Groh is very happy with the store upgrades, especially the lighting: "Everything looks a million times better," he says. "It was well worth the money."

(For more, visit avistautilities.com/bizrebates)



New LED track lighting lets Rosauers more precisely aim lamps, so less lighting is needed to make products look great.

and incentives to offset the costs of making energy-efficient upgrades.

Rosauers recently received \$106,000 in Avista rebates and incentives to complete energy upgrades for one project alone (a recent remodel

shaded-pole-motor fans which have heavy metal blades, ECM fans are lightweight plastic so use less energy and create less unwanted heat.

"They're more expensive, but Avista rebates help offset that," says Groh,







A PARTNERSHIP OF LOCAL LEADERS AIMS TO ENSURE THE CONTINUED SUCCESS OF THE PUGET SOUND COMMUNITY

SEATTLE IS AMONG the most fortunate of cities. A beautiful natural setting, ready access to global trade routes, highquality lifestyle and colorful history mark an area to which ambitious people have flocked for decades. The Emerald City has played a crucial role in the shaping of our 21st century civilization, responsible for facets of human life as crucial as air travel, computing software and, yes, gourmet coffee.

Our economy is strong, our climate mild and our spirit enterprising. But that doesn't mean there's no room for improvement, and that's the mission of Challenge Seattle, a new initiative comprising business and community leaders: Seattle is great—but let's make it better still.

"We are one of the most unique and dynamic cities in the nation," says former Washington Governor Chris Gregoire, now president and CEO of Challenge Seattle. "From our founding to today we've never taken the easy way just because we could. We've never settled for what could be. Instead we've pushed for what should be."

Incorporating executives from Alaska Airlines, Amazon, the Bill & Melinda Gates Foundation, Boeing, Chateau Ste. Michelle,

Challenge Seattle
will take a forwardlooking approach
to balancing
education, local
jobs and quality
of life in the
Emerald City.

Costco, Expedia, JPMorgan Chase, Madrona Venture Partners, Microsoft, Nordstrom, PATH, Puget Sound Energy, REI, Weyerhaeuser and more, the new organization strives to boost education, employment readiness and public infrastructure in Puget Sound—and to heighten our city's visibility and image around the world.

At first glance there may seem little need for this redoubled effort. Techindustry unemployment is extremely low, for instance—1 percent. But that statistic indicates a problem; economists consider 4 percent unemployment to be "full employment," and anything below that means jobs are going unfilled. Indeed, regional and national education leaders describe the importance of preparing young people for careers in science, technology, engineering and math, the now-famous STEM fields.

One of the first initiatives the organization is supporting aims to address this problem. Global Innovation Exchange (GIX) pairs the University of Washington with China's Tsinghua University to share expertise, entrepreneurs, students and teachers, starting next fall. As knowledge and people coalesce on both sides of the Pacific, Seattle companies will benefit from the heightened skill sets newly available.

Much more must be undertaken to ensure Seattle retains its leadership in the global economy, including public-facility improvements, education design and higher visibility.

Please continue to the following pages as former Governor Gregoire describes the challenges and opportunities. —*Eric Lucas*

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Chris Gregoire on Challenge Seattle

What is Challenge Seattle—a lobbying group, marketing organization, promotional effort ... or perhaps all of the above?

GREGOIRE: Challenge Seattle is a private-sector initiative led by many of the region's CEOs working to address issues that face our region, issues that will determine our future for our economy and for our families. We want to focus on making improvements that will enable our continued growth and transformation, while maintaining our quality of life.

Seattle is one of the most innovative, vibrant and diverse places in the world, where creativity knows no bounds. Exploring—as Jimi Hendrix and Macklemore have done with music, as Ethan Stowell and Tom Douglas are doing with food, and as Dale Chihuly has done with glass and canvas—is what Seattleites have been doing since the Denny party first arrived in this corner of the country. From aviators to software engineers to retail pioneers to football players, we passionately pursue our dreams, often against great odds.

Whether they grew up here—or moved here with a purpose—the area's business leaders have a deep respect and adoration for this place that has encouraged, fostered and fueled so many dreams. We want to celebrate these successes, while fostering future opportunities for education, for business and for community.

A wide array of prominent Seattle-area organizations are creating and supporting this group. Will you continue to recruit more members? The leaders of our founding organizations have come together to tackle the challenges that face our region, from education to employment and even our reputation. As we tackle specific challenges and identify projects and opportunities, we will be looking for partners to pursue our goals. So much of Seattle's success has come from collaboration between enthusiastic members of the community. This is no different.

Your member organizations include private companies, publicly traded corporations and nonprofit organizations. What does this indicate about the mission of the organization? Challenge Seattle is about making our community better by celebrating the values that define us—and protecting them for future generations. We have three goals:

- Providing our children the opportunity through education to compete for the jobs of the future right here in Washington state.
- Creating and maintaining good jobs while preserving our values.
- Telling the Seattle story here and around the world.
 Our region has always attracted visionaries and pioneering thinkers. We defined personal computing, reimagined the coffee break, reinvented commerce and connected the world through air travel. This freedom to



As governor, Chris Gregoire (2005–2013) went on a dozen international trade missions, including the Paris Air Show, to promote Washington businesses and products.

pursue passions and explore new frontiers is the heart and soul of this region.

What are some specific examples of the problems that led to Challenge Seattle? In the age of the Internet, our world has gotten much smaller. As companies, talent and families choose where to set their roots, Seattle is held up against cities around the world. Taking a hard look at our challenges and our assets has led us to believe that we now have a great opportunity for a deliberate conversation about our place on the global stage.

Despite consistently being named one of America's most educated cities, we are currently two universities short of meeting the projected need for STEM workers in the high-demand jobs that will lead growing economies for decades. For our companies to be able to hire local talent, we will need to address the skills gap. Many other cities—nationally and internationally—are actively promoting their competitiveness. To compete, we must continue to build on sectors of strength, such as aerospace and high-tech, while strengthening other important sectors, like life sciences.

Tackling these challenges head-on, without losing sight of the many assets we possess, is the key to ensuring our future. Assets like the collaborative spirit that drives our global CEOs to welcome competition because it's good for the region. Assets like the great outdoors and our commitment to enjoying—and preserving—its beauty. Assets like our portal to the rest of the world, our unique cultural landscape, and our track record of accomplishing whatever we set our minds to.

How will Challenge Seattle work toward improving educational outcomes? These CEOs want to hire local talent—now and in the future. To make that possible, we must partner with educators to make sure our students are job-ready or college-ready.

We've already partnered on the Global Innovation Exchange (GIX), a game-changing initiative between the University of Washington and Beijing's Tsinghua University. This unique STEM institute will give students the chance to work on real problems, in multidisciplinary teams modeled after real-world problem-solving. When GIX opens its doors in 2016, there will be nothing like it in the world. Combining the power of innovation that comes from our universities with real-world applications, GIX will accelerate learning



"Great cities are one of the few things

in this world that will last for centuries. If we want Seattle to be one of these, and ensure opportunities for future generations, we need to work together."

Brad Smith, President, Microsoft



"We have a track record of groundbreaking

achievement. However, to remain competitive on the global stage, we cannot stand still. Working to build strong businesses, solid education and productive collaboration between our sectors is of paramount importance to Challenge Seattle—and our future."

Phyllis Campbell, Chairman, Pacific Northwest, JPMorgan Chase

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in a highly collaborative environment.

Much attention has been paid to the need for STEM education. Is there also a need for skilled-trades training? Our CEOs want to hire our own students, including high school graduates who are job- and career-ready, as well as those with highereducation degrees. Our K-12 system must continue to inspire local talent to see themselves in careers with global companies, right here in Washington.

Your organization overview cites infrastructure inadequacies. What are some key needs here? We are committed to making this region better and will face any obstacle that stands in the way of our success. Our members have the background, experience and "finger on the pulse" required to see opportunities to help and make things happen.

International trade is a key factor in the Seattle area's well-being. Is Seattle losing ground on trade? The Port of Seattle is a distinct part of what makes Seattle so vibrant. Currently, 40 percent of the jobs in Washington state are related to international trade, and the value of two-way trade between China and The Northwest Seaport Alliance-the third-largest container gateway in North America—totaled \$33 billion in 2014. It is critical to our success as a region that we continue to view the port as a vital resource and foster its success.

During my time as governor, I traveled with Washington businesses, nonprofits, elected leaders and educators on 12 international trade missions. I saw firsthand the impact of Seattle's international trade. I saw the enthusiasm with which people in Shanghai and Vietnam consumed Washington cherries and potatoes. And I saw how they knew little else about my home state.

Our future success depends not only on continued trade of goods and services, but also on the recognition of Washington state as the home of some of the most innovative and groundbreaking people in the world.

What are your personal reasons for tackling this job? This is my home: It's where I grew up, went to school and raised my family. It's where I intend to watch my grandkids grow up. I believe in the future of this state, and it is my duty to contribute what I can. Working with this group of visionary leaders has presented me with a unique civic opportunity and the chance to make an impact in an exciting way.





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Touring San Francisco

BY CHRISTINE DELSOL

GO AHEAD and ride those cable cars, nosh on a walk-away crab cocktail at Fisherman's Wharf, explore Golden Gate Park's California Academy of Sciences and board a boat along the Embarcadero to visit Alcatraz. San Franciscans also like to experience their city's unique and popular attractions from time to time.

However, the true character of this unique metropolis is found in its neighborhoods where its history comes alive. Whether you are discovering the Italianinfluenced **North Beach** or the counterculture vibe of **Haight-Ashbury**, a walk through this hilly landscape will lead you to try various restaurants (San Francisco was named America's best food city in 2015 by Bon Appétit magazine), chat with locals and discover attractions loved by residents.

There is no telling what you will find while touring this city's many districts. Historic **Nob Hill** is home to some of the city's most famous hotels. **Telegraph Hill** is where you climb **Coit Tower**. The retail center of **Union Square** has exceptional shopping and dining.

Nearby, the exotic flair of **Chinatown** will attract you to its many shops and abundant

restaurants. In the Mission District, named for Mission Dolores, which was built in 1776 and is one of the city's oldest buildings, you will find the center of San Francisco's Latino community. Land's End offers spectacular views, whether you are visiting the Cliff House Restaurant, perched above a rocky beach, or the Palace of the Legion of Honor, one of the city's most distinctive museums, located on a hill above the Pacific Ocean.

Wherever you roam, there are plenty of attractions to enjoy in the City by the Bay.





A Weekend in San Francisco

DAY 1 Early in the day, visit The Presidio, the former military base and now part of the Golden Gate National Recreation Area. Woodsy trails along ocean bluffs offer exceptional views of the Pacific Ocean and the Golden Gate Bridge. The large park is also known for the Presidio Golf Course. Break for lunch at Arguello, a Mexican restaurant in the newly reopened Presidio Officers' Club, which now hosts dozens of free cultural programs. The engaging Walt Disney Family Museum and the Lucasfilm Headquarters, complete with a Yoda fountain, are also found in the Presidio. At Lucasfilm, the lobby is a Star Wars mini-museum. End the day by staying at the Inn at the Presidio, the renovated hotel that was the bachelor officers' quarters on the former military base.





Clockwise from opposite page: Historic Chinatown is a top San Francisco destination. The city's cable cars remain a popular way to see the sights. The Cliff House Restaurant offers breathtaking ocean views. Greek and Roman architecture inspired the Palace of Fine Arts.

DAY 2 For a different perspective, explore San Francisco from the waterfront. The new E Embarcadero streetcar line, running from the Caltrain station in the south to Fisherman's Wharf and Ghirardelli Square in the north, eliminates the distractions of parking and traffic. Recommended stops include AT&T Park, home of Major League Baseball's San Francisco Giants. The park offers daily tours when it's not in use. The nearby South Beach Park has amazing harbor views. The Ferry Building on Embarcadero is both a ferry terminal and a center for food lovers. Visit the Aquarium of the Bay at Pier 39. The area is full of fun attractions, including sea lions that lounge at the pier's K-dock. Continue to Fisherman's Wharf and the San Francisco Maritime National Historical Park at Hyde Street Pier. Finish your tour at the Palace of Fine Arts Theatre, where artists regularly perform.

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A Monterey Getaway

About two hours south of San Francisco is the enchanting community of Monterey. Here you'll find the **Monterey Bay Aquarium**,





home to otters, bigfin reef squid and other area sea life in settings that accurately mimic nature. The aquarium is not only one of Monterey's prime tourist attractions, and a pioneer in environmental awareness and the sustainable seafood movement, it has also played a prominent role in revitalizing the city's **Cannery Row** area, made popular by novelist and local native John Steinbeck.

Where to Eat in San Francisco

Al's Place: A modest but brilliant Mission District restaurant recently named America's best new restaurant in 2015 by *Bon Appétit* magazine (415-416-6136; alsplacesf.com).

Belga: Belgian brasserie classics—sausage, *frites* and yes, waffles—get the California-style treatment at this reasonably priced Cow Hollow neighborhood spot (415-872-7350; belgasf.com).

Boulevard: Celebrity chef Nancy Oakes continues to create inventive twists on traditional meat and fish dishes at this location in the gorgeous waterfront Audiffred Building, one of the city's oldest structures (415-543-6084; boulevardrestaurant.com). —C.D.



WINE COUNTRY

California's world-famous wine country, located north of San Francisco, is made up of two distinct regions—Napa Valley and Sonoma County—that are separated by the Mayacamas Mountain Range. Here you'll find about 600 wineries welcoming guests to their tasting rooms.

A great place to start your wine tour is in downtown Napa, which has blossomed into the valley's wine country hub. Be sure to stop by the Oxbow Public Market, where you can taste wines and eat at various restaurants. Travel north through the valley to the many famed wineries, stopping for lunch in Yountville, home to some of the nation's top restaurants, including the French Laundry (which requires reservations long in advance). Or you can visit a cooking class at the Culinary Institute of America in St. Helena. Up the valley is the town of Calistoga, where you'll find the aerial tram that rises from the valley floor to the hilltop Sterling Vineyards winery.

Sonoma County, which is anchored by the city of **Santa Rosa**, offers many wineries and even a few breweries tucked into its diverse landscape marked by small towns, rolling hills and fertile valleys. To the south of Santa Rosa is the Graton Resort & Casino, where you can stop for a meal in its marketplace and try your luck at a game of chance. In the Northern Sonoma County countryside, follow the Wine Road, a collection of more than 200 area wineries, including those along parts of the picturesque Russian River Valley. Visit the town of Healdsburg, which is the gateway to the Alexander and Dry Creek valleys.

For accommodations, Santa Rosa's Vintners Inn is a luxury hotel in a picturesque setting. Two Hilton Garden Inns are located in the heart of wine country, in downtown Napa and near the Charles M. Schulz–Sonoma County Airport.



The Hog Island Oyster Co. is among the restaurants at the Oxbow Public Market.



CAVE TOURS For more than a century, wine country wineries have used caves to age their wines, and many regional wineries offer tours of these spaces, including **Stag's Leap Wine Cellars**, located in Napa, which has a cave with a Foucault pendulum as its centerpiece. **Jarvis Estate**, also in Napa, boasts both subterranean tours and beautiful grounds. In Calistoga, visit **Schramsberg Vineyards**, which uses caves that were partially dug in the 19th century. **Hall Wines**, in Rutherford, has underground spaces that approach the grandeur of a cathedral. Sonoma's **Buena Vista Winery** and the **Kunde Family Winery**, in nearby Kenwood, also offer fascinating tours.

MAMMOTH LAKES

Cradled among soaring peaks in the Sierra Nevada, **Mammoth Lakes** is the destination for any lover of the outdoors.

The destination is known for its recreational riches. In winter, the town becomes a first-rate ski resort community, located at the foot of Mammoth Mountain, which, at an elevation of II,053 feet, has the highest summit of any California ski area. On average, the mountain receives 30 feet of snow each year, allowing skiing to sometimes continue into the summer. The Mammoth Mountain Ski Area remains the center of activity throughout the year. Whether it's scenic rides to the summit on the Panorama Gondola or mountain biking and hiking, there's plenty to do on and off the mountain.

For lodging, the Sierra Nevada Resort & Spa, located in town, offers amenities and a spa. The Westin Monache Resort has elegant rooms and restaurants. The nearby Village at Mammoth offers everything from studios to three-bedroom condos and has numerous restaurants and



Mountain biking is just one of the many activities available on Mammoth Mountain.

shops. The Village is also where you board the Village Gondola to travel to the Canyon Lodge on the mountain. To rent area apartments or condominiums, contact Mammoth Premier Reservations. Other options include Seasons 4 Condos, located about half a mile from the Village at Mammoth, and Snowcreek Resort, located 5 miles from the mountain.

Christine Delsol writes from San Francisco.

.

Mammoth Activities:

Mammoth offers many attractions and activities perfect for any season.

Hiking, biking, fishing, horseback riding and rock climbing beckon in late spring, summer and even early fall.

In the winter, mush those malamutes and huskies in a sled and whoosh through the winter wonderland with Mammoth Dog Teams (mammothdogteams.com).

Snowcat tours allow you to enjoy Sierra peak views from heated vehicles that can travel in any terrain or weather. If you reserve the dinner tour, you'll feast at a picnic table in full view of the amazing craggy skyline—even if it snows (visitmammoth.com).





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The Westin Monache Resort, Mammoth | 50 Hillside Drive | Mammoth Lakes, CA 93546 760.934.0400 | www.westinmammoth.com

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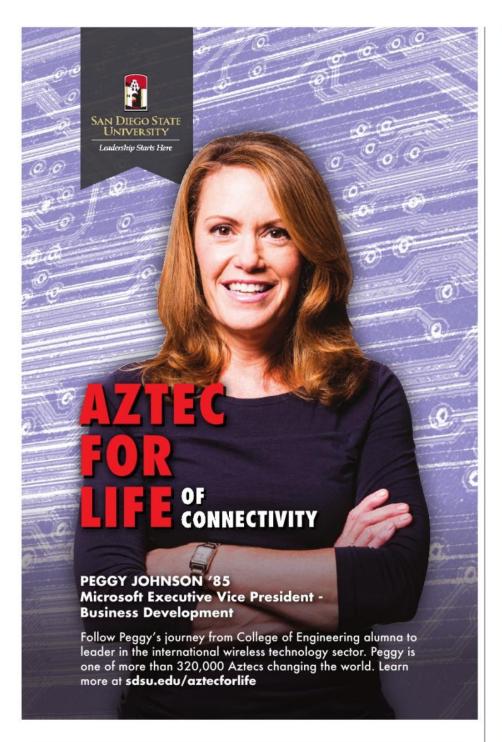
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California's Great Parks

The Golden State is blessed with many natural wonders, including nine national parks and 11 national monuments.

The most famous among the national parks is **Yosemite**, pictured above, home to the towering rock cliffs of **Half Dome** and **El Capitan**, and the picturesque **Bridalveil Fall** and **Yosemite Falls**.

To get to Yosemite, many visitors pass through Fresno, either by car or the new, year-round YARTS (Yosemite Area Regional Transportation System) Highway 41 bus, which links Fresno's airport to Yosemite Valley. The park is also located 32 miles north of Mammoth Lakes, making for easy summer access. Yosemite is a different experience in the fall and winter. The peaks of the park are cloaked in snow, and a hush descends over normally bustling Yosemite Valley. This is the time for downhill and cross-country skiing, snowshoeing, ice-skating and sledding at Badger Pass.

South of Yosemite, nature goes big at the adjacent Sequoia and Kings Canyon national parks, which complete the triumvirate of national parks framing the rugged beauty of the area. Sequoia and Kings Canyon offer 1,350 square miles of alpine lakes, vast caverns, thundering rivers and granite peaks. Sequoia has groves of giant sequoias, including the General Sherman Tree (275 feet tall, 103 feet around), the world's largest tree by volume. On Sequoia's eastern border are the western slopes of Mount Whitney, the highest peak in the Lower 48 states at an elevation of 14,505 feet. Kings Canyon includes some of the nation's deepest gorges. You will also find large caves and groves of giant sequoias and redwoods.

You can visit all three parks in three days, and the multipark **Majestic Mountain Loop** has itineraries for all interests. Services such as **Central California Explorations** will do the driving and take care of all the details. —*C.D.*

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Angelic L.A.

AN AUDIBLE HUM of adventure seems to accompany the sun as it rises above the San Gabriel Mountains to the east of Los Angeles and Orange counties. It is a beguiling call that continues to lure innovators, entrepreneurs, artists and sun worshippers to this ocean-lined swath of Southern California. The result has been the creation of cutting-edge art, food, culture, entertainment and outdoor fun. The following are a few of the highlights.

If Southern California had an official symbol, it might be waves upon the shore. Many of the state's most popular beaches dot the western borders of Los Angeles and Orange counties. Start at Malibu's pristine Zuma Beach at the northwestern tip of L.A. County. Moving south along the Pacific Coast Highway, you'll soon hit the Coney Island-style Santa Monica Pier. Walk a few miles south along the beach boardwalk and you'll be among the performers, street artists and weight lifters at Venice Beach. Farther south, dozens of volleyball nets stand ready at Manhattan Beach to serve both pro and amateur players. Finally, try Huntington Beach, aka Surf City U.S.A., in Orange County. There's no better place to catch a wave.

When it comes to major amusement parks, the region is one of the nation's best. More than 16 million people visit the original **Disneyland** and its sister park **Disney California Adventure** in Anaheim each year. This is Disneyland's 60th anniversary year, so expect plenty of special events. For scream-invoking amusements, travel 7 miles north of Disneyland to the town of Buena Park, where you'll find **Knott's Berry Farm**, which boasts a series of roller coasters for all



Above: Cyclists ride by beachgoers on the boardwalk near Venice Beach. The oceanfront walk runs for more than 20 miles, connecting many of the area's finest beaches. At right: The Getty Center is known for its spectacular setting, great art exhibits, striking buildings and manicured gardens.

thrill levels, including the heart-stopping **Xcelerator**. At **Universal Studios Hollywood**, the highly anticipated **Wizarding World of Harry Potter** attraction is set to open next spring. Universal has another unique lure: It's the only park with a movie studio back-lot tour that is included in the price of admission.

Follow a stop at Universal Studios with a nighttime stroll down the renowned Hollywood Walk of Fame, where you'll see the stars embedded in the sidewalk commemorating thousands of TV, movie and radio celebrities. You may even catch a glimpse of a real star participating in a premiere at the one-time Academy Awards venue TCL (formerly Grauman's) Chinese The-



atre. For a chance to glimpse the giants of movie and TV, tour the area's many

Where to Eat in Los Angeles

Night + Market WeHo and Night + Market Song: These two bold, brash and tasty Northern Thai restaurants serve layers of flavor in every dish. Get the Khao Soi Haw (nightmarketla.com).

Ink: Food as art, food as genius, food as a complete experience. This is the ink concept. Go all in for the lamb belly on a bed of mushroom "hay" (mvink.com).

