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Spirit of Alaska



Brad Tilden,
Chief Executive
Officer

TWO OF ALASKA'S FINEST

If you look at any great organization throughout history, there is almost always a story about the people who made it so. It's no different at Alaska. We are fortunate to have had some truly great leaders, and two of them are retiring this summer and fall. Glenn Johnson, most recently president of Horizon Air, retired at the end of August after 32 years with our company. Keith Loveless, Alaska's general counsel (among

many other things), will retire at the end of September, following 28 years of service.

When Glenn started with Alaska in 1982, we had 16 airplanes and 1,800 employees; we flew to 22 cities, and we had revenues of \$235 million.

Today, we have 188 airplanes and 13,000 employees; we serve 100 cities, and our revenues are a little more than \$5 billion. Both



Keith Loveless

Glenn and Keith have not only seen, but have led, a huge amount of change in our tumultuous industry—from the acquisitions of Jet America and Horizon back in the mid '80s, to the hard-won initiation of service into Russia, Mexico, the East Coast, the "mid-continent" cities and, most recently, Hawai'i. Keith, in particular, played a critical role in keeping Alaska aloft and ensuring that the lessons of the January 2000 tragic accident of Flight 261 were indelibly etched into our safety culture.

Both leaders helped us manage through 9/11 and the industry turmoil that ensued. Glenn has held a variety of leadership roles, ranging from CFO of Horizon, Alaska Airlines and Alaska Air

Group to head of operations at Alaska, to his recent role as Horizon's president. Keith has leveraged his expertise in the legal department, and has had a huge impact over the years in shaping Alaska's commitments to sustainability, to always doing the right thing, and to making our company a great place for our 13,000



Glenn Johnson

employees to work. There are many ways to contribute, and the best teams have people with different strengths. Glenn is full of energy. He has more capacity for work than anyone I know. He is bold—a natural change agent. He is selfless. He has said yes to every assignment Alaska has asked of him, and has dreamed up several of his own, while building incredible relationships with the people of Alaska and Horizon along the way. Keith is the wise elder. The steady hand. He has a brilliant legal mind and, more importantly, he has been the keeper of our culture. He understands the soul of the company, and he's kept us true to our values. What unites Glenn and Keith is their love for Alaska Air Group and the fact that they'd do anything for it. Indeed, they've dedicated the better part of their

lives to this place.

And even though they are leaving the building, their indelible impression remains, in how we hire and train our employees, in how we take care of our customers and in our continued drive to do the right thing.

When all is said and done, I don't think we will remember the on-time performance for a particular month, the earnings per share for a particular quarter, the revenues for a particular year, or even when Alaska entered the Fortune 500 (2014!). But there's no doubt that we will remember the people we worked alongside, and the incredible good fortune of working on something important with people we respect and admire.

Glenn and Keith, Alaska and Horizon are great because of you. Thank you for everything you have done for the Eskimo over your long and distinguished careers. We wish you smooth skies as you embark upon your new journeys.

And to you, our customers, thank you for allowing me to use this page to honor two of Alaska's finest.

Brad Tilden
Chief Executive Officer

El Espíritu de Alaska



Brad Tilden,
Jefe Ejecutivo

DOS DE LOS MEJORES DE ALASKA

Al mirar cualquier gran organización a lo largo de la historia, casi siempre también hay una historia sobre las personas que hicieron grande a esa organización. Y Alaska no es la excepción. Somos afortunados de haber tenido realmente grandes líderes; dos de ellos se retirarán, uno en próximo verano y el otro en próximo otoño. Glenn Johnson, el más reciente Presidente de Horizon Air, se retirado a fines de agosto

luego de haber trabajado en la compañía durante 32 años. Keith Loveless, Asesor General de Alaska (entre muchas otras cosas), se retirará a fines de septiembre luego de 28 años de servicio.

Cuando Glenn comenzó a trabajar en Alaska Airlines en

1982, teníamos 16 aviones y 1,800 empleados; llegábamos a 22 ciudades y teníamos ingresos de \$235 millones.

Actualmente, tenemos 188

aviones y 13,000 empleados; llegamos a 100 ciudades, y los ingresos representan un poco más de \$5,000 millones. Glenn y Keith no solo han visto, sino también encabezado, una enorme cantidad de cambios que hubo en nuestra tumultuosa industria—desde las adquisiciones de Jet America y Horizon allá en la década de los ochenta hasta el comienzo del servicio ganado a duras penas en Rusia, México, la costa este de los Estados Unidos, las ciudades de la región central del continente, y más recientemente, en Hawái. Keith, particularmente, tuvo un papel clave en mantener a Alaska en lo alto y en asegurar que las lecciones aprendidas tras el trágico accidente del Vuelo 261 en enero de 2000 queden grabadas de

forma indeleble en nuestra cultura de la seguridad.

Ambos líderes nos han ayudado a superar los acontecimientos de Septiembre 11 y la agitación de la industria que resultó de esa tragedia. Glenn ha ocupado una variedad de funciones de liderazgo que abarcan desde Director



Glenn Johnson

Keith ha aprovechado su experiencia en el área legal, y con los años ha influido enormemente en la formación del compromiso de Alaska Airlines con la sostenibilidad, en hacer siempre bien las cosas, y en hacer de nuestra compañía un gran lugar de trabajo para nuestros 13,000 empleados.

Hay muchas formas de contribuir, y los mejores equipos están compuestos de personas con diferentes fortalezas. Glenn tiene mucha energía. Tiene más capacidad para trabajar que cualquier otra persona que conozco. Es audaz, una característica natural del cambio. Es desinteresado. Ha dicho que “sí” a cada tarea que Alaska Airlines le ha solicitado,

y también se le han ocurrido varias, mientras establecía increíbles relaciones con los empleados de Alaska y de Horizon. Keith es el anciano sabio. Siempre firme. Tiene grandes conocimientos legales y, más importantes aún, ha sido el guardián de nuestra cultura. Entiende la esencia de la compañía y nos ha mantenido fieles a nuestros valores. Lo que une a Glenn y a Keith es su amor por Alaska Air Group y el hecho de que harían cualquier cosa por ella. De hecho, han dedicado los mejores momentos de sus vidas a este lugar.

A fin de cuentas, no creo que recordemos el puntual desempeño de un mes en particular, las ganancias por cada acción de un trimestre específico, los ingresos de un año determinado, o incluso cuándo Alaska ingresó a la lista Fortune 500 (en 2014). Pero no hay dudas de que recordaremos a la gente con la que trabajamos y de lo increíblemente afortunados que somos al trabajar en algo importante con personas que respetamos y admiramos.

Glenn y Keith: Alaska y Horizon son grandes compañías gracias a ustedes. Gracias por todo lo que han hecho por el esquimal durante sus largas y distinguidas carreras profesionales. Les deseamos un cielo tranquilo mientras se embarcan en nuevas travesías.

Y a ustedes, nuestros clientes, gracias por permitirnos usar esta página para honrar a dos de los mejores de Alaska.

—Brad Tilden

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Jan, age 70



Photos: Gerald Pope

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LIFE ASKED ME TO DANCE. I ACCEPTED!

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

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

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

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

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

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WHAT'S NEW



AURORA PHOTOS / ALAMY

PLAY AND SKI WITH NEW VEGAS-MAMMOTH SERVICE

Alaska Airlines will begin new seasonal service between Las Vegas and Mammoth Lakes, California, operating January 15 to April 16, 2015. The new Monday and Thursday flights will provide easy access to the adventures of Las Vegas and the fresh powder at Mammoth.

SPECIAL OFFER FOR CUSTOMERS IN OREGON AND WASHINGTON

Alaska Airlines is inviting Washington and Oregon customers to explore more and spend less by signing up for its award-winning Mileage Plan to receive \$25 off their next flight. Join by September 30, book your flights with the discount code and travel by November 19. Tickets must be purchased by October 30. Visit alaskaair.com to sign up.

Alaska Airlines
MILEAGE PLAN



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FOCUS ON SUSTAINABILITY

Alaska Wins 2014 SeaTac Fly Quiet Award



For the third straight year, the Port of Seattle has recognized Alaska as the quietest airline among the five busiest operators at Sea-Tac International Airport. The three criteria used in judging include: 1) Noise levels of operations as measured with noise monitors; 2) percentage of adherence to Sea-Tac noise abatement flight procedures; and 3) adherence to Sea-Tac's ground engine run-up regulations.

AROUND TOWN

► **Join us for Hispanic Heritage Night** with the LA Galaxy on September 20 at Stub Hub Stadium: We'll be celebrating 25 years of Alaska service to Mexico. Enter to win an LA Galaxy jersey and other giveaways at our booth in the FanFest area.

All Smiles

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, Central Reservations Control Agent Linda Luhrs.



Linda Luhrs,
Alaska Airlines
Legend

Linda Luhrs is a calming force at Alaska Airlines. She’s the kind of person who always knows the right things to say and do, whether it’s comforting, with a visit to the flight deck, a 3-year-old who was reluctant to board a flight, or consoling a frazzled father at 2 A.M. by sharing the orange from her own sack lunch with the man’s two tired young daughters.

“My favorite part of my job is helping people,” she says.

And it has been for 31 years, much of it spent at ticket counters. She loves the excitement and energy of the airport, working with a diverse range of customers to get them where they need to go. These days, she’s a central reservations control agent, working with the airline’s reservations system to support agents on the phones with customers.

“Whenever I can find an answer for someone trying to do their job, that’s a huge reward for me,” Linda says.

She grew up in the logging camps of coastal California and Oregon, where her father and much of her family were

timber fallers. When Linda was in her early 30s, her family moved to Fairbanks and she became an accessories manager at Nordstrom, but decided she wanted to work for Alaska Airlines. In 1983, she enrolled in the International Air and Hospitality Academy in Vancouver, Washington. After graduating, she quickly had two job offers—which she promptly turned down. “I really wanted to work for Alaska Airlines,” she says.

Fortunately, Alaska called the following day and Linda became a customer service agent in Fairbanks. A year later, she was on her way to the Spokane station, and the next year she moved to the Seattle ticket counter. In 1993, when the airline switched to the Sabre Reservations and Ticketing system, Linda transferred to the central baggage operation to help organize huge amounts of data.

Having served several stints at ticket counters and in central baggage and in central reservations control, Linda proved herself quite versatile. When the airline began flying to Reno, Nevada, in

1996, Linda was asked to train an entirely new group of ticket-counter agents. The following year, she helped open up the Las Vegas station.

She’s worked as a trainer as well as an agent, and enjoys teaching others about operating systems, problem solving and customer service. “Linda will make the extra effort to find the real problem,” says longtime co-worker Keith Allen. “She enjoys digging into problems and working endlessly to figure out a solution.”

She’s a hard worker almost to a fault, she acknowledges. She loved dancing, but was becoming disappointed as her fitness level began to decline. Following a shoulder injury, she began taking yoga classes to regain mobility, and now she is training to become a yoga instructor.

Her yoga training pays benefits for co-workers, as well. “She loves yoga and is great at encouraging and motivating us to lessen our stress and live healthier lives,” says CRC Manager Alixx Pidding.

Linda concludes her correspondence with, “Smiles.” —Paul Frichtl

VOLUNTEER SPIRIT

Ready to Play

Most summer days during baseball season, you’ll find Scott Willott out in a field, raking, chalking lines, laying out the bases, getting it ready for South Highline National Little League action—and that’s the hour or more before he coaches a game.

Scott, a maintenance controller who’s been with Alaska Airlines for 29 years, got involved in the league in 2005, when his oldest son started playing T-ball. Since then, he’s volunteered more than 200 hours per season.

Although his sons, 12 and 14, have graduated from Little League to playing select-level ball, Scott says he’ll continue to



Coach Scott Willott.

volunteer. He’s become a field specialist for the league of 17 teams, and will be attending a Seattle Mariners-sponsored camp for volunteers interested in learning how to maintain baseball fields.

As a coach, Scott says he has enjoyed the opportunity to help kids develop athletic abilities, discipline and confidence, and to see the resulting sense of pride they take in their accomplishments.

“My volunteer time is just a conduit to helping kids realize a portion of their potential,” he says.

The fact that it involves baseball is an added bonus. “How great is it to actually enjoy the same things your kids do?” —P.F.

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

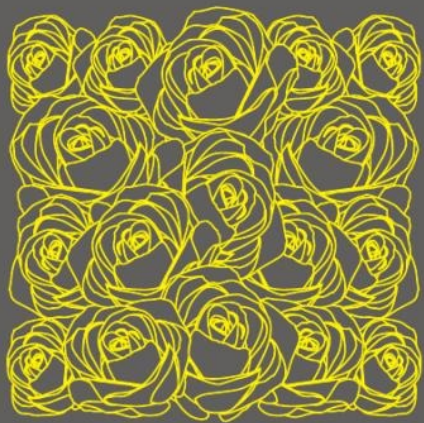


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WASHINGTON, DC Images of Wilderness

To honor the 50th anniversary of the Wilderness Act, the Smithsonian National Museum of Natural History is hosting "Wilderness Forever: 50 Years of Protecting America's Wild Places," an exhibition of nature photos from a nationwide competition. For the competition, winners were chosen from more than 5,000 entries in pro, amateur and student categories. The exhibition opens September 3 and runs through summer 2015. In the pro category, Oregonian Rodney Lough Jr. won the grand prize for his image of Mount McKinley and Wonder Lake in Alaska's Denali Wilderness. The museum collaborated on the exhibition with *Nature's Best Photography* magazine and Wilderness50, a coalition coordinating Wilderness Act anniversary events. Call 202-633-1000 or visit wilderness.smithsonian.com to learn more. —Stacie Larsen

Rodney Lough Jr. caught the reflection of Mount McKinley in Wonder Lake on the last day of a visit to Alaska's Denali National Park and Preserve.

SANTA ANA, CA

A Lost Civilization, Revealed



Bronze Head with Gold Mask (circa 1250–1100 B.C.E.), excavated in China, at Sanxingdui, Pit II.

The 1986 discovery of two archaeological pits in Sanxingdui, China, marked the first modern exposure of what experts place among the greatest finds of the 20th century: the remnants of an ancient culture that apparently existed for about 350 years and then disappeared around 1200 B.C.E. The exhibition "**China's Lost Civilization: The Mystery of Sanxingdui**" combines more than 120 bronze, gold, jade and ceramic artifacts from Sanxingdui and Jinsha, a related 2001 excavation site. The objects will be on view October 19, 2014–March 15, 2015, at Santa Ana's Bowers Museum, which organized the showing with the Cultural Relics Bureau of Sichuan Province, China. This peek at a 3,000-plus-year-old culture features 24 Chinese national treasures, including several masklike, cast-bronze sculptures and one figure that is nearly 8 feet tall. The exhibition will travel to the Houston Museum of Natural Science on April 11, 2015. To learn more, call 714-567-3600 or visit bowers.org. —Carly Andersen

COURTESY: SICHUAN PROVINCIAL INSTITUTE OF CULTURAL RELICS AND ARCHAEOLOGY

Also of note ...

"BigPicture," through Nov. 2; award-winning nature, wildlife and conservation photos; California Academy of Sciences, San Francisco; bigpicturecompetition.org.



Due to New Mexico's many government and private research facilities, the state has more Ph.D.s per capita than any other in the U.S. (according to *The Washington Times*). Alaska Airlines launches service between Seattle and Albuquerque, New Mexico, on September 18. Learn more about Albuquerque attractions on page 70.

ANCHORAGE, AK

A New Sports Center in Alaska

This month, the University of Alaska Anchorage celebrates the **grand opening of the Alaska Airlines Center** with 10 days of events, starting with a ribbon-cutting ceremony on September 5. Named in recognition of Alaska Airlines' 10-year, \$6.3 million commitment to UAA athletic scholarships and team travel expenses, the new 196,000-square-foot facility features a 5,000-seat arena and sit-down dining options at the new Varsity Sports Grill restaurant, which is scheduled to open October 1. Grand opening festivities include the **Taste of Alaska**, a charity event with culinary offerings from local vendors and restaurants (September 10); a concert by the soulful rock band **Alabama Shakes** (September 13); and the **Howlapalooza** music and arts festival (September 14), which highlights more than 30 local musicians.

This fall (November 25–29), the center will showcase top men's and women's basketball teams in the **GCI Great Alaska Shootout**. The event is the nation's longest-running regular-season college basketball tournament.

For more information about the center's opening and the Great Alaska Shootout, visit goseawolves.com. —Carly Andersen



The Alaska Airlines Center, opening this month at the University of Alaska Anchorage, provides a new home for UAA Seawolves athletic teams.

SAM WASSON / UAA ATHLETICS



David Bowie in a striped bodysuit designed for the "Aladdin Sane" tour (1973). Design: Kansai Yamamoto. Photo: Masayoshi Sukita.

© SUKITA / THE DAVID BOWIE ARCHIVE 2012

CHICAGO, IL

Chronicles of a Rock Star

The story and spectacle of David Bowie, the original "Space Oddity," is going on display at the **"David Bowie Is"** exhibition (September 23, 2014, through January 4, 2015), in a United States debut appearance at the Museum of Contemporary Art Chicago. The multimedia show will include more than 400 items from Bowie's life, including photos, album art, handwritten lyrics, costumes from concerts and from music videos, set-design sketches and other memorabilia. Organized in chronological order, the collection follows from Bowie's early days as a mime through his "The Rise and Fall of Ziggy Stardust" and "Spiders from Mars" tours, to his most recent album, 2013's "The Next Day." To learn more, call the Bowie Hotline at 312-397-4068 or visit mcchicago.org/bowie. —Nick Thomas

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And don’t forget, the holidays are just around the corner...plan on more seasonal fun November 13–January 6.

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Keeping Coasts Clean

Volunteers around the world are once again taking to the beaches—as well as inland rivers and lakes—for the **International Coastal Cleanup**, an annual event dedicated to cleaning up trash before it reaches oceans. With focused efforts on September 20, and other programs throughout September and October, the nonprofit Ocean Conservancy is partnering with local groups and individuals to free marine environments of harmful wastes. Within the United States, projects will take place on beaches from Florida to Alaska, and from Washington, D.C., to Hawai'i. During the International Coastal Cleanup in 2013, nearly 650,000 volunteers in 92 countries picked up more than 12.3 million pounds of trash. To learn more, visit signuptocleanup.org. —*LaVendrick Smith*



OCEAN CONSERVANCY / ELYSE BUTLER

Participants in the 2013 International Coastal Cleanup work on Makapu'u Beach, O'ahu, Hawai'i.

National Public Lands Day is September 27, with entrance fees and many other charges waived at U.S. national parks. Learn more at nps.gov/findapark/feefreeparks.htm.



Pearl Jam.

AUSTIN, TX

Music at the Limits

Held just outside downtown Austin, along the Colorado River, the **Austin City Limits Music Festival** will shake Zilker Metropolitan Park next month with more than 75,000 music fans expected on each of the six days (October 3–5 and 10–12). Over two weekends, the festival will host more than 130 artists, including headline acts such as rapper Eminem, rock band Pearl Jam and pop singer Lana Del Rey; and other popular artists such as indie-rock band Broken Bells and synthpop group Chvrches. Away from the stage, attendees can dine on local fare, peruse art displays and shop at vendor booths. For more information, visit aclfestival.com. —*Nick Thomas*

Other Upcoming Festivals ...

• **iHeartRadio Music Festival**, Sept. 19–20; Taylor Swift, Coldplay, Nicki Minaj, One Direction, Iggy Azalea, Train, Lorde, others; Las Vegas, NV; festival.iheart.com

• **Summer Ends Music Festival**, Sept. 26–28; Foster the People, The Replacements, Descendents, others; Tempe, AZ; summerendsmusicfestival.info

• **Treasure Island Music Festival**, Oct. 18–19; Outkast, Zedd, Massive Attack, alt-J, others; San Francisco, CA; treasureislandfestival.com

• **Life Is Beautiful Festival**, Oct. 24–26; Kanye West, Foo Fighters, Arctic Monkeys, Skrillex, Lionel Richie, OK Go, others; Las Vegas, NV; lifeisbeautiful.com

• **Fun Fun Fun Fest**, Nov. 7–9; Judas Priest, Atmosphere, Dinosaur Jr., Nas, Modest Mouse, Fred Armisen, others; Austin, TX; funfunfunfest.com

TOP SHELF

Crown of the Continent

Steven Gnam; Mountaineers Books

Photos by Gnam and essays by wilderness advocates showcase the wild spirit of the Crown of the Continent, a Rocky Mountain region that includes parts of northern Montana and southern Canada. Photojournalist Gnam shares more than 100 images taken from perspectives reached only on foot. This large-format book emphasizes people's connections to land in a regal piece of wilderness.

—*Stacie Larsen*

**Fresh Pantry**

By Amy Pennington; Skipstone

Award-winning Seattle author and urban farmer

Pennington invites readers to visit local farmers markets and fire up skillet for more than 120 simple recipes. This cost-conscious cookbook focuses on a seasonal fruit or vegetable for each month. Accompanied by tantalizing color photos, the recipes include (for September) Turkish Stuffed Peppers and Sesame-Pepper Relish. —*Carly Andersen*

**The Pacific Northwest Garden Tour**

By Donald Olson; Timber Press

Travel writer and gardener Olson

canvasses the region's botanical treasures in this guide to 60 of the must-see gardens from Washington, Oregon and British Columbia. Highlights include the Portland Japanese Garden, Victoria, B.C.'s Butchart Gardens and Bloedel Reserve, near Seattle. Each entry in the book contains garden descriptions, photography and practical details such as operating hours and rules about pets.

—*Nick Thomas*



I Thought I Was on Top of the World

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

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

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

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

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

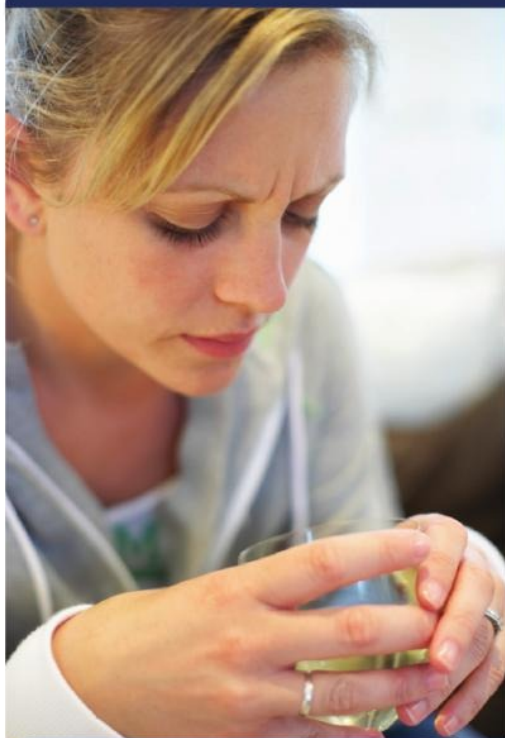
First, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

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

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

Call: 1-855-999-1116
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Schick Shadel also provides education, one-on-one counseling and group therapy along with post discharge sober support which creates a solid foundation for people to begin a new, balanced life. 65,000 former patients can't be wrong — Our treatment simply works! Patients are able to leave here poised for a life of hope, happiness and most importantly, sobriety.

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



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Photo: Arlene Chambers Photography



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before

I've been on every diet
there is and even tried
hypnosis twice. I lost
weight many times but
always gained it back.
Here's something funny,
but probably true: the
license plate on my car
(which I didn't special
order) reads "600LBS." I
always joke and say that it probably reflects
what I've gained and lost over the years.

I had seen the My Best 10 stories many
times. Finally, one day, I tore out the
page and put it in my briefcase. The next
week, before putting it in the recycle bin,
I looked up the program online. Lo and
behold! There, among the success stories, I
recognized a friend of mine. I called her up
and attended the introductory seminar that
very evening. You have to act before you
change your mind!

The most surprising experience was the
attention to every detail. My personal
trainer, dietitian, counselor, doctor, and
everyone else in the program all showed
such care and interest in my well-being.

My doctor even sent me emails as a check-
in between visits with suggestions and
comments to assist me. My family was also
extremely supportive. My husband helped
select recipes from the weekly guidelines
and cooked for me.

When I started the program, I had some
aches and pains, especially while sleeping.
Now they're all gone! Of course I feel better
in my clothes, but even my feet feel better
in my shoes. And my husband would add,
"She doesn't snore anymore."

I wanted to lose more than 10 lbs, so I
signed up for an extended program of 22
weeks. In the first 10 weeks, I lost 19 lbs
and by the end of 22 weeks, I had lost 29
lbs. Then, as I continued to follow the new
lifestyle habits I'd learned from the program,
I lost an additional 22 lbs. I'm now 70 lbs
less and I feel amazing! With the help and
support of the My Best 10 team, it was so
much easier and sustainable that I could
have ever imagined.

I think it's time to change that license plate.
With My Best 10, I know that this time, the
weight loss is for life.



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4455 148th Avenue NE, Bellevue, WA



Margaret Kilgallen,
Untitled (2000); acrylic on
unstretched canvas.

OAKLAND, CA

Golden State Art

Frida Kahlo, Diego Rivera, Mark Rothko, Wayne Thiebaud, Barry McGee: These artists and many others will be featured in an exhibition opening this month at the Oakland Museum of California (OMCA). "Fertile Ground: Art and Community in California" (September 20, 2014, through April 12, 2015), a collaboration with the San Francisco Museum of Modern Art, will include more than 200 artworks and artifacts related to California's key creative figures and movements. Divided into four epochs of California art history, the exhibition delves into historical, cultural and social factors that have influenced Golden State artists. Visitors move chronologically as the show contextualizes Rivera's Depression-era painting, details the California School of Fine Arts' postwar creative climate, explores UC Davis' art scene, and examines the Mission District's contemporary art today. For more information, visit sfmoma.org and museumca.org. —Carly Andersen

KAILUA-KONA, HI

Feats of Strength

It's an event meant only for the truly strong—and some of the world's strongest athletes will put their bodies to the test October 11, in the **Ironman World Championship triathlon presented by GoPro** on Hawai'i Island. The World Championship has been an annual fixture in Kailua-Kona since 1978. This year's race will include more than 2,000 athletes, most of whom will have qualified through prior Ironman triathlons held in locations around the world. Often regarded as the world's toughest one-day sporting event, an Ironman triathlon involves a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. To learn more, visit ironman.com. —LaVendrick Smith



Mirinda Carfrae set the
women's world record at
the 2013 GoPro Ironman
World Championship in
Kailua-Kona.