République: Recently named one of L.A.'s best new restaurants by *Los Angeles* magazine, the highly touted French bistro offers perfection without pretension (republiquela.com). —*C.M.*



A Weekend in Los Angeles

DAY 1 Exploring West Los Angeles: Start the day with a stroll on the Venice Beach Boardwalk, and enjoy the sun, sand, surf and street performers as you walk to the Santa Monica Pier. In the afternoon, travel to The Getty Center to marvel at the views and the exhibits. Dine at the Buna Ethiopian Market & Cafe and then enjoy comedy and music at The Virgil bar.

DAY 2 Exploring East Los Angeles: Take a morning hike through Griffith Park. Then tour The Huntington Library, Art Collection & Botanical Gardens in Pasadena. For dinner, visit the Off Vine Restaurant, a Hollywood hidden gem, and then catch a performance of the improvisational group Upright Citizens Brigade Theatre.

entertainment studios. Beyond Universal, you can tour such studios as Warner Brothers, Sony (formerly MGM) Pictures and Paramount, to name a few.

There are literally hundreds of museums and historic sites within Los Angeles and Orange counties. Here are a few must-sees: The J. Paul Getty Museum offers a stunning collection of art and sculpture at the amazing Getty Villa in Malibu and at the incomparable Getty Center, located in the hills above north L.A. Both museums are free to visit, and the facilities will knock the socks off any art or architecture lover.

Los Angeles County Museum of Art is the largest art museum in the western United States, with more than 120,000 items from across the globe.

The Huntington Library, Art Collections & Botanical Gardens houses a glorious garden and one of the largest collections of rare books and manuscripts, including a Gutenberg Bible and a first edition of William Shakespeare's collected plays.

Regional hidden gems include the

quirky Museum of Jurassic Technology.

There is no connection to the films here. Instead the museum offers the most eclectic group of exhibits and objects to be found in any L.A. museum. There is also Frank Lloyd Wright's Ennis House in the Hollywood Hills. The home is the last of Wright's textile-block design dwellings and is a wonder of modern architecture.

You'll find glamour and trendy shops at The Grove and along Rodeo Drive in Los Angeles. For a high-powered luxury shopping experience in Orange County, travel to the South Coast Plaza shopping center, boasting more than 280 elite stores. Package check, personal shoppers and valet parking are among the services offered to plaza customers. While in the area, stay at the Westin South Coast Plaza Hotel in Costa Mesa. The hotel is known for its exceptional guest service. Closer to Los Angeles is the Terranea Resort, with its ocean views, four pools, 25-room spa, golf course and eight restaurant options.

Outdoor Experiences

There are plenty of places in the Los Angeles area to touch base with nature—even in the heart of the City of Angels.

And that's exactly where you'll find **Griffith Park**, the state's second largest city park. More than 50 miles of trails and 150 native plant species are found in this park, which is also home to the **Griffith Observatory** (and public telescope), made famous in the film *Rebel* Without a Cause.

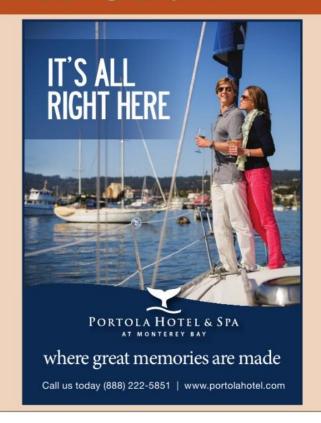
Catalina Island, located 22 miles off the L.A. County coast, has long been a favorite stop for boaters and day-trippers. It is also popular for hiking, kayaking and ziplining.

Crystal Cove State Park in
Orange County offers a 1,400-acre
Marine Conservation Area, 3.5 miles
of Pacific coastline, and plenty of
canyons, bluffs and trails. The wide
variety of landscapes has some of
the region's best views, hiking,
swimming and exploring. —C.M.

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Sunny San Diego

BY CHERYL MURFIN

with its famed weather and natural beauty, San Diego is a perfect place to explore, whether you have a week, a weekend or just one day. From the city's stunning beaches and abundant activities to its world-class zoo, San Diego has long been recognized as one of California's great vacation destinations.

Begin touring the city at the **Old Town San Diego State Park**. The site of an early Spanish settlement in the area, Old Town offers a glimpse into life during the 1800s. The attraction is also where you'll find one of the best tourist deals in town: the **Old Town Trolley Tour**, a citywide bus that takes you to just about every major tourist hot spot. A lively driver shares the area's history along the way.

One of the first trolley stops is **Seaport Village**, a downtown waterfront collection of more than 50 unique shops and restaurants. For a fun shopping stop, go to **The Headquarters at Seaport**, the former home of the San Diego Police Department. The space is filled with specialty shops, restaurants and entertainment venues. The **Embarcadero** is where you'll find an eclectic group of ships at the **Maritime Museum of San Diego**, home to the **Star of India**, a vessel that first plied the waters in 1863. Nearby is the **USS Midway Museum**.

Mission Bay is the place to go for a bike ride, or a picnic. You can also rent various types of watercraft to enjoy on the park's many protected waterways.

This area is also home to the aquatic theme park **SeaWorld** and to **Belmont Park**, home of the Giant Dipper wooden roller coaster.

Where to Eat in San Diego

Juniper & Ivy: Considered one of the city's best restaurants, its celebrity chef, Richard Blais, is an expert on "new American" cuisine. Try the tuna tartare and carne asada crudo (juniperandivy.com).

Cucina Urbana: The Italian restaurant is known for making its own various kinds of cheeses, meats, pastas and breads (urbankitchengroup.com/cucinaurbana-bankers-hill). — C.M.







Top left: This koala bear is one of thousands of animals at the San Diego Zoo. Above: The colorful Gaslamp Quarter is a favorite spot for local nightlife. Left: Balboa Park is home to 17 museums. Bottom: The sculpture *Unconditional Surrender* is a San Diego waterfront favorite.

Balboa Park is the city's cultural center and home to 17 museums and the world-famous **San Diego Zoo**.

To explore some of the nation's best beaches, start at **Coronado Island**, across the



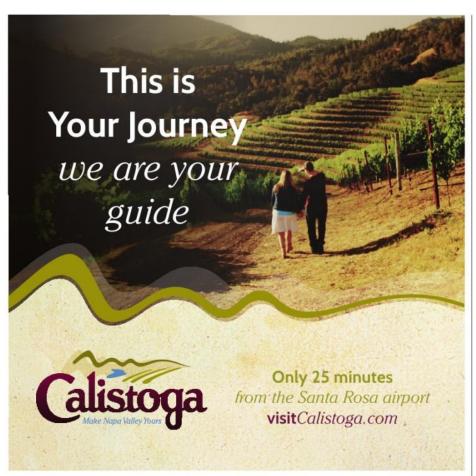


A Weekend in San Diego

DAY 1 Take the Old Town Trolley to Coronado Island and tour the Hotel del Coronado, and the local beach, and browse the shops on Orange Avenue. Take the trolley downtown to the Embarcadero, where you can visit the Maritime Museum of San Diego, the USS Midway Naval Aircraft Museum and Seaport Village. For dinner, try Bertrand at Mr. A's for the views and the French-American cuisine.

DAY 2 Start the day at Balboa Park. Don't miss the park's main attraction: the San Diego Zoo. In the afternoon, hike the trails and soak in the views at Cabrillo National Monument on Point Loma Peninsula. For dinner, enjoy the American cuisine at Searsucker, in the trendy Gaslamp Quarter.

OCTOBER 2015 ALASKA BEYOND MAGAZINE 63





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1888 and is where the movie Some Like It Hot was filmed.

Farther north is the community of La Jolla, where visitors enjoy La Jolla Cove, part of the Matlahuayl State Marine **Reserve** and one of the best places in the area to kayak, snorkel and dive. The cove is home to the San Diego-La Jolla Underwater Park where divers can see garibaldi and yellowtail fish, rays and leopard sharks, not to mention the dozens of sea lions who sun themselves on the beach. To the south of La Jolla Cove is Windansea Beach, a favorite location for surfers who like to catch the steady waves off the underwater reef and rock outcroppings. For dinner, visit the many restaurants in downtown's Gaslamp Quarter, the city's center for nightlife and entertainment.

Natural San Diego

There are plenty of places to commune with nature in and around San Diego.

Animal lovers will enjoy the San Diego Zoo Safari Park, located about 30 miles north of the city in Escondido. The park, which is run by the San Diego Zoo, includes 2,600 animals in vast enclosures.

One of the most breathtaking areas to visit is the Torrey Pines

State Natural Reserve, in La Jolla. The reserve offers ocean views, rare trees, miles of beaches and the Los Peñasquitos Lagoon and salt marsh—a vital habitat for migrating seabirds. The reserve is located next to Torrey Pines Golf Course, one of the nation's finest and most famous municipal golf layouts. The course hosted the U.S. Open in 2008 and is the site of the annual Farmers Insurance Open PGA Tour event, scheduled for January 28–31, 2016.

Other popular spots for hikers and nature lovers include San Diego's Mission Trails Regional Park, which is one of the largest city parks in California, and Cabrillo National Monument, located on the Point Loma Peninsula, to the west of Coronado. —C.M.

COACHELLA VALLEY

Known for its luxurious resorts, world-class golf and outdoor excitement, Coachella Valley, which includes the Greater Palm Springs area, has been drawing travelers to this desert oasis since the 1930s. The area has been a popular playground for celebrities, royalty and presidents. It is easy to see why. For those seeking rest and relaxation, this area has it all.

Omni Rancho Las Palmas Resort & Spa in Rancho Mirage is a prime example, offering 240 acres that include a spa, a 27-hole championship golf course and three pools, including one with a sandy beach. Other properties include the Westin Mission Hills Golf Resort & Spa, with its indulging spa, two championship golf courses, three pools and a 60-foot waterslide. The Agua Caliente Casino Resort Spa in Rancho Mirage is known for the Sunstone Spa and its luxurious treatments.

Less than 10 miles away, in Indian



Home to world-class resorts, Coachella Valley has long been a playground for royalty, celebrities and those seeking warm winter weather.

Wells, you'll find the II-acre Mediterraneanvillage structures and gardens of the Miramonte Resort & Spa, nestled near the Santa Rosa Mountains. This tranquil getaway includes access to a championship golf course, pools and an award-winning spa.

The Coachella Valley has long been a haven for golfers and home to one of the nation's finest collections of golf courses. In addition to the layouts at Rancho Las Palmas, Westin Mission Hills and Miramonte, here are a few more "must play" tracks: Arnold Palmer's handiwork is on display at the Classic Club in Palm Desert. The layout has also been recognized as a certified Audubon Cooperative Sanctuary. The King also designed the SilverRock Resort Arnold Palmer Classic Course in











La Quinta, making it one of the finest municipal courses in the area, known for its large bunkers and stunning water features.

The private **Bighorn** community has two championship courses, villa settings, home sites and five-star amenities.

Hikers enjoy the Tahquitz Canyon Trail in Palm Springs. The 2-mile loop ends at the waterfall made famous in 1937 by the Frank Capra film Lost Horizon. If you yearn for a longer hike, try the 6-mile Big Split Rock Slot Canyon Walkabout, with its moonlike terrain and diverse landscape. At the Living Desert in Palm Desert, you'll find an amazingly diverse zoological-botanical reserve, which has become a leader in the work of preserving the plant and animal life of the world's major deserts. Another outdoor adventure can be found by riding the rotating Palm Springs Aerial Tramway. As the tram makes its way up Chino Canyon, the floor of the tram cab rotates for wondrous views of the valley. At the top, you can dine at Peaks Restaurant and hike in Mount San Jacinto State Park.

However, the beauty of Coachella Valley is not just in the striking landscape. The **Palm Springs Art Museum** houses works from modern art greats, including Ansel Adams, Alexander Calder, Pablo Picasso and Andy Warhol.

A collection of a different kind is on display at the **Palm Springs Air Museum**, where you can examine military aircraft from World War II, Korea and Vietnam. From November 1 to May 31, book a ride on a biplane for a little added adventure.

From the desert beauty of the Coachella Valley landscape to the magnificent trees of Sequoia National Park and the sandy beaches of San Diego's coastline, California remains a natural marvel waiting to be explored.

Cheryl Murfin writes from Los Angeles.

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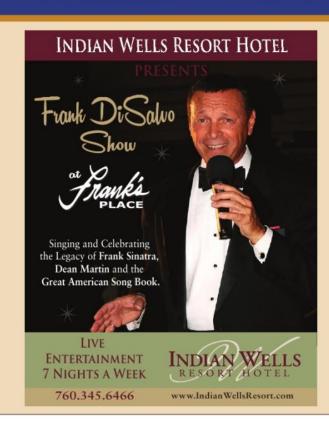


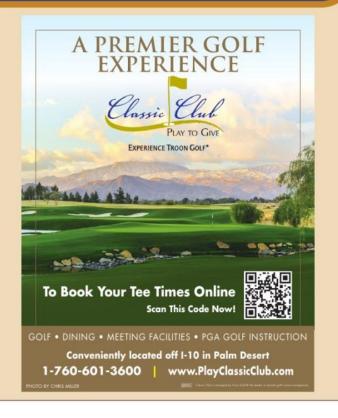
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TV'S Changing



lmage

Technology, competition and a diverse audience are altering the way we watch television

By Skip Ferderber

stage in San Francisco for the company's annual product showcase, he discussed

Apple's new foray into the older-technology world of television.

"The future of TV is apps," Cook said as he introduced the newest version of Apple TV, an upgrade to the company's set-top box, which essentially turns your big-screen television into a bigger version of your smartphone, where you can watch programs and movies, listen to music, play games and shop. Siri, the iPhone's famous computerized voice assistant, is even available to change the channels.

hen Apple CEO Tim Cook recently took the

Apple's move to champion the home television may seem somewhat odd in light of the fact that other trend-watchers believe viewers, particularly younger viewers, are deserting the living-room TV in favor of watching content on their mobile devices.

Whatever the technology giant's strategy, Apple's move is the latest sign of the topsy-turvy world of television today. Broadband service to the home, mobile devices, new players in TV production (such as Amazon.com, Netflix and, yes, possibly Apple) and "cord cutters" are bringing about changes to the way we watch TV.

Whether you enjoy news, sports or YouTube film clips, the different forms of content can now be viewed on everything from your TV and laptop to your tablet and smartphone.

If all this dizzying change has left you a little confused, you are not alone. Many industry watchers are also trying to wrap their heads around the constantly shifting landscape of television and what it means for the medium.

"What's amazing about this moment in time is the blurring of lines between TV and the Internet," says Brian Stelter, CNN's senior media correspondent. "The YouTube channels I watch are basically TV. It's almost like we need a new set of words to describe this new environment we're in."



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Cable's Murky Future

The new vocabulary to describe such changes remains elusive, but there are hints as to how this changing entertainment and technology field might affect you and your television. House of Cards stars Kevin Spacey and Robin Wright lead a strong cast in this Netflix award-winning program.

The biggest change coming to TV is the phenomenon known as cord cutting. Generally, the term means cutting the ties between you and your cable provider and finding other means to receive the content you want to watch, usually through the Internet. Today, an estimated 83 percent of homes in the United States receive their television signal via a cable connection. While it is difficult to find reliable statistics on how many customers are cutting the cable cord, a recent report by the business research firm IHS stated that more than 650,000 cable subscribers terminated their television service in the second quarter of 2015 alone, and many other services are seeing fewer subscribers signing up.

However, most households still use cable providers for connecting to the Internet, so they wouldn't be completely cutting the cord, just eliminating the cable television service. Such changes have forced industry players to scramble. Broadband, or high-speed Internet service—installed in about 90 million homes—allows Internet-based companies (these include Netflix, Hulu, Amazon.com and many others) to compete for viewer attention on a nearequal footing with the cable carriers, broadcasters and entertainment companies that have long controlled traditional TV. Even



HBO produces a range of programming, including the new critically acclaimed drama Show Me a Hero.



LUXURY HOME THEATERS: A QUICK PEEK

▶ Installing a home theater can be as simple as putting a wide-screen TV and supporting electronics in your living room—or, for something more elaborate, dedicating a room or even a whole floor to your home-theater passion.

According to Dean Jones, Seattlebased CEO of Realogics Sotheby's International Realty, a real estate brokerage, dedicated home-theater spaces in the luxury-home market "are as common as garages. It's a checkoff-box item that luxury homes typically have."

Among the most requested cuttingedge features these days in upscale home theaters, notes Cameron Alavi, with Wipliance, a Bellevue, Washingtonbased audio and video services installer, are theaters with the best broadband access to the Internet and social media, and high-fidelity audio.

He also recommends careful planning to avoid future problems in a media room, such as wanting to add a bigger screen or finding out your electrical wiring and cooling systems are inadequate. "If you can attack these issues from a pre-build perspective," he says, "you'll have a much better final product."

As for the TVs, Alavi recommends getting a system capable of showing the advanced 4K Ultra HDTV resolution, even though it's only slowly making its way to the market.

If you want the best now, he notes, there's a 98-inch Panasonic Ultra HDTV set available. However, it will cost you about \$35,000. — *S.F.*

your PlayStation and Xbox gaming platforms can provide access to many Internet channels. The result is that fewer television owners want to pay for hundreds of bundled channels they don't watch, and are opting to buy just an Internet connection, an online video service or a smaller cable package with fewer channels.

Content Is King

Internet companies and other new players are pressing their advantage by producing a trove of new shows, many of which are edgier, but equal in quality to broadcast and cable TV.

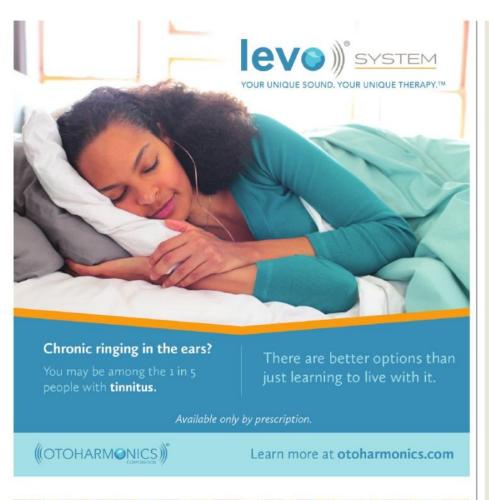
Netflix, which reportedly will spend about \$5 billion in 2016 to produce original programming, is responsible for Emmynominated dramas *House of Cards* and *Orange Is the New Black*, and the comedy *Unbreakable Kimmy Schmidt*.

Amazon Studios has been lauded for its Emmy-nominated gender-bending comedy *Transparent*.

And that is just the beginning of newcontent sources, as Vine, Snapchat and other Internet social media companies gain an ever-increasing slice of the audience with more content coming from both professional producers and virtually anyone with a video camera.

Cable Fights Back

If nothing else, the traditional TV industry has proved resilient. Mainstream TV producers are going after talent wherever they find it. A good example is Issa Rae, producer and star of the YouTube comedy *The*





A TV BINGE-WATCHING GUIDE

A few ideas on what to watch this fall and winter

▶ It is hard to have a conversation about television these days without two words being uttered: binge watching.

This phenomenon of watching multiple episodes or even an entire season of one program at a single sitting has taken the television industry by storm. With the rise of online media companies such as Netflix, Hulu and Amazon Prime, this fad has become not only convenient, but almost a necessity if you want to keep up with all the great programming now available.

The following are just a few of the shows that are binge worthy. All of them can be seen through one or more of the popular streaming services.

The binge-watching movement really hit its stride when Netflix released the entire first season of the political thriller *House of Cards* in 2013. Other famous binge-watched programs include HBO's fantasy drama *Game of Thrones*, AMC's dark drama *Breaking Bad*, and the 1960s Madison Avenue soap-opera-onsteroids, *Mad Men*. A newer classic is Netflix's female prison drama, *Orange Is the New Black*.

Breaking new ground is HBO's Show Me a Hero, created by David Simon, the filmmaker behind The Wire, which is worth a binge of its own. The Hero miniseries is based on the true story of middle-class resistance to a new housing development in Yonkers. New York.

HBO's The Jinx: The Life and Deaths of Robert Durst is a compelling six-part documentary about the real estate mogul's life.

For those who like quirky characters with their police procedurals, try the first season of FX's Fargo. And HBO's True Detective Season 1, featuring Woody Harrelson and Matthew McConaughey as police detectives on a bizarre case, has been called one of the best mystery shows of all time. The second season was not considered as successful a drama.

Continued on page 76



The edgy comedy-drama *Orange Is the New Black* is just one of the programs that has helped Netflix become a powerful content producer in television.

Misadventures of Awkward Black Girl, now in its second online season, who is working on a new program for HBO.

Ironically, cable companies are continuing to raise prices on customers. At the same time, they are also offering smaller bundles of channels for lower prices to keep unhappy subscribers using the service.

Some industry observers say the most telling indication of the power of cord cutting was the introduction last March of HBO Now, an Internet service with all HBO shows for \$14.99 a month. Showtime and CBS have followed suit, offering their own Internet-only viewer packages.

Sling TV (not to be confused with the Slingbox set-top box) offers a package of 20 cable channels for \$20 a month, no cable subscription required, with packages such as sports available for an additional \$5. You can watch it on televisions, tablets and smartphones.

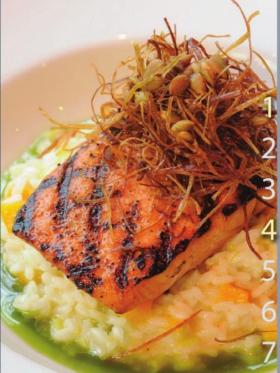
Last July, Comcast announced a \$15 per-month streaming video service called Stream, which will include the major broadcast networks, HBO, a cloud-based DVR and movies on demand. More deals may follow.

With cord cutting now a full-fledged movement, does this mean that cable's days are numbered? Jim Willcox, a senior editor with Consumer Reports, doubts it. With new pricing packages, technology innovations, the availability of a DVR with a cable subscription—and the habits of people who like the simplicity of one

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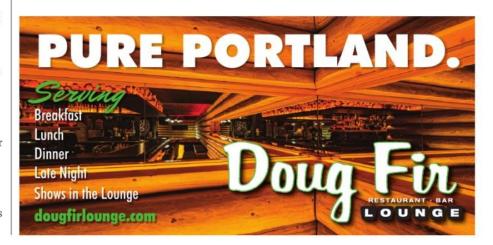
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Lation From Loans, sec, por regent sociavos, pring in 1504 (Most 2004). 1965-343-1965-343-1965 (April 2004). As expert with six agreement for all agreement

from page 74 Two British favorites available to stream are PBS's modern exploits of the world's most famous detective in *Sherlock*, and ITV's excellent murder mystery *Broadchurch*.

Thrill seekers will enjoy AMC's zombie apocalypse Fear the Walking Dead, the companion series and prequel to The Walking Dead. Also winning praise is FX's chilling anthology program American Horror Story.

In the comedy department, HBO's Silicon Valley, which follows the antics at a high-tech startup, just finished its second season, and Comedy Central's hit Broad City features two confused New Yorkers in their 20s.

There is also Amazon Studio's Emmy-nominated comedy *Transparent* about a dysfunctional family with secrets. —*Jacob Uitti*

carrier-leaving cable becomes difficult.

"What many people find when they try to cobble together a package of TV services is that they may not be saving as much as they thought and they are getting less content," Willcox says, adding that cable offers one-stop support for its equipment and Internet services. Cord cutters won't have that convenience unless they maintain some form of cable company relationship.

Streaming Limitations

Another problem for consumers is that mobile devices don't always have access to the real-time TV/cable shows that are available on traditional cable.

The major networks often won't allow the streaming of their programming during a show's initial run, unless you're at home watching with an over-the-air antenna or via a cable subscription. Mobile viewers can't watch real-time cable shows or on-demand content without cable company authorization.

What about that episode of *Empire* you missed? Broadcasters and cable companies have stopped giving episodes away for free. Instead they've licensed Amazon.com, Apple TV, Google Play and others to resell their shows, or they sell

their shows directly to the public through various new offerings.

Unlike the restrictions placed on traditional TV, the Internet offers many hours of live and recorded programming to watch. Just don't expect to see *Modern Family*, *NCIS* or other first-run big-dollar network productions. Instead, Internet producers are trying to figure out what people, especially younger generations, may want to watch.

They are trying almost everything to grab attention, including specialty channels such as Twitch, which lets you watch video games being played in real time. Such Internet live programming is becoming more prevalent but hasn't garnered much of an audience yet.

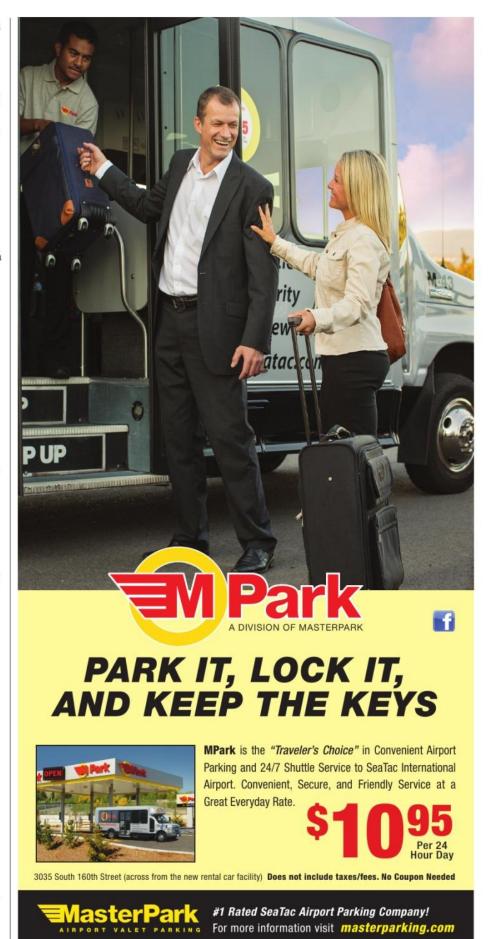
TV'S Pixel Power

When it comes to TV sets for watching all of this new content, the big buzz for the last two years has been about the 4K Ultra HDTV. The sets boast about four times (4K) the pixels used in standard high-definition TVs, which enhances the visual quality, especially for television screens that are 50 inches or larger.

While the sets are expected to soon become the de facto high-definition TV, true 4K programming may take time. Today, there are only a few 4K streaming programs and movies available from providers such as Netflix and Sony. Experts say it will be years before live broadcast TV will be available in 4K format because of the difficulty and expense of delivering the large amount of data required for the 4K signal.

Changes in technology and the Internet continue to have a profound influence on TV. And all the signs point to more changes in the future. A recent survey from Miner & Co. noted that 57 percent of parents surveyed say their children now prefer to watch content on a handheld device rather than on the living room TV. What those children watch and how they watch it will continue to revolutionize this evolving entertainment medium.

Skip Ferderber writes from Seattle.







Walk This Way

A new urban lifestyle is afoot

By Renee Brincks

ithin a five-minute walk
of my San Francisco
studio apartment, I cross
five bus lines, two cable
car routes and valuable
parking spaces reserved

for car-share vehicles. A 20-minute stroll takes me to the city's waterfront and Market Street, the main downtown thoroughfare. In an hour or less, I can walk to baseball games at AT&T Park, hiking trails in Presidio National Park or Caltrain passenger rail service south to San Jose.

Walking wasn't an option where I grew up, on an Iowa farm off a gravel road 10 miles from the nearest town. But when I arrived in San Francisco seven years ago, I sold my car, invested in comfortable shoes, and became a member of the demographic group currently bringing in-city life its greatest popularity in a century. The demand for car-free living drives today's urban design and development plans in many cities, explains Bruce Wright, vice president and principal with San Francisco's SB

Architects.

■ SPUR is a nonprofit group that promotes walkability in the San Francisco Bay Area's many cities. "In cities like San Francisco, Oakland, Portland and Seattle, there's a real focus on living and working in locations where you can



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▲ These renderings of Hassalo on Eighth depict a four-block Portland community currently under development. ▶ The lobby in Hassalo's

new Elwood Building.

ride your bike and use alternative forms of transportation. The idea is even finding its way into metro areas like Los Angeles and Orange County," he says. Wright cites his firm's mixed-use developments in San Francisco's Mission Bay neighborhood, along with efforts to convert the former El Toro Marine Corps Air Station in Irvine, California, into walkable neighborhoods where trails and parks link houses, shops, schools and offices.

A 2015 Urban Land Institute (ULI) study measuring attitudes toward housing, transportation and community notes that 52 percent of American adults would like to live in a place where they rarely need a car. Thirty-eight percent would like more convenient local options for walking and outdoor exercise. And 32 percent rank public transit as a high priority.

"Nationally, we're seeing a resurgence of urban living," says Ed McMahon, ULI senior resident fellow. "For the first time in 50 years, a majority of American cities seem to be growing faster than their surrounding suburbs."

A decline in manufacturing jobs accounts for some of that shift, coupled with new opportunities in health, technology, education and professional services. Demographics and changing attitudes also play a role. Many young professionals want to live, work and play in the same place, McMahon explains. They prefer culturally vibrant, pedestrian-friendly neighborhoods to long commutes and big yards. And, as members of the millennial generation choose downtown high-rises over suburban homes, companies are following.

"Businesses used to locate where there was lowcost labor. Now, it's about attracting and retaining

AMERICAN HOUSING ATTITUDES

The Urban Land Institute's "America in 2015" survey examined U.S. attitudes on housing, transit and community:

- ▶ 48 percent of American adults say they are somewhat or very likely to move within five years.
- ▶ Among millennials ages 18 to 36, 73 percent expect to move within five years.
- ▶ 50 percent of Americans list walkability as a top or high priority when they consider where to live.
- ▶ 78 percent of Americans prefer communities where residents are a mix of ages.



talent. Employers are returning downtown because that's where the talent is," McMahon says.

▲ Portland's Park Avenue West will open downtown next year with retail, office and residential space.

Earlier this year, a Smart Growth America study identified nearly 500 companies that have expanded or relocated into downtown districts during the past five years. That list includes Amazon, which continues growing its campus in Seattle's South Lake Union neighborhood; Weyerhaeuser, currently building a new headquarters in Seattle's Pioneer Square; and Expedia, which plans to move to Seattle's downtown waterfront in 2018.







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YOUR STORY IS OUR STORY



Outdoor concerts at the Anchorage Museum exemplify the city's new, walkable urban lifestyle.



Pedestrians on Pine Street illustrate the walkability of downtown Seattle.

More than a third of downtown Seattle's 65,000 residents work in the city center, and the district has added an average of 25 new jobs per day since 2010, says the Downtown Seattle Association (DSA). The nonprofit economic development organization representing 12 downtown neighborhoods also reports a corresponding uptick in residential construction. New structures range from traditional apartments to mixed-use developments such as Via6, which dubs itself a "vertical neighborhood" with restaurants, bicycle storage, car-share vehicles and entertainment spaces for

residents' use. Revitalization projects at nearby Westlake and Occidental Parksfood trucks, free fitness classes, children's activities, even Ping-Pong tables-provide additional buzz.

"We're really trying to create an experience. Downtown is not just where you go

to work. It's a place to discover and really enjoy," says DSA Vice President of Advocacy and Economic Development Don Blakeney. He sees millennials moving in, but empty nesters and young families also are taking up residence in Seattle's urban core.

North of downtown, the Ballard neighborhood offers a less dense, pedestrianfriendly alternative to the city center. This historic area bordered by Salmon Bay and Puget Sound feels more like a small town, with shops, galleries, cafes, breweries and waterfront recreation. Ballard Avenue

retains much of its early 1900s architecture, but nearby, large new apartment complexes have been rising near the neighborhood's existing single-family homes. The new Vik condo complex typifies the trend-117 stylish units, \$269,900 and up, half of them sold before the formal opening

this fall.

"The demographics of Ballard are changing. It's getting younger, and many of those young professionals work downtown. They choose Ballard



tic, neighborhood vibe," says Ballard Chamber of Commerce Executive Director Mike Stewart. "You get the sensibility of living in an established neighborhood, but with the ability to quickly get downtown."

Population growth boosts local economies, but also strains public transit sys-



▲ Seattle's Ballard neighborhood features many cafes and taverns with alfresco seating.

tems. Neighborhoods often need new schools and bigger public safety budgets to serve new residents. Urbanization frequently triggers affordability concerns, as well.

"We have to make sure that the city

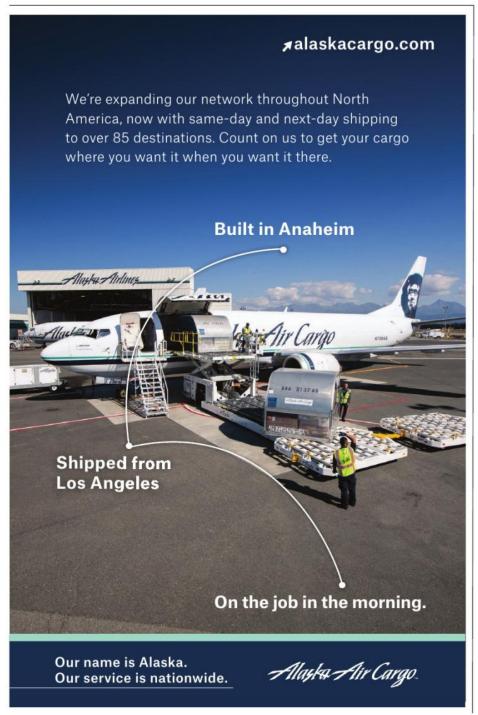
grows together and that we don't displace folks. Affordability is a huge issue," says Blakeney. He sees new market-rate and below-market-rate housing as part of the solution, and DSA is working with mayoral task force members to create additional fixes. "People inherently want to walk. You just have to give them somewhere to go."

"Affordability should be a key component of walkability," agrees Allison Arieff of SPUR, a nonprofit planning, housing and transportation group active in the San Francisco Bay Area. While cities with fast-growing housing markets can't always predict the challenges ahead, Arieff says thoughtful planning helps mitigate problems. "You can't just decide to stop growing. You do need to grow and adapt, and ideally you can put policies in place so people aren't driven out."

Residents often find that the amenities of mixed-use neighborhoods mitigate higher rental costs. Not owning a car, for example, means no bills for auto insurance, repairs or fuel (a fact I've enjoyed for years). Renting also curbs expenses related to home maintenance and property taxes.

"When you look at the bigger picture, it's not more expensive. It's just the lifestyle that you're choosing," says Stephanie Shaffer, senior residential asset manager for American Assets Trust in Portland. "While rent might seem higher, you're also getting more for your money."

Shaffer oversees Hassalo on Eighth, a four-block residential development in the city's Lloyd District. Millennials, families and retirees live in the community's three towers, which house more than 650 apartments and include amenities such as fitness rooms, private event spaces, bike repair services, dog lounges and retail shops. Developers incorporated environmentally friendly features throughout Hassalo on Eighth, from sustainable hardwoods to rainwater-harvesting gardens to efficient appli-



REAL ESTATE

ances that reduce renters' utility bills. An innovative water reclamation system called "NORM" (Natural Organic Recycling Machine) also diverts 60,000 gallons of water from the city sewer system every day. Treated residential wastewater instead irrigates native plants, flushes toilets and helps operate heating and cooling equipment.

Like Hassalo on Eighth, Portland's
Park Avenue West tower was built to U.S.
Green Building Council Leadership in
Energy & Environmental Design (LEED)
Platinum sustainability standards. The
downtown structure, which will open
early next year, combines offices, retail
space and residential units serving what
Ed McMahon of the Urban Land Institute
calls a "sleep upstairs and shop downstairs" clientele. The appeal of walkability,
he adds, today extends beyond metropolitan centers.

"This phenomenon is taking place in virtually every city of any size in the country," says McMahon, who lists successful downtown revitalization efforts in Boise and Salt Lake City as examples.

In the Turnagain neighborhood, southwest of downtown Anchorage, Alaska, new loft-style apartments built adjacent to the popular Rustic Goat bistro have sparked a similar interest in walkability. Though the city doesn't have the urban density of Seattle or Portland, mixed-use developments in the city's Mountain View neighborhood and a proposed retail and residential revamp of a former downtown theater confirm the demand for affordable urban housing.

"When it comes to walkability, I don't think you have to convince anybody," says Jon Bittner, vice president of the Anchorage Economic Development Corporation. "People inherently want to walk. You just have to give them somewhere to go."

Renee Brincks is based in San Francisco.



Practical Advice on How to Protect Your Company from Cyber Crime Simple, Effective Tips That Work

by Mary Francis

yber crime is nothing new. Every day, there are new reports of corporate systems being hacked. The truth is that any company can be a target.

By now, companies are familiar with the system components that can reduce the likelihood of fraud introduced by malicious software (malware). Make sure to update operating system patches, install and update anti-virus and anti-malware software, and use pop-up blockers in your web browser. These are all important factors in protecting your company's assets.

But even if you take these steps to protect your company, malware can be introduced by employees accessing infected websites, clicking on links contained in phishing or spoofing emails, or by opening an infected email. Here's a fact that should scare us all: a recent study concluded that sending phishing emails to just 10 employees will get hackers inside a company's computer system 90% of the time.

Remind your employees to be alert to phishing and spoofing attempts, and never click on links in unsolicited emails.

As online banking security becomes more sophisticated, fraudsters are increasingly relying on social engineering as a way to steal funds. Simply put, they are gaining access by tricking company employees.

A new fraud trend is "Imposter Fraud." The fraudsters impersonate a corporate executive or a vendor, and request that the company send a wire transfer directly, bypassing security controls.

- · With executive imposter fraud. the fraudster masquerades as an executive and sends an email to a subordinate asking them to send a wire transfer to pay a new vendor or an outstanding invoice.
- With vendor imposter fraud. the fraudster claims to be a vendor and sends a request via email, phone, fax or mail indicating that their company's bank account information and/ or payment terms are being updated, and politely asks for immediate account changes and a payment.

In both cases, fraudsters are counting on no one questioning their transaction requests, or if they are questioned, the questions will be directed to the person making the request and not through separate channels.

The best defense against executive imposter fraud is for your company to implement corporate policies and procedures that provide clear instructions regarding who is authorized to initiate payment requests and the process for doing so. Non-complying payments aren't processed. Also, allow accounting staff to verify payments requested by executives, particularly if they are unusual in any way.

The best defense against all imposter fraud is for all employees verify the request's authenticity by calling or emailing a trusted supervisor or executive using contact information

you possess, not the contact information provided in the request. Dual control (one person initiates an outgoing funds transfer and a second person approves/transmits the request) is another excellent tool to protect against fraudulent activity.

Finally, talk to your banker about the fraud protection services your bank offers. Positive Pay and ACH Blocks/ Filters are tools that can be used to protect your accounts from check fraud and unauthorized ACH debit activity. Using email event alerts for specific types of transactions or events (such as a wire waiting for approval) is also a way to ensure that you're notified about unusual activity on your accounts.

Cyber crime is not going away. Falling computer hardware prices increase the pool of people who will use cyber theft to harm a company's reputation and steal capital. You do not have to sit and wait for an attack.

Stay informed, install and regularly update the necessary security software, and be proactive with training communication to your employees and business partners about the growing threats. Do your proper due diligence, and you will be prepared.



Mary Francis is a Senior Vice President and Cash Management Director for HomeStreet Bank. HomeStreet is based in Seattle, WA and has branches throughout the Western United States and Hawai'i.

You can reach Mary at 206.442.5319 or mary.francis@homestreet.com.

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Growth Markets

West Coast real estate is soaring

By Matt Villano

n a bull market, some houses simply sell themselves.

Such was the case earlier this year with a two-bedroom, one-bathroom home on a large plot in Seattle's desirable Madrona neighborhood. The house was listed for \$625,000, a price that, because of the size of the lot, local brokers described as "fair." Within hours, it had attracted nearly a dozen offers.

That's when things got really frenzied. One buyer

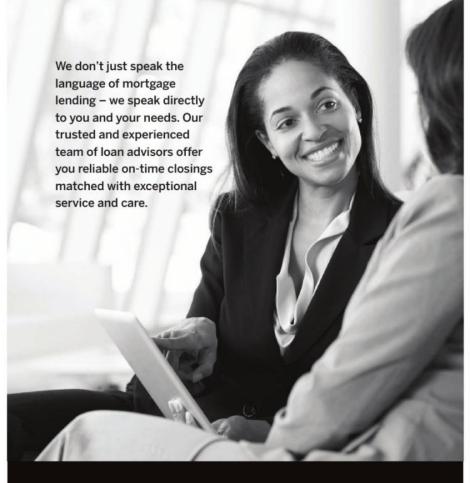
in particular wanted the place so badly he offered cash on the spot. The sellers demurred, saying they wanted to leave it on the market a few more days. The buyer was undeterred, and came back the next day with a cashier's check for \$100,000 over asking price. This was a deal the owners could not resist. The house purchase was consummated immediately; deal closed.

Such is life these days in the world of West Coast real estate—a previously inconceivable scenario where, at least in most markets, inventory is at all-time lows and demand is through the roof. Long gone are the doldrums of 2008 and 2009, when the market bottomed out and was noted for foreclosures and short sales. Here now are multiple offers above list price, sales without appraisals or home inspection contingencies, even all-out bidding contests.

This doesn't mean homes are unattainable. Experts say it just means buyers have to be extra-



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diligent and come to the table ready to act—in other words, with few contingencies and financing (or cash) in hand. It also means buyers have to be patient.

According to
Peter Orser, of
the Runstad
Center for Real
Estate Studies
at the University of Washington, the hot
West Coast
market may
persist.



her-than-UW's Peter Orser.

"The recent higher-thannormal price

increases would suggest this trajectory is not sustainable," he says, "but it could still continue for a while."

SEATTLE LEADING THE CHARGE

Without question, one of the hottest markets on the West Coast is the Seattle metropolitan area. In the city, inventory—what brokers call the number of houses on the market—is at an all-time low; "normal" market conditions hover around a three- to four-month supply of homes, but in recent months there has been no more than a one-month supply on the market at any given time.

Normally for people selling houses, this scenario is good. But David Warren, managing broker at Metropolist, a real estate firm based in downtown Seattle, says the biggest challenge in this market is that everyday sellers who want to move up or move down are sitting still because they are worried about the future.

"Four or five years ago these people didn't want to sell because of the poor market conditions," says Warren. "Now they are hesitant to sell because they're afraid they aren't going to be able to find something else they want to buy." New home sales have also been skyrocketing. In total, more than \$4 billion worth of residential and commercial buildings are currently under construction in central Seattle, according to the Downtown Seattle Association. Office square footage under construction has more than doubled since 2013, and about two-thirds of what's being built in downtown Seattle is residential—primarily apartments—to house an influx of workers at Amazon and other tech companies.

In Belltown, at the north end of downtown, the 698-unit Insignia by Bosa, the largest condominium complex in Seattle history, has sold almost all the units in its South Tower and has already sold nearly two-thirds of the units in the adjoining North Tower, which will begin welcoming residents midyear 2016.

Across Lake Washington, in Bellevue, the situation is even more intense. Here, due in part to an "You can live in Irvington, park your car Friday afternoon and not ever drive it again until Monday."

avalanche of new construction, foreign buyers from China and Southeast Asia have flooded the market, seeking to snatch up modern luxury properties as investments or second (or third or fourth) homes. Spafford Robbins, a broker with real estate firm GBK, says for these buyers, new-built is best.

"Until recently, most of the residential housing stock in Seattle was older," he says. "Unless you want in on a new condo right downtown, the best buys in new construction will be on the East Side."

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Josh Flagg, Los Angeles real estate celebrity from Bravo TV.

Puget Sound; Realtors report the real estate scene in Portland is going gangbusters, too.

Homes in Portland aren't as expensive as they are in Seattle, San Francisco, or San Jose, and home-seekers know it.

With this in mind, growing numbers of buyers are coming from out of state.

Jen Singer, principal broker/Realtor with Keller

Williams Portland Central, says a number of her recent clients have come to

Oregon to work jobs at multinational companies with a big local presence, such as Intel and Nike.

She adds that other clients aren't even moving into the house they buy; instead, they're purchasing homes in chic areas such as close-in Northeast and Southeast to use as vacation rentals.

"What you can get for a rental property is insane," she says, suggesting that some short term rentals fetch as much as \$400 or \$500 per night. "For out-of-state people used to having to pay a lot more in their home markets, the prices here seem so low that you can break even renting it out IO—I2 nights a month."

Portland also is unique in that the No. 1 selling point for both new and existing homes is walkability.

"You can live in Irvington [about a mile northeast of downtown], park your car Friday afternoon and not ever drive it again until Monday because you have everything close by," Singer explains, noting that she frequently informs prospective buyers how many grocery stores are within walking



distance of her listings. "Especially when people are moving here from out of state, that's a big deal that can contribute to a much simpler and more satisfying quality of life."

NORCAL DREAMING

A white-hot real estate market is nothing new in California. In San Francisco, data from the National Association of Realtors indicate that the existing home sales average price increased nearly 36 percent to \$737,600 in 2014 from \$543,780 in 2012. That \$737,600 represents the second-highest average sales price in the United States, behind nearby San Jose.

The situation has garnered national attention. Dozens of newspapers have covered the San Francisco market, focusing on the fact that expensive real estate is also affecting the rental market, currently the priciest in the entire nation.

What they want: schools, lifestyle, proximity

In the old days, real estate agents joked that location, location, location was all buyers cared about. Today, however, there are more specific criteria in play. According to Peter Orser, director of the Runstad Center for Real Estate Studies at the University of Washington, modern buyers weigh three main factors as they consider purchasing a home:

- Schools. "This is everything to buyers with young kids," Orser says. "People will move specifically to get into a school district they like."
- Character. "Buyers are looking for both community character and a unique home with individual character," says Orser.
- Relationship of home to work. "Fewer people these days are willing to spend more than 30 minutes on the road, in traffic, getting to and from work," explains the expert. "If someone can live in the city and cut commute time in half, that person might be more willing to accept a smaller residence, or a home without a yard."
- Affordability. "This is also on the list, and unfortunately it's a rare commodity right now," says Orser.