Also of note ...

- **Ironman Lake Tahoe**, Sept. 21; Olympic Valley, CA
- **Portland Marathon**, Oct. 5; Portland, OR
- **Baltimore Marathon**, Oct. 18; Baltimore, MD
- **Detroit Free Press/Talmer Bank Marathon**, Oct. 19; Detroit, MI
- **Duke City Marathon**, Oct. 19; Albuquerque, NM
- **Ironman Florida**, Nov. 1; Panama City Beach, FL
- **TCS New York City Marathon**, Nov. 2; New York, NY
- **Ironman Arizona**, Nov. 16; Tempe, AZ
- **Seattle Marathon**, Nov. 30; Seattle, WA

September 19–November 10

Epcot International Food & Wine Festival, cooking demos, concerts and fine-dining experiences; Walt Disney World, Orlando, FL; 407-939-5277 or disneyworld.com

September 20–November 26

Autumn at the Arboretum, 50,000+ pumpkins and gourds, fall activities; Dallas Arboretum & Botanical Garden, Dallas, TX; 214-515-6615 or dallasarboretum.org

September 25–October 10

Vancouver International Film Festival, films from 70+ countries; Vancity Theatre and other locations, Vancouver, BC; viff.org

September 27, 2014–January 11, 2015

"Animation," an interactive exhibit that explores the science of various aspects of animation; Oregon Museum of Science and Industry, Portland, OR; 800-955-6674 or oms.edu

October 10–12

Bridge City Gumbo Festival, 2,000 gallons of gumbo cooked daily, with other Louisiana specialties; Angel Square, Bridge City, LA; bridgocitygumbofestival.org

October 11, 2014–January 11, 2015

"In Living Color: Andy Warhol and Contemporary Printmaking," color in works by Warhol and other artists; Joslyn Art Museum, Omaha, NE; 402-342-3300 or joslyn.org

October 4–12

National Design Week, exploring design in everyday life, Cooper-Hewitt, Smithsonian Design Museum; with a National Design Awards Gala on October 9 at Pier Sixty; New York, NY; cooperhewitt.org

October 18–19

Head of the Charles Regatta, the 50th running of the two-day race event, with special gala celebrations; Charles River, Boston/Cambridge, MA; 617-868-6200 or hocr.org

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PROFILE

Seattle Sweetness

Theo Chocolate creates cocoa confections that spread joy for people and the planet

Visitors who tour the **Theo Chocolate** factory, in the Fremont neighborhood of Seattle, often have one burning question: Will there be Oompa-Loompas, à la *Charlie and the Chocolate Factory*?

Founder and CEO Joe Whinney runs a fair-trade company, so unpaid labor from Loompaland's small residents would be out of the question (even if they weren't fictional).

Fortunately, there's plenty else to see, smell, taste and learn about on the one-hour tour (\$10 per person) that includes visits to the confection room and production factory—each staffed by happy humans. The Theo experience is brimming with information about the origins of chocolate and sustainable processes. There are also plenty of heavenly samples. On a recent tour, an energetic guide handed out pieces of creamy milk chocolate studded with hazelnuts; orange oil–infused dark chocolate; 100 percent pure cocoa nibs; and various other choco-concoctions. All this while schooling our group about the grim realities of conventional cocoa-bean farming and the importance of fair-trade certification.

"Chocolate should be fun and delicious," Whinney says. "But, by using sustainable business practices, we can meet those needs without harming the quality of life for current and future generations."

Whinney stresses that taking a sustainable approach doesn't mean being against profit. "Nobody—myself included—is going to save a tree if it means not feeding his or her family," he says. "But when people ask, 'Isn't it more expensive to be responsible?' I just find it bizarre that we have to make that choice. No amount of money is worth harming others to make a product."

Whinney founded Theo in 2006 with a triple-bottom-line business model: Make a profit, but also measure success in environmental and social terms. Theo is North America's first bean-to-bar maker of organic, Fair Trade, Fair for Life, and Non-GMO Project chocolate. The company uses small-batch production with high-quality, sustainably grown



THEO CHOCOLATE



ingredients. It oversees its whole process, from meeting farmers in Africa to buying organic peanut butter for chocolate-peanut butter cups.

"We are all interconnected, and every transaction has a ripple effect," Whinney says. "So why not create positive, exciting ripple effects?"

One recent ripple is Theo's exploration of chocolate's health benefits and the development of cocoa powder high in antioxidants: a type of superfood ingredient it sells to companies creating supplements and beneficial foods.

Whinney notes that consumers play a key role in sustainable production by creating demand for tasty, ethically made treats.

"Chocolate should be enjoyed," he says. "We believe it is a better product when everyone involved has a greater sense of purpose about it."

Learn more at theo-chocolate.com. —Ali Basye

Joe Whinney, founder of Theo Chocolate, helped start the first company in North America to make sustainable, fair-trade and organic chocolate.

SEATTLE, WA

Golden Ticket Not Required

Visitors enter a world of decadence in "**Chocolate: The Exhibition**," at Seattle's Museum of History & Industry through September 28. The traveling exhibition, originally curated by The Field Museum in Chicago, explores chocolate through science, history and popular culture. Artifacts and photographs from MOHAI archives add local flavor, along with stories from Seattle's own chocolatiers (including Theo Chocolate, Chocolati, Fran's Chocolates and Seattle Chocolates). On weekends in September, MOHAI visitors can also enjoy programs such as chocolate tastings and chocolate-making demonstrations. And travelers can catch the main exhibit as it continues to Philadelphia, Las Vegas and Bozeman, Montana, in late 2014 and early 2015. Call 206-324-1126 or visit mohai.org to learn more. —Stacie Larsen



"Chocolate: The Exhibition" traces uses of cacao through history. Aztec people used it for money, for divine offerings and to make luxury drinks.

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

Dr. Thomas Kang

Dr. Brian McKay

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

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

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

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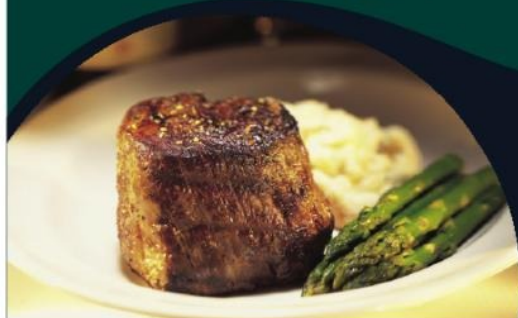


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HOUSTON, TX

A Tribute to Gandhi

Houston's Menil Collection will honor the anniversary of Mahatma Gandhi's birth with the new exhibition "Experiments with

Truth: Gandhi and Images of Nonviolence," opening on October 2, Gandhi's 145th birthday. The exhibition, which runs through February 1, 2015, will include artifacts and artworks that are inspired by and pay homage to Gandhi's ideals. A prayer wheel sculpture connects to

Gandhi's meditative approach; a photo of Gandhi's last possessions highlights his detachment from material objects. Art in the gallery will speak to religious, political and cultural ideas. Images of notable abolitionists and civil rights leaders will also be included. The exhibition is the Menil's contribution to an initiative titled "Gandhi's Legacy: Houston Perspectives," a collaboration with cultural, educational and social-justice organizations in Greater Houston. To learn more, call 713-525-9400 or visit menil.org. —LaVendrick Smith



Jean Tinguely's motorized sculpture Prayer Wheel (1954) evokes the meditations of Mahatma Gandhi.

THE MUSEUM OF FINE ARTS, HOUSTON, © 2014 ARTISTS RIGHTS SOCIETY, NEW YORK / ADAGP, PARIS

MONTEREY, CA

Iconic Jazz

The Monterey Jazz Festival, held since 1958 at the Monterey County Fairgrounds, has over its history hosted a who's who of jazz stars—from Billie Holiday and Louis Armstrong in its inaugural year to Diana Krall and Bobby McFerrin in 2013.

This year's fest runs September 19–21 and features 500 artists across eight stages. The mainstage hosts 14-time Grammy-winner Herbie Hancock; The Roots,

the band of *The Tonight Show Starring Jimmy Fallon*; and Michael Feinstein's Sinatra Project—which reinterprets Frank Sinatra songs with close attention to original style, taste and arrangements. Alaska Airlines is an event sponsor. To learn more, call 888-248-6499 or visit montereyjazzfestival.org. —Nick Thomas



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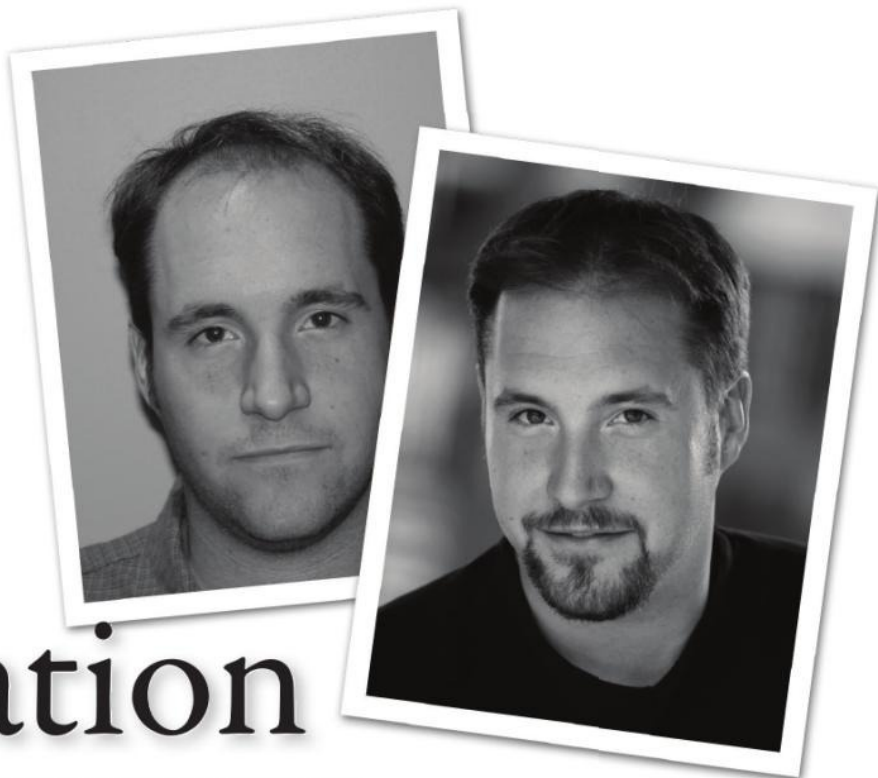


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Artistry is what you get when you see Dr. Brian Goertz. As a board certified hair transplant surgeon and the founder of Hair Transplant Seattle, he takes great pride in his artistry of creating natural hairlines, achieving amazingly natural results 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."

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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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Hot Glass

Seattle is internationally renowned for its vibrant art-glass scene, and opportunities to see brilliant glass installations and witness the glassblowing process are many. Perhaps the best place to explore the local glass movement is Chihuly Garden and Glass, at the foot of the Space Needle, with extensive displays and a unique cafe. The Museum of Glass in Tacoma offers a comprehensive look at the art and artists of the region's hot-glass movement, and features a hot shop with glass-blowing demonstrations.

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Chihuly Garden and Glass.

September in Seattle

Ideas for things to see and do in the Emerald City

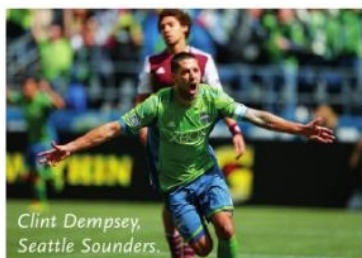
Savoring Seafood

Puget Sound is seafood central in the Northwest, from the salmon that flood into area bays and rivers each summer and autumn to the shellfish farms that supply a bounty of mussels, clams and oysters to local markets, raw bars and restaurants. Need a salmon primer? Visit the Hiram M. Chittenden Locks in Ballard, where you not only can watch the fishing fleet returning, but also witness the return of salmon to their natal waters through the fish ladder, which has glass viewing panels. For an even closer encounter, visit Pike Place Market in downtown Seattle, where the fishmongers put on a show.



Only in Seattle ...

- **EMP Museum:** Intriguing Frank Gehry design spotlighting the popular culture of music, plus a science-fiction museum.
- **Fremont Troll:** Beware what lurks in the shadows under Seattle's Aurora Bridge.



Clint Dempsey, Seattle Sounders.

OTTO GREULE JR. / GETTY IMAGES

Game Time

The World Champion Seattle Seahawks open their bid for a Super Bowl repeat at home against the Green Bay Packers (Sept. 4). See NFL coverage beginning on page 40. Playoff hopes are equally intense for the Sounders FC, with the club's first trip to the MLS Cup the end goal. Home-pitch matchups this month include Real Salt Lake (Sept. 12) and Chivas USA (Sept. 27). The Mariners are working on their own playoff bid, this month hosting the Astros, Athletics and Angels.

Easy Wheels



Pronto Cycle Share begins operation this month as a great new way to get around the city. The new bike-sharing program, sponsored by Alaska Airlines, will make 500 custom-engineered bikes available at 50 docking stations around the city. Day use rates are available (\$8)—as are the required helmets (\$2).

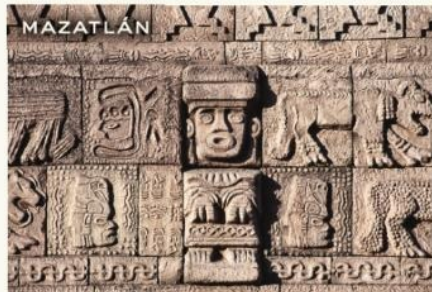


WEBPHOTOGRAPHER / GETTY IMAGES

Wine Country

Western Washington's wine country is centered in Woodinville, 20 miles northeast of Seattle. More than 100 wineries and tasting rooms are within walking distance of each other. The vines are on the east side of the state, but Woodinville has a vibrant tasting culture that also includes the Redhook Brewery and several spirits distillers.

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LESS

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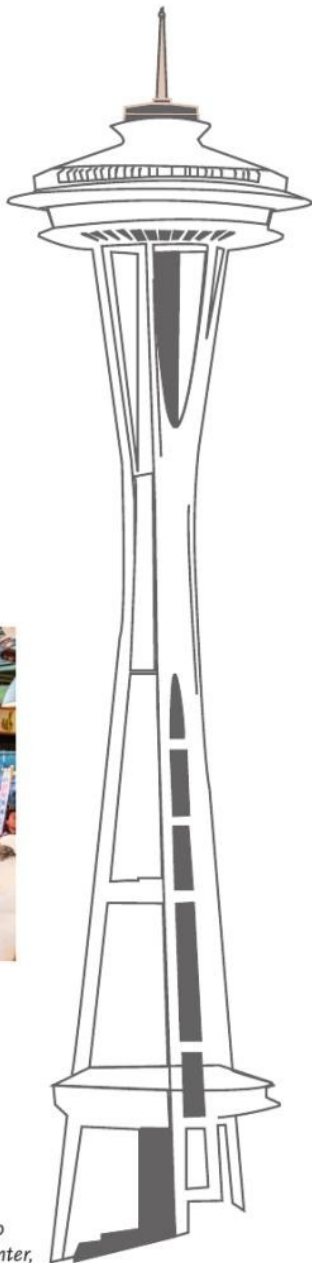


Mount Rainier: The 14,410-foot volcanic peak gloriously dominates the skyline when it is "out"—about 80 times a year.



Pike Place Market: Flying fish, fresh fruits and vegetables, local crafts, a pig named Rachel and the Gum Wall—experiences both enticing and astonishing.

Space Needle: At 520 feet above Seattle Center, check out the views from the Observation Deck, or dine in the rotating SkyCity Restaurant.



MARK KLEBEC

Spirits

Already well-known for coffees, beers and ales, Seattle's cottage industries now include a new craft category: distilling. Dozens of small distillers in the area are turning a wide range of flavorful ingredients into fine whiskey, bourbon, vodka, rum, gin, liqueurs and more. Enjoy your first taste onboard Alaska Airlines flights with Sun Liquor Distillery's Hedge Trimmer gin. Sun's other spirits can be sampled at its distillery, which serves as a bar and restaurant, as well. Also popular are the distillations of Copperworks Distilling Company, 2bar Spirits, Westland Distillery and Woodinville Whiskey Co.

Only in Seattle ...

• Washington State

Ferries: The cheapest and easiest way to get out on the water: Walk on at Colman Dock, downtown, for a scenic roundtrip to Bremerton or Bainbridge Island.

• **Underground Tour:** Beneath Pioneer Square, the deep and dark of Seattle's humble beginnings.

• **Boeing Tour:** See Boeing aircraft being built in the largest building (by volume) in the world, and visit the Future of Flight Aviation Center. Also, explore the history of Boeing and local aviation at Seattle's Museum of Flight.

The Seattle Great Wheel: Three full revolutions, with a height of 175 feet.



JON HICKS / GETTY IMAGES

TIPS FROM OUR SOCIAL CIRCLE

#CraftBeer: I love the craft beer scene in Seattle! With lots of local Northwest brews on tap, Beveridge Place Pub in West Seattle is one of my favorite spots to visit while in town. So many awesome local establishments to enjoy a pint of fresh craft beer! —Cory

#GetSerious: My husband and I can't get enough of Serious Pie. It's very popular, so go at an off-peak time! —Halley

#TheHopShop: Chuck's Hop Shop, in Greenwood and at their new location in the Central District, is completely where it's at. Family-friendly, dog-friendly, 40ish taps and a different food truck every night. Two on Saturdays and Sundays. —Lucretia



#TheArb: My favorite place to kayak is on Lake Washington, through the Arboretum near the UW. There are really cool waterways, lily pads and places to jump in the water. —Shannon

#ElectricCompany: The Electric Boat Company is a must. You get to skipper 10 of your closest friends around Lake Union. Bring a cooler and a picnic basket. Don't forget your iPod. —Michael

#Alki: My must-see list: Marination Ma Kai in West Seattle—great food with an amazing skyline view. Then a walk along Alki Beach and a visit to Hamilton Viewpoint Park. —Missy

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David Stanley
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Photo: Gerald Pope

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before



after

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

Considering Options

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

The Results

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

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

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

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

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



The Seattle
Seahawks seek
to duplicate
their Super
Bowl success
from last season.

JONATHAN FERREY / GETTY IMAGES





THE QUEST TO BE BEST

FOR MANY FOOTBALL FANS, IT IS SIMPLY KNOWN AS "THE TIP." WHEN SEATTLE SEAHAWKS CORNERBACK RICHARD SHERMAN DEFLECTED SAN FRANCISCO 49ERS QUARTERBACK COLIN Kaepernick's LAST-SECOND END-ZONE PASS TO MICHAEL CRABTREE ON JANUARY 19, IT SECURED SEATTLE'S BERTH IN THE SUPER BOWL.

BY JOHN HICKEY

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Above left: Seattle Seahawks running back Marshawn Lynch runs for a 40-yard touchdown against the San Francisco 49ers during the 2014 NFC Championship Game at CenturyLink Field. Above right: Denver Broncos quarterback Peyton Manning throws a pass over a Seahawks defender during Super Bowl XLVIII.



While the Seahawks went on to dominate the Denver Broncos in Super Bowl XLVIII, winning 43–8, it can be argued that The Tip was the play that really defined a Seahawks season full of dramatic moments. It also solidified one of football's most intense rivalries, between the Seahawks and their NFC West Division rivals, the 49ers.

Many football insiders believed at the time that the two best teams in the NFL battled each other in that thrilling NFC Championship Game. Sherman certainly did, telling the sports website The MMBQ following the Super Bowl, "The NFC Championship was the Super Bowl. The 49ers were the second-best team in the NFL."

To help secure continued success, Seahawks General Manager John Schneider signed head coach Pete Carroll to a three-year extension this past April, which was believed to make Carroll one of the highest-paid coaches in any American sport. That is a far cry from the reported \$182 a month he made in 1977 as a graduate student and assistant coach at the University of Arkansas.

Carroll's path to the top of his profession has had plenty of ups and downs. Many pundits said the renowned college coach—who led USC to two national championships, but had fared poorly in previous stints as a head coach in the NFL—had something to prove when he took the Seattle position. Carroll dismissed such speculation at an April press conference.

"None of that was right," Carroll said of the talk that he was motivated to prove he could coach in the pros. "The idea was that we had found a way to operate and run a club, and now we could do it on the most challenging, compelling stage possible. ... It's really a statement of our commitment and our staying power and our opportunity to do something special here."

Now Carroll is trying to accomplish something that few coaches have been able to do: win back-to-back Lombardi trophies.

The Riddle of Repeating

Winning two Super Bowls in a row is a Herculean task. San Francisco 49ers legendary coach Bill Walsh, who won three Super Bowls during his tenure, was never able to do it. In the past two decades, only Denver (1997–98) and New England (2004–05) have raised the Lombardi Trophy two years in a row.

There are many reasons repeating is so rare, including the fact that champions become a greater target for opposing teams. The hunger to reach the goal may diminish after achieving a Super Bowl win, and later draft picks make it harder to restock talent.

However, the main factors in this equation are probably the impacts of salary-cap constraints and free agency. Super Bowl-winning teams often have trouble staying within the league-mandated salary cap and, at the same time, holding on to top players whose contracts have expired and who are seeking



Aishley Q. Seattle

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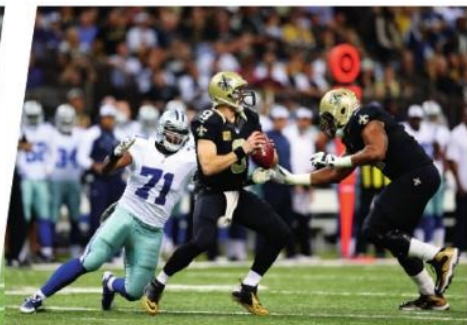
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Clockwise from top left: San Francisco 49ers quarterback Colin Kaepernick is known for his running ability. New Orleans Saints quarterback Drew Brees is expected to work behind a stouter offensive line this season. St. Louis Rams linebacker Alec Ogletree will lead a talented defense in 2014.

better offers. Such budget restrictions result in teams having to make plenty of tough personnel choices.

The Seahawks certainly found this true. During the off-season, they lost 10 players, including eight starters. Leading the list of players who left is

Golden Tate, the Seahawks' leading receiver in 2013. The Seahawks also lost talented members of both the defensive and offensive lines.

Despite such difficulties, Seattle opens the 2014 season reasonably intact with most of the key players returning. On offense, quarterback Russell Wilson will lead a squad that includes running back Marshawn Lynch and a receiving corps led by Percy Harvin and Doug Baldwin. However, as training camp opened, the offensive line remained a question mark, with left tackle Russell Okung recovering from off-season foot surgery and the starter at right tackle still undecided.

On defense, there will be few changes to the team's key positions, including the renowned Legion of Boom. Returning are Sherman at cornerback, Earl Thomas at free safety and Kam Chancellor at strong safety.

Right Coach, Right Team

Also returning, of course, is Carroll, who has proven adept at setting the right tone for his players.

The coach came to the Seahawks in 2010, after a



Seattle Seahawks coach Pete Carroll.

VS COACH VS COACH



San Francisco 49ers coach Jim Harbaugh.

Record as head coach:
College: 97 wins, 19 losses
NFL: 71 wins, 57 losses
Pro head-to-head record:
3 wins, 4 losses
NFL postseason record:
6 wins, 4 losses

Record as head coach:
College: 58 wins, 27 losses
NFL: 36 wins, 11 losses, 1 tie
Pro head-to-head record:
4 wins, 3 losses
NFL postseason record:
5 wins, 3 losses

THE WILSON FACTOR

RUSSELL WILSON has certainly experienced some changes in his life since he was drafted by the Seahawks in the third round in 2012. In two short years he has won a Super Bowl and become one of the faces of the Seahawks franchise. He is followed by the paparazzi; celebrities want to be his friend; and his jersey is one of the league's top sellers.

However, such changes are just on the surface. Wilson continues to act like the rookie who made a habit of visiting patients at **Seattle Children's Hospital**. Even with his busy schedule, Wilson still makes the rounds at the hospital on most Tuesdays. He is also involved with other charitable programs and is always ready to give back to the Seattle community.

Wilson's leadership skills are such that one teammate joked that the quarterback could probably run for president one day. Wilson dismisses the gentle ribbing and says he remains first and foremost a football player. It's what he does—except for the day

or two this spring that he spent visiting the **Texas Rangers** during spring training to be with the team that drafted him in 2013 to play baseball.

While he may be smaller than most NFL quarterbacks, Wilson has never let such obstacles interfere with his drive to succeed and be the best.

"I know that God made me 5 foot 11 inches for a reason," said Wilson during his stint at spring training. "He wanted me to go

against the odds of everyone telling me 'no' in football. For me, playing football is something that is very, very special."

Wilson's positive energy was one of the reasons that Alaska Airlines chose him to represent the company, giving him the title **Chief Football Officer**.

"We saw just a very natural alignment between who Russell is as a person and our company culture," says Joe Sprague, senior vice president of communications and external relations. "He's not the biggest, but his work ethic and focus position him to compete with anyone. And his focus on giving back to the community and staying humble even in the midst of success are also traits we relate well to."

One major reason for the Seahawks' success has been Wilson's exceptional play. You can call it the **Wilson Factor**. His calm demeanor and great play on the field have helped the team win 24 of the 32 regular-season games he's started.

Wilson also has won four of the five postseason games he's played—the highest winning percentage of any active NFL quarterback with five or more postseason starts.

Seahawks coach Pete Carroll is quick to praise Wilson for his exceptional abilities.

"Look at the quarterback we've got," Carroll told reporters in June. "He can do everything. He can stay in the pocket and throw the ball. He can take off and run. He can get the ball out on the perimeter. And man, can he scramble." —J.H.



Russell Wilson poses with a fan at Seattle Children's Hospital.