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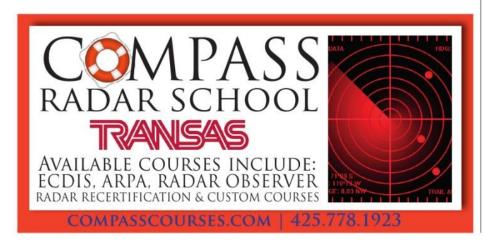
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"San Francisco always is considered a bellwether for other cities on the West Coast," says Orser, the expert from UW. "If the market there is hot, the markets in Seattle and Portland are usually following close behind."

One of the few areas of opportunity for NorCal buyers: Mendocino County, especially on the coast. Properties in this area were hit particularly hard during the economic struggles of 2008 and 2009, and many areas are just now starting to recapture some value. According to Sara Schoeneman, a Realtor with Mendo Realty in Mendocino, an oceanfront town of 1,000, this means there still are great values in the \$550,000 to \$1 million range.

"We're typically a year or more behind the rest of the Bay Area," says Schoeneman, who notes that one of her properties, an oceanfront home that was listed at \$3.9 million, would go for about \$15 million in a big city.

Schoeneman points out that people who move to Mendocino often do so as a form of urban flight-to get away from crowds, traffic and urban bustle in an attempt to embrace local culture and find more personal space.

"The lifestyle is a huge selling point," she says.

VIEWS VS. BLUES IN SOCAL

View is the name of the game in the southern part of the state. In Los Angeles, where price per square foot still is lower than in San Francisco, buyers will pay top dollar for a view, even if it means the properties they're getting are up in the hills, miles from the ocean.

This always has bemused Josh Flagg, real estate agent and star of the Bravo television show Million Dollar Listing. Flagg notes that while the most expensive areas in Los Angeles are hillside neighborhoods that look down on the city, many waterfront properties are affordable in

comparison—the opposite of most other major coastal metro areas. He cites Malibu as an example of this paradox, noting that there's "still some good value" near the ocean in this shoreline city.

"Waterfront property always should be the most expensive property, but here it's not," he declares. "The question is whether you want to look out on city lights or the ocean."

In San Diego, especially downtown, buyers can have both—in the form of waterfront condos. Earlier this summer, visitors would have counted up to eight cranes at work in the downtown corridor, building skyscrapers that eventually will comprise thousands of new residential units.

According to Luke Hanson, a Realtor with the local office of Carrington Real Estate Services, this new inventory is welcome in a city that historically doesn't have much on the market at any given time. San Diego's inventory shortfall isn't as bad as Seat-

tle's, but the pickings generally have been slim; Hanson says that the most recent figures show there were 20,000 units downtown and only about 230 properties for sale.

This environment means that affordably priced properties are selling quickly—often to second-home buyers from Phoenix who use their new places for a dose of the ocean on weekends. It also means that if buyers are willing to look at homes in the suburbs of Poway, Carlsbad or Encinitas, they usually can find something they like.

"We still have a market where you actually can find something you like and have a chance to get it," says Hanson. "Right now, that's great. But if demand continues and supply dips, I'm not sure how much longer that situation can last."

Matt Villano is based in Healdsburg, California. The value of his home has appreciated 15 percent since 2013.



Crossinads

Some of the most noteworthy vehicle innovations—today and decades ahead—occur where technologies intersect BY BENGT HALVORSON

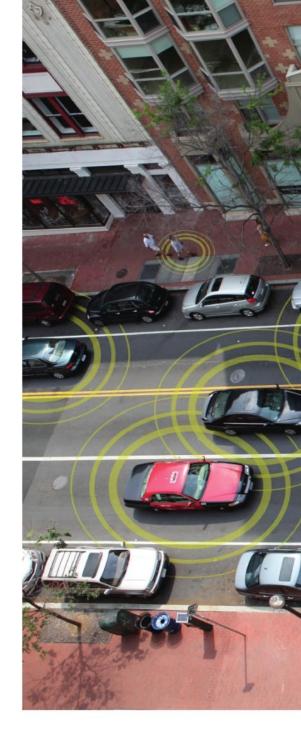
nce in a while, technologies come together in ways that are truly game changing.

We're on the verge of many such intersections: in the automobile. And although we're still far from mastering how to create time-traveling DeLoreans and the flying cars of *The Jetsons*, we're entering an era in which some of the capabilities we're seeing in our smartphones are going to be transformative in cars.

Specifically, we're nearing the era of autonomous, self-driving cars. If cars were connected to each other, and to some central "brain" to help route everyone in the smartest way possible, it would soothe traffic flashpoints, improve safety and help everyone get where they're going. And it could have a host of other positive effects, as well, such as reducing traffic stress, road rage and air pollution, and giving us more quality time with friends and family.

Yet true autonomous driving—where the car would be able to make decisions on its own, adapting to changing and unexpected situations, and the steering wheel would almost be irrelevant—is still decades away from widespread deployment. That's because while most of the technologies that would be put to use in self-driving cars are surprisingly close to an everyday reality, and potentially doable in the very near future, there are tremendous costs and societal hurdles associated with putting such systems in place.

What we'll see instead over the next five to 10 years is a series of incremental, interim technologies that are stepping stones toward that overarching system. In most cases, those steps are



pretty impressive on their own merits.

One of those technologies is vehicle-to-vehicle communication. Simply put, V2V would allow cars to send information about their location, travel direction and speed to other nearby vehicles. So if a vehicle is traveling in your projected path (from around a blind corner, for instance), you'd get a warning about the vehicle. Then farther off in the future, those V2V technologies would be supplemental to so-called vehicle-to-infrastructure communications, which would take into account where people want to go, mastermind the traffic-flow situation and route vehicles individually.

The potential gains from V₂V and V₂I technologies are significant. According to National Highway Traffic Safety Administration predictions, the two systems together could cut vehicle collisions



Automated vehicle-to-vehicle (V2V) communication will someday help mitigate traffic problems and improve safety on busy urban streets. Connected vehicles will include in-vehicle warning devices.

by 81 percent, and V2V technologies alone could contribute nearly as much to improved safety.

These technologies also show some promise in being repurposed for energy reasons. So-called electric-vehicle-to-grid solutions would be able to tap into the energy stored in your electric car when it's plugged into your home charger, to be used at times of peak energy demand. The vehicle would then recharge when energy demand on the grid is lower again.

According to one academic department studying electricvehicle-to-grid technology, if the U.S. fleet were all-electric, just 30 percent of all those vehicles could offer, for short-term situations, the capacity to match all electric power generation in the United States.



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ON THE WAY TODAY

Autonomous driving will require coordinated computation, safe and secure (redundant) protocols, and some agreements on infrastructure. While autonomous vehicles are what futurists generally focus on, there are plenty of other innovations arriving in many of today's new models—things that will be widespread within five years. And most of them, not coincidentally, are technologies that would also work nicely in supplementing autonomous systems.



Smart parking systems

Parking systems—now available on a wide range of vehicle makes and models, including the Ford Escape, Jeep Cherokee and BMW 3-Series, among many others—help steer you into a parking spot by using ultrasonic and camera sensors, while you modulate the accelerator and brake pedals. Looking to the future, these systems won't require you to even be behind the wheel: You might use your smartphone or smartwatch to summon your car from parking.

Traffic signals in the loop

In a not-too-distant future, your car may know when the traffic signal ahead is going to turn red. It may actually tell you to ease off and coast because you're not going to make it through. Or your vehicle's navigation system might take traffic-signal information into account to calculate a route through congested city streets.

That's what BMW hopes to do with information that's already available, on a very limited basis, from an app made by Oregon-based Connected Signals, a company that aims to collect data on connected

BMW's Night Vision system uses infrared to detect people at night.



The Jeep Cherokee's ParkSense system uses sensors front and rear to locate a parking space and guide the vehicle into the space.

traffic lights nationwide. For now, the company's live data include only Portland, Eugene and Salt Lake City, but BMW has already made it one of the company's ConnectedDrive apps, called EnLighten and integrated with the iDrive infotainment screen in most newer BMWs.

In the future, it could become an integral part of an autonomous-driving network; but in the meantime, it may mean fewer tickets for running red lights.

Night-vision systems

While the first night-vision systems made their debut a decade ago, the latest versions have come a long way. Today's technologies employ infrared systems and are capable of "seeing" heat, not just the visible light spectrum. That allows the systems to pick out people and animals in fog and the darkest of nights.

Although there's a lot of debate about which kinds of headlights (halogen, xenon, LED or laser) work best, night-vision systems have the potential to be smoothly integrated with active-safety systems and build on that vision—whether it's information for the driver or for that automated future.

Lane-keep assist and active cruise control

Lane-keep assist is a system that uses camera inputs to track your position within lane markings and, through a connection to the vehicle's electric power-steering system, actually provide steering input to keep you in your travel lane if you start to drift out as you become distracted or drowsy.

Meanwhile, active cruise control uses a combination of sensors to automatically slow the vehicle down—or even brake it fully to a stop—for slower-moving traffic ahead. Many such systems will now automatically return the vehicle to the preset speed when



traffic ahead clears or when the driver manually steers around the slower-moving traffic.

At the vehicle level, this "power couple" of technologies—now found on a range of models from Audi to Subaru—is one of the most important steps toward autonomous driving.

Interfaces getting physical

Gestural commands are coming soon to in-vehicle interfaces. We're not just talking about the common swipes, pinches and double taps we use on interactive screens. With universal gestures such as a Apps such as MirrorLink make your smartphone an integral part of your car experience. sudden palm of the hand held out (stop), or an index finger quickly held up (pause), navigation systems could get a lot better at recognizing when to give us menu prompts, and how much information to provide.

The latest version of iDrive in the 2016

BMW 7-Series is already getting there. For instance, making a rotary motion in the air space in front of the infotainment screen signals the system to turn up or down the volume; pressing your hand forward can answer a prompt on the screen, such as a request to accept or decline an incoming call.

Part of the allure of allowing gestures and proximity sensing is that the system shows you the most simplified set of options possible. A number of existing infotainment systems, such as the CUE system in Cadillacs, have a feature that lets them show more menu systems only as your hand approaches.

Mark Boyadjis, senior technology analyst at IHS Automotive, notes that what we'll see is more "multimodal interfaces," meaning systems that you can command with a controller, touch screen, gesture and so forth.

"Automakers know pretty well that what they've been doing



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isn't exactly meeting needs," says Boyadjis, who noted a disconnect between what car buyers expect based on smartphones and personal electronics, and what they're getting from the car. "There's an expectation gap, especially in terms of speech-recognition capability."

Taking smartphones front and center

The days of wishing your car might respond a little more like your smart-phone—or that you could simply conjure up Siri from a steering-wheel button—might be over. True integration with the smartphone you carry, or the smartwatch you wear, is less than a year away for many cars, thanks to the impending rollout of Apple CarPlay and Android Auto for many vehicle infotainment systems and feature lists.

With these systems, which also include



The Mercedes-Benz Fo15 Luxury In Motion enters a "lounge mode" while in transit. the lesser-known MirrorLink, you'll be able to access all the content and streaming audio—as well as some of the baked-in features, such as voice recognition and Siri—from your smartphone. This compatibility will essentially make your vehicle dashboard an extension of your smartphone, and it's one of the year's most







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understated, yet impactful, innovations.

But the more your in-car interface becomes a peripheral for your smartphone, the more the automaker's own identity will be lost. "You're no longer going to get a Hyundai experience; instead what you'll have is a Google experience," IHS's Boyadjis says.

THE 10-YEAR FORECAST

Now, let's take a look at some key areas of automotive innovation that are 10 years or more from fruition and may help shape the future.

Taking away the steering wheel

One of the more common points seen in concept cars of recent years is moving away from the driver's seat and the steering wheel as the focal points of the car.

That will likely mean, as concept cars continue to suggest, that vehicles may innovate with packaging and seating in ways that have been impossible until now. For instance, in the Mercedes-Benz F 015 Luxury In Motion Concept Car, which made its debut at this past January's Consumer Electronics Show, a variable seating system would allow you, when the vehicle is autonomously guided, to enter a "lounge mode" that would hide the steering wheel, pivot the seats around to face each other, and turn the vehicle into a sort of passenger limousine.

Being a driver, as we know it, might quickly turn into a novel, occasional experience for weekends and special occasions. The rest of the time you could spend visiting with friends and family, doing work, or enjoying entertainment.

Augmented reality

Once cars can drive themselves, and once we can free up some of the exterior design constraints by removing items such as big batteries, fuel tanks and engines themselves, automotive interiors



then open up to virtual/augmented reality.

Here's where designs get especially fun. In some of these scenarios, the interior of the car might be turned into an IMAX theater, of sorts—a virtualreality chamber with a special projection



Mini incorporated Google Glass in its Augmented Vision Concept. system that would interrupt with critical information, or a view of the out-

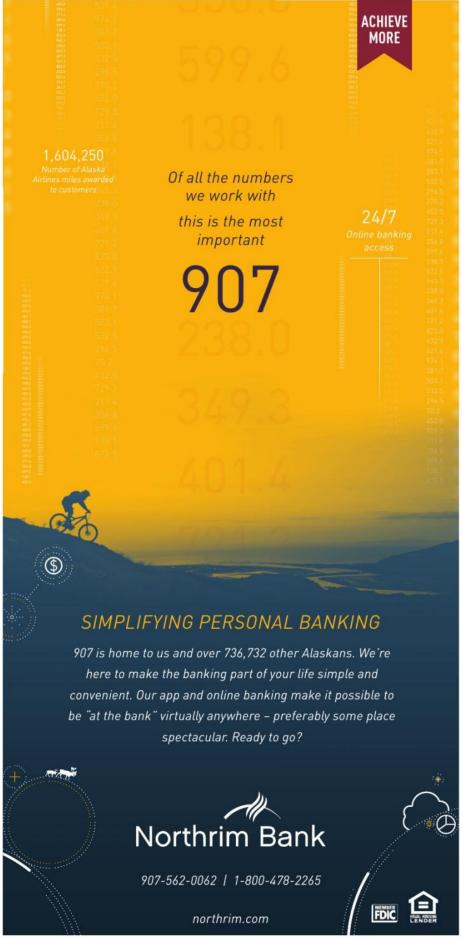
side world, only when necessary.

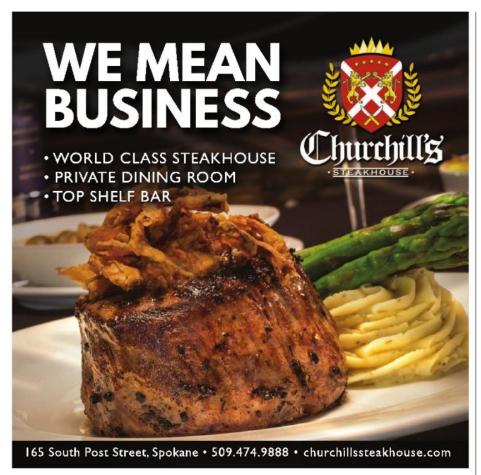
The technical challenges of such a vehicle are enormous. But such technology could, in some cases, be used to improve visibility and safety. For instance, the system could project a combined set of inputs from outside cameras and make the car walls seem completely transparent—passengers would see pedestrians on a congested city street as if there were no vehicle door between them.

Over the next five to 10 years, we may see the first hints of such technologies as the windshield head-up displays that are offered on high-price luxury vehicles, with larger graphical readouts, or as wearables, putting technologies such as Google Glass to use in helping drivers single out road hazards. Mini's Augmented Vision Concept from earlier this year shows a format for that, and suggests that the concept could arrive sooner than we might think.

Energy storage becomes less of an issue

With the advent of lithium-ion batteries, we've already seen how smaller energy





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storage can free up the space for smaller, smarter devices—or, in the case of cars, for usable driving range without sacrificing passenger and cargo space.

Electric cars that can provide a driving range of hundreds of miles—such as the Tesla Model S-are going to remain expensive because of battery cost. So in the short term, the amount of energy that you can store in a vehicle is going to remain very important. But eventually, big "range anxiety" concerns about storing enough energy in your vehicle for long-distance driving-with things like fuel cells, gasoline tanks or batteries-could become a thing of the past. Wireless inductive charging, from the roadway below, could feed your vehicle with a trickle charge as you're driving. There may be a buffer, provided by a minor backup battery or ultracapacitor system-as well as solar panels-for when you venture off "the grid," but you simply wouldn't need to worry about energy flow. This is being tested in a few different locations, but it's likely far off, as the infrastructure costs would be massive.

The freedom of not having to center vehicle design around the packaging demands of large batteries, fuel tanks, fuel cells and the like, and not having to worry about steering wheels and pedals (at least to the same degree), will give designers tremendous freedom, allowing them to turn vehicles into a different kind of rolling art.

Once many of these technologies are in place, the truly long-range area of automotive innovation is design.

Will cars be aerodynamic teardrops or saucers? Or simple industrial pods? Or will other developments beyond our grasp allow transportation to take self-expressive, delightfully impractical visual forms? It's a future to look forward to.

Bengt Halvorson is an independent automotive journalist in Portland, Oregon.





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tand-up paddleboarding peacefully down the Chena River through Fairbanks, we three SUPers keep our eyes peeled for wildlife. After all, we're in Alaska. Wild-animal spotting is an everyday pastime. I'm here with my friend Jerry and our guide, Nick Nyquist of Alaska Paddle Board Adventures, in the center of the Great Land's second-largest city. Office buildings and overpasses complement the riparian shorelines. This is an urban excursion.

Along the way, though, a squadron of mallards, seven ducklings in tow, veers out of our pathway when they notice the alien beings floating toward them. A beaver spies us from 10 yards off, pauses midstream to gawk, and then performs the classic tail-slapping alarm dive for which his species is known. Fish splash; ravens call; we float and watch and listen.

And right downtown, Nick calls attention to one more sight. "We've got a charismatic megafauna right up ahead," he announces. "See the elk?"

Ah. Sure enough, standing tall atop a large, one-story structure, on a berm beside the river, antlers outlined against the sky, is a bull elk, 5 feet at the shoulder, at least.

Nick is trying to suppress a grin that soon dissolves into hearty laughter.



The elk is a statue on the local Elks Lodge. There are no native elk in central Alaska.

Jerry and I join in the hilarity, but not as raucously as Nick, because we are rank beginners atop these paddleboards. Balance on a floating plank in the middle of a river is not enhanced by rowdy laughter. At least not for us. Shortly after the "elk sighting," we feather our way through a small riffle with our paddles splayed wide like outriggers.

Nick relaxes by lying down on his board, stretching a bit, striking an ironic yoga pose, pretending to take a nap, then springing back up. Jerry and I admire this vicariously. No acrobatic cavorting for us. We've taken to the Chena this morning for an adventure that is new to us and new to the subarctic environs of the Golden Heart City, as Fairbanks fashions itself. While this river has been a human thoroughfare for thousands of years, paddleboarding just arrived in the last few. It joins a seemingly infinite array of things to do in this area.

The river illustrates one of the most engaging aspects of Fairbanks: Every venue for activity and enjoyment has at least two facets—summer and winter. Trails that are hiking destinations for about half of every year are skiing or snowshoeing paths for the other half. The river is an activity artery in weather both hot and cold—for paddlers in

Fairbanks residents and visitors enjoy warm-weather activities such as stand-up paddleboarding on the Chena (opposite) and cool-weather mountain biking near town (below). summer, skiers and snowmobilers in winter. One must head pretty far north these days to find a river that freezes as solidly as the Chena does in winter. So it is a delightful discovery that the river becomes a temperate playground just months later.

I'm here in midsummer, and the river is a fine temperature for swimming. In fact, it's warmer than my favorite swimming lake back home in Seattle, and I take measure of this temperature difference farther downstream when we pull up on a lovely sandbar for a break. The water curls in a back eddy over an inviting pool, and I plunge in, following a what-the-heck theory of travel that is perfectly suited to the Alaska Interior.

This is a surprising region, and Fairbanks is its marvelously underappreciated center. Yes, it is "just below" the Arctic Circle, by a hundred miles or so. And the northern lights do, indeed, paint



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the sky in midwinter, at a time of year when the temperatures hover around the zero mark. "It's a dry cold," residents claim, and so it is, as well as rarely windy. I've been colder in Seattle than in Fairbanks in February. And in early summer it can be, well, blazing hot. Temperatures can reach 90; the sun is high in the sky at 5 A.M. and stays high until about 10 P.M. At the summer solstice, the sun only sets for a few hours, and the sky never gets completely dark.

Under such sunny skies, shade can be welcome. This thought crosses my mind the next day when Jerry and I are working our way around the city's most popular disc golf course, which occupies what is in winter a dandy Nordic-skiing.

what is in winter a dandy Nordic-skiing layout. In summer this becomes a memorable venue for mountain-bike riding, strolling and other activities. Birch Hill rises northeast of the city and is aptly named; ivory-white paper birches contrast strongly against the green of leaves behind them.

I prove better at admiring birches and enjoying their shade than I do at flinging

Cross-country skiers (above) kick up their heels at the Jim Whisenhant Cross Country Ski Trail system in Fairbanks' Birch Hill Recreation Area. My summertime tree gazing puts me in mind of the last time I was here, on a winter visit ... creasing crisp snow on cross-country skis.



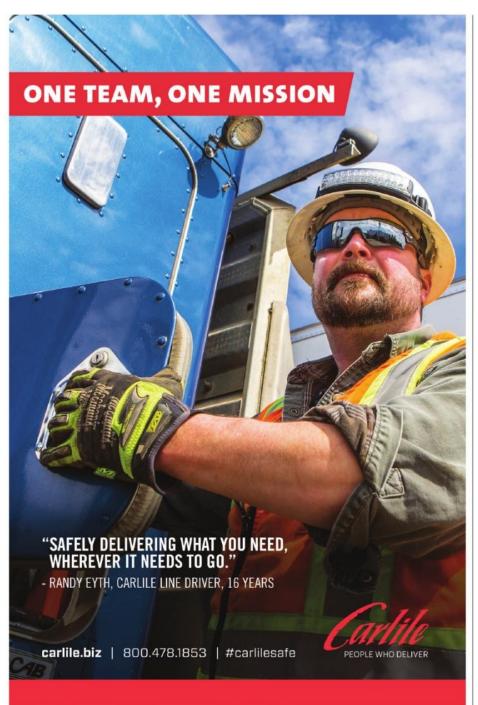
A MOUNTAIN GREAT BY ANY NAME

When President Obama announced an official name change for the tallest mountain in North America recently, he simply formalized what Alaskans have observed for decades: The 20,310-foot behemoth that anchors the Alaska Range 100 miles southwest of Fairbanks is called Denali. That's Athabascan for "The Great One," an accurate appellation in any language.