Larry Fitzgerald (left), of the Arizona Cardinals, is among the NFL's elite wide receivers and will be a key factor in the team's success in 2014.

decade at the University of Southern California (USC) in which his teams won seven consecutive Pacific-10 titles, won two national championships, and had a chance for a third. The Trojans were as good a program as any in college football during his tenure. Despite such a stellar record, Carroll had his doubters who saw him as too energetic and enthusiastic—too “rah, rah” for the hardened and mature professional ranks. While the college programs are a natural source of coaching talent for the NFL, not all successful college coaches are able to translate their winning ways to the pros.

The Seahawks management team gambled that

Carroll's style would work in the NFL ... this time. After spending 21 years in various collegiate and professional coaching positions, Carroll, who is best known as a defensive coordinator, got his first professional head-coaching job with the New York Jets in 1994. However, he was fired after one year when the team struggled in the second half of the season and finished with a 6–10 record. He spent the next two seasons as the defensive coordinator for the San Francisco 49ers.

Carroll learned many lessons during his stint with San Francisco in 1995 and 1996, under head coach George Seifert. Bill Walsh was still working with the team in various capacities and Carroll was able to spend time with him, talking about football and life. Carroll already had a general vision for what he wanted to do as a coach, but Walsh helped crystallize his ideas. A technique Carroll learned from Walsh was that preparation and practice should be designed so that the players are ready for any contingency.

Carroll's success with the 49ers led to the New England Patriots hiring him as head coach in 1997, where he replaced the legendary Bill Parcells. Despite compiling a 27–21 win-loss record and leading the Patriots to two playoff appearances, Carroll later declared New England was never a good fit for his style. After three years as

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ASSEMBLY HALL

Downtown Seattle's newest destination for the hungry, the thirsty, and the food-obsessed modern eater. Tom Douglas, a well-known and long-established restaurateur has opened a visually stunning new marketplace called Assembly Hall.



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head coach he was fired. In 2001, Carroll was hired by USC, and despite his tenure being marred by the NCAA investigation that involved star running back Reggie Bush allegedly accepting inappropriate gifts from an agent, few thought Carroll would leave such a successful program. Then in 2010, Paul Allen and the Seahawks came calling.

It was something of an odd choice. Carroll's mixed NFL record, combined with his success at USC, led many to believe he would want to stay in Southern California. At the same time, difficulties on and off the field had resulted in Seattle finishing the 2009 season with a 5-11 record.

Fortunately for Seattle, Carroll's critics were quickly proved wrong. Seahawks defensive end Cliff Avril told *The Seattle Times* this year that Carroll's approach works just fine for him. "It's just a fun atmosphere, like college almost," Avril told the newspaper. "He keeps everyone relaxed, and everyone is able to be themselves. I definitely like this method a little better."

An Eye for Talent

The hallmark of Carroll's and general manager Schneider's tenure has been their ability to find talent that others may have overlooked.

That is a trait Carroll shares with his mentor Walsh, who took a third-round draft pick out of Notre Dame, Joe Montana, and made him one of the most effective quarterbacks in NFL history. The Seahawks took a third-round pick out of Wisconsin, Russell Wilson, and, for the last two seasons, has helped make him one of the NFL's most effective quarterbacks. In fact, Carroll and Schneider have proven to have an uncanny ability to find talented players that others overlook.

Choosing Wilson as the starting quarterback was not as easy a decision as it now appears. The Seahawks had signed Green Bay Packers backup quarterback Matt Flynn to a hefty contract before the 2012 season, at about the same time they brought in the slight Wilson, who was being criticized for being too short for the NFL (he is about 5 feet 11 inches tall).

Still, Carroll and Schneider liked what they saw in Wilson, a gifted athlete and born

CHARITIES

NFL players and teams have helped raise millions of dollars for charities across the country. The following are just a few of the many programs started and supported by players and coaches.



CORKY TREWIN

Blanket Coverage—The Richard Sherman Family Foundation:

The Seahawks cornerback, shown above, at left, with Los Angeles Laker guard Kobe Bryant and three fans at Sherman's annual celebrity softball game at Safeco Field, started the foundation in 2013 to help high school athletes transition to college and to provide underprivileged children with clothing and school supplies.

The Brees Dream Foundation:

New Orleans quarterback Drew Brees and his wife, Brittany, started the foundation in 2003. It has since collected more than \$20 million for charities in San Diego, West Lafayette and Purdue, and helped New Orleans recover from the effects of Hurricane Katrina.

Peyton Manning's PeyBack Foundation:

The Denver Broncos quarterback established the foundation in 1999 to help disadvantaged youth by supporting programs that assist children at risk. Since then, the foundation has raised and distributed more than \$10 million to organizations in Colorado, Indiana, Louisiana and Tennessee. —J.H.

leader who made excellent decisions, protected the ball and had a yearning to be the best—unique traits, especially for a rookie. Flynn was very soon relegated to backup status and a year later was traded to the Oakland Raiders.

Like his head coach, Wilson has also proved his critics wrong. He started all 16 games as a rookie, and then all 16 last year. So far he's earned a 24-8 record in the regular season and a 4-1 mark in the postseason, the highest winning percentage for any active NFL quarterback with five or more postseason games.



Medical science and skill saved Eli. A generous community saved his family.

Born with Down syndrome, Eli Harrington spent the first days of his life in intensive care. Three months later, he had major surgery to repair a defective heart. Then came treatment for severe seizures. Most recently, he underwent major skull surgery to correct a serious cranial condition. Highly skilled specialists at Seattle Children's have saved Eli's life more than once. Even with health insurance, the Harringtons' medical bills were overwhelming. Once again, Seattle Children's was there to help—with financial relief through uncompensated care. Thousands of families benefit from the fund, which is supported by the generosity of everyday people like you. To learn more or donate, visit seattlechildrens.org/ways-to-help. Eli thanks you.



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Working to Be the Best

It may seem far-fetched to compare Wilson and Montana after just two years into Wilson's career, but the Seahawks quarterback has lofty goals.

"Why can't I be the best quarterback ever to play the game right now?" Wilson asked this off-season in an ESPN interview. "I'm not right now. I've got a long way to go. But one day, you know?"

"I think a great leader is consistent every day. That's how I try to be in terms of my work ethic on the field and being the first one in and the last one to leave and all those things."

San Francisco tight end Vernon Davis says that from his perspective, only the 49ers quarterback Kaepernick outranks Wilson on the field. "I think among the 31 NFL quarterbacks who don't throw me passes, Russell Wilson is the best," Davis told sports website The MMBQ. "He's got all the tools. He has the ability to keep the play alive, and he's very accurate with a strong arm. He exemplifies what it takes to be a winning QB in the NFL."

One aspect of Wilson's job is handing the ball off to running back Lynch. The Seahawks, unlike many NFL teams, think to run first and pass second, and Lynch—a bruising running back who lives up to the nickname "Beast Mode"—is the man who makes the strategy possible. While Wilson's receiving corps has suffered the loss of Golden Tate and the recent retirement of Sidney Rice, it also now has a healthy Percy Harvin, who may be one of the most explosive wide receivers in the league.

"There are so many different guys catching the football," Wilson said during training camp. "I think the biggest thing is to just continue to move forward, continue to keep pressing on, you know, don't worry about what happened last year or how good we did last year at this moment—[and think about] just how good are we today, and how good can we be tomorrow, and I think that's our focus."

Bay Area Rivals

The San Francisco 49ers is one team that believes it can match Seattle's talent and intensity. The 49ers have made it to two

NFC Championship games and a Super Bowl during the past three seasons. Coach Jim Harbaugh and Carroll have been squaring off against one another regularly for a number of years. The two met three times in Pacific-10 competition, when Harbaugh was the head coach of the resurgent Stanford Cardinal and Carroll was leading USC. Harbaugh gained the edge, winning two of their three meetings. In 2010 Carroll moved to Seattle. A year later, Harbaugh became coach of the 49ers.

Harbaugh has most of his offensive weapons back for 2014, including Kaepernick. Harbaugh hit the mother lode with Kaepernick, a prototypical quarterback who can throw with accuracy and run for touchdowns. Kaepernick has a strong group of receivers to target, including Davis and wide receiver Michael Crabtree. And the team's veteran running back, Frank Gore, continues to play well.

Davis says Crabtree and Kaepernick will come back stronger after the loss of the NFC Championship Game last season. "It was, and remains, a devastating finish," Davis says. "But I think it made Crabtree and Kaepernick stronger. Any time you fall into a situation where stuff doesn't go the way you expected, where you know you should have made a play but you didn't, it makes you go correct it. With experience comes growth."

San Francisco also boasts a powerhouse defense that is built around an exceptional linebacking corps, which includes Ahmad Brooks, NaVorro Bowman, Patrick Willis and Aldon Smith, that is arguably the best in the game. However, injuries and off-field troubles may slow the unit. Bowman is expected to be out for at least eight games with a knee injury, and Aldon Smith was involved in a series of incidents this off-season that are expected to result in his suspension for part of the season. Still, defensive end Justin Smith, who had off-season shoulder surgery, and free safety Eric Reid give San Francisco a chance to disrupt opposing offenses.

The Seattle-San Francisco rivalry is the new gold standard in the sport. San Francisco holds the edge in the matchup, winning four of the *continued on page 168*

EL GAUCHO, THE QUINN T. ESSENTIAL STEAKHOUSE

By Quinn Travis

After extensive research, an intrepid food critic finally settles on **EL GAUCHO AS THE ULTIMATE STEAKHOUSE.**

FOR SOME TIME NOW, I have been patiently and secretly visiting every self-proclaimed or ravelly reviewed "top shelf steakhouse" in the major market cities: New York, Chicago and San Francisco. Restaurants like The Palm, Chicago Chop House, Gene & Georgetti's, Smith & Wollensky, Angelo and Maxie's, Ben Benson's Steak House, and so on.

In fact, I'm writing this at Angelo and Maxie's in Manhattan as I sit outdoors in 85-degree weather at 8 o'clock at night. Why? Well, I love a good steak, and quite frankly there are so many steakhouses and so many claims and readers polls, I thought it was high time for me to do some sleuth work. Exactly, how does Seattle fare in this category? Is it in the big leagues?

First off, there are so many steakhouses in Seattle it's mind-boggling. Local favorites like Daniel's Broiler, Metropolitan Grill, Brooklyn Seafood Steak & Oyster House and El Gaucho, and big invading chains, like Morton's and Ruth's Chris all compete in the market replete with a zillion other restaurants that claim to have the best steaks around. So if you feel like a great steak, where do you go to really impress a business client and cement the deal?

THE ULTIMATE STEAK

Last November, a colleague and I were having dinner, and the owner of the steakhouse (whom we know) came up and proudly proclaimed that we were in luck. They had just secured a deal with an elite distributor, the Tarpoff Packing Co. of Granite City, IL (a third-generation family-owned packing plant where each steer is hand selected by owner John Tarpoff), for exclusive restaurant rights, and that night was the premiere of the new beef. This owner claimed it was the best custom 28-Day Dry-Aged Certified Angus Beef. Prime, tender and lean, that he had ever tasted. (By the way, only .05 percent of beef sold in this country

is Certified Angus.) This came as a mild quake to me, since I felt the steaks were already superior at this establishment. The man is Paul Mackay, and the steakhouse is El Gaucho. I must confess, Paul was not blowing smoke.

A SUPER-HIP CIGAR ROOM

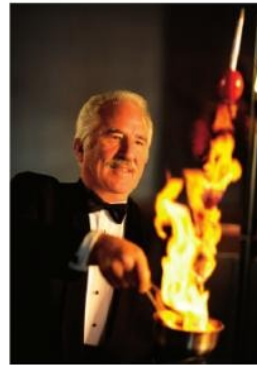
First-time visitors to the El Gaucho are immediately hit by its distinctive atmosphere. Nondescript on the outside and dimly lit and well appointed on the inside, El Gaucho is a perfect representation of what my worldly brother-in-law architect Ron Rea terms a "swank 1940s New York nightclub." Yes, even the baby grand piano man is here, playing it live. The restaurant screams style, quality, and fashion—right at you, but not in your face.

Stunning details include curved walls, terraced seating, big booths, tables, a stylish bar, wood trim galore, a marble floor, three small private dining rooms (two of which are wine cellars, too), a 16-foot ceiling, and no windows. Further, there's the ultra-retro Pampas Room downstairs that can accommodate up to 200 guests and has a full dance floor and stage.

A super-hip cigar room, with whisper-quiet ceiling vents that whisk away the stogie fumes, has a freshness that would impress an air quality specialist. If you didn't venture into that part of the restaurant, you simply would not know that there is a cigar room. Absolutely no cigar odors permeate the main dining area. Yet with that huge cigar vault, El Gaucho is the place for many sports celebrities, business leaders, and politicians who like an occasional cigar.

ALWAYS ON, EVERY NIGHT

Here are the main reasons why I think this is the best steakhouse in Seattle, and yes, even beyond Seattle. There is no excuse for an off night.



In this business, you must be on every night—without exception. There are three main areas where restaurants rise or fall. El Gaucho excels at all three.

First, good food means fresh, well-prepared, well-presented, well-sized portions, with variety and creativity. Second, the environment must have an ambiance that enhances the dining experience. Third, service

must be exemplary—neither too invisible nor too intrusive. Service is one area where El Gaucho rules hands down. The wait staff are so knowledgeable, so polite and gracious, so attentive to detail, so professional in dress and demeanor, that I can only commend Paul for creating and sustaining such a fine, rare, unique atmosphere. No other restaurant comes close. That includes all the big guns, both here and in the other major markets.

"Let's sum it all up this way. I've been to El Gaucho at least eight times in the past year or so, and I've never been disappointed."

I frequent the other high-end steakhouses in town and beyond, and they are good, some perhaps even great, but I have had off evenings at these restaurants. Plus El Gaucho's steaks are, shall we say, a cut above—more tender, more flavorful. Furthermore, they could teach advanced grad school courses on service and etiquette. And the ambiance, while classy, successfully avoids the pretentious, stuffy mode.

So having dined at many of the best steakhouses in the country, let me answer my earlier question: Are we in the big leagues? Seattle is not only in the big leagues with El Gaucho, we're like the Ichiro-fueled Seattle Mariners—we are on top of the heap. Chicago, New York—my apologies. El Gaucho is the definitive steakhouse in this country.

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Washington State banned smoking in public places in December 2005. El Gaucho Seattle and Tacoma still have cigar lounges, however smoking is unfortunately not permitted on premises. El Gaucho Portland has an open and dedicated cigar lounge.

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Baltimore

Sparkling waterfront, magnificent art and modern kitsch characterize this historic harbor city | By Laura Powell

Clad in a three-cornered hat and burgundy coat over knee breeches, John V. Trautwein is reliving a moment in U.S. history so pivotal that Americans hear one of its outcomes almost every day. Trautwein is the self-appointed, modern-day “town crier” in Baltimore’s Fell’s Point neighborhood, and his announcements cast back 200 years to the 1814 Battle of Baltimore during the War of 1812.

“News of the day—September, the year of our Lord 1814,” Trautwein declaims, ringing a handbell whose chimes resound off historic brick homefronts and cobblestone streets.

“At least 50 enemy vessels have been sighted off of Herring Point,” Trautwein warns, news that two centuries ago presaged battle: Those British ships began firing on nearby Fort McHenry, and as Francis Scott Key watched the cannon flashes illuminate the American flag over Fort McHenry, he was inspired to compose a poem that, set to music later, became *The Star-Spangled Banner*.

As for Trautwein, a local minister, “Pastor Jack’s” fondness for Baltimore and fascination with its past led him to become not only an amateur historian but a history re-enactor and Charm City icon. With his gray hair and craggy face, and bespectacled à la Ben Franklin, he looks well suited to be both 19th century information minstrel and 21st century minister.

“Baltimore’s part in America’s early history is

vastly overlooked,” Trautwein explains. “The privateers here played a key role in ending the War of 1812. I wanted to tell that story.”

That story—to be commemorated with a “Star-Spangled Spectacular” September 10–16—is just the start to understanding the city’s unique charm and historic significance. Here are world art treasures; 1960s retro-chic; some of the best seafood in the country; cobblestone colonial neighborhoods; and a once-declining harbor that has been revitalized into an impressive waterfront centered on the East Coast’s best aquarium. Homegrown Baltimore health care institution Johns Hopkins is a global leader in medical care, education and research, often rated No. 1 in the country. Baltimore sports teams have lent many names and accomplishments to the record books.

The city has long been known for its enterprise and vision.

The surrounding Maryland colony was founded as a haven for religious freedom in the 17th century; by the early 19th century, the city’s status as a major port was threatened by the advantages New



Baltimore’s Inner Harbor (above) is centered on the National Aquarium; the project was a model for other waterfront redevelopments. Elsewhere, Hampden (below) and Fell’s Point (above right) are among the Charm City’s vibrant neighborhoods.



COURTESY: VISIT BALTIMORE

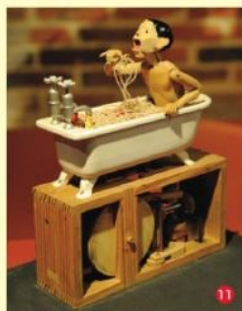


LEE SNIDER / ALAMY



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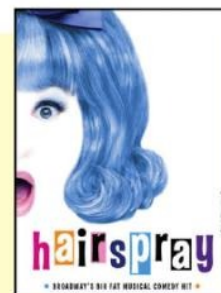
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1 The Billings Administration Building at Johns Hopkins Hospital dates to 1889. 2 John Waters' *Hairspray*, set in Hampden, depicts 1960s Baltimore. 3 Henri Matisse's *Purple Robe with Anemones* (1937) is in the Baltimore Museum of Art's famous Cone Collection. 4 The Cone sisters—Claribel, left, and Etta, right—were frequent guests of Gertrude Stein (center) in Paris. 5 The Orioles have played in Baltimore since 1954. 6 Cecil Calvert, Lord Baltimore, received a charter for Maryland in 1632. 7 The Star-Spangled Banner Flag House celebrates Francis Scott Key's composition. 8 Cal Ripken Jr. holds baseball's consecutive games record. 9 Crabcakes are Baltimore's signature dish. 10 Michael Phelps has the Olympic record for medals, with 22. 11 Paul Spooner's kinetic sculpture, *How to Live #17 Spaghetti*, is at the American Visionary Art Museum.



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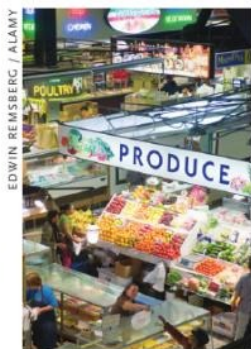
Alaska

York gained from the Erie Canal, so Baltimore leaders founded the country's first true commercial railroad, the Baltimore & Ohio. One of the B&O's early executives, Johns Hopkins, bequeathed his entire \$7 million estate in 1879 to found the university and hospital that bear his name. At the time, this was the largest American philanthropic bequest ever, and its institutions are today Baltimore's largest employers. Other 19th century community leaders used their prosperity to provide the community famous artworks that compare to those held in much larger cities around the world.

In other words, there is always something interesting to see and enjoy. One minute, I may be watching rosieside daces and striped blennies, fish native to Maryland, at the National Aquarium. A few hours later I am admiring *Blue Nude*, a masterpiece by Henri Matisse at the Baltimore Museum of Art—which has one of the largest Matisse collections in the world. At lunch, I savor a Faidley Seafood crab-cake while standing in the midst of bustling Lexington Market downtown. Just hours later, I am comfortably ensconced in the calm, modern-industrial atmosphere of The Food Market in the Hampden neighborhood.

Many Baltimoreans describe their town as tenacious, hardworking, blue-collar; which, when you think of it, is an exact description of Orioles Hall-of-Famer Cal Ripken Jr., baseball's record-holder for consecutive games played at 2,632. Now *that's* showing up for work.

The city's ingenuity, imagination and dynamism are reflected in its array of attractions. Grand art museums, funded by Baltimore's



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ONLY IN BALTIMORE

Baltimore was home to the first **George Washington Monument** in the country. It was completed in 1829 by Robert Mills, who also designed the Washington, D.C., model. The monument is undergoing a \$5 million restoration, to reopen in summer 2015.



The **Ouija Board** was first manufactured in Baltimore in 1890.

Lexington Market has been in continuous operation in the same location since 1782.

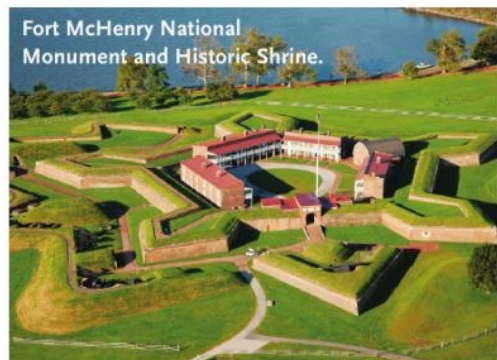


The first U.S. **umbrella** factory opened in Baltimore in 1828.



The **Basilica of the National Shrine of the Assumption of the Blessed Virgin Mary**, built between 1806 and 1821, was the country's first Catholic cathedral.

The **Bromo-Seltzer Building**, now housing artist studios, holds one of the world's largest four-dial gravity clocks. The clock, featuring **BROMO-SELTZER** in place of numbers 1-12, is listed on the National Historic Register.



COURTESY: VISIT BALTIMORE



EDWIN REMSBERG / ALAMY

Gilded Age elite a century ago, sit adjacent to newer, more modest cultural venues artfully grown grassroots up. On one hand are high-profile institutions such as the BMA and its Matisse collection and the Walters Art Museum—both free to the public, by the way. Lesser-known but also fascinating are the National Great Blacks in Wax Museum, the toothy National Museum of Dentistry (with a set of George Washington's teeth), and the Sports Legends Museum at Camden Yards baseball stadium. There you'll meet not only Ripken, but his compatriot Frank Robinson, baseball's first black manager; football's famous Johnny Unitas and Ray Lewis; Olympic stalwart Michael Phelps; and Babe Ruth, who was born in Baltimore.

The BMA's huge Matisse collection is based on the early 20th century collecting of the city's Cone sisters, who traveled frequently to Paris to buy what were considered radical artworks by the then-new Impressionists; Claribel, the older of the two sisters, was a trailblazer in her own right, obtaining a medical degree and practicing pathology for many years at Johns Hopkins. It was she who purchased *Blue Nude*, now the Cone Collection's centerpiece.

Like the BMA, the Walters Art Museum holds an expansive overview of world art, from 6,000-year-old Egyptian artifacts to Byzantine goblets to Ethiopian ecclesiastical manuscript art. Co-founder Henry Walters, a railroad magnate, turned the early 20th century art-collecting world



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upside down when he bought the entire contents of a palace in Rome, the Accoramboni. Much of that collection remains on display today, including a famous El Greco canvas of Saint Francis.

The most distinctive of the city's offbeat art institutions is the American Visionary Art Museum—even the mosaic lining the exterior is a microcosm of the city's zeitgeist. The work was designed by

BALTIMORE BY THE NUMBERS

Baltimore's population is 622,000.

Baltimore welcomes more than 23.9 million visitors a year, resulting in an economic impact of more than \$5.15 billion.

Baltimore/Washington International Thurgood Marshall Airport (BWI) is located just 10 miles south of downtown.

Getting around the main tourist sites of Baltimore is as easy as boarding the Charm City Circulator. The fleet of 30 shuttles has five different routes and is free to ride.

\$13.95: The price of Faidley Seafood's award-winning Jumbo Lump crabcake, considered the best in town by locals.

local artists, and executed by a group of at-risk teens working with the artists. The self-taught artists used everything from toothpicks and tin cans to computers and canvas to bring their visions to life.

Founder, director and resident visionary Rebecca Alban Hoffberger studied mime with Marcel Marceau in Paris and worked in the psychiatric division of a Baltimore hospital, and then came up with the idea of a museum devoted to intuitive artistry, exploring the relationship between art and the human condition. Here is a colorful 55-foot-tall, 3-ton whirligig fashioned by an old farmer



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from North Carolina. The museum's Jim Rouse Visionary Center is the home of the waggish *Fifi the Pink Poodle*, a 13-foot-high puffy kinetic sculpture.

The hall is named after Jim Rouse because, says Hoffberger, "Jim Rouse was a visionary himself—someone who made change from things that had always been the way they were." In Rouse's case, he turned Baltimore's once-derelect waterfront into the now-sparkling Inner Harbor during the early 1980s. Today it is Baltimore's pride and joy, stuffed to the gills with shops, restaurants, museums and, well, gills.

Those are the main attractions at the National Aquarium, which opened in 1981 and quickly became the city's top tourist attraction, a title it holds still (1.4 million visitors a year). Atlantic puffins waddle around their habitat; green moray eels hide in the crevices of the Atlantic coral reef exhibit; sharks, sea turtles, otters and more engage visitors in the life of oceans around the world. Other attractions around the Inner Harbor include the Maryland Science Center and the Fort McHenry National Monument and Historic Shrine, the site where cannonades inspired Francis Scott Key.

Fell's Point is Baltimore's original neighborhood, dating back to the 1700s. It was founded as a major shipping port. During the 1800s, Fell's Point was the country's second-largest immigration center, after Ellis Island. After the Civil War, those immigrants found jobs in the canning industry here. One hundred years later the neighborhood had fallen on hard times, like much of the Baltimore waterfront. But a grassroots group of preservationists saved the day during the 1970s, and Fell's Point is once again a spirited community, filled with restaurants, bars, independently owned shops and historic homes.

"This has always been a center of migration," points out historian Trautwein. "So as the neighborhood was being restored in the 1970s and '80s, it was one of the main lures for movement back into the city from the suburbs."

Modern culture fanciers will want to

visit Hampden, the epicenter of culture meeting kitsch. Native son John Waters, who still lives here, introduced its aesthetic to the world in films such as *Hairspray* and *Pink Flamingos*. Like Waters, the spunky, eclectic neighborhood is unapologetically original.

There's nary a chain outlet in Hampden's retail district. As I stroll along and around The Avenue, I encounter a taxidermied duckling on a skateboard; an idiosyncratic selection of hand-painted crab shells depicting landscapes or team mascots; and the beehive-hairdoed "hons" for which Hampden is famous. From the 1950s through the early 1970s, many local ladies, aka *hons*, donned brightly patterned dresses while sporting cat-eye glasses and sky-high beehives. This heritage is honored every year in the appealingly kitschy "HonFest," which brings throngs of 21st century hons-for-a-day to Hampden.

Even in its food scene, Hampden reflects Baltimore's distinctive sensibilities. Alchemy Modern American Eatery and The Food Market, both located in reimagined buildings, serve urbane, contemporary cuisine. More nostalgic is the Cafe Hon. The down-home Baltimore diner is filled with patrons relishing comfort food while sitting in flamboyant leopard-print banquettes. To find it, just look for the 30-foot-tall fiberglass pink flamingo standing guard over the front entrance.

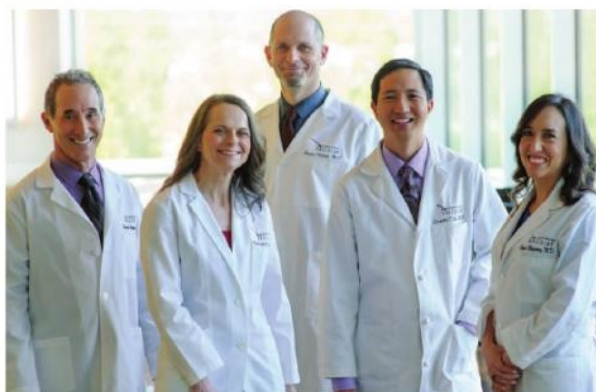
That Hampden strives to be singular is not unusual in a city whose premier art collection was amassed by two sisters who transcended the artistic and social mainstream of their time. "Visionaries create their own traditions," says Rebecca Hoffberger, about the AVAM—but she could be speaking of the Cone sisters, and Baltimore itself. ▲

Laura Powell is a journalist based in Washington, DC.

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Detroit

Cultural treasures and urban opportunity drive revitalization in the Motor City | By Amy S. Eckert

When the Detroit Institute of Arts commissioned Diego Rivera in 1932 to paint two of the museum's Garden Court walls, Mexico's mural master agreed. Until he got to Detroit.

After a month touring the city, the Ford Rouge plant and other Detroit industries, Rivera was enthralled. And he asked: Could he paint all four walls instead?

Thus began Rivera's fresco cycle, *Detroit Industry*. Over eight months Rivera transformed his observations of the city's flourishing factories into one of the most notable art treasures in the United States. Steaming molten iron, clanging assembly lines, deafening stamping machines and the sparks of the welder's torch were recast as dynamic, sensual images on the walls of the museum's 1927 Beaux Arts interior.

He depicted line workers in harmony with their machinery, their bodies posed arching forward here, sweeping backward there, as if dancing. The anonymous faces of auto workers were swapped out for the images of foremen, engineers and business acquaintances Rivera met in Detroit. Rivera even painted himself into the work, his small self-portrait looking down from a corner of the North Wall.

Rivera's work wasn't without controversy. The painter's philosophical leanings and the work's socialist undertones attracted criticism from

some Detroiters when the mural was unveiled in 1933. But automotive titan Edsel Ford, a financial backer of the work, came to Rivera's defense and saved *Detroit Industry* from the whitewasher's brush. By comparison, a year later in New York, Rivera's Rockefeller Center fresco was chiseled from the walls, leaving *Detroit Industry* standing alone as the finest Mexican mural in the United States and the work that Rivera himself considered the most successful of his career.

It's still here, of course, the heart of the DIA's massive complex—100 galleries, 658,000 square feet. But it is just one in a sizable collection much in the news lately as creditors seek assets from cash-strapped Detroit. The museum's permanent collection is ranked among the best in the nation, with a value widely reckoned in the billions, and the community is banding together to raise money to attempt to save it.

On permanent display is Bruegel's 16th century masterpiece *The Wedding Dance*, vibrant with color and movement. Michelangelo's studies for the ceiling of the Sistine Chapel are here, too, the artist's fragile pencil lines covering the paper in whisper-thin strokes. Deep shadows and vibrant

The Spirit of Detroit, a monument that greets visitors to the Coleman Young Municipal Center, includes this statue by Marshall Fredericks.



VITO PALMISSANO, COURTESY VISITDETROIT.COM



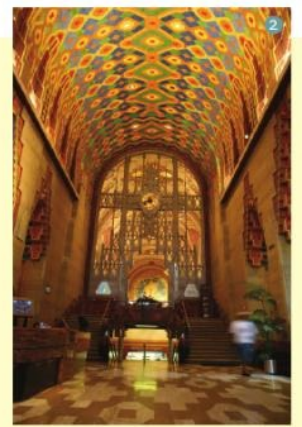
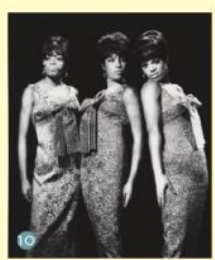


COURTESY: DETROIT INSTITUTE OF ARTS

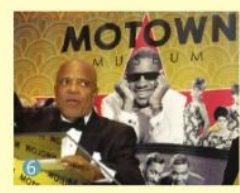


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Famed Mexican muralist Diego Rivera created *Detroit Industry* for the city's Institute of Arts in 1932.



- 1 Rivard Plaza frames the Renaissance Center skyline.
- 2 Mayan motifs embellish the lobby of the Guardian Building.
- 3 The 1928 Fox Theatre has more than 5,000 seats.
- 4 Eminem performs at Comerica Park.
- 5 Motown Records' original home is now the Motown Historical Museum.
- 6 Motown Records founder Berry Gordy attends 2009's Motown 50 Golden Gala.
- 7 Stevie Wonder performs at the Motown 50 Gala.
- 8 Henry Ford pioneered assembly line manufacturing.
- 9 A 1909 Model T is the centerpiece at the Henry Ford Museum.
- 10 The Supremes (Diana Ross, Mary Wilson and Florence Ballard) topped the charts in the mid-1960s.



1) IAN C. D'AGNALL / ALAMY; 2) BILL BOWEN, VISITDETROIT.COM; 3) BILL BOWEN, VISITDETROIT.COM; 4) KEVIN MAZUR/EM / WIREIMAGE / GETTY IMAGES; 5) MOTOWN MUSEUM, COURTESY: VISITDETROIT.COM; 6) PAUL WARNER / WIREIMAGE / GETTY IMAGES; 7) PAUL WARNER / WIREIMAGE / GETTY IMAGES; 8) ARCHIVE PICS / ALAMY; 9) THE HENRY FORD; 10) GRAMOUR WEEMS COLLECTION / ALAMY

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light share space in Rembrandt's *The Visitation*. And van Gogh's brush strokes hint at frenzy in his *Self Portrait*, the first van Gogh in an American museum in 1922. All are part of the DIA's impressive collection, some bequeathed by Detroit's wealthy industrialists, others purchased by the city itself in flusher times.

The "Temple of Art," as the DIA's core building was dubbed back in the 1920s, pairs nicely with another Detroit architectural jewel, the "Cathedral of Finance." Now known as the Guardian Building, the 40-story Art Deco tower opened in 1929 as headquarters for the Union Trust banking group. It was a testament to Detroit's position at the center of the manufacturing world and emphasized Union Trust's role in



Comerica Park is the home of Tigers star Miguel Cabrera.

bankrolling the future.

A full city block was cleared to make way for this faux cathedral covered with 1.8 million tangerine-colored bricks. Inside, a three-story, 150-foot-long lobby—which is open to the public—glows vividly, its interlocking hexagonal tiles of royal blue, green and orange laid out in a Mayan pattern. Glossy-rich marble from Italy, Belgium and Africa gleams in cream, black and deep red hues. Gold leaf forms sunburst patterns on the lobby's arches, and on the far wall a massive mural of Michigan and its industries reminds you of the provenance of all this opulence.

But few travelers know of Detroit's immense cultural wealth.

Kim Rusinow isn't surprised that first-time visitors aren't familiar with the city's gems. The co-founder of Show Me Detroit Tours says most of her clients know only about Detroit's recent economic problems.

"Our guests are undeniably curious about what's going on in Detroit," Rusinow says of her city tours customers. "We show them the historic and cultural attractions in our city, such as the



SPORTS IN DETROIT

Professional hockey's Stanley Cup is no modest little chalice—made of nickel and silver, it weighs 36 pounds, stands 3 feet high and can hold many quarts of champagne. And since the team helped form the National Hockey League in 1926, players on the **Detroit Red Wings** have hoisted this legendary goblet 11 times—more than any other U.S. NHL team. The most recent title came in 2008, but the team has been to the playoffs almost every year this millennium. The Red Wings play in oft-sold-out Joe Louis Arena, and fan fervor is one reason Detroit's nicknames include "Hockeytown."



Not far from the hockey arena, the **Detroit Tigers** baseball club also claims a long, proud

history, including World Series titles in 1968 and 1984 and American League pennants in 2006 and 2012. In 2012, Tigers outfielder Miguel Cabrera became the first player since 1967 to win the batting Triple Crown for average, home runs and runs batted in.

The Tigers play in Comerica Park; just across the street, Ford Field is the home of the NFL's **Detroit Lions**, who play in the rugged NFC Central Division. The area's other major sports team, the **Detroit Pistons**, plays in suburban Auburn Hills, and has been known for players such as Isiah Thomas.



"At the end of the tour the comment I most often hear from visitors is: 'Wow! I had no idea Detroit has so much to offer.' "

art. We explain to them where we've come from, the challenges we face and where we believe we're headed.

"At the end of the tour the comment I most often hear from visitors is: 'Wow! I had no idea Detroit has so much to offer.' "

If Detroit's artistic and architectural attractions form its hidden gems, the opposite is true for the Motor City's longstanding, top-of-the-charts musical heritage. Producer Berry Gordy, formerly a Lincoln-Mercury autoworker, built the Motown Sound following principles he learned on the assembly line, aiming to "create a place where a kid off the street could walk in one door an unknown, go through a process and come through another door a star."

Gordy's music studio occupied two modest houses emblazoned with the words "Hitsville USA." His headquarters, today's Motown Museum, still exudes musical mojo in spite of the fact that Studio A was shuttered some 40 years ago.

The piano used to record the Jackson 5's debut hit, *I Want You Back*, sits silent, as if left for just a few minutes' break. The linoleum in front of Studio A's old mic has been tapped and danced



Ford Field opened in 2002.

clean through. It is easy to imagine Diana Ross wearing through the flooring with her high heels singing, "Baby love, my baby love, I need you, love ..." The Four Tops probably added their fair share of wear, twisting and singing, "Sugar pie, honey bunch, you know that I love you ..."

Upstairs sits a modest kitchen table, the spot where 11-year-old Stevie Wonder and other musi-

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Downtown Detroit's Hart Plaza features the Horace E. Dodge and Son Memorial Fountain, designed by Isamu Noguchi.

cians were expected to do their part to box up and ship all the records they had succeeded in selling. After a decade of making stars out of newcomers such as Marvin Gaye, Smokey Robinson, Martha Reeves and Gladys Knight, Gordy moved his headquarters to Los Angeles. But Detroit's music is much more than Motown. The Detroit Historical Museum emphasizes the city's lengthy soundtrack with the help of a more recent musical talent in the

Kid Rock Music Lab. Displays focus attention on Detroit performers' contributions to gospel, jazz, rock, funk, techno and hip-hop.

Easily recognizable by his stringy blond hair, gold-rimmed aviator glasses and fedora, Kid Rock belts out his 2010 hit *Born Free* on a video monitor. The artist's musical instruments and mementos share exhibit space with relics of other Motor City legends. Aretha Franklin's gold lamé cape shimmers beside a black and red concert T-shirt recalling a more raucous Detroit, Alice Cooper. Costumes, concert posters and interactive trivia games celebrate Bob Seger, Iggy Pop, Ted Nugent, Madonna, Anita Baker, Derrick May, Eminem and The White Stripes, all of whom got their start in Detroit.

The Kid Rock Music Lab was a key piece of the 2012 redesign and reorganization of the Historical Museum, which tells Detroit's story from its settlement in 1701 to the present. The city was founded by French explorer Antoine de la Mothe Cadillac, and grew steadily as a shipping and commercial center until Henry Ford pioneered modern manufacturing with his early 20th century assembly lines. Prosperity climbed further when the auto industry experienced a postwar boom in the mid-20th century. The arc of Detroit's fortunes repeats itself in the Museum's Frontiers to Factories display: the city's role as an important fur and agricultural trade center; its logging and railroad industries; and, naturally, Henry Ford and the auto industry.

America's auto industry played a profound role in shaping modern-day Detroit—and in shaping America's character. Ten miles east of



SUSAN MONTGOMERY / ALAMY

"In my ears, I heard the wonderful symphony which came from [Henry Ford's] factories. ... It was a new music, waiting for the composer with genius enough to give it form." —*Diego Rivera*

Detroit Metro Airport in Dearborn, the Henry Ford Museum displays 12 acres of Americana collected by the auto pioneer, items collected first by Ford himself and later by his heirs.

The Ford's collection is remarkable in its breadth and scope. This museum houses not just historic household goods but the world's only surviving Dymaxion House (Buckminster Fuller's futuristic prefab dome home prototype). Not just old airplanes but the Fokker that Richard Byrd flew on his historic 1926 North Pole expedition. Not just old cars, but an original 1909 Model T. The Montgomery city bus in which Rosa Parks refused to give up her seat in 1955. The limousine in which John F. Kennedy was assassinated in 1963. And a red-and-yellow Oscar Meyer Wienermobile.

The Ford Museum's comprehensive car collection—the 1865 Roper, the oldest surviving American car; the 1896 Quadricycle, Ford's first automobile; and the 1967 Ford Mark IV race car, the first all-American car to win at Le Mans in Europe—is organized around the theme "Driving America." Tucked in the midst of the automotive treasure trove are other bits of American highway culture: faded travel guides and road maps from the 1950s; a 1946 roadside diner, Lamy's; neon

ONLY IN DETROIT

Nicknames include *Motor City*, *Motown*, *The D*, *The 313* and *Hockeytown*.

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The Motown Sound was invented in Detroit. So was techno music.



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arches from a historic McDonald's franchise building; road-tripping music and old cameras.

Henry Ford collected historic buildings, too. Museum visitors can buy tickets to the adjacent Greenfield Village, an assortment of more than 80 genuine 17th, 18th and 19th century homes transported to Detroit: the Wright brothers' bicycle shop, Edison's Menlo Park labora-

DETROIT BY THE NUMBERS

690,000 Population
of the city of Detroit

4.3 million Popula-
tion of the Detroit
metro area

14 million Number of
visitors to Detroit
annually

59% Increase in
college-educated down-
town Detroiters under
age 35 over the last
decade

1,300 Number of
urban gardens in
Detroit

313 Detroit's nick-
name, its area code
and the city's age in
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tory, Henry Ford's boyhood home and the Noah Webster house, where the original *American Dictionary* was compiled. Visitors can also purchase a ticket to the Ford Rouge Factory Tour, where the company manufactures the country's most popular truck, the F-150.

Detroit's treasures don't lie exclusively in its past. In the midst of an unprecedented financial crisis the city shows signs of an upward swing, and nowhere more than in Midtown.

Nestled between Woodward and Warren Avenues, Midtown benefits from visitors to the Cultural Center, an area that encompasses the Detroit Historical Museum, the Detroit Institute of Arts,



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the Charles H. Wright Museum of African American History and the Michigan Science Center. The vitality of nearby Wayne State University plays a part in fueling rebirth, too, as do millions of private investment dollars.

Thousands of new residents have recently made their homes here. New businesses are popping up. And because no one is more supportive of Detroit than Detroiters, many of these new boutiques, galleries, coffee shops and restaurants are independent, owned by 21st century Motor City believers.

In just two square miles, Midtown houses 35 restaurants, 10 galleries and Detroit's first Whole Foods Market. More than 25 of Midtown's new businesses have opened within the past year. New Center Park buzzes with people enjoying free evening concerts, some arriving by way of the Midtown Loop, a newly built 2-mile pedestrian and bicycle path. Midtown will soon be the core of Detroit's new M1 Rail project, a 3.3-mile streetcar line slated for completion in 2016. The neighborhood epitomizes Detroit's history as a crucible for visionaries who embrace the future.

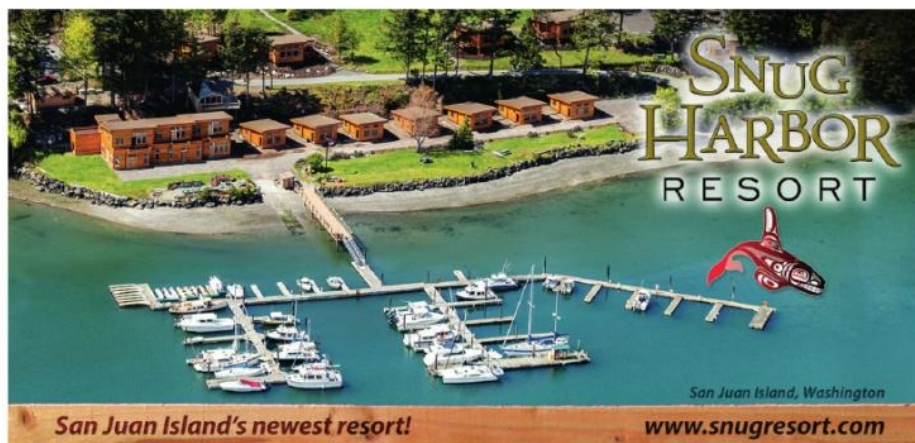
Further plans include a new sports district in the gap between the city's Downtown and Midtown neighborhoods, with a new multipurpose arena to house the NHL Red Wings, surrounded by the restaurants, bars and entertainment that sports venues attract.

It's music to the ears of Show Me Detroit's Kim Rusinow.

"Detroit's troubles are just part of our story," says Rusinow. "When Show Me Detroit's visitors end a tour by telling me, 'I'm coming back!' I know our future is bright." ▲

Born and raised in Detroit, Amy S. Eckert is based in Holland, Michigan. Her favorite Motown singer is Marvin Gaye.

Alaska Airlines launches new direct daily service between Detroit and Seattle on September 4. Get more information and book tickets at alaskaair.com or call 800-ALASKAAIR.



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Albuquerque

Southwestern style mingles easily with high-tech culture in New Mexico | By Eric Lucas

It is the metropolitan center of an area whose civilization dates back thousands of years; its Old Town breathes 18th century frontier character; it is transected by the mid-20th century's most famous road; yet Albuquerque's modern public persona consists of an iconic image known around the world—colorful hot-air balloons rising in the desert. During events such as the October International Balloon Fiesta, balloons color the landscape like a thousand bright lollipops against the piercing blue Southwest sky. But there are certain to be a dozen or more balloons in the upper Rio Grande Valley on any fine-weather day—of which there are 310 a year—and I'm sure that no matter how often residents and visitors have seen the spectacle, they lift their heads skyward at least once a day to watch.

Except me, on this early summer day. I'm looking *down* on a dozen balloons drifting up the valley toward Santa Fe. "Not too often you have this perspective," a fellow visitor remarks.

From our vantage atop 10,378-foot Sandia Peak, we can see 45 miles northeast, to New Mexico's capital, Santa Fe (see page 73). I've come here aboard another Albuquerque icon, the Sandia Peak Aerial Tramway, a 2.7-mile conveyance that transports passengers 3,850 vertical feet to its namesake mountaintop. From here, the view encompasses 11,000 square miles of New Mexico: from Mount Taylor, 100 miles west, sacred to

the Navajo, to the Jemez Mountains northward, beloved by Georgia O'Keeffe, to the lower valley southward and its surrounding desert plateaus and ranges.

The panorama also embraces Albuquerque's three-faceted persona: This is a desert city, its canyons and washes holding prickly pear cactus, yellow-flowered rabbitbrush and yucca plants. It's also a mountain city, situated at more than 5,000 feet at Sandia's knees, with spicy-scented piñon pines cloaking the foothills. It's also a valley city, with the Rio Grande rolling southward a quarter-mile east of Old Town. The riverside bosques (woodlands) and ready water were the key reasons the Spanish settled the city in 1706.

Back then, Albuquerque and Santa Fe were connected to Mexico City by the Camino Real de Tierra Adentro (the Royal Road of the Interior Lands). When the Santa Fe Trail brought American adventurers to the Southwest a century later, the riverside village began to acquire its identity as a crossroads. In the mid-20th century that image peaked when

Hot-air balloons (above) lift off at the International Balloon Fiesta. The Sandia Peak Aerial Tramway (above right) carries visitors 2.7 miles to its namesake summit. Icons of the Route 66 era (below) continue to decorate the city.



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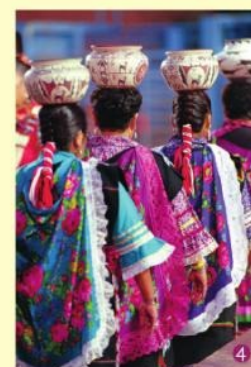
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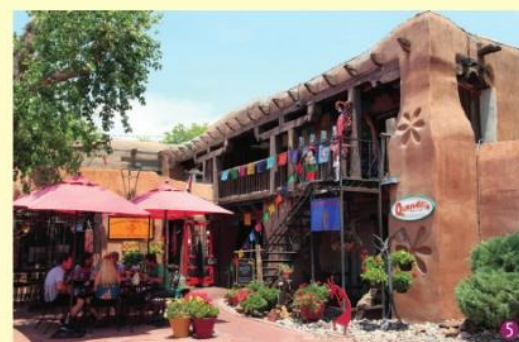
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7



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1 The San Felipe de Neri Church has been a spiritual and cultural center of Albuquerque for more than 200 years. 2 Western boots never go out of style in New Mexico. 3 An Albuquerque road sign calls attention to the historic nature of Route 66. 4 Dancers of the Zuni Olla Maidens group balance ceramic pots. 5 Old Town Albuquerque, now populated with cafes and shops, preserves many historic adobes. 6 A vintage turquoise necklace features a squash blossom motif. 7 Sandia National Laboratories is a leading energy research center. 8 The flat enchilada, a staple of New Mexico cuisine. 9 Prickly pear cactus bears purple fruit. 10 Red hot chile peppers. 11 The New Mexico state flag features a red sun symbol of the indigenous Zia people.

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Route 66 powered its way into the city—and the American imagination—and the “mother road” was featured in books, movies and TV shows. Adventurous motorists made pilgrimages across the United States to get their kicks along Route 66, and Albuquerque, the first big

Exhibitions at the Indian Pueblo Cultural Center include artists from the 19 New Mexico Pueblos.



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city for hundreds of miles in either direction, was a key way station. Neon signs guided travelers to motels and diners along Central Avenue. Some of the signs remain, glimmering reminders of what we now fancy as simpler times.

The 21st century may be more complex, but it's still a simple question that I face in a modern-day cafe along Central, where I'm having a quintessential New Mexico brunch of flat enchiladas, egg atop, beans beside and plenty of chile sauce.

“Red or green?” the waitress inquires about the chile sauce. It's an everyday question in this part of the world—it is actually New Mexico's official state question. I like both the musty, rich red sauce, usually made using Chimayó chiles grown 100 miles north of here, and the tangy green sauce, usually made with poblano or Anaheim chiles grown southward toward Las Cruces.

“Can I have both?” I plead.

Mine is not a usual request—it's much like mixing red and white wine, I suppose. Nonetheless, my plate arrives, half red, half green, and I

A DAY TRIP TO SANTA FE

Founded in 1607 as the farthest outpost of the new Spanish empire in the Western Hemisphere, Santa Fe is now the continental United States' oldest capital and a city renowned worldwide for its historic character, fabulous art and delectable food.



Perched at about 7,000 feet along the foothills of the Sangre de Cristo Mountains, the city has graceful adobe buildings—municipal code requires that new construction adhere to Southwest style—that house museums, inns, restaurants and galleries all focused on history, art and Southwest culture.

The key attractions include:

- **Palace of the Governors:** The 1610 territorial seat of government now hosts the New Mexico History Museum, whose halls chronicle pre-Columbian indigenous civilization, Hispanic

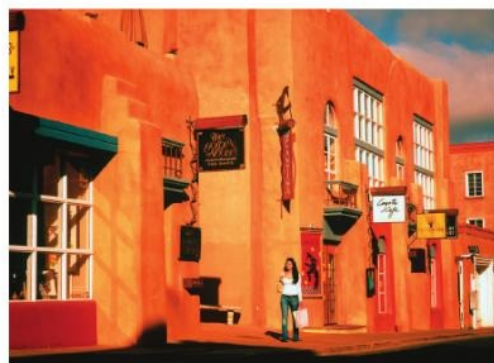
settlement and the 1672 Native revolt that New Mexico calls the “first American revolution,” as well as the region's transformation into a premier cultural and travel destination. The museum's hall of Southwest *retablos*, *bultos* and *crucifijos* (ecclesiastical artworks) is a stunning testament to the centuries-old vigor of this still-thriving art form.

The building's famous portico fronting Santa Fe Plaza has for 300 years been the home of an

Indian Market whose vendors offer jewelry, pottery, blankets and more.

• Georgia O'Keeffe Museum:

New Mexico's most famous resident was enchanted by the Land of Enchantment early in the 20th century and lived in the area until her death in 1986. The museum devoted to her work opened in 1997 and holds 1,149 O'Keeffe pieces, as well as works by contemporaries such as Thomas Hart Benton, Edward Hopper, Marsden Hartley and, of course, photographer Alfred Stieglitz, O'Keeffe's celebrated husband.



Clockwise from above left: Georgia O'Keeffe and one of her skull paintings, 1931. Luminarias in the Canyon Road area. Downtown Santa Fe shopping.



- **Canyon Road:** One of America's best-known art thoroughfares wends through the hillside just east of the city center, holding dozens of art galleries, boutiques and cafes. Here you can occasionally still find works by the famous New Mexico artists who turned the state's powerful landscapes into a distinct school of art—including Peter Hurd, Ernest Blumenschein, R.C. Gorman, Nicolai Fechin and more.