Denali towers over the landscape like no other mountain on earth—because its base is at about 2,000 feet, 18,000 feet of the mountain is visible from its southeast and northern sides. Its grandeur makes it one of Alaska's most popular destinations

Fairbanks is a major gateway to Denali National Park & Preserve, whose main entrance is about two hours by car or four hours by train from the Golden Heart City.

The majority of Denali's visitors come during summer, but the park remains open in winter (with limited facilities), and it's a grand time to visit. In fact, March is one of the best months to see the mountain, when it can be less shrouded by clouds —F.I.





ALASKA

discs—and my summertime tree gazing puts me in mind of the last time I was here, on a winter visit several years back, creasing crisp snow on cross-country skis.

That day, the sun hung low in the far north's cornflower-blue sky, and while the thermometer registered 5 below, the exertion of skiing, the still air and the sunlight's grasp led me to shed two outer jackets and glide along in just a T-shirt and fleece pullover. There were no green leaves then; the clear light and black-and-white world made the birch maze into an

WHEN YOU VISIT

For additional information about Fairbanks and Interior Alaska, visit explorefairbanks.com.

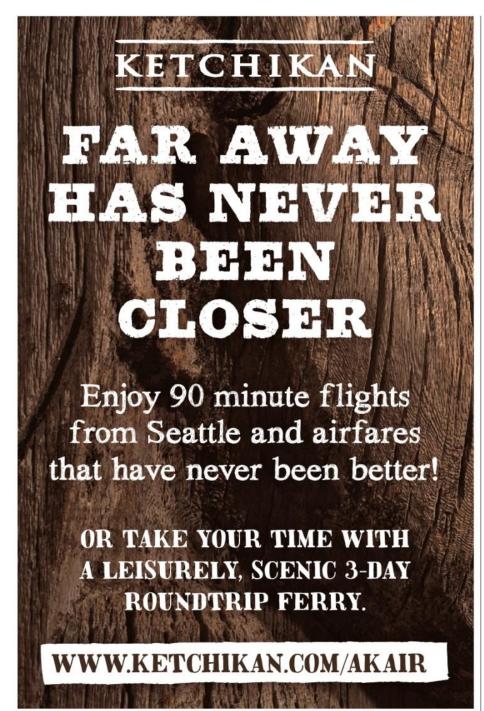
- Summer or Winter? A key draw in winter is the chance to see the northern lights; you're most likely to see them mid-August through mid-April. Many lodgings offer wake-up calls when the aurora appears. In summer, endless daylight, fishing and hiking are the main outdoor attractions.
- Subarctic Alpine Last winter,
 Fairbanks was one of the few places
 in the West with good snow. Its three
 small downhill ski areas are Moose
 Mountain (school buses substitute
 for lifts here); Ski Land, home of
 the farthest north chairlift in North
 America; and Birch Hill, on the
 grounds of Fort Wainwright. All three
- Paddling and Pedaling Alaska
 Paddle Board Adventures provides
 boards, instruction, guiding and
 shuttle service for trips down the
 Chena River; akpaddleboard.com.
 Alaska Outdoor Rentals offers bikes,
 canoes and kayaks; 2paddle1.com.
- Arctic Circle Tours depart Fairbanks in summer and winter, by air and road, to head north of the Arctic Circle; learn more at Northern Alaska Tour Company, porthernalaska com

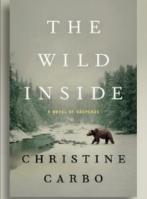
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- Fountainhead Antique Auto
 Museum While its collection of
 antique cars is vast enough to suit
 any auto enthusiast, what distinguishes this facility are the companion exhibits that place the cars in
 their historical Alaska context;
 fountainheadmuseum.com.
- Creamer's Field Migratory
 Waterfowl Refuge The fields and
 woods of this former dairy constitute
 one of the best urban parks in the
 United States, and a major birdwatching venue; creamersfield.org.
- Chena Hot Springs Resort Aside from the hot springs, aurora viewing and a geothermal greenhouse packed with thriving vegetables, activities here include hiking, biking, skiing, bird-watching and nature tours; chenahotsprings.com. —E.L.

Escher canvas. "Through the long reach of desert woods/The embracing sunbeams chastely play," wrote Longfellow, "and gladden these deep solitudes."

The pleasant solitude is even deeper along another trail: the one that leads eastward from Chena Hot Springs
Resort. On my summer trip, I have the entire path to myself, passing open meadows and willow copses on a mist-threaded morning. I've been here in summer and winter, on skis and foot, and in each case the wild air and hogback ridgeline have stiffened my joints perfectly for a long soak in the resort's famous outdoor hot springs lake. In winter, it's so quiet that I can hear hoarfrost sift off a branch into the snow below; in summer, voles prowl



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beneath the high grass. Once when I glided by ski across a footbridge in winter, an Australian visitor framed me in his camera lens. "Makes it seem authentically Alaskan," he explained, which I took as a compliment.

Yet enjoying Fairbanks need not be a solitary pursuit, and my winter excursion to the hot springs revealed a social enclave in which casual conversation invariably turned to the sky above, limned by greenish wisps that waved across the Milky Way like sheer curtains—the aurora borealis, an effect of electrically charged solar particles striking gases in the far-northern atmosphere.

"Seen any lights?" This classic local query does not refer to anything made by humans, though the Chena Hot Springs area is also a renowned center for geothermal energy.

For supper I'd enjoyed a fresh spinach salad and cherry tomatoes grown in the

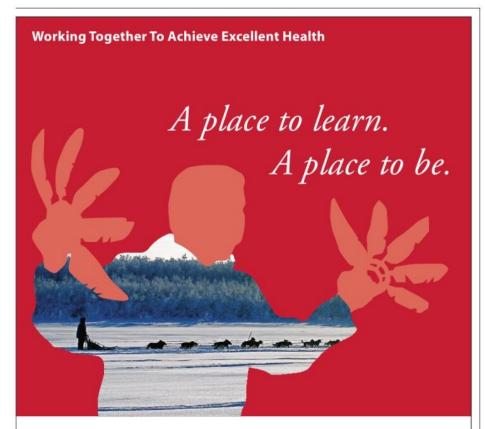
Chena greenhouse, a subarctic marvel made more striking by the log-lodge surroundings of the resort's dining room. No early settlers could have imagined this place. Indeed, there's much in modern Fairbanks that would surprise the hardy prospectors and entrepreneurs who ventured here more than 100 years ago.

Today, Fairbanksians also head outdoors in winter for the annual Brr-BQ
competition, marvel at glistening ice
sculptures at the BP World Ice Art Championships, or just enjoy quiet strolls along
residential streets rendered squeaky by
cold snow underfoot. In summer, those
same streets are populated deep into the
night in late June by hundreds of gaily
bedecked runners in the Midnight Sun
Run, whose participants are likely to be
Star Wars heroes, musk ox, Game of
Thrones villains, elves, fairy princesses,
elephants, caribou and just about anything other than serious racers.

This is not the only place where citizens costume themselves for a midsummer run, but the distinctive nature of Fairbanks is what lends the event such flair. Folks really are still jogging down the street at midnight, just as local golfers are out on the course at midnight, and semiprofessional baseball players are on the field in the famous Midnight Sun game, played on the summer solstice.

In midwinter, no one is outside playing much baseball—certainly not at midnight—but several local rinks host hockey games outdoors all winter, and residents shrug and smile when you mention that a good, hard check at 10 below must be memorable.

All this outdoor frolic obscures the fact that Fairbanks was founded with hard work: The city's history dates back to one of Alaska's last great gold rushes, after Felix Pedro found the precious metal in the Goldstream Valley north of the Chena in the winter of 1901–1902. One can visit Gold Dredge 8, and learn how the valley was transformed into a mineral bonanza, and water became most valued for supporting this platform. The



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vast dredging machine coursed its way across the landscape between 1928 and 1959, sluicing gold-bearing gravel through its separators. Over the 31 years, the machine extracted 7.5 million ounces of gold. At today's prices, the dredge's lifetime haul would yield about \$9 billion. During its operation, the price of gold was fixed by federal law at \$35 an ounce, a fact that did not deter prospectors one bit.

Visitors today can pan for glimmering flecks after touring the dredge. Handed a bag of pay dirt and taught how to swirl the water just so, every panner finds gold—about eight bits' worth.

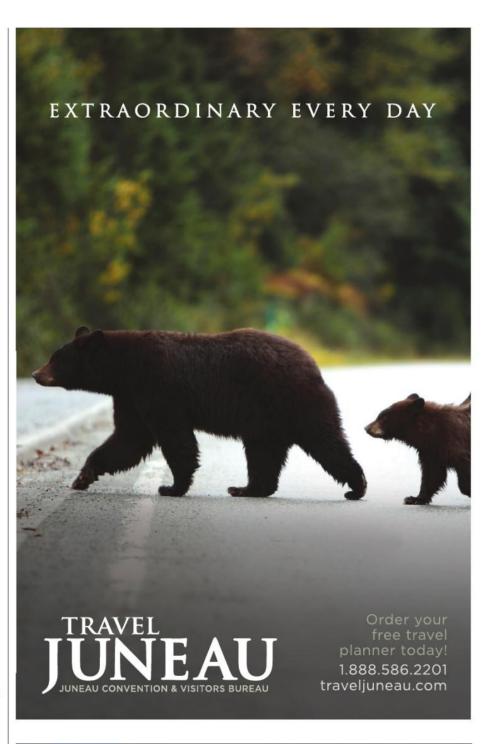
But I've already found my treasure in the White Mountains National Recreation Area, north of the city along the road to the North Slope. Hiking Wickersham Dome with a friend, I brush against a subalpine spruce and find that this merest touch to a branch releases a cloud of golden pollen dust that glints in the sunlight just as brilliantly as anything Felix Pedro ever saw. It feathers outward in a breeze so mild that the spreading pollen is our only proof the air is moving at all.

I've been to this recreation area before—in winter. Same trail, same mountain, same friend, same easy walk, different season. Back in February there was no pollen. Instead, the ridgetop shimmered in a porcelain light, and when my friend Amy and I stopped to listen to the outdoors, we heard the rarest of all sounds—absolute silence—which, according to the old saw, is golden.

We said that, out loud. Or did we only think it? No matter. The moment had a measureless value. Afterward, we started walking again, back toward town.

Eric Lucas is contributing editor at Alaska Beyond.

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PIONEERING SPIRITS

ALASKA BREWERS AND
DISTILLERS ARE CRAFTING
EXCELLENCE
BY RENEE BRINCKS

t first glance, the production space at Ursa Major Distilling looks like many other small-batch operations: a line of fermentation tanks, a still with columns stretching up from a silver drum, wooden barrels used to age spirits.

Look closer, however, and you'll discover several unusual components in this Fairbanks facility. A standard power drill propels a mill that grinds barley. Owners Rob and Tara Borland use a canoe paddle to stir the mash, a mix of milled grain and water that's fermented to create alcohol. The still, which extracts alcohol after the mash is strained, is a stainless steel drum fitted with pipes from a plumbing supply store. Those pipes are stuffed with structured copper mesh normally used as a packing material.

By designing and building his own equipment, Rob Borland established a distillery for a fraction of the normal cost. That self-reliant mindset, often associated with Alaska, extends to the company's sourcing practices. The Borlands ferment rum with Alaskan sourdough, flavor gin with rhubarb from their own garden and purchase Ursa Major's grain from regional farmers. Barley grown in Delta Junction lends a faintly sweet, almost strawberry note to the Long Winter Vodka.

"We try to stay as local as we can," says Borland, who distributes

Ursa Major spirits almost exclusively in the Fairbanks area. The Kenai Peninsula native was inspired by the business practices of his hometown's Homer Brewing Company, which also keeps its products local.

Craft beer and spirits are big on the Last Frontier, from Silver Gulch Brewing, Ursa Major's neighbor and America's northernmost brewery, to the new Icy Strait Brewing along Alaska's Inside Passage near Juneau. The state's thriving industry includes five established distilleries (with a sixth on the way) and more than two dozen existing and planned breweries. A 2014 report from the Brewers Association, a Colorado-based organization representing small and independent American craft brewers, measured a \$239 million annual economic impact from Alaska's breweries alone.

Like Ursa Major, other producers look to local ingredients to capture a true taste of Alaska. Fairbanks Distilling Company, which begins production in a former city hall building this autumn, will use Tanana Valley potatoes and Delta Junction barley. Anchorage Distillery sources barley, wheat and winter rye from Alaska farms, and gathers water from a lake fed by the Eklutna Glacier. HooDoo Brewing Company in Fairbanks purchases local pumpkins for its fall pumpkin ale, while other artisans incorporate Alaska blue-



berries, highbush cranberries, rose hips, spruce tips, artemisia (wormwood) and herbs into their beers and spirits.

"People are curious about local products. They want something from the source, and they want to know who made it," says Hoo-Doo's Karen Wilken.

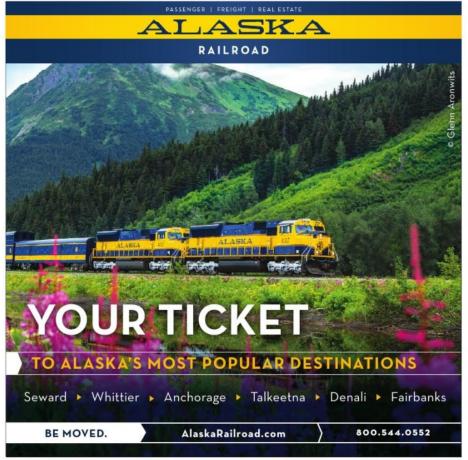
At Port Chilkoot Distillery in Haines, a new tasting room opens into the production space so that guests can watch as Heather Shade and Sean Copeland create and hand-bottle their small-batch spirits. Copeland spent a year repurposing the building, a former military bakery on historic Fort Seward that now features reclaimed wood fixtures and custom-built steel and copper kettles. Despite their non-distilling background (Shade was a National Park Service biologist and Copeland a carpenter), the couple has created a gin that won two prestigious awards in 2015: a double gold medal at the San Francisco World Spirits Competition and a gold at the American Craft Spirits Association competition. The 50 Fathoms Gin balances juniper essence with earthy spruce and cinnamon, and the citrus finish comes from tangerines that Shade's parents ship from their California farm.

Shade and Copeland's decision to open a distillery in a small, rural Southeast Alaska town came from a desire to create careers

Owner Rob Borland (at left, above) designed much of the equipment at Ursa Major Distilling in Fairbanks; he uses local

ingredients for spirits such as rum.







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that would keep them in Haines while providing personal and professional growth. They also saw an opportunity to work with the region's tourism industry. As the founding president of the Distillers Guild of Alaska, Shade and her colleagues lobbied for 2014 legislation that allows distilleries to operate on-site tasting rooms and offer limited samples and sales.

"That single thing—allowing us to have visitors and thereby join the tourism industry—is what enables us to survive in this kind of business," says Shade, who now welcomes locals as well as cruise ship and ferry passengers and independent travelers exploring Alaska by air and road.

A few blocks away, Paul Wheeler and Jeanne Kitayama are finishing a new downtown Haines Brewing Company location that opens this fall. Wheeler built his original brewing system using old dairy tanks shipped up from Iowa and Minnesota, and the business has operated in its original Dalton City spot since 1999. Haines Brewing concentrates on local distribution only. Captain Cook's Spruce Tip Ale, one of the

brewery's biggest sellers, combines

subtle fruit and spice flavors. It's seasoned with spruce tips that Wheeler, Kitayama and their friends harvest by hand.

"We're not striving to be a regional brand you can get anywhere," Wheeler says. "The beauty of travel is finding local products you can't taste at home."

On the Kenai Peninsula, Soldotna

CRAFTING A TOUR

Bryan Caenepeel spent 10 years as a local guide before launching Big Swig Tours, a 3.5-hour exploration of the Anchorage beer scene. During stops at

Brewing Company,
King Street Brewing
Company and other
locations, guests
sample a dozen
Alaskan beers, fuel
up on appetizers,
and join brewers on
behind-the-scenes

tours that explain the production process. Caenepeel also shares stories from the state's brewing past and present between stops.

Big Swig departs six days a week in the summer and offers by-appointment outings throughout the winter. The company is developing an expanded tour that will soon travel to breweries in the Matanuska-Susitna Valley, north of Anchorage Economic Development Director Stephanie Queen also sees craft beverage production benefiting both local tourism and local quality of life.

"A few years ago, we were fighting the perception that there was nothing to come back here for. Now that's no longer the case," she says.

Queen cites community building efforts by Kassik's Brewery, St. Elias Brewing Company, Kenai River Brewing, High Mark Distillery and other producers who support local charities, sponsor events and create popular gathering spots. Her office works

to help such businesses, much like homesteaders who arrived in Soldotna in 1947.

"This is still a place where you can take a risk to create something from nothing, and you'll see it succeed," she says.

Former teacher Doug Hogue took that kind of risk when he debuted Kenai River

Brewing in 2006, just before Frank and Debara Kassik opened Kassik's Brewery up the road in North Kenai. The three entrepreneurs had to encourage local customers to try something new; many were loyal to big-brand lagers without the flavor complexities of these new craft releases. Kenai River Brewing's Breakfast Beer, for example, has hints of milk, oatmeal and chocolate and looks indigo in the glass.

Big Swig Tours

behind the scenes.

takes visitors

This August, Kenai River Brewing broke ground on a new



Port Chilkoot

Distillery (below)





ANCHORAGE







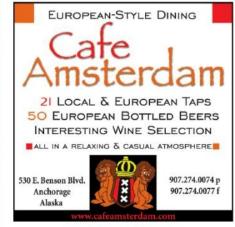
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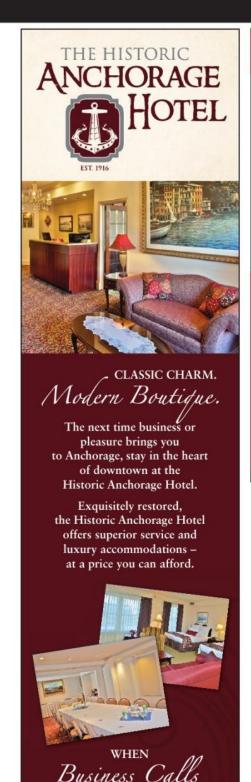
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facility off the Sterling Highway, near Soldotna Creek Park. Hogue is doubling his brewing capacity, and he's adding outdoor seating, nature trails and an expanded, family-friendly tasting room.

"The community has really come together and supported breweries here on the peninsula, and across the entire state," says Kenai Peninsula resident and beer writer Bill Howell. He chronicles the state's brewing history in his 2015 book, Alaska Beer: Liquid Gold in the Land of the Midnight Sun.

During the late 1800s and early 1900s, Howell explains, a brewery's opening helped confirm a community's transition from trading post to established town. Some early residents took issue with alcohol and banned it entirely; today, some Alaska localities still outlaw alcohol. But other communities dedicated pioneer beer and spirits revenues to infrastructure.

"The first public schools in Alaska were built with revenues from saloon fees," Howell says. "They were essential drivers in economic development."

Prohibition ended legal brewing and distilling in the state. And a redirection of resources during World War II all but halted new beverage production. High shipping and distribution rates further slowed the industry's growth in Alaska, and those costs continue to challenge current-day producers.

Despite all those obstacles, a pioneering Juneau couple kick-started the state's brewing resurgence in 1986. Geoff and Marcy Larson opened Chinook Alaskan Brewing Company (later renamed Alaskan Brewing Company) with the support of 88 private investors who saw potential in the young couple's plans. Today, Alaskan Brewing distributes to 17 U.S. states, and it ranks 20th on the list of top American craft brewing companies. Alaskan sells 161,700 barrels a year; by comparison, the largest U.S. craft brewer, Yuengling of Pennsylvania, sells 2.9 million barrels annually.

Alaskan Brewing's first release was an amber ale inspired by an old recipe from Douglas City Brewing Company, which



operated near Juneau in the early 1900s. The coppery-colored beer is smooth and malty, balanced with just a hint of bitterness. When Alaskan Amber won Great American Beer Festival medals in 1987 and 1988, it brought national attention to the state's then-fledgling brewing industry. Expansion continued from there, but the company still keeps its focus close to home.

Visitors to the Anchorage Distillery tasting room can sample four different types of vodka, plus gin and whiskey.





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"Inspired by their experience getting the finances and having buy-in from all these Alaskans, Geoff and Marcy became incredibly committed to making beer that represents Alaska—and especially Juneau," says Andy Kline of Alaskan Brewing.

Because Juneau is only accessible by flight or ferry, the brewery also takes innovative steps to control shipping costs while lightening its environmental impact. A custom steam boiler that powers production equipment runs on spent grain, a byproduct of the beer-making process. Alaskan Brewing also captures carbon dioxide from fermentation and recycles it for production.



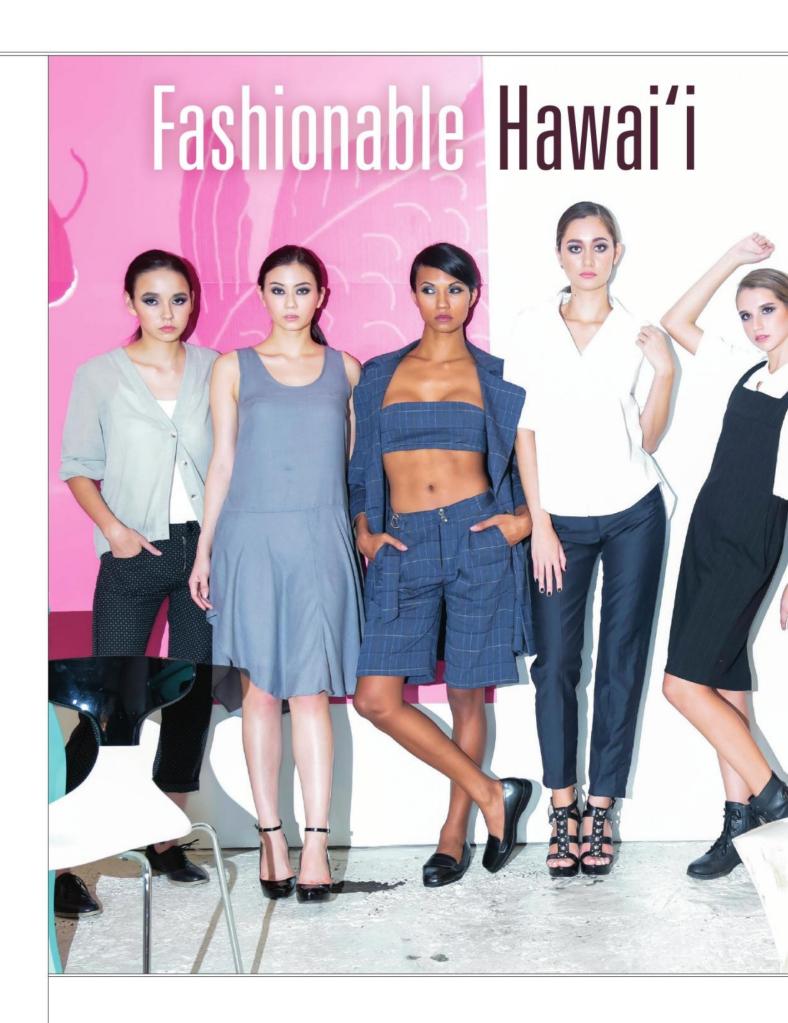
In addition to its artisan ales and lagers, Glacier BrewHouse has great pub food at its downtown Anchorage location.

The success of Alaskan Brewing paved the way for other standouts statewide, including Midnight Sun Brewing Company, celebrating 20 years; Broken Tooth Brewing, winner of nine Great American Beer Festival medals; and Anchorage Brewing Company, a recent addition that distributes its respected barrel-aged beers globally. But, as Alaska's brewers and distillers distinguish themselves with distinctive recipes and methods, Paul Wheeler of Haines Brewing believes that one similarity remains.

"We're all in this business to make a great product." ▲

Renee Brincks is based in San Francisco.

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Style in the Islands is about more than bikinis and aloha shirts—the talented designers who call this place home create coveted fashions that are laid-back and effortlessly chic | BY KATHRYN DRURY WAGNER





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To me, shopping in downtown Honolulu feels a bit like trickor-treating without the tricks. The boutiques are close together, so I dash from shop to shop, greeting old friends and filling my bag with sweet fashion finds. I visit FIGHTING EEL, indulging in the supersoft fabrics and intriguing styles. Down the street, the designer ROBERTA OAKS serves up candycolored, modern aloha shirts and playful dresses. And on the same street, designer Cindy Yokoyama's shop, GINGER13, offers distinctive, made-in-Hawai'i jewelry. I return home in a festive mood, sated by my fashion treats.

The Islands are a worldclass shopping destination,
with many high-end luxury brands holding
court. Stunning indoor and outdoor malls,
such as O'ahu's ALA MOANA CENTER (290
shops and restaurants) and ROYAL HAWAIIAN
CENTER (more than 110 shops and restaurants) and Maui's THE SHOPS AT WAILEA
(more than 70 boutiques, shops, restaurants and galleries), offer thrilling fashions
amid the palm trees. And, as exhilarating
as the premier shopping is, there's also a
lively local design scene, with a fashion

That's because, "in Hawai'i, the culture inspires the designs," says Jade Snow, the sales and marketing manager at one of the newer brands, MANAOLA HAWAII. "Hawaiian

culture all its own.



culture is rich in artistic traditions, from music and hula to lei making and fashion. When you get the opportunity to watch someone hand-carve, or dye, or weave lauhala [pandanus leaves] into a magnificent hat, it changes your appreciation for those things you use to adorn yourself."

Much of the momentum is due to the efforts of the HAWAI'I FASHION INCUBATOR (HIFI), an industry group dedicated to building the Islands' fashion industry and a driving force behind the creation of HAWAI'I FASHION MONTH, now held every November. HIFI and the fashion month are galvanizing a talented group of local designers.

Many from this group also show at HONOLULU FASHION WEEK, which features the works of local, national and international designers. This year's HFW runs November 20–22, at the Hawai'i Convention Center.

Above: Fighting Eel, a Hawai'iborn brand with four O'ahu shops, aims for stylish, versatile, comfortable designs such as the Dress Ace. Left: The Honolulu boutique Ginger13 showcases designer Cindy Yokoyama's imaginative, handmade work.

Shopping Options

Ala Moana Center: Centrally located in Honolulu; alamoanacenter.com.

Aloha Beach Club: O'ahu and San Diego; alohabeachclub.com.

Driftwood: Upcountry Maui; driftwoodmaui.com.

Fighting Eel: Four O'ahu locations; fightingeel.com.

Ginger13: Honolulu; ginger13.com.

Guava Shop: O'ahu's North Shore; guavahawaii.com.

Honolulu Jewelry Company:

Showroom/factory in Honolulu; honolulujewelrycompany.com.

'Iolani Sportswear: Flagship store in a Honolulu factory; iolani.com.

Jams World: Two stores on O'ahu; two on Hawai'i Island; jamsworld.com.

Jason Dow: Stores stocking Dow's work are listed at jasondow.com.

Kahili Creations: Stockists are listed at kahilicreations.com.

Manaola Hawaii: Partial selection at manaolahawaii.com; call 808-797-9099.

Manuheali'i: Two O'ahu locations; manuhealii.com.

Maui Rippers: Visit mauirippers.com to find a store that carries the brand.

Maui Thing: Wailuku; mauithing.com.

Na Hoku: Shops across Hawai'i and in 11 other U.S. states; nahoku.com.

Reyn Spooner: Multiple locations in the Islands; reynspooner.com.

Roberta Oaks: Located in Honolulu's Chinatown; robertaoaks.com.

Royal Hawaiian Center: At the center of Waikiki; royalhawaiiancenter.com.

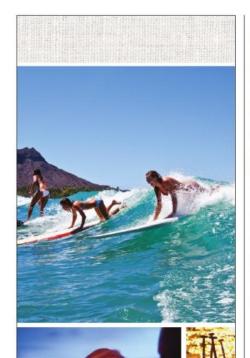
Salt Liko: Find stockists at saltliko.com.

The Shops at Wailea: Wailea Resort, Maui; theshopsatwailea.com.

Sig Zane Designs: Hilo; sigzane.com.

Tori Richard: Multiple stores in Hawai'i; toririchard.com.

Veronica Jewels: Store information at veronicajewels.com. —*K.D.W.*





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Roberta Oaks, of Honolulu, is known for modern aloha shirts, dresses and other Hawai'i-made products.

The tradition of stylish Hawai'i designs goes way back. "In the heyday of Hawai'i manufacturing, the 1950s and 1960s, fashion was the third-largest industry in the state, after sugar and pineapple," says Melissa May White, partner and co-founder of HIFI. Hundreds of manufacturers busily produced everything from coconut buttons to aloha shirts. A decade ago, though, "Hawai'i fashion was at a low point. Manufacturing was nearly gone, and there wasn't much fashion media. But the creative scene has come back from that slump."

Mainstay brands that have called Hawai'i home for half a century—such as 'IOLANI SPORTSWEAR, REYN SPOONER and JAMS WORLD—are reinventing themselves to stay relevant; traditional Hawaiian and Polynesian art forms are being renewed and celebrated; and emerging design talents are finding success in various fields of fashion.

WOMEN'S FASHION

Casual observers may assume that women in Hawai'i mostly wear a uniform of tank tops and shorts. But that's not true, and you'll see many stylish women who raise the bar with their work attire, beach-chic looks and enviable outfits for nights out on the town.

"People in Hawai'i like simple dressing," says Lan Chung, owner of O'ahu apparel and fashion company fighting Eel. "It doesn't mean that they don't care how they look; they just don't want to spend a lot of

time putting together outfits. Layering is unnecessary here, so people tend to wear simple, flowy dresses in prints."

Fighting Eel's formula for success has been streamlined designs. I'd call their products sexy-yet-utilitarian—the kind of clothes you reach for over and over. That stylish practicality, plus the company's

Designs by local Kini Zamora, of Project Runway fame, were shown at Hawai'i Fashion Month in 2014.

Hawai'i Fashion Events

The goal of Hawai'i Fashion Month, held every November, is to elevate and showcase the variety of styles and ideas in the Islands, from local favorites to the shops of glittering Luxury Row in Waikiki. Among other HFM happenings, visitors can enjoy a fashion show at the Royal Hawaiian Center on November 11, and events on Kaua'i and Hawai'i Island. Learn more at hawaiifashionmonth.com.

Honolulu Fashion Week will run November 20–22, with pop-up shopping opps and runway shows. Learn more at honolulufashionweek.com.

—K.D.W.

flattering, drapey fabrics, made the brand a hit. It's grown to four locations on O'ahu and now has a sister line, Ava Sky.

Fabric choice is crucial in Hawai'i—
the warm, humid climate calls for soft,
comfy materials such as rayon jersey. On
the North Shore, GUAVA SHOP has swimwear, pareos and beach-chic clothing in
luscious fabrics, such as organic cotton.
With such tactile treasures to be found
here, it's hard to stop touching the racks!

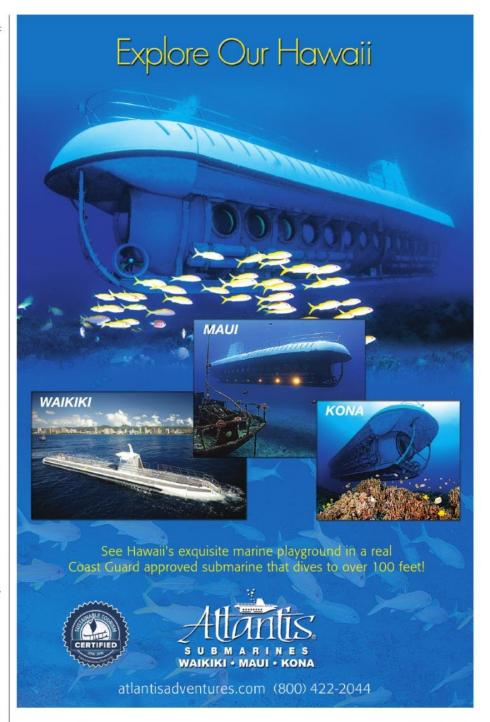
Ashley Takitani Leahey, co-owner and marketing director of the Wailuku, Maui, boutique MAUITHING, says shoppers come in specifically "because of the fabrics we use. In other cities, it's about what's the latest and greatest. On Maui, you're looking for something that not only looks good but also feels good." Maui Thing carries casual clothing for women, men and children, and is a neighborhood destination.

You can also shop for soft, beachinspired looks at DRIFTWOOD, a new store in Upcountry Maui—in Makawao. It carries a variety of local designers, such as Acacia Swimwear, as well as jewelry, shoes, other accessories for women and items for the home.

With so many wonderful options for relaxed yet on-trend clothes with comfortable fabrics, it's easy for women to stay away from a tank-top-only wardrobe in Hawai'i, no matter how warm the breezes blow.

JEWELRY

NA HOKU (which means "the stars") is the state's largest, most established fine jeweler, producing Hawai'i-inspired designs since 1924. Flowing elements such as waterfalls, waves and the sun are made tangible in gold, diamonds and pearls. Classic, classy designs from Na Hoku include silver and gold inlaid with beautiful native Hawaiian koa wood. Other collections incorporate exquisite pearls into flowing metal pendants and rings. The company has locations on Oʻahu, Maui, Kauaʻi and Hawaiʻi Island, as well as in the mainland United States.









Left to right: Koa Leaf necklace and Ohi'a Leaf earrings, by Kahili Creations; Yellow Gold Ultimate Wave Pendant with Opal Inlay and Diamonds, by Na Hoku. Another Hawaiian jeweler with a long-standing local tradition is the HONOLULU JEWELRY COMPANY, which has its showroom and factory location at Nimitz Center in Honolulu, and which also sells online and through Costco stores in Hawai'i, as well as at certain military facilities elsewhere. Among its varied collections, the company offers jewelry inscribed with Hawaiian phrases and names, and designs that pay

tribute to beaches, ocean forms, sea life and floral forms found in the Islands.

An up-and-coming jeweler is JASON DOW, a Honolulu-based goldsmith who uses computer-aided design to create breathtaking adornments. Motifs such as mandalas and lotus plants give the jewelry the vibe of timeless, treasured amulets. If you're looking for an amazing engagement or wedding ring, take a peek at his work.

TOMMY BAHAMA gave a stamp of approval to locally made KAHILI CREATIONS, from Hawai'i Island artisan Marcia Asuncion-Ricchiuti: Some of her jewelry line is carried in Tommy Bahama Hawai'i boutiques. The style features elegant, wearable references to life in Hawai'i, such as gold fishhooks and 'ōhi'a leaves, though my favorite is her line of island-shaped necklaces. You can layer them for each island you've visited.

O'ahu's Fighting Eel also carries work by many local jewelry designers and is known for promoting new talent.







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On the Garden Isle, Kaua'i, designer Veronica Groepler creates ethereal jewelry echoing island vegetation—many of her VERONICA JEWELS pieces are one-of-a-kind. She is opening a gallery in Hanamā'ulu, and her original shop is in Hanapēpē.

Sleepy, charming Hanapēpē is only a few blocks long and lined with plantationera Western false-front buildings, lovingly restored. On FRIDAY NIGHT ART evenings, from 6 to 9 p.m. weekly, local artisans come out to mingle in this artists' town filled with galleries; there's live music and a set of food trucks for guests to enjoy as they go gallery-surfing and boutique-hopping.

MENSWEAR

Loosen your ties, gentlemen. Loosen them ... and take them right off, because unless you're in court or perhaps in a wedding party, ties are just not needed in the Islands. The sharp, well-dressed man in Hawai'i wears a modern aloha shirt, cut closer than

Family-run brand
Maui Rippers
creates appealing
surfwear styles
for men and
women, as well
as uniforms worn
by lifeguards
worldwide.



in the past and with updated prints.

Visitors to Hawai'i Island should be sure to stop in at SIG ZANE DESIGNS in Hilo to see his aloha shirts. Zane is a cultural practitioner and artist who has been designing clothing since 1985. First, he collects plants, all imbued with stories about Hawai'i. Then he hand-cuts blocks

for each plant-inspired design before the designs are printed onto the shirts. His aloha shirts are an affordable way to buy a genuine piece of art.

Another famous aloha shirt purveyor is REYN SPOONER, which has stores on Kaua'i, Hawai'i Island and O'ahu. It's been in business since 1956, and offers traditional







and modern twists on Hawaiian shirts. According to the company, the modern versions are "re-engineered, re-scaled and re-colored." I appreciate how the company dipped into its half century of archives to reinvent prints.

Founded the same year as Reyn Spooner, TORI RICHARD is still a family business. It has nine stores, including locations on Kaua'i, Hawai'i Island, Maui and O'ahu, and has men's shirts in a variety of fabrics, cuts and prints. Designs for women are also available.

Kailua, a neighborhood toward the southeastern end of O'ahu, is known for being an enclave of designers and nice boutiques. If you're over there, check out ALOHA BEACH CLUB (formerly Aloha Sunday Supply) for curated menswear, locally made products and shave ice. Shave ice and apparel? Why not? You're in Hawai'i.

To invest in a pair of locally made board shorts, try a triple-stitched pair from MAUI RIPPERS. The family-run business is based in Ha'ikū on Maui and makes shorts so sturdy they are used by professional lifeguard crews.

HAWAIIAN VOICES

Native Hawaiian motifs and clothesmaking techniques express the culture of the Islands. With modern takes on centuries-old traditions, the designers at MANUHEALII, SALT LIKO and MANAOLA



The Leeway, by Aulta.

One to Watch

Time has a way of slowing down in

Hawai'i, but three friends have nevertheless launched a men's watch company, **Aulta**, to create excellent timekeepers with simple forms and affordable prices. Visit aultasurf.com.

—K.D.W.



The Salt Liko brand places importance on Hawai'i heritage and Island motifs.

Hawaii, all based on Oʻahu, celebrate Hawaiʻi heritage through their clothing.

Manuheali'i has been family-owned and -operated since 1985 and has two O'ahu boutiques, as well as online ordering. It offers vibrant clothing for men, women and children, as well as accessories. The clothes are perfect for backyard get-togethers. Salt Liko is relatively new; it just started showing clothing in 2013. Matt Bruening, Salt Liko's designer and creative director, says that the brand "resonates the past with unique prints, classic shapes and the island vibe that put Hawai'i on the map for resortwear. We can even go further and say that its DNA has been formatted by our Hawai-

Wearable Art

Part of the Maoli Arts Month (MAMo), the **MAMo Wearable Art Show** (May 18, 2016) is held on several of the islands. It showcases the work of Native Hawaiian and other Pacific Islander designers and artists. Catch a

> show if you can; the stagings are known for their high theatrics, lively crowd and avantgarde use of materials. Visit paifoundation. org to learn more.

> > -K.D.W.

MAMo Wearable Art Show events put the creative talents of Pacific Islanders on display.











ian ancestors, who were natural pioneers and used innovative techniques. I feel like we've been given these gifts passed on from our people who came before us."

For its line of women's clothes, Salt Liko uses prints inspired by features of the Islands: the ocean, mountains, foliage and marine life. "The clothing is kept very classic, with a little twist on silhouettes to keep the wearer comfortable, yet fashionably confident to stand out [from] amongst the crowd," says Bruening. "We always want to present a dynamic wardrobe to take anywhere around the world."

Manaola Hawaii is another Islandsfashion entrant. Designer Manaola Yap is a lifelong hula practitioner, and he uses the traditional Hawaiian 'ohe kāpala method of stamping to create his designs.

"Each design is hand-carved by Manaola onto bamboo laths before stamping them and digitizing the prints," says sales and marketing manager Jade Snow. Yap recently launched his first collection of menswear and canvas bags, and he has been sharing his first ready-to-wear collections at pop-up shops throughout Hawai'i.

"Every design has a story and a purpose," Snow says. Yap's Niho Kū print is a series of linear triangles, imagined when the designer was paddling near

Island Slipper offers footwear for men and women.

Slippah Style

The quintessential Island shoe isn't actually a shoe at all, but a slipper. People on the mainland call these flip-flops. In Hawai'i, locals have at least two pairs of "rubbah slippahs": a "good" pair that's cleaner and newer, and an older pair, for the beach. If you want to buy local, go with the **Island Slipper** company, which has been making slippers since 1946. —*K.D.W.*

Oahu's Luli Luli Bikinis designs girls' swimwear.



In the Swim

DALE PHOTOGRAPH

COURTESY: LEONARDO

If you ask me, you can't have enough swimsuits while you're on vacation. If you pick up a new suit while you're visiting, here are some great local brands:

- Bikini 808 Hawaii
- · Issa De' Mar
- Letarte Swimwear
- Luli Luli Bikinis
 (for young and preteen girls)
- Malia Jones
- · Tiffany Chou

-K.D.W.

Hawai'i Island, with the water crashing up onto the jagged lava rocks. The women's collared Hihimanu top has modern winged sleeves; the fabric is cut in the shape of its namesake, hīhīmanu, which is the Hawaiian word for stingray. "His designs give meaning to fashion in ways that deeply touch the heart of the wearer," says Snow.

IT'S EXACTLY THIS kind of deeper meaning and connection that fashion can bring to people, no matter where we venture in the world. Fashion is a way of expressing where we've been, whom we've met, and who we are as a result. Wherever you shop in Hawai'i, you can take a little piece of Island culture, heritage and creativity home with you.

Kathryn Drury Wagner authored The Ultimate Guide to Shopping on Oʻahu.

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High Tech Transformation

Talent is drawing big firms to PDX By Ellee Thalheimer

WALK UP TO ALBINA PRESS COFFEE SHOP in Southeast Portland on any given day and the generous bike parking will exhibit a tangle of handlebars, seats and wheels. Inside the cafe, the tables will be packed with young people wearing stylish glasses, Vans sneakers, tweed jackets and 1980s pantsuit finds from local thrift stores. Instead of raucous banter filling the air, you'll hear the steam whoosh of the espresso maker, a solitary hushed conversation in the back corner and the clacking of dozens of computer keyboards. An orchard of gleaming Apples lights up the space as most of the shop's two dozen customers stare intently at the screens.

This scene exemplifies what has enticed multinational corporations such as Google, Salesforce.com and eBay to open up satellite offices in Portland. It isn't the coffee, though the coffee is exceptional; it isn't the fashion, though a stroll through Portland will demonstrate that more people can pull off a neon pantsuit than you'd think.

Resident talent is what has made the Rose City a 21st century tech capital. Highly educated, creative young professionals move to Portland, in some cases without securing jobs first, for the lifestyle, environment and culture—and big tech corporations follow.

"We looked at a number of cities across the country and chose Portland for several reasons, including its incredible talent pool and proximity to our head-quarters in San Francisco," says Salesforce spokesman Andrew Schmitt about the company's 2013 arrival in PDX. "And the Portland community really jibes with the San Francisco feel and the Salesforce.com culture."

Ebay acquired Portland-based Critical Path Software in 2010 and has grown its office in the city to more than 200 employees, adding about 35 workers per year and taking up half a building downtown. "Our eBay colleagues outside of Portland are constantly remarking how great the creative talent and environment





"The arrival of multinational companies is good news for Oregonians; the higher-paying jobs they provide benefit the entire regional economy."

is in the Portland office," says Kevin Hurst, vice president of mobile products at eBay.

In the past four years, there has been a boom in companies moving to, starting up or expanding offices in Portland, which ranked third on the "best places for business and careers" list published by *Forbes* magazine in 2015. The darlings of this phenomenon are tech companies, but outdoor/athletic gear and manufacturing are also experiencing a surge, and the 2.7 percent job growth rate (0.5 percent better than the national average) shows no signs of slowing.



The roots of this tech boom can be traced back to the 1970s when pioneers Tektronix and Intel came to the region and opened up what are now huge facilities. "Intel, one of the top ten recognized brands in the world, helped foster the reputation that Ore-

Workers commuting downtown join recreational riders every day on the Hawthorne Bridge. Above, chef Noe Garnica, from Guanajuato, Mexico, combines fresh Oregon ingredients with Mexican traditions at his three Verde Cocina locations.

gon is a great place for technology companies," says Jill Eiland, director of public affairs at Intel. "The arrival of multinational companies is good news for Oregonians; the higher-paying jobs they provide benefit the entire regional economy."

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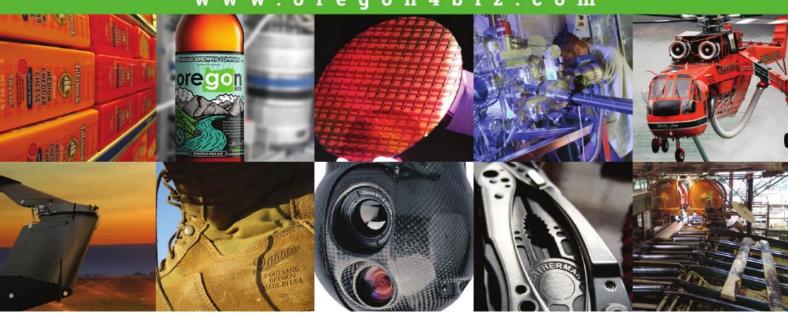
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Third Place in Forbes

In July 2015, Forbes magazine created a list of the 2015 best cities for business and careers. The report considered the 200 largest U.S. metro areas and rated them on many factors, including employment, costs of living and doing business, income growth, quality of life and the education of the labor force. Portland ranked third on the list. The Rose City jumped up 18 spots from the previous year, reportedly due to a sunny economic outlook and the expectation that over the next three years the city's annual growth rate will rise to 7.3 percent, the second fastest in the U.S., according to Moody's Analytics.