- **City Center:** Santa Fe visitors enjoy strolling the city's historic center to discover dozens of shops and galleries, cafes and vendors proffering everything from homemade tamales and local chile powder to handmade santos and turquoise jewelry. For more information, visit santafe.org. —E.L.

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savor the ultimate Southwest comfort food, unable to decide which is better.

While it can seem as if life here often revolves around the simplest of matters, it's worth bearing in mind that Albuquerque is also one of America's high-tech capitals. Born during World War II, Sandia National Laboratories, located east of Albuquerque International Sunport (the city's airport), is a leading energy-research center: solar, naturally, but also nuclear, especially fusion, reflecting the lab's wartime heritage. Albuquerque is also a software center—it was here, in 1975, that Bill Gates and Paul Allen began what became Microsoft, before moving back to the Seattle area four years later.

Among Albuquerque's roughly 25,000 high-tech industry jobs, almost half are in some way associated with

ONLY IN NEW MEXICO

Legendary mystery writer Tony Hillerman, whose novels about Navajo country were bestsellers, was a longtime journalism professor at Albuquerque's University of New Mexico.

New Mexico's first vineyards were planted in 1629—it's the oldest wine region in the United States. The state now has 19 wineries.

New Mexico leads the country in chile-growing—120,000 tons a year. The chile is the official state vegetable.

Sandia Peak Aerial Tramway is North America's longest—2.7 miles.

Snow-sports fans visit the peak's ski area December through March; in the city below, golfers hit the links year-round.

Human artifacts found at Folsom Camp near Albuquerque date back 10,000 years. —E.L.

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Sandia National Laboratory.

Albuquerque also rates high in national surveys for attributes its half-million residents treasure: livability, sustainability, fitness, walkability and outdoor recreation—remember those 310 days of sun. It's a capital of Hispanic and Native American cultures: the latter represented by the ancient pueblos dotting the Rio Grande Valley nearby; the former reflecting more than four centuries of Spanish influence. San Felipe de Neri Church, Old Town Albuquerque's centerpiece, basks in the sun on the north side of Old Town Plaza.

Nearby, galleries such as Andrews Pueblo Pottery offer high-quality Southwest Native American pottery and jewelry, as well as certified pre-Columbian objects.

Albuquerque is packed with things you won't find anywhere else. A few yards away, inside the hugely popular American International Rattlesnake Museum, I learn more about these Southwest creatures than one would ever expect to know.

At the National Hispanic Cultural Cen-

ter, modern New Mexico artists such as Gustavo Victor Goler demonstrate the marvelous vitality of 21st century interpretations of ancient Southwest art forms such as santos (carvings and paintings of saints). His *Our Lady of Guadalupe* features its subject standing astride a crescent moon, surrounded by shafts of starlight.

North of the city, at the Indian Pueblo Cultural Center, treasures from 19 individual pueblos include Maria Martinez's famous San Ildefonso bowls, whose earthy matte-on-glossy black finishes glisten with seemingly infinite depth.

The brighter hues of Albuquerque's balloons may be obviously modern, but the same factors that led to such dynamic Native art make ballooning a prime element of life here—the landscape and weather. A unique meteorological phenomenon known as the “Albuquerque box” typically allows balloons to launch to an initial altitude and drift south, and then rise to drift back north at a higher altitude.

Not that balloons always return to whence they came. No matter, almost everyone loves Albuquerque's balloons.

“The entire community embraces ballooning,” says Scott Appelman, president of Rainbow Ryders, a local company. “It's an economic and cultural centerpiece of life, and I can't imagine a better place.”

People have been relishing that exact line for thousands of years. Balloons may be relatively new on the scene, but they perfectly reflect the longstanding color, vitality and enjoyment of life along the upper Rio Grande.

I don't think I'll ever decide which is better, red or green chile sauce, but it's a fine dilemma to pursue. ▲

Eric Lucas is a contributing editor.

Alaska Airlines launches new direct service between Albuquerque and Seattle on September 18. Get more information and book tickets at alaskaair.com or call 800-ALASKAAIR.

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Playing Paradise

Hawai'i offers a diverse and captivating collection of renowned golf courses } By Ken Van Vechten



The par-3 15th is one of the most beautiful and challenging holes on Hawai'i Island's Mauna Lani South Course.

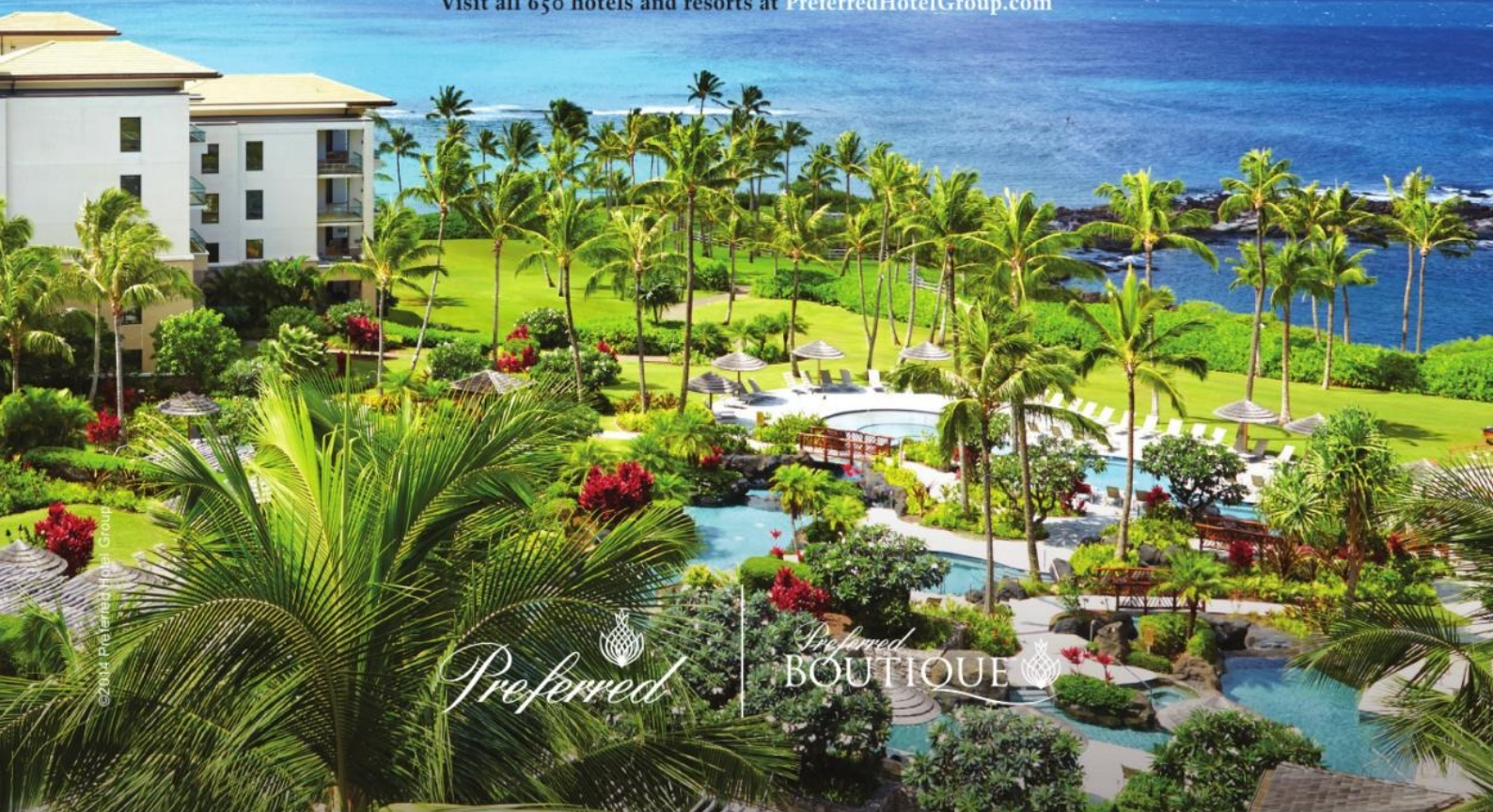


COURTESY: MAUNA LANI RESORT GOLF

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The par-3 third hole at the Mauna Kea Golf Course on Hawai'i Island requires a tee shot over the churning surf to reach the green.

“Tee it forward.”

This bit of golf advice from the PGA of America has its place for all but the best of players. The idea is that moving forward to the next set of tees closer to the green can make the game more enjoyable and reduce the time it takes to play a round. Then there is my own, more pragmatic perspective: I'm no Rory or Bubba, and neither are you. If you usually play the set of black tees, step up to the blues. If you hit from blues, check out the whites, etc.

However, when it comes to the 15th hole on Mauna Lani's South Course, forget this advice. Put that 7-iron back in the bag, step back about 40 paces from the 158-yard “regular” set of tees, and grab whatever it takes to reach a flag 200 yards away—with most of that yardage including a surging blue surf—and then swing away. Take another ball with you. Actually, you better make that three.

Why? Because it's fun. And it's Hawai'i. And golf is just, well, unique here.

Playing on these relatively small specks

of rock—Kaua'i is less than half the size of Rhode Island, so is O'ahu, and Hawai'i Island, the largest in the Hawaiian archipelago, wouldn't even cover Connecticut—is a special experience.

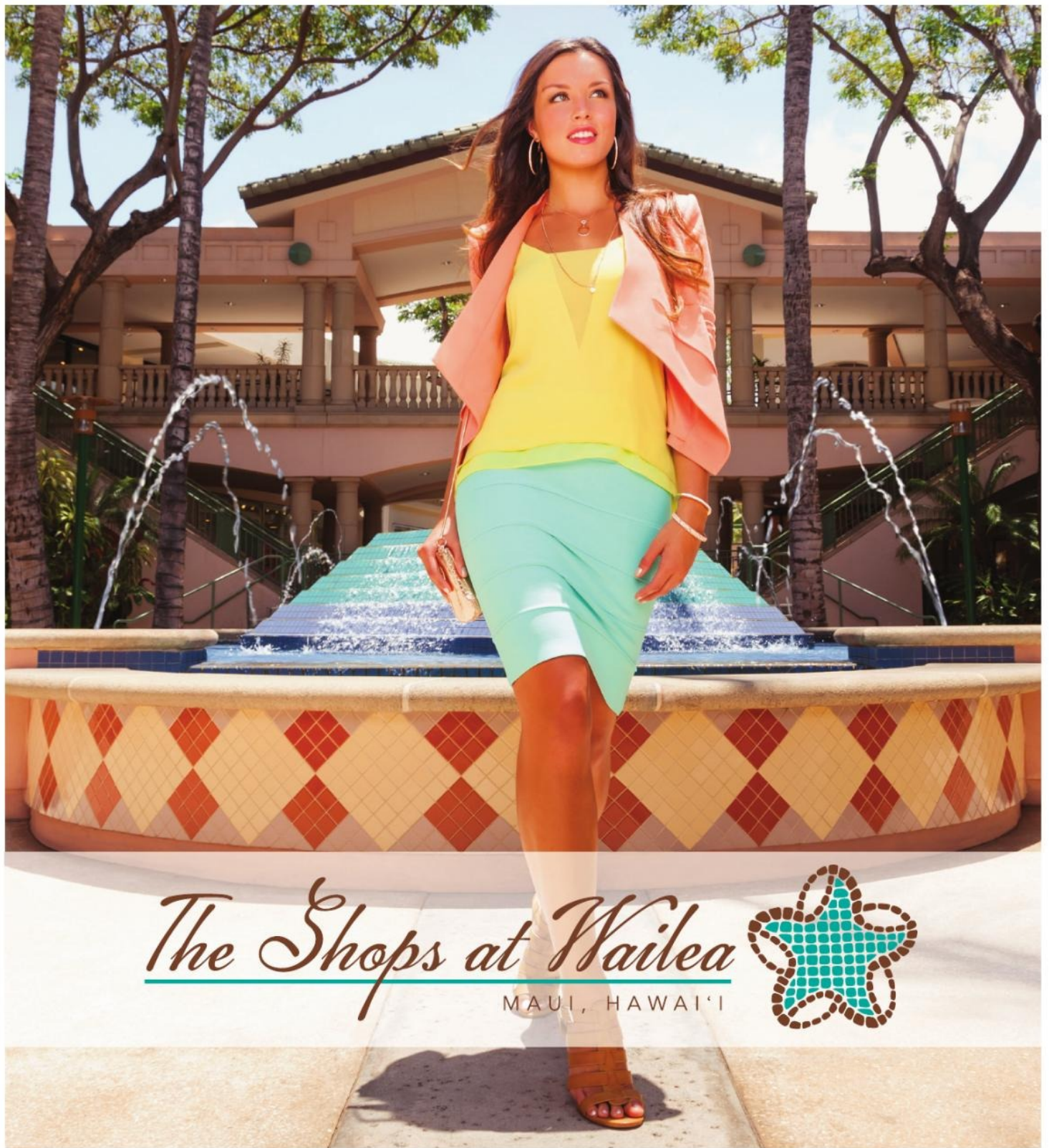
The following courses give a sense of why golf is so spectacular on these tropical isles. Beyond the scenery, it is the diversity of the layouts that makes it cool and notable to play any of the 64 courses open to the public on Hawai'i's four main islands. Layouts that are sometimes separated by only a handful of miles can range from desert to rain forest to clinging to the side of a mountain that is dusted with snow another 11,000 feet up. Or located beside a lulling sea, one that you can swim in after the morning 18.

Hawai'i Island

The warm, dry northwest side of Hawai'i Island is the effective wellspring for the modern era of stay-and-play on this isle.

Some 50 years ago, Robert Trent Jones Sr. completed the Mauna Kea Golf Course on the lava hardscrabble of the island's leeward shore. It was followed a year later by the resort. The alluring combo of golf course and hotel had already existed, but this setup helped the trend spread across the Big Island.

On the Kohala Coast, also on the northwest side of the island, you'll find a series of impressive courses, including those at Hualalai Resort and Waikoloa Beach Resort. There is also the two-course, double-resort enclave of Mauna Kea and Hapuna. As noted above, all this wonder started at Mauna Kea, where the over-water par-3 third hole is the grandfather of the breathtaking waterfront par 3s that are now a mainstay of Hawaiian golf. Mauna Kea was recently treated to a makeover, with new grass and improved irrigation,



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as well as better bunkers and improved course drainage.

The golf-and-resort combo is in excellent form about 9 miles south of Mauna Kea at Mauna Lani.

Here, the topographic spectacle makes a round of golf a whole lot more than just chasing a small white ball. The views include three volcanoes rising in the distance, including Mauna Kea—one of the world's tallest mountains, measured from its base on the sea floor to its peak. There is also roiling surf, sharp lava and

lime-hued *kiaawe* (mesquite) groves.

Mauna Lani is home to two championship layouts, North and South. The courses actually are composites, with the original routing split and amended with additional holes, doubling the fun. The Francis H. I'i Brown South Course is played on a broad, bending horizontal axis, green fairways lacing through collars of lava, with nothing but a huge blue sky above. It twice dips to the Pacific with watery par 3s, including the renowned No. 15.

The Islands have seaside holes down to an art form, but few can compare to the Mauna Lani South Course's No. 15.

The Islands have seaside holes down to an art form, but few can compare to the South Course's No. 15. The must-play back tee sits atop a rock promontory jutting into a brilliant azure cove. The challenging peninsular green boasts another gorgeous water-and-shore view. Twist a 180 while on the tee and it can seem like you are stand-

ing on the edge of the world, and when you figure that the next large spot of land to the west of Hawai'i is Taiwan, it's not a ridiculous notion.



Honolulu native Michelle Wie won the 2014 LPGA LOTTE Championship at O'ahu's Ko Olina Golf Club and the 2014 U.S. Women's Open Championship at Pinehurst.

JAMIE SQUIRE / GETTY IMAGES

small space between a person's ears, and this hole testifies to that. The genius of the design makes something easy appear frightening. Robin Nelson gets the credit here. He is known as the king of Hawaiian golf, owing to the more than three dozen courses he has designed or updated during his career.

The North Course plays out toward the ocean on a few different holes, with a wave-crest backdrop at one point, yet the surf is so far away, there is little fear of rinsing your ball. What's notable here is the rolling terrain and how the holes are cloaked in *kiaawe* and older, more time-worn flows of lava that infuse the play rather than simply define the margins of the fairways. The postcard hole here is another par 3, the 17th, a 9-iron teaser into a box canyon of lava, where the green is partially protected by a large rock that dominates the left front sand trap.

Lucky is the mainlander who is on-site during one of the rare times that Mauna Lani reverts to the "classic" routing, composed of the original 18 holes that are now divided between both the North and South courses. This layout serves up both of the famed par 3s to the fortunate few. If you

As for the hole, it's a good heave over Neptune's tub to the green, particularly if the trade winds are working crosswise. Call it 160 yards to cover, though it's close to 200 to be putting on the short grass. Since most players are righties and tend to slice, there is plenty of safety long and to the right side of the green. Bobby Jones famously quipped about how golf is actually played in the



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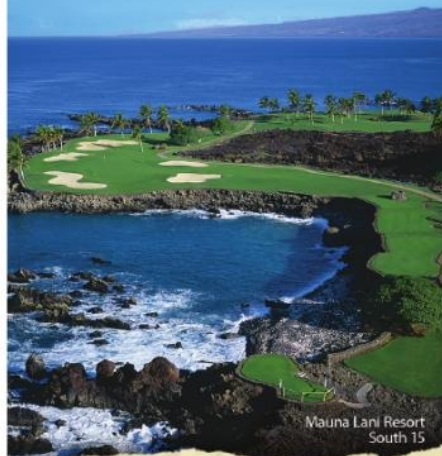


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aren't so lucky on your visit, simply do what any self-respecting golfer would do and play all 36.

For one of those geographic counterpoints at the heart of the Hawaiian golf experience, travel a short distance *mauka*, or toward the mountain (*makai* is going toward the ocean). Up here, above the coast, Big Island Country Club and Makalei Golf Club alter the formula.

Big Island, designed by Pete Dye's son, Perry, is a transitional play, a rolling, inviting course that's located a couple thousand feet up from the shore but not fully in the clouds or jungle—it's quite literally sitting on the island's cooler shoulder. The outward sweep is stellar: the broad swath of distant lava lands, dotted by the tropical lushness of the resorts, plus the emerald hue of the fairways and greens, and Big Blue running on forever with just a white tinge on the horizon. Though water is in play, the fairways are broad and accepting, and it doesn't take a cadre of strategists to figure out how to get to the greens.

Makalei Golf Club starts at about the same altitude as Big Island, but being nearer to Kona, and given how a slight change in location can bring significant changes in climate and landscape, flora is the watchword here. Think wall-to-wall green, vertically, too, though the cloak isn't so tight as to negate outward views,

The eighth hole on the Gold Course at Wailea Golf Club requires players to hit tee shots over an exposed lava bed.

notably of Haleakalā over on Maui. Rare-for-the-islands bentgrass putting surfaces are found here and at Big Island. A marked stair effect moves fairways up and down the side of Hualālai Mountain; let's call it a giant's stairway that results in some impressive uphill and downhill fairways. I've played courses in the Rockies that fall several hundred vertical feet; Makalei tops a grand.

Maui

Maui's equivalent to the Big Island's Kohala Coast is Wailea-Makena, a collection of beaches on the southwest side of the island that is located in the rain shadow of Mount Haleakalā, a massive shield volcano in the southern part of the island that helps create ideal golf weather.

The three courses at this end of the island—now that the Makena Beach & Golf Resort has gone private (and also is closed for remodeling)—are located at the Wailea Golf Club, which is set above the western coastline, offering expansive ocean views. The ever-popular Robert Trent Jones Jr. designed the Gold and

Once home to the Champions Skins Game, Wailea Golf Club's Gold Course on Maui is the alpha dog by reputation and rating.

Emerald courses, and the Blue Course was fashioned by Jack Snyder. They both took advantage of the many bulges and dips left behind by Madame Pele.


Once home to the Champions Skins Game, the Gold Course is the alpha dog by reputation and rating. Jones Jr. presents players with lots of movement within each hole and throughout the entire routing. The side-to-side plays into the hands of golfers who can adjust ball flight to shortcut the yardage and open up approaches. The rise and fall puts a premium on club selection.

Ironically, no matter how bad the aim, no golf ball struck at Wailea will ever reach the Pacific. Yet, few courses out in the middle of all this blue endlessness are the equal to the views available at Wailea, and particularly on Gold. A prime example is the long par-3 eighth hole, which offers framing palm trees and distant views of rolling waves, the scuba and snorkel hot spot at Molokini, and the isle of Kaho'olawe. The term *stellar* just isn't strong enough to describe this view.

The Emerald Course might best be described as a subtler version of the Gold Course. All the elements are in play, yet less pronounced. The fairway rolls are a little less bumpy, the banks not quite as steep. Yet less might be more for Emerald, a course that, to me, is one of the Islands' unsung heroes. Blue is the sporting track with open, embracing arms and a reputation for being kinder to golfers. Play it before heading to Kahului and the journey home.

Maui is essentially the fusion of two volcanic islands. The West Maui Mountains divide the smaller north half of Maui, with a number of excellent courses along its western coast, including the

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Royal Kā'anapali Golf Course. Jones Sr., one of the great course designers of the 20th century, created his magic at Royal Kā'anapali two years before his efforts at Mauna Kea on the Big Island. Royal gets the jack-of-all-trades nod for a routing that runs from shore through coastal flatlands

to lower uplands—and as is expected of iconic courses in paradise, it has played host to the game's finest, here in the form of the Champions Skins Game.

Fans of *The Big Break* reality television series on the Golf Channel might recognize Kā'anapali Kai as the backdrop for the 2008

competition where 12 women competed for a slot in an LPGA Tour event. Kai began life as an executive track and was expanded to a midlength regulation 18 in 1976. Like Royal, Kai was also treated to an overhaul guided by Robin Nelson.

The West Maui Mountains also are



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HAWAI'I GOLF BY THE NUMBERS

1898 Golf arrives on the Islands with the opening of Moanalua Golf Club in Honolulu. Amelia Earhart reportedly once landed a plane on one of the course's fairways.

5 Annual visits by the Big Three professional golf tours: the PGA Tour (Maui and O'ahu), the Champions Tour (Hawai'i Island and O'ahu) and the LPGA Tour (O'ahu).

54 Number of holes at Wailea Golf Club on Maui, the largest concentration on the Islands.

64 Number of courses on the four main islands that are open to the public, according to the state tourism website.

272 Yardage from the back tees at the Mauna Kea Golf Club's par-3 third hole. Most of that distance is over water at this Big Island classic.

153 The slope rating, measuring the difficulty of a course for the average golfer, from the back tees at O'ahu's Ko'olau Golf Club. The maximum slope possible is 155. This course is tough.

4 Tour titles won by Hawai'i's favorite daughter, Michelle Wie (at the time of publication).



where you'll find Kapalua's Bay Course and Plantation Course, which is widely considered one of Hawai'i's best layouts. Plantation shows its splendor every January when it plays host to the PGA Tour's Hyundai Tournament of Champions, featuring a field composed of the previous year's PGA Tour winners.

It is hard to find an obscure course on an island as popular as Maui. However, one that just might fit the bill is the King Kamehameha Golf Club. Rolled out in 1991 by Ted Robinson, rejiggered and tightened up by Ted Jr. nearly 15 years later, King Kamehameha opens the doors

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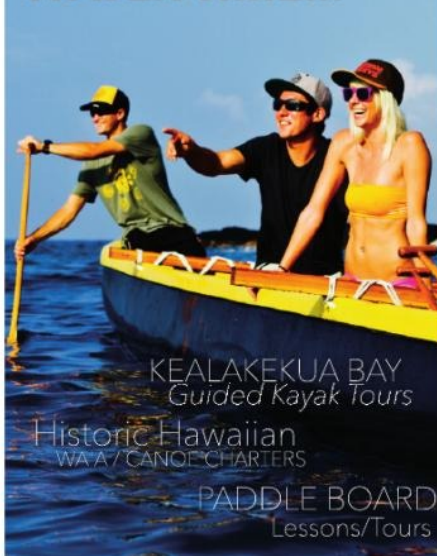
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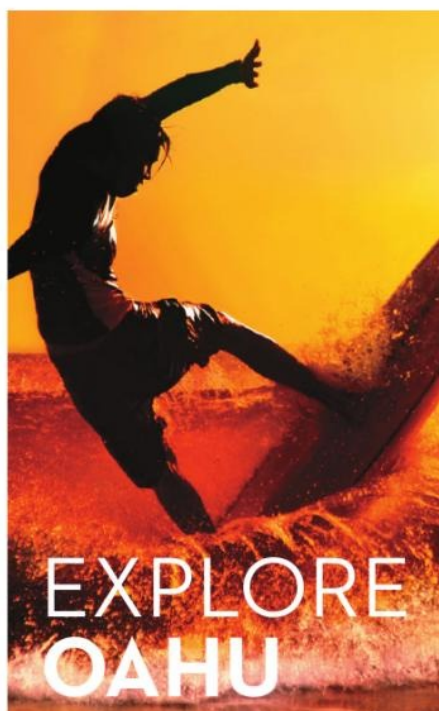
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to a Robinson creation that offers plenty of teeth and challenge. The private club has a guest program that allows non-members to come and play—just give them at least 48 hours' notice to fit you in. Also set in the West Maui Mountains, King Kamehameha does aesthetic with great relish as it serves up views of both the north and south coasts of the island.

O'ahu

It has been quite a year for Honolulu native Michelle Wie, a breakout for the one-time child prodigy who is still only 24—yep, she has been in the spotlight that long. In April, she won her first American-soil professional victory with a



The Ko Olina Golf Club, the home of the LPGA LOTTE Championship, is known for its parkland layout and water features.

win at the LPGA LOTTE Championship at Ko Olina Golf Club, located near the southwestern point of O'ahu. Soon after, she won her first major—the U.S. Women's Open Championship at Pinehurst Resort and Country Club.

Ko Olina is a coiffed, parkland-style course where huge tiered greens, floral exuberance and staggering water features tease the game and the eye; if you ventured to guess Ted Robinson for these by-his-book design cues, you nailed it.

When average golfers get a crack at a course the pros play, it adds something to the experience. Sure, the professional crowd doesn't often top a drive or think, "Hey, that was 18 bucks in logoed balls that just hit the lake!" (The pros do hit into lakes, they just don't pay for the

HAWAII VALUE PLAYS

Hawaii offers its share of good values on the golf links. Pick an island and you'll find an excellent sleeper course that you can play for a dinner-size tab or less.

► On the Big Island, **Makalei Golf Club** is a great option. The lush high-country and highly rated course offers more thrills than a roller coaster and about as many ups and downs. Visitors get the views and the play for only \$59 a round after 2 P.M. Hawaii residents get to play the course for a mere \$35 after 2 P.M.

► Airplane window-sitters over Maui might know this one by the north-shore tree-lined strands of green seen from the air. That's **Maui Country Club**, an old-school, 1925, to be exact, park-land nine-hole layout not far from Mama's Fish House. Though it's private, the club opens its gates for public play on Mondays, with

rates from \$55 for two times through for a total of 18 holes. Bring that wind-cheater ball flight. Make sure to look southward at stately Haleakalā rising up to the clouds.

► **Turtle Bay's Fazio Course** offers the same value on O'ahu. Turtle Bay Resort guests play the famed course for \$40 after 4 p.m. Visitors not staying at the resort can do the same for \$50. The fee includes golf cart, practice balls and bottled water. I'm not lying.

► Kaua'i very well could offer more value courses per capita than any other island. A course that is part of the value set, yet earns high marks for aesthetics and playing credentials, is the **Wailua Golf Course**. County-owned **Wailua** is beloved by locals and savvy visitors alike. Championships have even been staged here over the years, across swerving fairways watched over by towering coconut palms and with

a few swipes right by the shore break. Nonresidents can play the course for \$48 during the week and \$60 on the weekends and holidays.

► My pick for high-caliber, low-cost golf on any of the islands is Kaua'i's **Puakea Golf Course**, coincidentally not far from the Lihue Airport. Don't lock in on the subtle beginning. When Puakea gets going, it's off to Indiana Jones territory, and the nearby mountain and ocean views only add to the experience. A round here after 3 P.M. will set you back all of \$35.

► Then, there is Kaua'i's unique **Kukuilono Golf Course**: a nine-hole layout that costs \$7 during the week and \$9 on the weekends. A bequest to Kaua'i by the island's sugar magnate Walter D. McBryde nearly 100 years ago, Kukuilono is everything that is

COURTESY: PUAKEA GOLF CLUB



The 12th hole at Kaua'i's Puakea Golf Course is an example of the course's challenging fairways and intriguing layout.

right about the simplicity of the game: great views and fun holes that feature a limited number of hazards and extra-wide fairways for those errant shots. Two sets of tees allow for a varied 18 holes. The outward, two-coast views are unmatched on the island. You can also visit a Japanese garden, walking paths, an arboretum and a shrine in the memory of Mr. McBryde. —K.V.V.

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Poipu Bay Golf Course on Kaua'i offers expansive views of the ocean and Mount Hā'upu.

balls.) However, hearing a player and cad-die debate strategy on the challenging closer that we can also play validates our own indecision. Just like the pros, we are vexed by whether to hit the drive and risk dunking the shot or to lay back safely and then add more stick to an approach over the wet stuff to a green that resembles a Rhodesian ridgeback.

Ko Olina is solid resort golf in every connotation of what that concept implies: generous corridors and ways to get around obstacles for those who can't carry it high or far; score-devastating green complexes that repel sloppy pitches and baffle those with the yips; perfect weather and attentive service. Then, when it's all done, it's drinks and *pūpūs* at Roy's Ko Olina, which is run

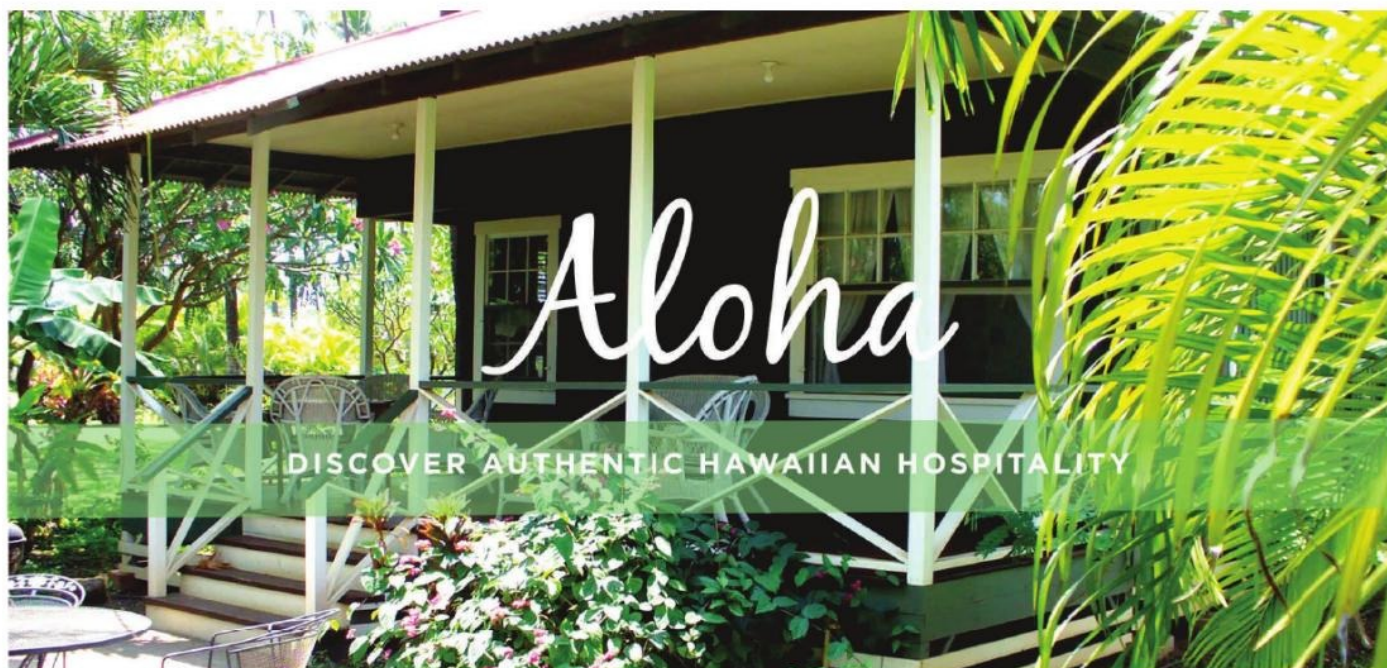
by James Beard Award winner and Hawaiian regional cuisine expert Roy Yamaguchi.

Turtle Bay Resort's Palmer Course, located on O'ahu's famed North Shore, previously teased both the LPGA's best and the guys from the Champions Tour. In setting, vibe and comportment, the Palmer feels oh so Hawaiian. Wetlands abound at Turtle Bay, where a wildlife-rich marsh and preserve is at the heart of the routing.

Red-jolt shocks of wild ginger tantalize the eye. Ocean wind factors into both playing strategy and how the King and Ed Seay laid out the course.

The sea itself is seen only a few times on the course—gorgeously so—backing the par-4 17th that threads through ironwood groves. The hole also boasts more sand than rings the Island of Moloka'i.

And as more is always better, the



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resort's original George Fazio—crafted 18 is family-friendly and eminently walkable, which is a nice post-flight treat on arrival day. I advise grabbing a Spam musubi or two in the pro shop for energy. Spam musubi, you ask? Why it's only the power snack of the Islands.

The Ko'olau Range runs from north to south in eastern O'ahu. Emerald in color and deeply creased, this drapery of mountains separates the windward and



NIEBRUGGE IMAGES / ALAMY

The par-3 seventh hole at the Makai Golf Club at Princeville on Kaua'i.

wet eastern shore from the leeward and—for Hawai'i—drier central interior and western side of the island. It's a spectacle that needs to be experienced up close and personal by every visitor to the island. For golfers, the range offers a backdrop that makes you think that yardage books should include pictures of serpents and winged sea beasts to warn of lost worlds where ships and golf balls dare not stray.

Ko'olau and Royal Hawaiian golf clubs probably have never been written up without the use of words such as *Jurassic* and *Park*. However, in this case, it's never trite or overused or silly because the insinuation is 100 percent accurate. Maybe 110. These are robust, invigorating plays on beautiful layouts where anything ventured wide is lost to time and the elements, and even balls hit right down the middle of some fairways can end up in chasms primeval.

Kaua'i

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TOM PENNINGTON / GETTY IMAGES

Zach Johnson tees off on the Plantation Course at Maui's Kapalua Golf Club, where he won the 2014 Hyundai Tournament of Champions.

the Garden Isle—also harbors one of the rainiest spots on the planet, Mount Wai'ale'ale. Perhaps it's all that time and rainfall that has imbued Kaua'i with its relaxed and comfortable atmosphere.

Even golf seems more pristine here, as evidenced by the world-famous Poipu Bay Golf Course, which is known for the 13 years it hosted the PGA Grand Slam of Golf, as well as its clifftop closers and solid Robert Trent Jones Jr. design. On the drier side of Kaua'i, the golf course is protected from the rains by Mount Wai'ale'ale and enjoys wondrous weather. The setting is magical, with the bay surf churning on one side and a backdrop of ultragreen mountains on the other.

The Poipu Bay course benefits from being able to meander across a 210-acre property, giving Jones Jr. the room to design holes that move in different directions and hit most of the points of the compass. He chose not to flood the layout with excessive water hazards, which is apt when you think about the interplay of course and locale; the Pacific is right there, but this isn't the wet half of Kaua'i.

The megapixel moments begin after the par-5 14th climbs toward the ocean headland, with a three-hole collection that hugs the cliffside, with the water 150 feet below. As seen elsewhere, the ocean is a mental distraction, and save for those righties with an acute case of the duck-hooks, it's not really in play. Still, at 501 yards for us mortals, No. 16 is a stout par 4, though the trades give some help and that's always a good thing.

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Makai Golf Club's
archetypal short par-4
14th gives everyone a
hankering to try to
drive the green.

The eclectic North Shore of Kaua'i also offers the venerable Makai Golf Club at Princeville, which was first opened in the early 1970s—Jones Jr. doing the honors here again. The course was renovated in 2009, but the essence of Makai remains intact: a woodsy park-lander skirting lakes and bending around subtle contours.

Makai sets up strategic angles of play to huge, quadrant greens. Yet, within the course, holes cascade down through a natural arboretum toward Hanalei Bay. The archetypal short par-4 14th hole gives everyone a hankering to try to drive the green. Beware of flaring it out to the right and finding the ocean below.

Me? Driver. Wet. Reload. Driver. Putt. Done. Call it par, call it a mulligan eagle; whatever you do, call the pro shop and sign up.

Eighteen tees, 18 greens. Put them together and they add up to a thousand smiles. That is the mathematics of golf, wherever it is played. Yet here on the Islands that equation is different. The ocean views, lava-edged fairways, lush tropical rain forests and even a snow-capped peak make for a truly unique experience and more smiles than you can count. Hawai'i does that. And not just to golfers. ▲

Ken Van Vechten regularly writes about golf in the Hawaiian Islands.

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

-Scott, 20/20 Alumni

Photos: Gerald Pope

SCOTT LOST 41 LBS

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

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

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

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

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

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

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The Science OF SHOPPING

Research and data-driven approaches are reshaping retail experiences | By Niki Stojnic

When a Seattle boutique retailer specializing in luxury watches, writing instruments and leather goods wanted to make a subtle change, the owner turned to consultant Roel Ventura—not for a redesign, a paint job or new signage; the store wanted to boost sales by changing its scent. The concern was that the shop's product displays, on their own, produced an overly masculine feel that would put off female customers. The thinking was that a more gender-neutral scent could broaden the store's appeal.

Ventura is an ambient designer who specializes in scenting for Ambius, a national interior-design and landscaping firm with an office in Kent, south of Seattle. His job was to translate the shopkeeper's desired attributes, such as "clean" and "upscale," combined with "comfortable," into a subtle ambient fragrance that would make female customers feel at ease.

"The scent we came up with was a custom pick of exotic wood blends, softened with sweet notes," says Ventura.

The psychology of smell is something that has piqued the interest of an increasing number of retailers as scientific researchers learn more about the effect of scent on memory. Having clients form lasting positive associations is of obvious value to many companies.

Ventura says, "Studies have shown that people recall things based on how things smell; so a certain scent is able to bring back that memory of shopping at a particular place."







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Ventura's focus on olfactory experience is just one way that companies are using research, science and technology to help tap into the minds and emotions of shoppers and customize shopping experiences. The results of scientific and technological advances are also giving buyers new tools. Whether we're browsing clothing racks or perusing Pinterest and Instagram for dinner inspiration, our shopping habits are subtly changing—we are demanding interactivity, transparency and individualized experiences. Increasingly, companies and

providing tables and chairs so customers can sit and eat on the spot.

"It's different from just a generation ago," says McHenry. "Only 28 percent of U.S. households have children under the age of 18, and only 22 percent of primary shoppers are moms with children under 18 in their households."

The Hartman Group has been researching consumer habits—independently and on behalf of clients—since 1989. Its staff includes social scientists as well as business analysts. These experts study consum-

Retailers are broadening and customizing shopping experiences based on digital data as well as detailed, on-the-ground social research.

retailers are responding by exploring real research—and enlisting experts informed by science—to help target their approaches.

THE STUDY OF SHOPPING



Consider how you might plan a typical weeknight dinner. According to Davey McHenry, director of client engagement with the Bellevue, Washington, consumer-research company The Hartman Group, there's a good chance you start thinking about your evening meal sometime during the workday and begin to assemble a supply list: "It's 3 P.M. I might call my husband and say, 'What do we want for dinner?'"

McHenry indicates that stocking up at a single store is less common than it used to be—a trend that was uncovered by research. "More than 50 percent of shopping trips involve two-plus stores," she says. "Planning has drastically changed, and meal assembly is the new cooking—people are putting together meals as opposed to making everything from scratch."

Retail companies such as Whole Foods Market—the grocery store chain based in Austin, Texas, that specializes in natural and organic foods—have responded by expanding and making their prepared-foods section more prominent, as well as

ers making purchases in their homes as well as out shopping, quizzing them on how and why they make their choices—using a systematic in-the-field approach that takes inspiration from anthropology. The Hartman Group says its approach helps zero in on consumer habits more accurately than conventional survey-based market research because people often (naturally) contradict themselves—both in their shopping habits and in how they report those habits to researchers.

For example, the company's immersive research helps drill down to what consumers really want when they look for certain terminology or ingredients on food labels. Whereas buzzwords such as *premium* and *organic* held center stage just a few years ago, consumers want "authenticity" and "transparency" in their shopping experience today, according to McHenry.

"Consumers want to feel like they're part of the conversation, and they're coming to expect more from companies. They want to be involved, to see who's behind the food," she says. "We're seeing greater scrutiny."

Companies are responding by becoming more interactive online. Pinterest pages, such as those of the Greek-style yogurt company Chobani, use recipes and other Web page elements to inspire a life-



TECH TOOLS FOR SHOPPING

Whether you're shopping for clothing, food or services, there are many creative apps and websites that draw on data—such as location, measurements, favorite colors and purchasing history—to bring you tailored product recommendations and deals, along with convenient ways of getting them. Shoppers are encouraged to consider privacy concerns, opt-in and opt-out choices, and user agreements before using the sites or downloading apps.



Shopping Assistance with Rewards

Panel (placed.com/panel-app) gives users points for performing various everyday tasks, such as dropping off dry cleaning or buying groceries. Created by Seattle company Placed, the app records data about location and tracks movements; users then redeem points for rewards tailored to their daily habits.

shopkick (shopkick.com) is a Silicon Valley-based technology company that launched in 2009. Partnering with retailers such as Macy's, Old Navy and Best Buy, shopkick helps its app's nearly 8 million users find popular products and rewards at nearby stores. It rewards shoppers with "kicks" (points) for entering stores, scanning items and making purchases. Kicks may then be redeemed for store gift cards or other rewards.

Apparel

Neiman Marcus, NM app (neimanmarcus.com): The Dallas-based retailer released its NM app for iPhones in February, after testing preliminary versions in four markets. The app informs users of new product arrivals, allows searches by department, and enables remote contact with sales associates, among other functions.

continued on page 100

style—or at least greater interaction—with a product. In 2013, the iconic ice cream company Ben & Jerry's launched a crowd-sourcing campaign called "City Churned," in which ice cream aficionados in five cities—Seattle, Portland, San Francisco, New York City and Washington, D.C.—could go online and vote on ingredients that epitomized each city's local "flavor." Seattle's flavor, "Sweetness in Seattle," available for a limited promotion, included an ingredient created by two local brands—chips of Theo Chocolate infused with Caffé Vita coffee—along with chocolate cookies and a caramel drizzle, in a vanilla ice cream base.

Learning how to use technology to effectively reach customers is an evolving challenge. AmazonFresh, the grocery order-and-delivery service that Amazon.com currently offers in some areas of California and Washington state, includes website functions such as an ability to save shopping lists and a "subscribe and save" service that gets bulk goods, such as toilet paper, delivered on a regular schedule.

Online retail companies such as Amazon.com have made something of a science out of using data to customize consumers' experiences—picking up on preferences and tailoring suggestions and deals.

These types of features work well with some of the observed habits and needs of online shoppers, according to McHenry of The Hartman Group.

In 2012, The Hartman Group conducted an independent, general study of online grocery shopping that included companies such as Amazon.com. The firm compiled findings in a report available for purchase.

"We found that while the idea of ordering groceries online sounds great, it still takes planning, and consumers were forgetting things," says McHenry.

Tools such as the AmazonFresh reminders and saved shopping lists can therefore improve customer experiences while they support steady sales.

DRIVEN BY DATA

Online retail companies such as Amazon.com have made something of a science out of using data to customize consumers' experiences—picking up on preferences and tailoring suggestions and deals. Traditional brick-and-mortar retailers are also trying to find ways to personalize their clients' experiences by collecting real-time information about them—though gathering data offline requires different technologies and strategies than doing it online.

A variety of tech companies are working to come up with solutions that use cell-phone apps and Wi-Fi signals to track shopping patterns and preferences—in



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from page 97

Le Tote (letote.com): Le Tote is a Web-based clothing-rental service for women that, for a monthly fee, sends members sets (totes) of clothes and accessories, or jewelry, that members keep or return for new sets. Le Tote's stylists choose new totes based on members' feedback.

Nordstrom (nordstrom.com): Like those of many retailers, the app and website of Seattle-based Nordstrom feature personalized recommendations based on previous choices and purchases. A feature called TrueFit allows users to further customize by creating a profile and adding measurements and preferences for brands that fit well in the past.

Home

Mantle Art (mantleart.com) does the work of a framer. Upload a photo of your artwork and enter its dimensions; the app makes frame recommendations based on an algorithm that assesses the colors and size of your art. Once you choose your frame, the company sends you a mailing tube with a return label for your piece and returns it, all framed up.

Groceries, Food and Drink

AmazonFresh: currently available in Greater Seattle, Southern California and Northern California areas, the service offers customized features such as reminders about commonly purchased items and options for bulk purchases, plus the ability to save shopping lists.

Vivino (vivino.com) is a popular wine-cataloging app that draws on user reviews (including those you share) to tailor wine recommendations to you, showing you the wines that are popular in your area.

Other

Apple iBeacon and other Bluetooth systems: In 2013, Apple launched a location-tracking system in U.S. Apple Stores with broader implications for shopping with mobile apps. With this system, Apple iOS 7 mobile devices can detect a user's proximity to an Apple iBeacon—a device that emits a low-energy Bluetooth signal from a location such as a store display. As a result, Apple can send highly location-specific offers and other information to users. Similar systems are now compatible with Android devices, and apps are in development to use the technologies.

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order to improve transactions for sellers as well as buyers who “opt in” by downloading and using apps. The apps help users get news about sales, deals and new products from favorite brands.

For example, shopkick, a tech company based in Redwood City, California, offers a mobile app that now has nearly 8 million users and partnerships with more than 150 brands—including retailers such as Target, Macy’s, Old Navy, Levi Strauss & Co., Sony, and Crate & Barrel. The shopkick app offers rewards to shoppers for entering stores, for scanning items and for making qualify-

Through websites and apps, customers can get updates on arrivals of new products, store events, when brands or sizes are in stock, and even when certain sales associates are working.

ing purchases. As shoppers accrue rewards, or “kicks,” they can redeem them for a variety of products. Users may also use kicks to make charitable donations or receive other rewards. Nielsen, the global information and measurement company, recently ranked the shopkick app as the most-used real-world shopping app.

Similarly, Panel App, an app created in 2012 by Seattle-based location analytics company Placed, awards points for doing everyday tasks in exchange for location and other information that the company records and analyzes. Users redeem the points for rewards such as gift cards and credits that are tailored to the users’ daily habits. Shoppers can earn additional points by completing surveys after visiting particular locations, competing in contests or sharing information on social media.

Other online-only companies essen-

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tially act as personal shoppers; Stitch Fix and Birchbox, for example, are two that use customers' self-reported data, along with their own algorithms, to suggest and mail users clothing (for Stitch Fix) and beauty or grooming products (Birchbox). Customers then choose to keep or return the products.

Retailers and tech companies creating mobile tools must address consumers' privacy concerns. This is arguably less of a factor for apps that customers download voluntarily. Increasingly, however, stores are also collecting customer data to detect patterns about their customers' behavior.

One option for retailers to address privacy concerns is to use aggregated data, rather than data from specific individuals, though this limits how tailored to a user any offers or services might be.

Another option is to use data and make recommendations only to those customers who opt in through a function on an app, or possibly a user agreement, for individualized offers that are based on past habits.

Seattle-based Placed, for example, touts

Ultimately, companies' attempts to reach their customers with informed techniques and modern technologies can pay off in terms of customer loyalty.

in its privacy pledge that its Panel App requires a double and sometimes triple opt-in from users—asking their approval to share location and data—and a review of the terms of service and privacy policy. Analytic data reported to third parties, such as retailers, are based on aggregate data that doesn't identify individuals.

THE NOSE KNOWS

Retailers are broadening and customizing shopping experiences based on digital data as well as detailed, on-the-ground social research, such as that conducted by The Hartman Group. They are also looking at scientific literature—and hiring consultants—for



insights about improving sensory experiences in-store. Roel Ventura's scenting work is an example: It draws on the recent research that points to scent as a direct line to evoking memory.

Ventura says that there are two ways retailers use scent marketing: branding and ambient scenting. Branding is illustrated by a distinctive smell meant to be associated with the store, such as the famously strong and all-permeating fragrance wafting from Abercrombie & Fitch. Ambient scenting is a more subtle approach that's intended to evoke certain kinds of memories and feelings—think of the positive associations of nutmeg with Thanksgiving. Today's ambient scenting is a far cry from



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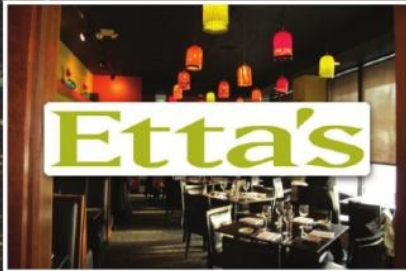
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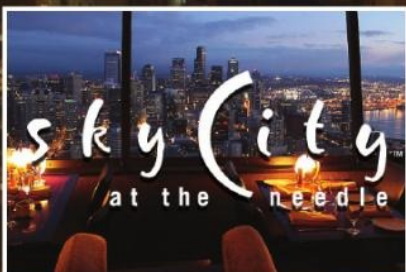
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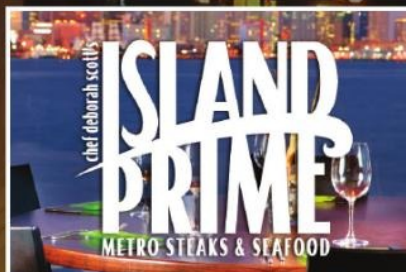
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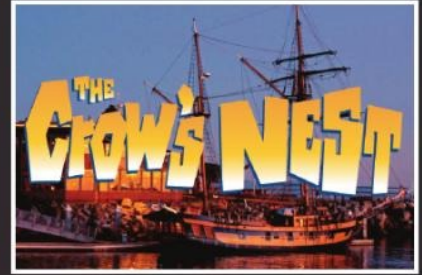


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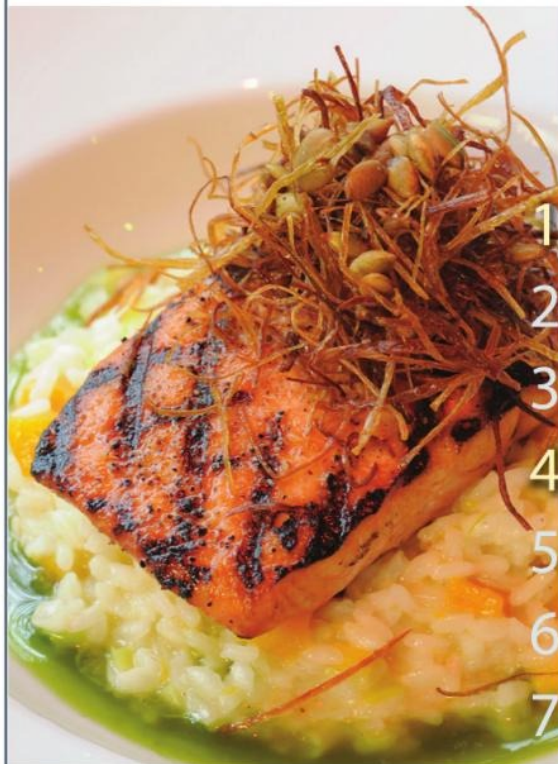


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using aerosol cans and plug-in air fresheners. You are now more likely to be influenced by scents in places where you don't even notice them. Scenting specialists take a subtle approach, using sophisticated equipment installed in HVAC systems that allows a high level of control over how much scent shoppers perceive.