Though the world definitely takes notice when stalwarts such as Google and eBay move into town, the multinational employers migrating to Portland are a manifestation of an already robust and burgeoning homegrown tech scene. Before the big firms began expanding their footprints in the city, many smaller tech companies chose to locate in Portland. As well, bigger companies opted to stay after acquiring promising Portland startups, and some came here to stake "beachhead" offices. One shouldn't overlook the significant contributions of startups born in Portland that have matured to the steady growth phase of business. All these players have created a thriving tech ecosystem.

Cozy, a company that produces simple, end-toend property management software for landlords, property managers and tenants, is an example of a smaller company drawn to Portland. Between 2013 and 2015, Cozy's client base reached past 30,000 landlords and property management companies in about 4,000 cities, and the business now employs 23 people. Recently Cozy consolidated and moved its Bay Area offices to its Portland location.

"Given the choice between working at the San





Elemental Technologies is a homegrown startup; CEO Sam Blackman is an Oregon native.
Below: Food trucks and Forest Park are key facets of the Portland lifestyle.

Francisco or Portland office, 100 percent of the people we were hiring from all over the country requested Portland," says Gino Zahnd, CEO and founder of Cozy.

"Don't get me wrong, San Francisco has its pluses," says Zahnd. "But the fact is you can earn a similar amount of money as an employee in Portland and afford a dramatically higher quality of life; there's less traffic and more public transportation

options; and being able to buy a home is actually an option."

In Portland, the median home value (\$330,000) is significantly lower than San Francisco (\$1.08 million), New York (\$572,000) or Seattle (\$508,000). Similarly, the average cost of leasing office space per square foot in Portland's central business district (\$27.20) isn't in the same league as San Francisco





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(\$67.66), New York (\$57.05) or Seattle (\$36.99).

The three co-founders of Elemental Technologies began their startup in 2006 in Portland and launched their product, high-speed video encoding and transcoding software, in 2010. Currently the company consists of 250 employees, 160 of whom work in the Portland headquarters; and in the ultimate sign of startup success, Elemental is being acquired by tech giant Amazon Web Services.

"Portland is a great place to have a family, something that seems less tenable in bigger, more expensive cities," says Sam Blackman, co-founder and CEO of Elemental and native Oregonian. "Even though Portland is growing at breakneck speed, it's still truly a livable city. Employees don't want to fight traffic on the way to work. They want to walk or bike or read a book on the bus. Transportation options in the city are a strong recruiting point."

Blackman is a huge proponent for the tech movement in Portland and calls Portland a place where you can both lead the market and enjoy a relatively balanced lifestyle. But five years ago it was harder to convince qualified tech engineers to move up here.

"Prospective employees are savvy to the rise-andfall nature of tech startups," says Blackman. "In places like the Bay Area, there are fallback options,

BY THE NUMBERS

Portland's tech industry

Information and technology accounted for **16** percent of leasing activity in the central business district in 2015, and Portland now has the second lowest commercial space vacancy rate in the country.

Information and technology activity has expanded **743** percent since 2011.

The tech industry in Portland employs **55,000** workers.

The software side of tech has grown **50** percent in 10 years.

Technology is the fastest growing, highest paid sector in the Portland region.

The concentration of engineers, programmers and software developers was **31** percent higher than the national average in 2013.

[Sources: JLL Capital Markets Overview; Greater Portland Inc. Software and Information Technology report; Christian Kaylor, workforce economist at the Oregon Employment Department.] "In corporate meetings we constantly reference the Portland energy and talent."



Right: Employee bike storage at Cozy, a software company. Below: Aruba Networks is a subsidiary of HP.

whereas Portland would be riskier because of the smaller tech industry. Now, with the huge tech influx, that is not nearly as much of a sticking point."

Companies such as Simple and Squarespace have located beachhead offices in Portland to create a West Coast presence and entry points for future growth.

"In the past, East Coast companies that wanted to open beachhead offices immediately looked to Silicon Valley or Seattle. But now Portland is becoming an option," says Trisha Raicht, senior vice president at JLL, a commercial real estate brokerage and management company in Portland. As a result, Portland's office space vacancy rate is the second lowest in the country.

"Product strategy was the initial driver that led Aruba Networks to acquire Meridian in Portland," says Greg Murphy, vice president of business operations at Aruba Networks (an HP company) which creates next-generation enterprise networks designed to improve workplace productivity.

"But in corporate meetings we constantly reference the Portland office's energy and talent as something we want more of. So we expanded the Portland



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That energetic talent that tech companies love so much comes to Portland because they can day-trip to mountains, rivers, deserts, beaches and lakes. Progressive public policies—the urban growth boundary, the Beach Bill that secured public access to the Oregon coastline, construction of the Springwater Corridor for pedestrians and cyclists, and MAX light rail-have created a culture that appeals to millennials. The innovative Portland culinary scene is among the most lauded in the nation, neighborhood greenways (or bike boulevards) bring cyclists to grocery stores and work, and the city's many green spaces include Forest Park, the largest U.S. urban forest reserve, at 5,157 acres.

"The wide array of things to enjoy eating—that I couldn't get in Northwest Arkansas—drew me here," says Felicity McCabe, a software developer at Quick Left who recently arrived from Arkansas. "I have to get out of the habit of stopping at every food truck and pastry shop."

With the inflow of new people and new jobs, Portland will need to prepare to handle the growth sustainably.

"Now that Portland is growing rapidly, it needs to use its planning expertise and continue its tradition of innovative policies so the city positions itself for success 30–40 years down the line," says Skip Newberry, president of the Technology Association of Oregon. "There's an awareness in the tech community that they are changing the face of Portland and, with that, is a responsibility to make that change positive and give back. The city has not reached full potential, and there's a lot of energy around what's coming next."

Ellee Thalheimer is a Portland-based business, recreation and wellness writer.

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Travels in Tassie

Natural wonders and historic city charm in Australia's island state

Tasmania's capital, Hobart, was settled in 1804. A port city rich with history, it is centered on its wharf at Sullivans Cove.

By David Armstrong

Peering through the dim, moody light in the underground cavern, I stare at the biggest snake I've ever seen. Stretching to 144 feet long, it is speckled in multiple colors, its sinewy body curving around a rounded wall of the subterranean space. Squinting a bit, I imagine that I see it move. That would be unlikely, however. The serpent is part of a giant wall mural, and the cavern is a curvilinear underground art

gallery. Titled *Snake* and created by Australian artist Sidney Nolan, the mural—made up of 1,620 paintings on paper that form a mosaic—is one of the centerpieces of the mind-bending Museum of Old and New

Art, in Hobart, Tasmania. Built in 2011, MONA is hugely popular, thanks to avantgarde art and unconventional presentations.

Tasmania has long been home to the unconventional, the singular and the spec-

tacular, whether these terms describe its art, architecture or indigenous creatures, such as the island icon, the Tasmanian devil.

Separated from the Australian mainland by 150-mile-wide Bass Strait, Tasmania ("Tassie" to Aussies) used to be extremely isolated. No longer. The rugged, mountainous island has 512,000 inhabitants. Nearly half live in Hobart, the modern capital and largest city. Graced with a lovely harbor and a scenic location on Tasmania's southeast coast, Hobart is a destination in its own Salamanca Market brings Hobart's waterfront alive with colors, sounds and flavors.

right. It's also the gateway to other cool places in Tassie and a jumping-off point to Antarctica for adventurers and scientists.

On my trip, I fly in from Melbourne to Hobart International Airport. I hire a car, and a local bloke named Alan drives me into town, and, among other things, we talk on the way about Tasmania's iconic wild creature. (As it turned out, I wouldn't see a devil on this trip; they are now rare in the wild and mainly seen in preserves.) Growing up 10,000 miles away, in Pennsylvania, most of what I knew about the Tasmanian devil came from the *Looney Tunes* shows of my childhood. Snarling, grumbling, whirling in a corkscrew motion as though determined to drill itself into the ground, the animated devil wasn't cuddly.

"He was always in a bad mood," I say to Alan. "But that was only a cartoon."

"They are rather like that," he says.

"Devils are ill-tempered. They fight, and they're terrible biters." By which he means gifted biters; they have powerful jaws.

Happily, Tasmanians, in contrast to their island's best-known creatures, are convivial and welcoming hosts.

RESIDENT DEVIL

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com.au.

With its scary jaws, teeth and vocalizations, the Tasmanian devil is nobody's pet. It has, however, become almost endearing due to its eccentricity. As the world's largest carnivorous marsupial, the devil (which looks slightly like a badger) feeds on roadkill and small animals. Devils were hunted nearly to extinction before gaining protection in 1941. Today they face a disease that makes wild devils increasingly rare.



AUSTRALIA

TASMANIA >

TASMANIA

On arrival in town, I check in to the contemporary, smartly designed Henry Jones Art Hotel, which is filled

with paintings and other works, in a stone heritage building.

I rise the next morning eager to explore hilly, photogenic Hobart, which straddles the Derwent River beneath 1,270-meter (4,167-foot) Kunanyi (Mount Wellington).

It takes about 10
minutes to walk from the
hotel to the wharf, where
Hobart's—and Tasmania's—
past and present merge.

Dutch explorer Abel Tasman is the first European known to have seen, in 1642, the isle that he called Van Diemen's Land and that would become Tasmania. The British settlement of Hobart in 1804 created the first permanent European community, on land long inhabited by Aborigines. During the early European era, many settlers were convicts, as was true elsewhere in Australia.

On my visit, the waterfront smells of bracing salt air. Boats bob gently in the waters of Sullivans Cove,

off Franklin Wharf, at the

heart of the city. I
amble by on landlubber legs. The
floating Brooke
Street Pier hosts
ferries that travel
to and from
MONA, across the
river. Constitution
Dock serves as the
end point of the internationally famous annual Rolex
Sydney Hobart Yacht Race,

which begins on Boxing Day (December 26) in Sydney Harbour and ends in Hobart four days later.

NEW ZEALAND

Nearby, I climb the stone circa-1839 Kelly Steps to the Battery Point area. For generations, Battery Point was a tumbledown home to sailors, fishermen and laborers. In recent decades, it has been spruced up considerably. I stroll about, admiring the residential neighborhood's attractive brick, stone and wooden homes. The street encircling tiny, quaint Arthur Circus Park is Korean Air stretches its wings like never before with our partnership with Alaska Airlines.

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The Saffire Freycinet Marine Oyster Farm Experience (above) provides unforgettable farm-to-table dining. The hike to a lookout above Wineglass Bay (below) is also dazzling.

lined with lovely cottages that were originally built for officers of the Battery Point garrison. I'm here in February, summer in the Southern Hemisphere, and the city is abloom. It's a great place for a walk.

Another short downhill stroll brings me to one of the city's main attractions, Salamanca Place. Historically a cluster of warehouses, today's street is downright handsome. Rich in four-story Georgian buildings dating to the 1830s, it is now a hive of restaurants, bars, shops and cultural institutions such as the Tasmanian Museum and Art Gallery.

I like the buzz and variety of goods on offer—coffee drinks, cocktails, clothing and accessories, fresh-cut flowers, jewelry. And food, glorious food. I lunch at the stylishly contemporary Zum Restaurant, enjoying delicious prawn-and-chili linguine with greens and lemon. The price is \$17 AUS (the Aussie dollar equals 74 cents U.S. dur-

ing my visit). I follow lunch with a "long black"—a large black coffee—at Doctor Coffee. The aromatic brew is beautifully roasted, robust and high-octane.

Refueled, I head to Salamanca Market, an outdoor street market run by the city and held on weekends, year-round. Some 300 vendors, operating from covered stalls, do business alongside the area's repurposed vintage buildings with indoor shops. I navigate a six-block stretch thrumming with shoppers. Here are piles of organic Tasmanian apples; there is locally sourced extravirgin olive oil. (With Tassie's latitudes being roughly as far south of the equator as California wine country latitudes are north, apples, olives, grapes and other crops grow on the island.) I taste intensely floral leatherwood honey, a Tasmanian specialty.



WHEN YOU GO

Lodging

Henry Jones Art Hotel, 25 Hunter St., Hobart TAS 7000; 61-3-6210-7700; thehenryjones.com. A smartly designed contemporary hotel in a repurposed heritage building.

Saffire Freycinet, 2352 Coles Bay Rd., Coles Bay TAS 7215; 61-3-6256-7888; saffire-freycinet.com. au. Otherworldly beauty and 20 spacious rooms at a pristine coastal resort.

Dining

Palate, at Saffire Freycinet (information as above). A smart-casual restaurant within the posh resort.

Zum Restaurant, 29 Salamanca Pl., Hobart TAS 7004; 61-3-6223-2323; zumsalamanca.com.au. A stylish, contemporary cafe with good coffee and other drinks, plus all-day breakfasts.

Sightseeing

Freycinet Marine Oyster Farm, 1784 Coles Bay Rd., Coles Bay TAS 7215; 61-3-6257-0140; freycinetmarinefarm.com. Fresh seafood on the pristine Freycinet Peninsula, open to the public.

Museum of Old and New Art, 655 Main Rd., Berriedale TAS 7011; 61-3-6277-9900; mona.net. au. A museum with avant-garde art in mostly underground riverside galleries.

Salamanca Market, Salamanca Pl., Hobart TAS 7001; 61-3-6238-2843; salamanca.com.au. A hugely popular outdoor Saturday street market by the waterfront.

Wineglass Bay Overlook, Freycinet National Park, Coles Bay Rd., Coles Bay TAS; 61-3-6256-7000; parks.tas.gov.au. Gorgeous views of beach and water cap this moderately challenging hike.

For More Information

Visit the Discover Tasmania site at discovertasmania.com.au.

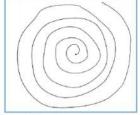
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Tasmania, Australia

On day four of my Tasmanian adventure, I set off to Freycinet National Park, a 2.5-hour drive northeast on a particularly picturesque part of the east coast. Nearly half of Tasmania's 26,400 square miles are set aside for parks and nature preserves. It's a very green and clean place.

I am not at ease with left-side driving, so I hire a car and driver. Doing so frees me to look around. We pass through the manicured suburb of Richmond on the Tasman Highway (A3). Beyond Hobart, the road winds and curves, rises and dips. Approaching the Freycinet Peninsula, we pass through dry eucalyptus forests studded with small farms and roadside meadows flecked with pasturing livestock.

As we pull up to my hotel, the Saffire Freycinet, I am gobsmacked. The metallic main building—in a forest clearing above a curving, white-sand beach—looks like a flying saucer. It's beautiful and dramatic.

I check into my spacious, split-level room, and then head outdoors. A short ride from the hotel takes me to Freycinet National Park. With a guide, I head for the overlook above crystal-clear Wineglass Bay. The Hazards, a set of sawtoothed mountains, tipped with pink granite, form a backdrop. It's a 90-minute ascent, up hewn-rock steps and gravel trails.

Tassie's mild maritime climate cools the hike, and the gorgeous view at the top rewards my effort: Gently curving Wineglass Bay shimmers far below, next to a white-sand crescent beach. On the day I visit, the bay is calm and speckled with sailboats. Locals and visitors dive and fish from the boats or take lunches to uninhabited Schouten Island just offshore.

I work up an appetite on my return, and dine at Palate, the Saffire's smart-casual restaurant. I graze on impeccably fresh salad drizzled with delicate olive oil. I feast on tender veal, accompanied by a peppery Spring Vale Pinot Noir. Tasmanian wines are gaining renown in Australia; they compare with the nation's best.

The next morning, I wind up my expedition. I step into a rubber angler's



OTHER TASSIE HIGHLIGHTS

Cradle Mountain: This rugged Central Highlands peak has abundant flora and fauna, and walking and climbing options. The spectacular Overland Track hike starts here (parks.tas.gov.au/natparks/cradle).

Port Arthur: Now an open-air museum and World Heritage Site with tours and talks, this waterside building complex was a penal site for British convicts from 1830 through 1877 (portarthur.org.au).

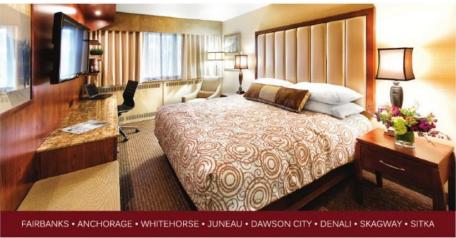
Kunanyi/Mount Wellington: Just outside Hobart, southeast Tassie's signature mountain offers bushwalking, biking and more (wellingtonpark.org.au). —D.A.

suit, hitch the straps over my shoulders and wade into the tidal estuary of the Greater Swanport River. I am visiting Freycinet Marine Oyster Farm, where succulent local specialties—freshwater oysters—are cultivated. Small fish flick by as my guide hoists a shell-encrusted metal cage from midthigh-deep water.

In a blink, she's shucking. A chilled bottle of champagne emerges, and meaty oysters on the half shell are laid out on a table right in the river. Ponzu sauce and wedges of lime materialize on a white tablecloth. A toast is raised—"Here's Luck!"—and I am suddenly sipping bubbly and savoring the freshest oysters imaginable, at the bottom of the world.

David Armstrong lives in Carmel, California.

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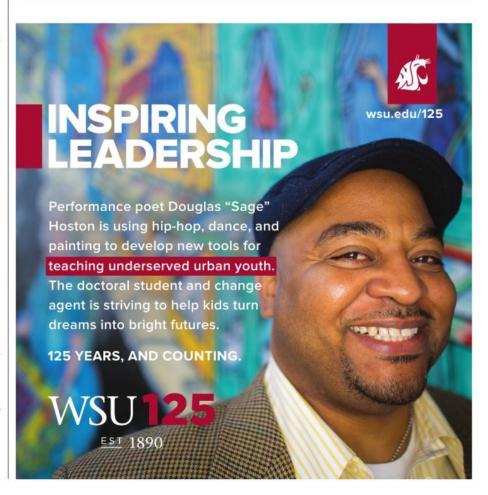


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Retirement Planning

By M. Sharon Baker

Everyone has probably heard that due to the power of compounding interest, the earlier you start saving for your retirement, the better off you'll be. ■ Todd Pietzsch, an employee at BECU, one of Washington state's largest credit unions, knows all too well that many young people fail to heed this common advice, so he regularly reminds his daughters, Carissa, 24, and Kelsey, a 20-year-old junior in college, about

the importance of saving early in life and the need to develop a retirement plan.

"My daughters' generation won't have the luxury of the pensions that boomers had, so it's imperative that they start saving early for their retirement," Pietzsch says. "One of the things I've shared with them is that if you save \$100 a month starting at age 25, with an 8 percent annual return—and historically that's in line—when you are 65, you will have more than approximately \$350,000 saved. If you wait until age 35 to start saving, then you will have about \$150,000 in savings. That 10 years is huge. That's the time value of money and the importance of starting early."

While saving at an early age gives you an advantage, it's never too late to start saving or planning for your retirement, whether you are a millennial or a baby boomer. We asked retirement experts to share their suggestions on how to keep retirement plans relevant as you age and what documents are needed as you walk down the retirement path. "Planning for retirement is a valuable exercise regardless of your age," says David Drews, CPA, CFA, managing director and client manager at Cornerstone Advisors in Seattle. "Knowing where you are and where you would like to be can give you peace of mind."

20-Somethings: Start Saving

Establishing a routine savings plan is Step 1 in creating a solid future, Pietzsch says.

"You need to have a spending plan in place; otherwise you will be living paycheck to paycheck," he says. Like many financial advisers, Pietzsch says to pay yourself first and make the savings process automatic.

"Have money taken immediately out of your paycheck and deposited into a savings account so the money isn't where you might be tempted to spend it," he says.

Once the money starts flowing into savings, determine a savings goal, such as purchasing a car or a home, and start a retirement savings plan. Participating in your employer's 401(k) program is also a must. If your employer matches a percentage of what you put into the retirement account, that match is "essentially free money," Pietzsch says.

If your employer doesn't offer a retirement-matching program or even a 401(k) program, you might want to start a Roth Individual Retirement Account (Roth IRA), which is different from a traditional IRA in that you invest after-tax money that grows tax-free. New workers in their 20s may question the notion of saving a percentage of their incomes in a retirement program, but the facts are clear: All generations need to save more than in the past. Their future financial stability depends on it.

30-Somethings: Create a Solid Plan

For most adults, retirement planning typically begins in earnest when they reach their mid-30s, after they've accumulated some savings, and started to move up the corporate ladder. They may have married or bought a house, or both.

Mark Thorndyke, managing director, wealth management and senior portfolio adviser at Bank of America's Merrill Lynch in Chicago, says 30-somethings should create a solid retirement plan based on their desired lifestyle as they age. In addition to retirement savings, the plan could include goals such as saving for a child's college education. These goals should be prioritized and written down to provide an easily followed road map that should be reviewed annually. In your 30s, you should be paying down debts as aggressively as





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FINANCE

you can while still saving money, with the goal of being relatively debt-free by retirement. "Paying down debt and saving requires some sacrifices," Thorndyke says. "But with a written plan in place to reach goals and get out of debt, whether from student loans or credit cards, it can be done."

40-Somethings: Debt and Risk
Ronnie V. Henderson, vice president and
private banking manager for HomeStreet
Bank in Seattle, says 40-somethings should
reassess their risk tolerance, and step up
paying off debt and their mortgage if they
can. When people reach their 40s, many
have growing families and need to get their

Make sure your parents and your spouse's parents are adequately prepared for retirement.

affairs in order for the long term.

Reassessing risk is important. While you could afford to be a more aggressive investor when you were younger, your 40s may be a time to be more conservative with your portfolio to protect profits.

When Henderson reviews plans for clients in their 40s, he asks a question that usually surprises them: Have you talked to your parents about their retirement plans? He also asks for personal financial statements, which reveal just how much debt a person or couple is carrying. While the average credit card debt is \$14,000, Henderson has had clients with up to \$75,000 in credit card debts, usually at 14 percent interest. Paying off debt should be a high priority.

So, too, is making sure your parents and your spouse's parents are adequately prepared for their retirements. "Now is a good time to have a conversation with them so you are prepared," Henderson says. "I've helped a lot of clients who didn't, and now they are taking out home equity loans or lines of credit to help their parents' transition to a care facility or smaller home."



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www.palmspringsairmuseum.org

Unseen Alaska

www.unseenalaska.com

CULINARY CORNER

10th and M Seafoods www.10thandmseafoods.com

Alaskan Brewing

www.alaskanbeer.com

Kwik'Pak Fisheries www.kwikpaksalmon.com

Willit House Chocolate Co. www.willithouse.com

FOR THE HOME

McKinnon Furniture www.mckinnonfurniture.com

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www.colsenkeane.com

ExOfficio www.exofficio.com

Fifth Avenue Jewelers

www.productsofalaska.com South Coast Plaza

www.southcoastplaza.com/traveler

Traipse Bengals www.seattlebengals.com

GIFT IDEAS

Oomingmak Musk Ox

www.qiviut.com

LITERATURE

The Wild Inside www.christinecarbo.com

www.foodcourier.com

GOOD IDEAS

Food Courier

FINANCE

50—Somethings: Playing Catch-Up Unfortunately, even the best retirement plans can go awry, says Sharon Gueck, portfolio manager and financial planner for Becker Capital Management, in Port-

Vital Financial Documents

There are several documents individuals should consider having in place or accessible prior to retirement, says David Drews, CPA, CFA, and managing director and client manager at Cornerstone Advisors in Seattle. These documents include retirement account information, such as IRA, pension and Social Security information.