"People will linger in places and environments that smell good," says Ventura, who starts clients off with prompts such as, "Tell me about the experience you want shoppers to remember when they walk in your doors."

Pressed-for-time shoppers want nothing more than to have hassle-free, reliable experiences. Informed approaches can help create such experiences.

Luly Yang, an eveningwear, bridal-wear and custom dress designer, owns the Luly Yang Couture store in downtown Seattle. She wanted a subtle jasmine-tinged scent to elevate her shoppers' experience. "She described that when you walk into her store, it's fresh and light," says Ventura. "We ended up choosing a scent from our catalog called 'green tea,' with notes of roses, green tea and lemon. Sometimes floral notes on their own can be heavy."

"The fact of the matter is that scents help us sell," says Eric Spangenberg, dean and professor of marketing at the University of California, Irvine's Paul Merage School of Business. He is a pioneer in researching the connection between scent and marketing. In the course of his research, most of which was conducted while Spangenberg worked at Washington State University, a few themes emerged: Simple scents are more effective than complex ones, and scents need to be consistent with their

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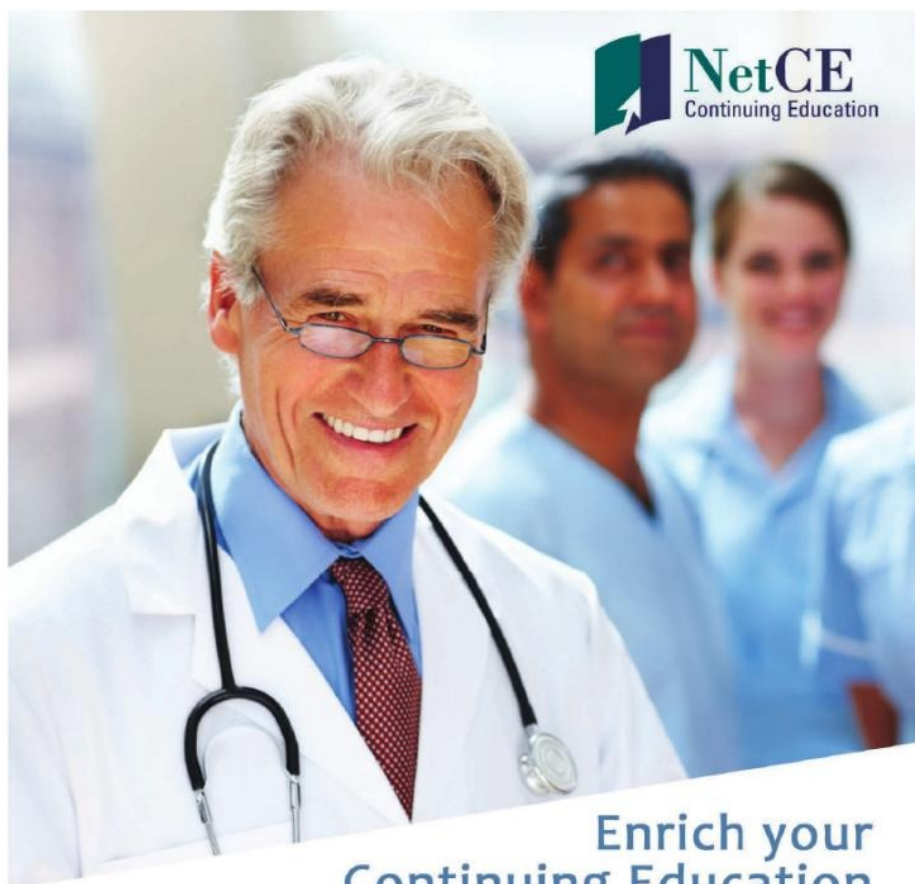


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contexts—people should smell things that they might expect to smell.

“Not all scents are equally effective; in some instances even pleasant scents can run counter to retailers’ purposes,” he says. “Scents that are incongruous with the product category, the shoppers’ gender or expectations, or scents that are too complex such that they distract people from the cognitive tasks of shopping and ultimately buying, are what we want to avoid.”

While associations with smell are subjective—one person’s pleasant scent could be another person’s olfactory overload—Ventura says that it’s pretty clear when a smell is at odds with a store’s purpose. He cites the case of two furniture stores at a retail center he consulted for in Bellevue. The stores were infused with a popcorn scent coming from the movie theater in the same building, and while it certainly put shoppers in a mindset to go see a movie, Ventura says, it wasn’t as conducive to browsing home decor. He solved the problem by putting together a program of scents for the retail center that change seasonally, such as “mulled spices” for fall and “iced ginger bread” for winter.

ULTIMATELY, companies’ attempts to reach their customers with informed techniques and modern technologies—via in-person research, social media and online data-gathering, and reviews of studies that lead to changes such as positive scenting—can pay off in terms of customer loyalty. Pressed-for-time shoppers want nothing more than to have hassle-free, reliable experiences. Informed approaches can help create such experiences.

Says The Hartman Group’s Davey McHenry, “Often, customers are relying on retailers to be curators for them. When we talk to consumers about where they [prefer to] shop, they say, ‘I don’t have to think about what I’m choosing, because I know it’s going to be good.’” ▲

Niki Stojnic is a freelance writer and editor who lives in Seattle.



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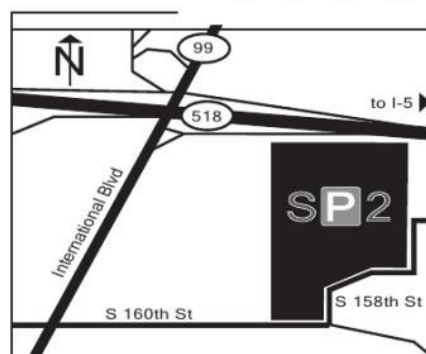
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MOOC

Massive Open Online Courses transform university lecture halls into global classrooms

By Lora Shinn

A large, stylized globe is the central visual element on the left side of the page. It is composed of a grid of small squares, with some squares highlighted in white to represent landmasses. Overlaid on the globe are several thick, curved lines in various colors (blue, orange, green, red, purple) that connect different points across the globe, symbolizing global connectivity and the reach of MOOCs.

When San Francisco-area resident Christina Bernstein started her own medical supplies business, she didn't know much about marketing—her master's degree was in engineering. So she enrolled in a MOOC offered by Northwestern University's Kellogg School of Management, logging into the system Friday nights to watch the lectures and to complete homework.

Bernstein learned how to use social media and turn contacts into customers, and became fluent in insider lingo ... including the meaning of "MOOC": massive open online course. It has nothing to do with cows, and everything to do with the way the Internet is making the entire world one neighborhood. In the world of MOOCs, students in Africa take classes at the University of Washington; entrepreneurs in Argentina learn about leadership from the Massachusetts Institute of Technology.

MOOCs typically offer free video lectures, along with online quizzes, and a discussion board for students to connect and discuss coursework as the class progresses. Pop quizzes are embedded into the video lecture; methods of connection also include Facebook, Twitter, and Meetup. Courses are generally free, though certificates may require payment.

While most MOOC participants already have degrees, courses still attract diverse students, thanks to low barriers. The University of Washington's popular public speaking course assigned speeches to its enrollees; uploaded YouTube videos showed a diversity of backdrops, from a London backyard to a Malaysian living room. "Public speaking was one of the most popular MOOCs we put up," says Karen Dowdall-Sandford, director of online and professional education at the University of Washington. "It was reaching that very large professional development audience, who could be anyone at various stages of their career."

"I learned very practical business skills," Bernstein says of her experience with Northwestern's course. "Even though it was online and remote, to be able to attend a class at a private school offered for free, it was like a gift from heaven," she says.

Although online college classes have been avail-



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able in many different formats for years, MOOCs differ in that they are intended to bring fully academic instruction to a global audience free of charge. Stanford University led the way with a course on artificial intelligence in 2011; more than 100,000 students signed up for some of Stanford's first few courses. Today, millions of online pupils around the world enroll in hundreds of courses offered by universities small and large—though mostly the latter, so far. And, as with so many ideas that originate in the academic arena, MOOCs have migrated to the outside business world, too.

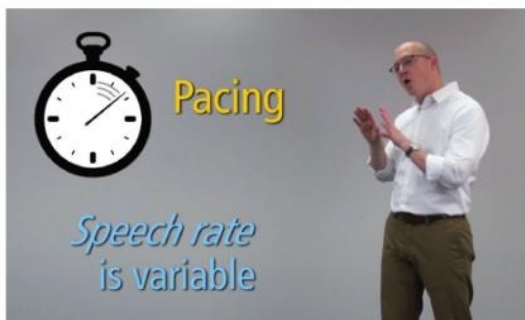
Two of Stanford's original MOOC professors, Daphne Koller and Andrew Ng, branched out in 2012 to found Coursera, a for-profit website platform for online classes. Through Coursera, more than 110 universities offer upward of 600 courses in a wealth of technical subjects; popular MOOCs include Intro-

duction to Finance, Machine Learning and Introduction to Interactive Programming in Python.

Soon Massachusetts Institute of Technology and Harvard joined the scene, founding edX, another online platform offering MOOCs in everything from architecture to social sciences. EdX hosts colleges such as the University of Washington and Tsinghua University in Beijing, which offers History of Chinese Architecture in Mandarin, complete with English subtitles.

With a slightly different focus, Silicon Valley-based Udacity primarily offers MOOCs focused on programming, computer science and mathematics skills, in partnership with industry experts—for

University of Washington lecturer Matt McGarrity's public speaking course has been popular around the world.



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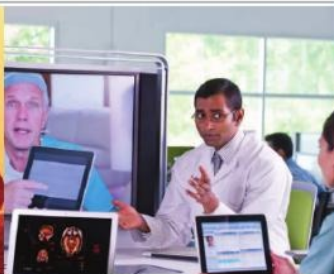
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Why does Harvard offer free classes to all?


While Harvard charges for education, the institution has always sought to make educational content and knowledge free to consumers, says dean of continuing education Huntington Lambert. For 378 years, Harvard's library has been free to visit and access. MOOCs are just a contemporary spin on a very old Harvard tradition.

example, the Google-created Developing Android Apps, and Facebook-developed Data Analysis with R.

MOOCs are evolving all the time, along with both professor and student expectations. The first time UC Irvine professor Sarah Eichhorn taught a class, in 2012, most students didn't understand that she couldn't take questions from all 45,000 students. "I would get phone calls and emails, asking me, 'Can you help me with number seven?' and 'I missed the quiz deadline.' "

Now, teaching the same course, she no longer receives emails, but notices students answering peers' questions in the online discussion groups. "I'm surprised by how many people just want to help people learn, people who clearly know content very well," she says. One man has taken the class multiple times—but returns to help confused students in the discussion groups.

Universities are continually whipping up fascinating new recipes for MOOCs. Society, Science, Survival: Lessons from AMC's *The Walking Dead* featured clips from the popular show, actor interviews, and the teaching expertise of four UC Irvine professors. More than 65,000 students enrolled, most of whom were new to MOOCs and had never considered studying the subjects otherwise, says Eichhorn, math professor and asso-



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ciate dean of distance learning.

Traditional academic subjects were approached through the show's lens: the math of disease progression, physics through the lens of using armor to ward off zombies, and nutrition: for example, the nutritive value of squirrels in a post-apocalyptic world. "As a mathematician, I don't get to talk about such things often," Eichhorn says.

Like Bernstein, many MOOC participants are eager to devour a topic, but haven't yet been able to do so in ordinary college environments, due to constraints of time or money. Such students might use newly acquired skills to move ahead in the business world. Coursera's verified certificates, for example, can be added to a LinkedIn profile.

"Most exciting for me is how many students on an international scale were hungering for educational opportunities," says UC Irvine's Eichhorn. In her pre-calculus course, "We had a 9-year-old girl who had surpassed all the math her school had available and really liked math. We also had a 90-year-old gentleman who was never able to finish school and take calculus. I don't teach a lot of 9-year-olds, or 90-year-olds."

Diverse perspectives enrich the course experience. For example, in UC San Francisco professor Katie Ferraro's course, Nutrition for Health Promotion and Disease Prevention, students created an online multicultural potluck. "The intent was to explain what foods are used in health prevention or healing from various cultures around the world," Ferraro says.

"Students prepared a dish, documented their final product and uploaded images and recipes as part of the peer-reviewed group assignment," she says. A Bulgarian student photographed a vegetable casserole, given to a friend who suffered from AIDS. A student in Malawi uploaded a shot of porridge, which Malawians use to treat the common cold.

Those differing perspectives are an integral part of an online classroom, says Melany Hunt, vice provost at Caltech. The Caltech MOOC, Drugs and the

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Brain, attracted neuroscience researchers, medical professionals, drug counselors, and even people who had family members with mental health issues.

"Some were there for professional development, while others were there because they had some personal connection, and wanted to further understand what was going on in their lives, or with someone affected by mental health issues. The different perspectives on message boards were very beneficial," Hunt says.

Students get out of a course what they

put into it. To have their speeches evaluated in the University of Washington's public-speaking course, students had to be willing to evaluate others' speeches in turn.

MOOCs can also act as springboards, a sampler of a career change or more serious academic undertaking. "People sometimes want to try it out and see if they might want to go to nursing school," says Gail Persily at the University of California at San Francisco. They might ask themselves, "Does it interest me, can I do it, can I understand it?"

The University of Washington has also

been exploring ways to award alternative credentials for MOOC classes, integrate MOOC courses into bachelor-completion programs, or educate employees. For example, UW is working with Boeing on a composites-focused MOOC for both Boeing employees and the general public. "It's a great partnership, and is raising the overall number of courses offering knowledge for people in very technical fields," says UW's Karen Dowdall-Sandford.

Credit isn't necessarily awarded through most MOOCs, though some institutions are now experimenting with that model. Coursera offers a \$50 "verified certificate" that provides identity verification and official recognition of course completion, which can be added to a résumé or a college application. Coursera's specialization track is a group of related courses—when combined with a capstone project—that can lead to a fee-based specialization certificate.

For example, the esteemed Berklee College of Music offers a \$196 Modern Musician Specialization that covers music basics, a music-production course and a songwriting course, then a capstone project, by creating a polished version of a song composed in the songwriting course. The top 10 students receive \$1,400 scholarships, enough to purchase a 12-week credited Berklee online course.

EdX bestows free honor code certificates of achievement; some courses present fee-based verified certificates of achievement (like Coursera, they verify your identity utilizing photographs and other means of identification) and XSeries certificates, if a student completes and passes a series of subject-focused courses. Via MIT's partnership with edX, ambitious students can study the foundations of computer science, educational technology, or supply chain management.

Udacity offers more intensive fee-based options for career-minded individuals, including project-planning advice, feedback, a personal coach and an exit interview that leads to a verified



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BY THE NUMBERS

57

Number of publicly accessible MOOCs offered by Stanford University

285,000+

Enrollees in HarvardX's "Introduction to Computer Science"

190

Number of countries with students participating in Coursera courses

8

Age of youngest edX student enrolled in a course

14

Number of languages in which Coursera offers select classes, including English, Spanish, Arabic, Chinese, Japanese and Kazakh

Courses offered by edX

212

5,300,000

Total enrollments in edX classes as of July 2014

Average age of edX student

26

certificate of accomplishment, recognized by some employers.

While thousands (or tens of thousands) sign up for courses, critics note that only a small percentage actually complete a course, including watching all videos and finishing all quizzes. A student enrolling in college is voting on how to use time, money, and emotional energy to go through a comprehensive learning experience, points out Huntington Lambert, dean at the Harvard Divi-

sion of Continuing Education and University Extension. MOOCs don't require any financial commitment, and not much more time than watching a TV show, he points out.

"One thing we've learned is that people are mining content for specific things they want to know," Lambert says. MOOC participants might watch one lecture or presentation to glean information, rather than participate in the whole course. "Of those who participate in MOOCs right now, a higher percentage are looking for particular

things they want."

A small fee seems to help boost retention rates—according to Coursera, only 5 percent of general enrollees complete a course, in comparison to the more than 60 percent completion rate for those pursuing the low-cost verified certificates.

MOOCs can't supplant the traditional classroom for one reason: They're just too unwieldy to duplicate the learning opportunities that occur with teacher direction and one-on-one assistance and feedback.

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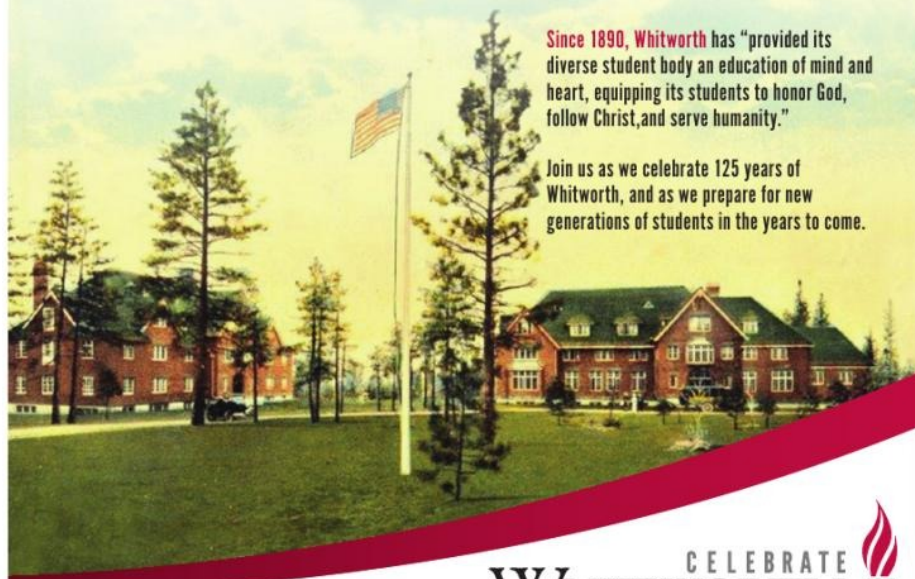
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with peers, mentors and instructors," says UC Berkeley professor Armando Fox, faculty adviser at the UC Berkeley MOOC Lab. "It's more like the 21st century version of a really good textbook."

Universities are putting this textbook format to the test for their full-time enrolled students as well, creating "flipped" classrooms. In a flipped classroom, students watch the MOOC videos before class (and can therefore rewatch, in case they've missed something). Afterward, in the classroom, students test ideas, engage in discussion, and interact with professors, but don't spend time covering the basic material.

For professors, MOOCs provide a handy platform for professional development, offering a crash course in adopting modern teaching technology and allowing them to reach a broader audience around the world. Caltech's Hunt says many professors soon realize the need for retakes and refinement. "It's easier to grab a set of notes from previous years and walk into the classroom, but when you're doing it for a wider audience, you care much more," she says. "One professor found his mother was one of his biggest critics," she recalls, wryly. "She gave him a lot of feedback."

Currently, Google is working with edX on the nonprofit's open-source platform Open edX, which allows anyone to build a course. Their joint venture mooc.org will bring courses offered by universities, businesses, and even individuals to a global audience.

As more people jump into the MOOC environment, the professors, students and course work will continue to improve and evolve. As for Bernstein, she's already planning to try another MOOC, this time on finance—but she's also noticed some fun classes on art history that look good. Because they're free, she'll be able to try both. In online learning, much as in life, time is the only constraint. ▲

Lora Shinn is based in Los Angeles, and this fall is enrolled in a MOOC on enhancing creativity, through Coursera.

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String of Pearls

Enchanting beauty graces Mexico's coastal resort towns

By Eric Lucas and Becky Youman



DOUGLAS PEEBLES PHOTOGRAPHY / ALAMY



It's easy to imagine Liz Taylor and Richard Burton in this

exact spot, sitting by a wrought iron table outside a small cafe beside the moonlit *malecón* in Puerto Vallarta. This is where Hollywood's most celebrated lovers began one of the 20th century's most famous romances, in one of Mexico's most romantic seaside resorts. By day Burton toiled on set for John Huston's *The Night of the Iguana*, a sultry Tennessee Williams script perfectly suited to all involved—especially “PV,” as its fans call this delightful town overlooking Banderas Bay on the tropical Pacific coast.

By night, Burton and Taylor strolled slanting cobblestone streets, slipped in and out of cantinas and cafes, pledged their love with the platinum light of the moon reflecting off the indigo ocean.

All that's still possible in Puerto Vallarta, though the 21st century has brought plenty of change. This is now one of the world's premier beach resorts, with lavish hotel developments stretching up the coast many miles beyond the historic city. And my wife, Leslie, and I are at Buonissimo Deli enjoying snappishly tart, handmade lemon gelato, an Italian treat likely not found here a half-century ago.

Like Burton and Taylor we stroll historic, cobblestone backstreets during the evening; admire colorful Mexican art in small galleries; sup on savory midcoast specialties such as octopus ceviche; promenade along the seaside *malecón* to admire its artwork in the lamplight. Could there be a more appealing place and time?

That question brings to mind the seven seaside resorts Alaska Airlines serves in Mexico. From the quiet desert serenity of Loreto to the bustling, beat-buzzing hotels of Cancún, they are all distinctive and different. They include PV, Mazatlán, Ixtapa/Zihuatanejo, Los Cabos and Manzanillo, stretching from Baja to the Yucatán. The seven form a string of pearls whose radiance glows or pulses, depending on which city you visit and which attributes you favor. Blissful serenity, toasty beaches, high-octane resorts, local culture, savory cuisine, active adventures, poolside repose: All of these and more are available along the Sea of Cortés, the mainland Pacific coast and the Riviera Maya.

PUERTO VALLARTA

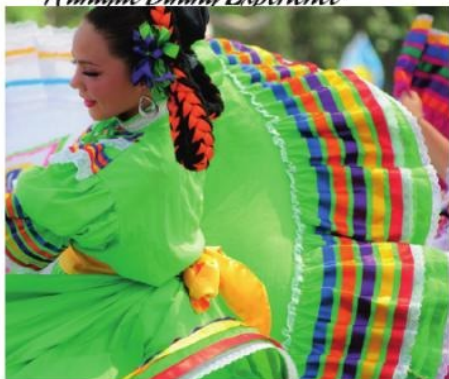
Yes, PV has golden strands of beach blessed by warm sun. Three dozen major resort hotels front the ocean, with dozens more northward into Punta Mita and

Puerto Vallarta's 12-block *malecón* is lined with statues, many representing a lively, modern sculpture style.

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Riviera Nayarit. Happy travelers soar above the bay on parasails, dabble their toes in warm wavelets, sample tequilas at poolside bars and snap Instagram photos by candlelight at outdoor cafes.

What distinguishes PV most is its colonial character and its art scene. The Old Town villas where Elizabeth Taylor and Richard Burton rendezvoused are 18th century town houses that have been mingled into a sumptuous 21st century inn called Hacienda San Angel. A village has existed in this area since the 18th century; the bay was a shipping point for prosperous mining towns inland, and Vallarta's historic Old Town, which hugs the hillside above the bay, is much like the charming mountain towns of Mexico's interior.

And PV's art is conspicuous. The city's malecón is lined with statues representing Mexico's flamboyant modern sculptural style; across a short brick pathway lie innumerable cafes and shops facing the water. Uphill, along the narrow, cobblestone streets, a dozen galleries host weekly Wednesday-night artwalks (October through May). Here one may find everything from local painters' canvases depicting the town to the glimmering, neotraditional pottery from the village of Mata Ortiz in northern Mexico.

Above left: The Plaza Machado, at Mazatlán's historical center, is known for fine restaurants amid elegant architecture. Above right: Golden sand and sea stacks define Land's End in Cabo San Lucas. Below: Kayaking in the Sea of Cortés attracts adventurers to Loreto.

It's exquisite, and, as some of the finest traditional artwork in the world, it's not inexpensive. But gelato is: After strolling the malecón, pausing for snapshots beside a statue or two, we return for a second helping of dessert—this time, *piña* (pineapple), which, like PV, combines tangy and rich elements into an extravagant treat. —Eric Lucas

LORETO

This tranquil colonial town, nestled between the rugged Sierra de la Giganta and the placid, azure Sea of Cortés, is about two-thirds of the way down Mexico's Baja Peninsula. A two-hour flight from Los Angeles, the picturesque pueblo draws visitors wishing to experience the wonders found just offshore at the Bay of Loreto National Marine Park, part of a UNESCO World Heritage Site



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often called North America's version of the Galapagos Islands.

The marine park, which features almost 40 percent of the world's total number of marine mammal species, encompasses 500,000 acres and includes a number of easily reachable uninhabited islands. The reserve is a playground for fans of ocean activities such as scuba diving, kayaking, snorkeling, stand-up paddleboarding and sportfishing. During winter, December through March, aquatic adventures can be enjoyed in the company of blue, humpback, pilot, finback and gray whales.

The town of Loreto—with its well-preserved 1697 Jesuit mission, leafy village square, tree-lined shopping area and boardwalk—offers a simplicity and stillness far removed from everyday life. Visitors can opt to stay at Villa del Palmar at the Islands of Loreto, an all-inclusive luxury resort about 20 miles south of town and directly opposite the Islands of Loreto, or at one of the homey in-town hotels. No matter where you stay, it is easy to arrange your day's adventures either through your hotel or via one of the many outfitters in town.

Should the mountains call, travelers can hike desert trails surrounded by other-

Guides along a Zihuatanejo beach ready their pangas for a day of fishing.

I delight in my serene surroundings, enjoying the sunset while feasting on a plate of chocolate clams and sipping a cold margarita.

worldly-looking cactus, marvel at aboriginal cave paintings, or spend an afternoon in the Sierra town of San Javier, with its Jesuit mission and the oldest olive groves in Baja California.

As days come to a close, I often delight in my serene surroundings, enjoying the sunset while feasting on a plate of the local specialty, chocolate clams, and sipping a cold margarita.

—Becky Youman

MAZATLÁN

First come the drums and trumpets, then the trombones, tubas, saxophones, *guitarrones* (acoustic shoulder bass), cymbals, timbales, other horns, foot-stomps, hand-claps and who knows what else. We cheer once the impromptu band that has struck up a concert along the malecón in Mazatlán's Old Town thumps to a halt. Fifty people are playing, it seems, with barely more than that watching.