Other crucial documents that you will need include the following:

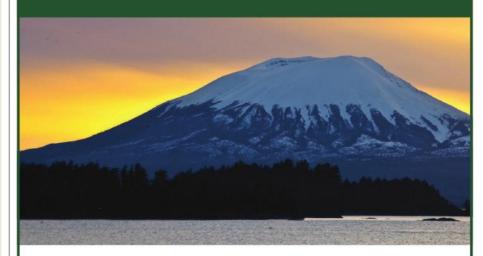
Wills: A document that names a person or persons to manage your estate and gives direction on the distribution of your property at death and on the guardianship of nonadult children. Without a will, your state will decide who will raise your children and how your money should be distributed. "Many people will have a will in place, but this new phase in life is an important time to review the document and update it with any changes to beneficiaries, distributions and the like." Drews says.

Durable Power of Attorney for Health Care and Finance: This nominates a person you have chosen to manage your health care and day-to-day finances in the event you become incapacitated. Without it, your health care decisions may not be what you would intend, and your financial matters may fall into disarray, or worse. Drews says individuals should also consider health-care gap insurance. This can provide coverage between retirement (and leaving a company health plan) and enrollment in Medicare.

"By taking a modest amount of time now to have the above steps checked off," Drew says, "you can sleep well knowing that you are on track for your retirement goals." —*M.S.B.*

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Home Care for Seniors by Seniors

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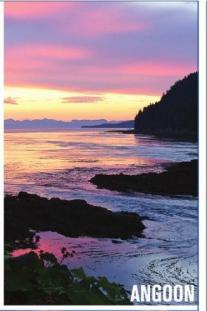


Call Marie today for any questions or to schedule a free evaluation visit: **206-971-6616**

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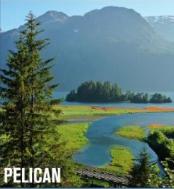
ELFIN COVE













ALASKA SEAPLANES HAS
YOUR TICKET TO ADVENTURE

UNSEENALASKA.COM

Puzzles on page 172.

7	9	4	2	3	5	1	8	6
3	8	6	7	9	1	5	4	2
1	5	2	6	4	8	7	9	3
5	7	9	1	8	3	2	6	4
2	4	1	9	7	6	3	5	8
8	6	3	5	2	4	9	1	7
4	1	5	3	6	2	8	7	9
6	2	7	8	5	9	4	3	1

Puzzle © 2015 Penny Press, Inc.

3	7	4	1	9	6	2	8	5
2	1	9	8	5	3	4	6	7
6	8	5	2	4	7	1	3	9
9	4	6	5	7	2	3	1	8
8	3	2	6	1	9	5	7	4
1	5	7	3	8	4	9	2	6
5	2	8	9	6	1	7	4	3
4	6	1	7	3	5	8	9	2
7	9	3	4	2	8	6	5	1

Puzzle © 2015 Penny Press, Inc.

FINANCE

land, Oregon. Gueck says the list of common retirement mistakes that she sees include people who fail to regularly contribute or don't save enough in their retirement accounts; don't create emergency funds to pay for unexpected costs; and pay for a child's education in lieu of saving for their own retirement.

Another common problem is underestimating how much people will need when they retire, says Barbara Potter, executive vice president and managing director of fiduciary services for Laird Norton Wealth Management in Seattle.

The most impactful decision people nearing retirement will make is when to claim Social Security.

She advises clients to look at downsizing their homes if the kids are gone and using the equity to boost investments. If they have a mortgage, she tells them to pay it down faster. Adding \$100 more a month to your principal on a \$400,000 mortgage, for example, shaves three years off the loan and reduces the interest you pay.

If you are enrolled in a 401(k) at work and are 50 or older, you can contribute an additional \$6,000 into the account in 2015, for a total contribution of \$24,000. Someone 50 or older can also contribute an extra \$1,000 to their IRA or Roth IRA, bringing their total IRA contribution in 2015 to \$6,500.

60-Somethings: Finding Security

Most of our retirement journey is spent trying to build our savings and grow assets. This journey is much like climbing a mountain, says Thomas Quinn, president of Saturna Trust Company of Henderson, Nevada. When you hit your 6os, you have to develop new strategies that take into account your retirement "go-go continued on page 173



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Icelandair also offers customers the option of taking an Icelandair Stopover for up to seven nights at no additional airfare, so you get two destinations for the price of one! Whether it's London, Paris or Amsterdam, Mileage Plan and Icelandair can help you get the most from your next journey.

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*Terms apply. Registration required.

Table of Contents

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A12 A Guide for Air Travelers

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HOW TO GET THERE

mile for each mile traveled

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Vacation package at
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an automatic 1,500 Bonus
Miles, your actual miles flown
and triple miles on every
dollar spent with an Alaska
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Rent a car, buy flowers or go out to dinner and earn Mileage Plan™ miles with our many non-airline partners.



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- Access Mileage Plan™ information
- · View and change seats







FLIGHT STATUS ON THE GO

If you have a flight scheduled to depart in the next 24 hours, use the mobile phone listed in your reservation to text MY FLIGHT to 252752 (ALASKA), and we'll send you up-to-the-minute flight status. Or use any mobile phone to text a flight number to 252752 for flight status.

Message and data rates may apply.

MOBILE DEALS

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

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

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We know what it takes to be a road warrior, so the more you fly with us, the more we can take care of you and make your experience as comfortable as possible.

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- One complimentary alcoholic beverage per flight

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MVP Gold 40,000 MVP Gold 75 75,000



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ONBOARD AMENITIES



Premium Wine \$7 USD

Canoe Ridge Exploration Red Blend Canoe Ridge Exploration Sauvignon Blanc



Liquor \$7 USD

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

Beer \$6 USD

Miller Lite Budweiser



Coke Zero. Coke



SUBLY THE PROPERTY OF THE PROP

Complimentary

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

Premium Beer \$7 USD

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

A three-time James Beard award winner and Iron Chef America champion, thef and restaurateur Tom Douglas is credited for putting Seattle on the cufinary map, You can find Tom's signature big flavors at 13 focations in Seattle, within the pages of his witty, highly-fouted cookbooks and now, on Alaska Airlines at 30,000 feet. This month's feature is Cascade Brisket Chili. It's smoky, bold and signature Tom Douglas—a perfect choice to celebrate the seasonal food of fail.

Meals & Snacks

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

FIRST CLASS

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

WINES OF THE MONTH

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



Chateau Ste. Michelle Indian Wells Chardonnay Washington An appealing tropicalfruit character; ripe pineapple and butterscotch flavors.



Chateau Ste. Michelle Indian Wells Cabernet Sauvignon Washington

A ripe, jammy style with dark fruit aromas and flavors; Syrah adds an enhanced richness.

Beverage service may vary due to time of day and flight-segment time limitations. Items limited and based on availability. Individuals must be 21 years or older to consume alcoholic beverages. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

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

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

ALASKA BEYOND™ ENTERTAINMENT

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

MORE THAN 70 TOP MOVIES, INCLUDING:



Hot Pursuit PG-13; 1:27



Tomorrowland PG; 2:10



Mad Max: Fury Road R; 2:00

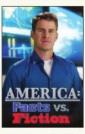


Avengers: Age of Ultron PG-13; 2:24

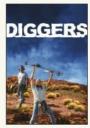
NEARLY 100 FREE TITLES, INCLUDING:



How It's Made



America: Facts vs. Fiction-Trick or Treat



Diggers-National Geographic



Band in Seattle



How to Get Started: See the "Flight Amenities" card in your seatback pocket or visit loadplayer.com for details.

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RENT A TABLET FOR THE LATEST HIT MOVIES, AND MORE



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

TOP MOVIES AVAILABLE ON THE TABLET:



Jurassic World PG-13; 2:04*



Ant-Man PG-13; 2:57*



Me and Earl and Max the Dying Girl PG-13; 1:45*



PG; 1:51*



Entourage R (edited); 1:44

*also available with English subtitles

WHERE WE FLY

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

U.S. MILEAGE

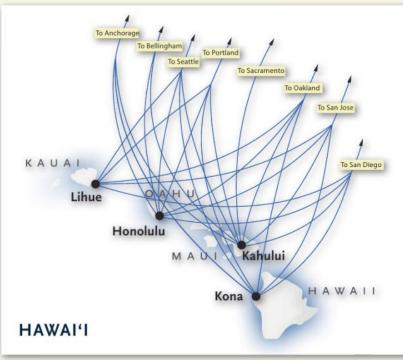
Between	Mileage
Seattle &	
Boston	2,496
Denver	
Fort Lauderdale	
Honolulu	2,677
Los Angeles (LAX)	954
New York City/Newark	2,401
Orlando	2,553
Phoenix	1,106
San Francisco	
Washington, D.C	2,306
Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	

LEGEND



Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

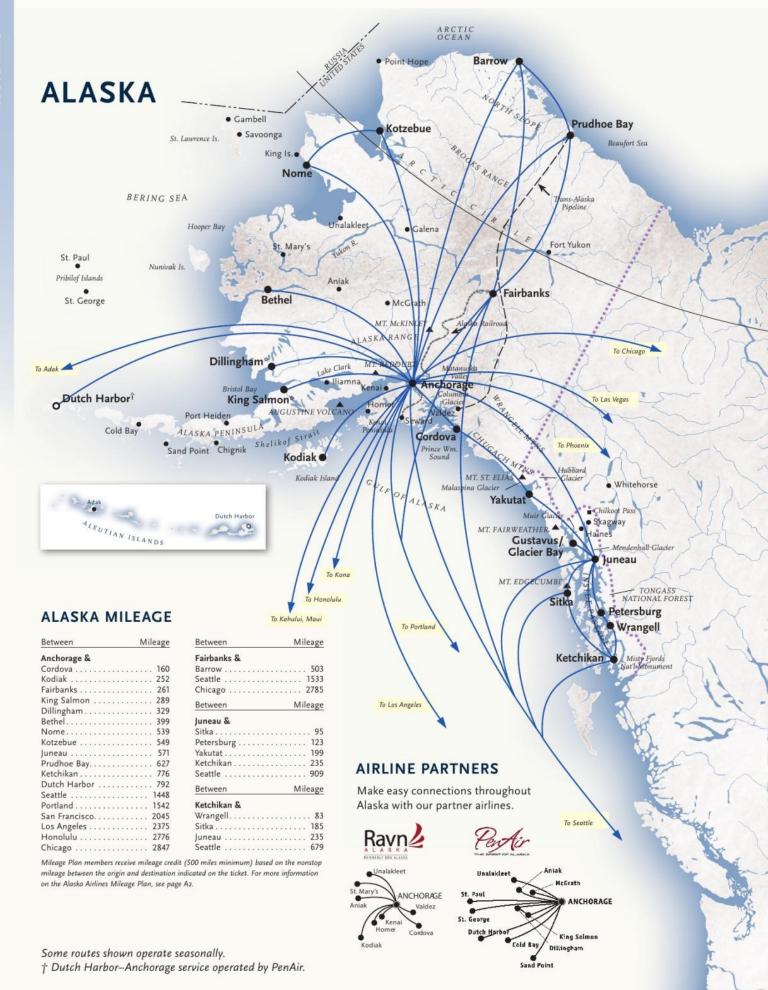
Some routes shown operate seasonally.





To Edmonton





ALASKA'S FLEET

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















Bombardier Q400
Operated by Horizon Air



Operated by SkyWest Airlines



Bombardier CRJ-700 Operated by SkyWest Airlines

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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.

HOW ARE WE DOING?

Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistens.com from any device to take a fast, two-minute



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A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente
- · Quioscos de registro del aeropuerto
- · alaskaair.com/español
- El editorial mensual del director ejecutivo quese encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda. "A su servicio."

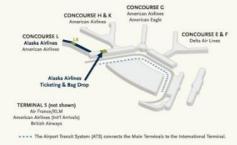
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



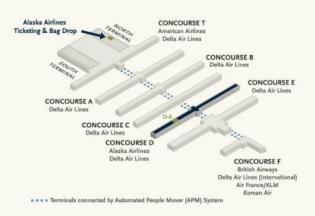
Chicago O'Hare International Airport (ORD)



Los Angeles International Airport (LAX)



Atlanta International Airport (ATL)



Seattle/Tacoma International Airport



Portland International Airport



San Francisco International Airport (SFO)



San Diego International Airport (SAN)



CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

Las formas de Aduana y Migración son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se porporcionan a continuación. Las formas completas seran presentadas en la Terminal Internacional.

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form? All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros

Datos de ayuda

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

TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.



Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form? All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros.

Datos de ayuda

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

FMM

Who must complete this form?
All travelers except citizens of Mexico
¿Quién debe completar esta forma?
Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form?
Citizens of Mexico



FEM PARA MEXICANOS

¿Quién debe completar esta forma? Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

Datos de ayuda

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

MEXICO STATE CODES

City / State	State Code
Cancún / Quintana Roo	ROO
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	
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, Bucerias and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.

- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault,

- threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking, chewing tobacco and electronic cigarette use are not permitted on any Alaska Airlines flight.
- 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, selfheating 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
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Complete each Sudoku grid by placing a number in each box so that each row, column and small nine-box square contains the numbers one to nine exactly once. Solutions are on page 158.

	9			3		1		
	8				1	5		2
		2	6	4				3
5			1				6	4
	4		9		6		5	
8	6				4			7
4				6	2	8		
9		8	4				2	
		7		5			3	

3								5
	1	9	8			4		
		5	2	4			3	
	4				2		1	8
8			6		9			4
1	5		3				2	
	2			6	1	7		
		1			5	8	9	
7				9 S				1





A	T	0	M	S		P	0	S	S	E		P	0	L	A		ĸ	A	L	E
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A	S	0	N	E		R	E	1	M	s		A	т	т	E	N	U	A	т	E
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			C	L	1	E	N	Т		A	R	E					1	Т	C	ŀ
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B	0	N	E	D		A	F	A	R	E	w	E	L	L	т	0	A	R	M	5
J	0	E			S	N	A	K	E			D	1	S	A	G	R	E	E	5
E	L	A	1	N	E		5	A	R	c	A	s	M				P	Ε	T	
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T	н	E	S	N	0	w	s	0	F	K	1	L	1	M	A	N	J	A	R	(
				0	R	E		D	U	E			s	1	G	N	A	L	E	
A	Y	E	S				В	0	N	s	A	1	S		E	A	R	T	н	1
N	A	٧	1	G	A	т	0	R			c	R	U	E	L			A	1	1
т	н	E	S	U	N	A	L	S	0	R	1	S	E	S		т	E	R	R	1
ı	0	N		Y	A	R	D		w	E	D			P	R	E	s	s	E	E
¢	0	S	T					1	N	s		s	т	R	E	E	т			
			1	s	L	A	N	D	s	ı	N	т	н	E	s	т	R	E	A	٨
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D	E	s	E	c	R	A	т	E		E	v	A	N	s		E	D	1	т	5
n	т	1	s		E	P	0	s		s	A	Y	s	0		s	A	L	E	3

Puzzle © 2015 Penny Press, Inc.

FINANCE

from page 158 years, your slow-go years, and then the no-go years," he says.

"Statistically, people are living much longer lives, and longevity risk needs to be a part of every piece of the plan."

At this stage of life, you need to focus on making your savings last. "Often people are surprised to learn that, other than Social Security, they are going to run out of money in their 8os," Quinn says.

Don't despair: There's still time to make adjustments. Those in their 60s need to create a distribution strategy that includes reliable sources of income (such as money from an annuity) to pay for basic expenses and that also takes into account the taxes they will have to pay. Yes, taxes. Quinn says many retirees mistakenly think social security benefits are tax-free, but that is not the case.

As important as investments and taxes is deciding when to claim Social Security. People need to sit down with a professional adviser and investigate their Social Security options.

"The single most impactful decision people nearing retirement are going to make is when to claim Social Security," Quinn says. "It will affect them for 20 to 25 years, and claiming strategies can be complex."

They also need to plan for their health care in retirement, something very few do, Quinn says. "Everyone assumes Medicare will cover everything, but in reality, you could have an additional \$200,000 in health care costs, and that doesn't include nursing-home care."

In the final analysis, no matter your age or the size of your nest egg, experts say, everyone needs a financial strategy to help them develop a successful plan for retirement.

M. Sharon Baker is a Seattle-based writer. Readers are advised to always seek the advice of financial experts when dealing with financial issues of any kind, including planning for retirement.



20

29

50

60

66

92

97

102

121

124

ACROSS

- 1 Molecule pieces
- 6 Sheriff's group
- 11 Actress Negri
- 15 Garden green
- 19 Jazz genre
- 20 City in Massachusetts
- 21 Award winners
- 23 "Two Hearts that Beat
- 24 French cathedral city
- 25 Weaken
- 26 Hemingway novel
- 29 Patron
- 30 Have existence
- 31 Restless longing
- 35 Charms
- 38 Car cover
- 39 Apple-core item
- 43 Groundbreaker?
- 44 Like some chicken 45 Hemingway novel
- 50 "Steppin' Out" singer lackson
- Plumber's tool
- 52 Believes differently
- 53 Screenwriter May
- 56 Irony
- 59 Musician Seeger
- 60 Percussion instrument
- 62 Cantina quaff
- 63 Goat's-hair fabric
- 66 Hemingway short story
- 74 Lode load
- 75 Expected to arrive
- 76 SOS sender
- 77 Positive votes
- 81 Dwarfed trees
- 84 Singer Kitt 85 Helmsman
- 89 Mean
- 91 Tiny key, to Brits
- 92 Hemingway novel
- 95 Haute
- 97 Charged particle
- 98 Lawn
- 99 Tie the knot
- 100 Squeezed
- 102 Penalty 104 Those elected
- 105 Easy or Wall
- 107 Hemingway novel
- 116 Assessment
- 119 Day of song
- 120 City in Montana
- 121 Profane
- 122 Photographer Walker ___
- 123 Polishes prose
- 124 Elevator name
- 125 Heroic verse
- 126 Final authority
- 127 Auctions

DOWN

- 1 Blind as _
- 2 Former "Entertainment Tonight" host

- 3 Hautboy
- 4
- 5 Signified
- 6
- 7
- 9 Organism's body
- 10 Trap
- 11 Dish
- 12 Pledge
- 13 Guitar's relative

- 15 Oahu's neighbor
- 16 Words before loss or
- 17 Rent
- 18 Language suffix
- 27 Dah's partner

- 34 "Steppenwolf" author

103

- Mr. Peanut's eyeglass
- Cheese variety
- Bounding main
- 8 Be frugal

- 14 Zeus's belligerent son

 - premium

- 22 Vane direction: abbr.
- 28 Attract
- 33 Celestial body
- 32 "___ Days of the Condor"

- 35 Utterly miserable
- 36 Dough

125

- 38 Fox or Rabbit
- 39 Syelte
- Overhead transports 40

- 47 Alias preceder: abbr.
- 48 Famed Ford
- 51 Madrid mister
- 55 Second start
- 57 Tortes
- 58 Ring great
- 61 She-sheep
- 63 Nice friend?
- 64 Roll with a hole

99

119

122

126

104

- 37 Restless state

- 41 Logan letters
- 42 Shelty or spitz
- 46 Shuns food
- 49 Dadaism pioneer
- 54 "___ Now or Never"

- 65 Actress Sten
- 67 Stenches 68 Playfulness

69 Progeny

21

30

22

63

101

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123

127

100

106

69

43

- 70 Cookie container
- 71 Kneeling sites
- 72 Put back on the payroll
- 73 Speechified
- 77 Ludicrous
- 78 Lout
- Smoothes 79
- 80 Short relative?
- 81 Forward 82 Sour-tasting substance
- Treasury Department
- division: abbr.
- 86 Conspirator Fawkes
- 87 Collection 88 Wave braver
- 90 Cafe order
- 93 Acknowledges 94 Lives
- 95 Cuts molars 96 "CHiPs" star
- 101 ___ judicata 103 Tuckers out

- 104 Does nothing
 - 105 Wander
 - 106 Reduces
 - 108 Pouch 109 Italian currency, once
 - 110 Pronto
 - 111 Military alliance: abbr. 112 Bossa ___
 - 113 Malicious
 - 114 Mr. Johnson 115 Disorder
 - 116 Flurry 117 Parakeet, perhaps 118 Fraternity letter

SOLUTION ON PAGE 172.



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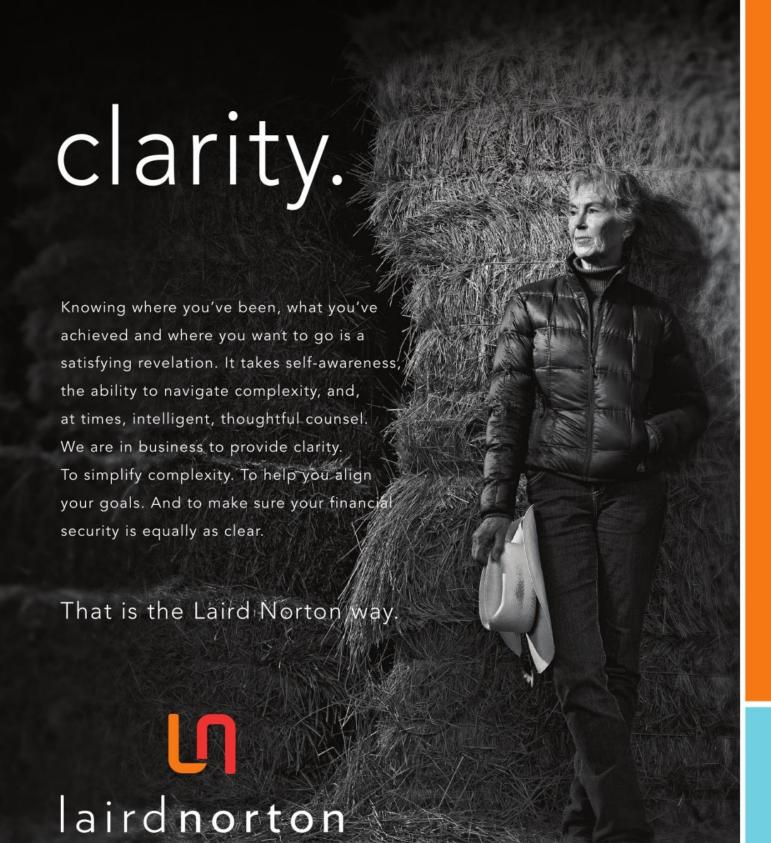
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