The newest populist musical sensation in Sinaloa's second largest city is *banda*, a zesty musical style that somehow melds martial music with *norteño*, cumbia and mariachi elements. Banda groups materialize spontaneously along the malecón, in plazas and



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

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

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

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

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

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

Describe your first meeting with an IJL matchmaker?

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

Tell us about your first date with one another.

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

What was your favorite part about dating through IJL?

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

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sometimes beside the beach in a destination favored by residents and visitors alike for its authentic nature: This is a working-class city that happens to also be a major travel destination.

Perhaps the most famous element of the latter facet is the profusion of *pulmonias*, the quaint, boxy little cabs that ferry people back and forth in the city of 400,000. Invented by a local industrialist, these are found only in Maz, as most everyone calls it. Other delights include local dishes savored by Sinaloans and savvy travelers: *camarones aguachiles* (shrimp ceviche with serrano chiles), the famous *pay de guayaba* (a key lime-type pie made with guava) and *pescado zarandeado* (grilled fish).

A thriving port city and venerable beach

Top: Luxury hotels and residences line the quiet bays of Manzanillo.
Above: A snorkeler on a Riviera Maya reef is surrounded by colorful fish.

destination, Mazatlán also boasts a fine collection of deluxe resorts, including the two Pueblo Bonito properties—the original PB Mazatlán, on the beach at the north end of the Zona Dorada (Golden Zone), and the Emerald Bay property, a vast complex with hotel suites, two pools, access to four golf courses and stand-alone villas.

One of our family's favorite attractions here is riding horses along the beach north of town. I'm sure many families likewise treasure snapshots of daughters and wives framed against the lowering sun. Over the years, such images have no doubt migrated from plastic-sleeve photo albums to laptop digital archives to Instagram postings. They're all the same scene, though—a testament to Maz's timeless family allure. —Eric Lucas

IXTAPA / ZIHUATANEJO

"I just roasted these. How many pounds?" The coffee saleswoman in Zihuatanejo's lively *mercado* is assuring me her beans are as fresh as possible, and their deep, earthy aroma demonstrates that. What's different here is that this coffee is grown on a ranch in the foothills just outside this cozy fishing village—Zihua, as everyone calls it, being far enough south that it is truly tropical.

In fact, at latitude 17 degrees north, it's the most southerly destination Alaska Airlines serves. This means that visitors enjoy consistently balmy waters and warm temperatures at protected beaches such as Playa La Ropa, Playa Las Gatas and Playa Manzanillo. The latter is a white-sand cove, best reached by boat, that looks like a movie set. The town's most famous beach, Playa Principal, which fronts the old fishing village that Zihua once was, is featured in millions of photographs depicting the *pangas* (fishing boats) that pull up here around 9 A.M. after early morning ven-

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tures. Though the area long ago developed into an international resort, the local *pescadores* still sell their fresh catch here to residents in a colorful scene that visitors enjoy watching.

Of course, what transformed Zihua three decades ago was the development of Ixtapa, the purpose-built hotel aggregation that stretches along the coast north of Zihua. Now settled into maturity as a destination, Ixtapa affords travelers all the full-service resort amenities vacationers seek: a tidy shopping plaza, golf courses, fine restaurants and small art galleries.

The 15-minute taxi ride that separates Ixtapa from Zihua seems to span 100 years as well as 5 miles. The latter retains much of its tropical fishing village character, with an Old Town whose streetside porticoes shelter rug merchants, cantinas and *cenadurias* (cafes) serving *posole rojo* (hominy stew with red chiles). In the central market, one may pull up a stool at a lunch counter, order three freshly made tortillas, and dine on grilled fish tacos with salsa fresca. Outside, local chefs prowl the produce and fish stands, seeking ingredients for that night's dinner—perhaps the four kinds of heirloom beans needed for *frijoles de la olla* (stewed beans), a classic traditional dish of southern Mexico.

The beauty of the destination is that one can easily shift from 21st century resort hotel to serene bayside fishing village. Frequent visitors may fervently debate the merits of each, but between Zihua and Ixtapa, it's easy to enjoy both.

—Eric Lucas

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LOS CABOS

The south-facing oceanside towns that dot Baja California's southern tip provide a world-famous getaway to which Americans (and Canadians) flock with ease. San José del Cabo and Cabo San Lucas host myriad high-style resort properties where celebrities relax in private beach cabanas; personal concierges greet guests as they emerge from their casitas; and poolside raw bar chefs ply platters of chocolate

clams, Baja scallops and shrimp to early-evening happy hour guests.

But this morning, standing beside a Jeep at the edge of a desert wash bounded by towering cliffs and ancient native fig trees, I am far from all that.

"You've heard of the Pericú?" My Baja

an hour from the resorts lining the coast.

Those resorts strive to elevate vacations to transformational experiences. Grand Solmar Land's End Resort & Spa, tucked between cliff and sea in Cabo San Lucas, offers guests a concierge devoted specifically to romance; a valet just for laundry;

features prominently on virtually every menu. Visitor-oriented fine-dining restaurants such as Hacienda El Coyote offer specialties that were not common here a decade ago: *arrachera* (aged skirt steak), Yucatán *cochinita pibil* (marinated pork), plantain-crusted fish fillet and *huitlacoche* (corn crepes in poblano sauce).

In Cabo, you might spend the morning trekking in the Baja mountains and then return to your resort and ask your personal valet to bring you iced refreshment as you relax by the pool. You might wander to the raw bar for a pre-supper platter of scallops, and then enjoy gourmet Mexican regional dishes by candlelight as the stars rise over the famous cape, El Arco. Cabo is much more than just another beach resort. It's a Mexican masterpiece with world-class character. —Eric Lucas

The newest wrinkle in Cabo is a boom in Mexican regional cuisine. Baja's seafood features prominently on virtually every menu.

Outback guide, Paho, raises his eyebrows in query. I have not, I indicate. "They were the indigenous people here. Very tall, strong, and the big surprise is that DNA studies show they were related to Polynesians. Amazing, yes?"

Indeed, as is our day's journey through Baja's mountains and canyons, along its back roads and hillside villages, all just over

massage cabanas right on the beach. Las Ventanas al Paraíso, a globally famous five-star property, assigns a guide/valet/butler to each guest. Walk out your casita door and this aide will greet you with an offer to bring you breakfast or to lead you to the pool.

The newest wrinkle in Cabo is a boom in Mexican regional cuisine. Baja's seafood

MANZANILLO

Two arching bays with 10 miles of sandy beach draw visitors to this resort located

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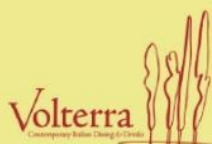
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about halfway down Mexico's "Pacific Riviera." Although Manzanillo is one of the country's leading ports, the city of almost 200,000 boasts a relaxed, unhurried air that encourages travelers to loosen up and unwind.

Known as the Sailfish Capital of the World, Manzanillo has sportfishing that is in a class by itself—the city recently installed an 80-foot impressionistic sculpture of a sailfish in the center of downtown, lest anyone forget its moniker. Marlin, giant tuna and mahi mahi are other catches popular among sportfishers here.

The resort's unspoiled beaches along the northern Santiago Bay have changed little since the famous beach scenes from



The historic center of Manzanillo has recently received a face-lift, creating pedestrian-only walkways, an area of arching portals and, of course, a market.

the movie *10* were filmed at Playa La Audiencia. Farther along the bay, Playa Miramar attracts surfers, kiteboarders and windsurfers, while Playa La Boquita offers up mellow waters and rustic shacks that serve tasty fresh seafood.

The jungle-covered Sierra Madre range is more than just a lush tropical backdrop. Visitors can hike up to and swim in the pools of a 100-foot waterfall known as El Salto, take a Jeep tour to a volcano, or buzz down one of Mexico's longest, highest ziplines.

Many of Manzanillo's resort properties are located on Santiago Bay or just south of there, on craggy Santiago Peninsula, where five-star hotels and multimillion-dollar homes perch on the rock face. More moderate properties can be found closer to town on Manzanillo Bay.

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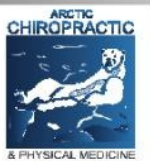
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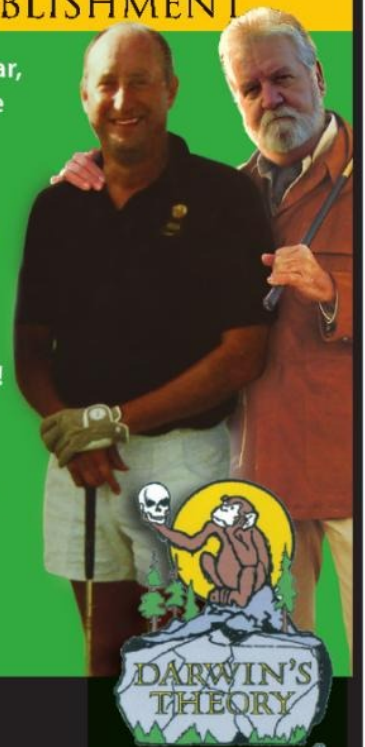
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must for any visitor. The historic center of town has recently received a face-lift, creating pedestrian-only walkways, an area of pleasant arching portals shading shops and restaurants, and, of course, the authentic Mexican market. Don't miss some of the local culinary specialties, including *Colima ceviche* (finely chopped fish, citrus, tomatoes and chile), spicy "Devil's shrimp" and the macaroonlike *cocada*. —Becky Youman

CANCÚN

Calm turquoise waters and powdery white sands are the trademark features of this resort destination on eastern Mexico's Caribbean coast. The city's Hotel



Well-preserved reminders of the power and complexity of the ancient Mayan civilization can be experienced at the ruins of Tulum, Chichén Itzá and Uxmal.

Zone (Zona Hotelera), where most visitors to Cancún stay, is a 14-mile-long, half-mile-wide barrier island connected to the mainland by a small bridge. The western side of the island is bound by the Nichupté Lagoon, and on the eastern side, past the lineup of multistory hotels, laps the mesmerizing soft sea that draws almost 4 million visitors per year to this thriving regional hub.

Cancún hotel options range from exclusive five-star resorts to midrange properties. While some hotels offer à la carte services, meaning that visitors pay as they go for meals and activities, many operate as all-inclusives. In this case, the costs of the room, meals, drinks and most activities are combined as a single bundle. Family-friendly hotels feature kids' clubs and theme-night dinners, while adult-only *continued on page 167*

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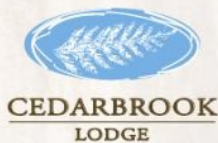
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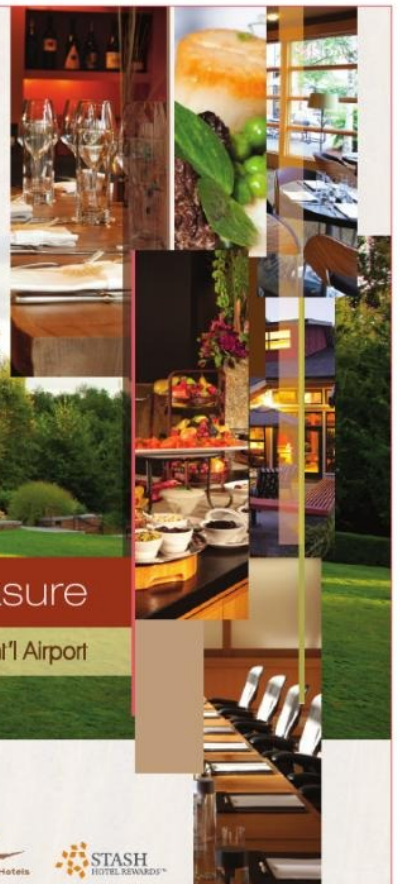


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Walkers follow the route along Hadrian's Wall, in Northumberland, England.

Roamin' Holiday

Walking England's Hadrian's Wall Path

By Jeff Wallach

Six friends and I are standing inside the ancient Roman fort at Arbeia in Newcastle, England, watching a pitched battle between two armored gladiators. Once one of the combatants has been subdued (with a wooden stage sword held to him), a tunic-garbed referee asks the audience to determine the fate of the vanquished fighter. The loser's pitiful yet comic facial expression seems to appeal to the

children among us, and so he is spared to fight another day. Such are the unexpected Roman-inspired delights of a walking trip along England's Hadrian's Wall Path—a trek filled with history, fun and incredible scenery.

In A.D. 122, the Roman Emperor Hadrian ordered the stone wall (and many associated forts) to be built across the width of Britain. The Romans had begun invading in A.D. 43, and by A.D. 122 had established a province of the empire that

encompassed much of the southern part of the island of Great Britain. The wall's purpose was to control wild Scottish tribes to the north and hold the northern border for the Roman Empire.

Nearly 1,900 years later, our seven-person group undertook to walk along the entirety of the wall over nine days via a scenic pathway established as part of England's National Trails system—Hadrian's Wall itself is now a UNESCO World Heritage Site. Our goals were to get a lot of exercise, explore history, view castles and

other ruins, and visit public houses and small hosteleries on a 50th-birthday adventure for our friend Mike.

Stretching 84 miles from Wallsend near Newcastle in the east to the remote village of Bowness-on-Solway on England's western shore, the Hadrian's Wall Path provides a way to interact with ancient history while burning the calories you'll consume eating fish-and-chips, shepherd's pie and sticky toffee pudding throughout the journey. The route passes through urban areas, tiny villages, and the wildest and remotest moors, bogs and heathlands in England. The scenery constantly shifts—as does the appearance of the wall itself. Remnants of the wall are visible intermittently. In some places, we walked through small towns of gray stone with no views of the wall itself; in more rural and wild locations, the wall reached several feet high as it cut through farmlands and rambled beside cliff edges. Along the way lie interactive museums, 16 Roman forts, 80 milecastles (rectangular fortifications, built at about every Roman mile, that could accommodate 32 soldiers), and 161 turrets, or observation posts—not to mention numerous pubs, teahouses and fields dotted with sheep and cows. The 3.7 million tons of quarried stones used to build the wall to an original height of up to 20 feet are now also found in nearby churches, houses and other structures.

Wall walkers can choose to handle their

own logistics, but we (and by *we*, I mean Mike, as he made the arrangements) opted for a self-guided tour supported by Mickle-dore, one of several companies that reserves hotels and arranges for bags to be portaged from one hostelry to the next. It's handy to use such a service, as hotels in some of the remoter sections along the trail are hard to come by. While traveling, we relied on the excellent guidebook *Hadrian's Wall Path*, by Henry Stedman, to provide historical and geographical context, maps, directions and recommendations on where to find a great curry, the freshest cakes and the best local breweries.



We spent our first day getting acclimated at the Great North Museum: Hancock, in Newcastle, introducing ourselves to all things Hadrian (the man and the wall).

The following day, we took our first wall steps at the nearby Segedunum Roman Fort, Baths & Museum, in Wallsend. A 115-foot (35-meter) viewing tower at the museum gave us a great perspective on the site while serving up a fine coffee-and-scone snack. Highlights of Segedunum include reconstructed cavalry barracks as well as a bathhouse containing the only

Visitors to Segedunum Roman Fort, Baths & Museum enjoy historical reenactments, museum exhibits and a terrific perspective of Hadrian's Wall from a 115-foot-tall viewing tower (shown here in the background).

ROMAN REMAINS

The Roman Vindolanda Fort & Museum,

located near the middle of the Hadrian's Wall Path, is famous for artifacts preserved by the area's anoxic soil conditions. Among the items uncovered by ongoing excavations in this area is what may be the world's largest collection of leather shoes from the Roman Empire.



HOLMES GARDEN PHOTOS / ALAMY

stone toilet seat remaining from Roman Britain. Just beyond the fort is a piece of reconstructed wall—helpful to see before

embarking on the walk, so that you get an idea of what the whole structure looked like two millennia ago.

As we set out hiking, the path wound through industrial parks and working-class neighborhoods until we officially entered the city of Newcastle. There, the path took us past boats, docks, upscale condos, a pub at St. Peter's Marina and through the heart of the city. Seven bridges cross the Tyne River

in Newcastle—including the High Level Bridge, opened by Queen Victoria in 1849, and the Tyne Bridge, which—with its steel arches and granite towers—looks much like Australia's Sydney Harbor Bridge. We weaved through a craft-and-food fair in a waterside park and watched fishermen plying the waters where the Dunston Coal Staithes—a set of huge timber structures used until 1980 to load Newcastle coal onto ships—stood in silhouette across the river. We glimpsed the 12th century Castle Keep and the lantern spire of Newcastle's St. Nicholas Cathedral (built between 1080 and 1500).

Over the next nine days, our group broke up and reassembled in various permutations, sometimes proceeding all together, sometimes splitting into sub-



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Near the eastern end of the Hadrian's Wall Path, the Great North Museum: Hancock offers travelers a chance to become familiar with the history of Roman-era England.

groups based on pace, interest in side trips and other factors. Headphones sometimes transported us into private worlds of music or podcasts about Roman history. I listened to a lot of Van Morrison, which set the mood nicely—especially when bagpipes played as I was looking toward Scotland on one of the more deserted sections of the trail. We enjoyed alone time as well as time together; on most days, we reconvened for lunch or a pint, and every night we had dinner together.

As the days advanced, we settled into a cozy morning rhythm of full English breakfasts (cereal, yogurt, eggs, toast, sausage, bacon, grilled tomatoes and—surprising to me—baked beans) followed by choosing clothing for our walk based on the weather. There was barely any rain during our nine days of walking, but bringing rain gear in the day pack was requisite—along with other layers for warmth, as well as drinking water, bandages, cash and lunches.

A bit west of Newcastle, the path took us through atmospheric woods and open fields, past cozy stone homes, and churches—such as St. Oswald's, built to commemorate a Northumbrian victory at the Battle of Heavenfield circa 635—with graveyards punctuated by leaning head-

stones. We scampered up ladder stiles connecting walled fields, and through “kissing gates” that barely had room for a single person to pass at a time. We climbed high up from the River Tyne and were rewarded with a visit to the Dingle Dell tearoom, where our friend Rob bought a package of Hobnobs, his favorite English biscuits (Rob preferred the chocolate-covered version), and Mike and I discovered a full pastry case and good cappuccino.

While many forts and museums occasioned a visit, the walking itself became our destination—it was satisfying enough. We may have learned as much about each other and our travel quirks—one member of our party secretly plotted our path on GPS to make sure we weren't lost; another had to be watched closely while counting points in cribbage—as we did about ancient Romans.

At times the trail followed a highway on the route of a military road constructed atop the wall in the 18th century. The road was built so that British troops could move faster to battle Scotland's Bonnie Prince Charlie (Charles Edward Stuart, who claimed the British throne and led a rebellion).

In Corbridge we toured St. Andrew's Church (built in 786), which features the communal, 14th century King's Oven,

WHEN YOU GO



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Shore Gate House,

Bowness-on-Solway, 011-44-16973-51308, shoregatehouse.co.uk. Near the west end of the Hadrian's Wall Path, on the site of a corn mill built in 1684, this B&B is modern and charming.

Willowford Farm B&B, Gilsland,

011-44-16977-47962, www.willowford.co.uk. This farmhouse built in 1830 out of stones from Hadrian's Wall has renovated, rustic-yet-cozy rooms. Breakfasts include local, organic and fair-trade foods.



Dining

The Keelman's Lodge, Newburn,

011-44-191-267-1689, keelmans-lodge.co.uk. Named for Tyne River boatmen, the lodge's pub serves food and drink from adjacent Big Lamp Brewery.

Oakwood Park Hotel, Brampton,

011-44-16977-2436, oakwood-park-hotel.co.uk. This Victorian hotel built in 1861 serves lamb paprika, homemade steak pie and more in the formal dining room.

The Valley, Corbridge, 011-44-

1434-633434, valleyrestaurants.co.uk. Attentive service and perfectly prepared Indian food have earned national awards for this upscale curry house in the Old Corbridge Railway Station.



Attractions

Carlisle: A small market town with 11th century Carlisle Castle, the Tullie House Museum and Art Gallery, and shopping.

Great North Museum: Hancock,

Newcastle. Interactive Hadrian's Wall model, reenactors, jewelry, weaponry and a replica *Tyrannosaurus rex* skeleton.

Newcastle: This city at the path's east end mixes nightlife, castles, cathedrals, a contemporary art museum and varied cuisine.

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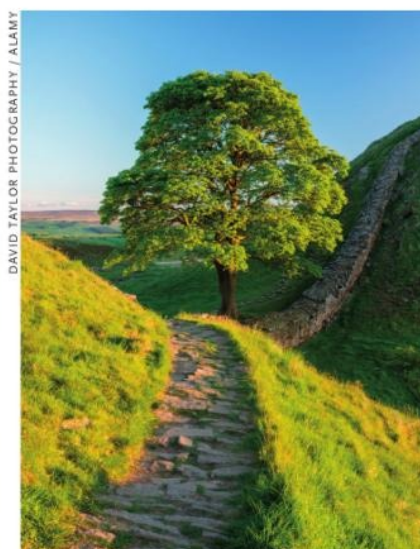
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This tree at Sycamore Gap, near Milecastle 39 on Hadrian's Wall, appeared in the 1991 film *Robin Hood: Prince of Thieves*.

where the townspeople baked their bread. Then we headed for Corbridge Roman Town, an important hub of transportation and supply during the Roman occupation. The museum here features beautiful stone monuments and artifacts from The Corbridge Hoard, which is effectively a 2,000-year-old time capsule full of soldiers' worldly goods, such as armor and tools.

Around day four the path grew very rugged, climbing steep crags where the wall itself perched on the edge of stone cliffs, and passed through Northumberland National Park. As my 16-year-old godson, Chamden, and I raced down some of the steepest hills with wild abandon and no lack of momentum, my medical coverage came to mind. At one point we dropped between hills to Sycamore Gap, marked by a lone tree beside the wall. The tree appeared in the movie *Robin Hood: Prince of Thieves*.

Mike had cleverly planned a layover day into our itinerary, during which we visited the Twice Brewed Inn, supposedly named for a long-ago British general who didn't like the beer there and asked for it to be brewed again. The rest day provided ample time to explore the ruins and museum at Vindolanda, one of the most important Roman archaeology sites in the world. Because of a certain mix of silt and water in the soil, many artifacts have been preserved—the most famous of which are the Vindolanda Tablets.

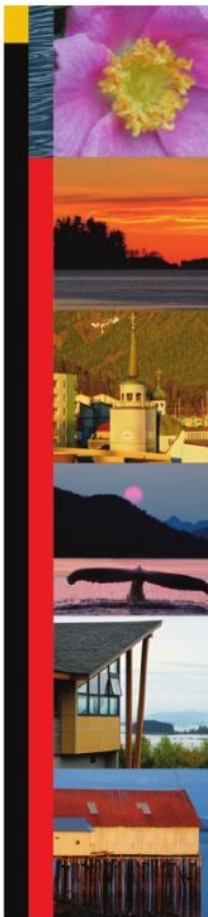
This series of postcard-size, nearly paper-thin wooden pages include everything from a mother's letter, promising to send her son more underwear for the cold British winters, to a birthday invitation, to a child's homework assignment with the Latin equivalent of the words "sloppy work" written on it by the teacher. Scads of other items—leather shoes, keys, cutlery, pottery, weapons and a glass fragment painted with colorful gladiators—have also been uncovered on the site since excavations began in the 1930s. Many of these objects can be viewed in the museum.

On day six we climbed to Green Slack, the highest point on our journey, at 345 meters altitude (about 1,100 feet), and close to where we'd pass from County Northumberland into County Cumbria. From there the landscape settled back into gentle, rolling hills fuzzed with greenery. We encountered our last remnants of the actual wall here and then took a detour to the massive ruins of the Lanercost Priory, founded around 1166. King Edward I visited the priory in 1280, fell ill, and had to spend several months there, nearly bankrupting the church with the expenses of caring for a king. Other visitors included Robert I, King of Scotland, who stopped by with his army in 1311. Henry VIII dissolved the priory in 1538. We walked the grounds and viewed an art show in a nearby building before enjoying late-afternoon refreshment in a hotel cafe nearby.

On our final day, a 16-mile trek to the trail's end at Bowness-on-Solway, the terrain became flat and eventually ran alongside a huge estuary. We had to time our travel to miss high tide, and we all walked together, occasionally interrupting the repose of clusters of black-faced sheep. As our final destination came into view and we reflected on our successful expedition, we determined that Rob would be the next to turn 50, and that he should start planning another trip right away. ▲

Jeff Wallach writes from Portland, Oregon.

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In Motion

By Michelle Martin

Lauri Amidon had such a profound experience from practicing the graceful and flowing Chinese exercise of *qigong* (pronounced chee-gōng) eight years ago that she quit her job as a ballet and Pilates instructor to learn more about the discipline, which means “the cultivation of life energy.” ■ Amidon, 55, a self-described “movement person,” had trained in her youth to become a ballerina. ■ However, by

the age of 17, arthritis in her ankles had ended her dreams of performing onstage. Instead, she became an instructor in the dance form. As she grew older, the pain in her ankles became so severe that she sought medical help. A doctor suggested surgery that would have immobilized her ankles. Instead, Amidon chose to live with the pain.

In January 2005, she took an introductory qigong seminar to find techniques to use with her clients. Amidon says she was surprised that despite the cold winter weather at the time, she began to feel distinct warmth in her hands and feet and lower back—what she later learned qigong teachers refer to as *chi* or “life force.” In traditional Chinese medicine, the free flow of chi is considered essential for health. Movement practices such as qigong and tai

chi are said to help that flow and benefit general wellness.

“The movements are exquisite and very simple,” Amidon says of practicing qigong. “And being a movement person, I fell in love with them immediately. I enjoy the fluidity and the grace, and breathing into the moves. It’s just very powerful.”

Health benefits

There are numerous styles and lineages of qigong, but most classes tend to focus on breathing, along with intentional movement, meditation and visualizing the flow of chi, which practitioners say is the body’s energy source. Some experts consider tai chi a form of qigong, and others say it is a related practice. Either way, both qigong and tai chi use a series of poses in routines

of varied lengths. Practitioners move gently through the poses in a slow and smooth flowing dance, turning, stepping, pivoting, shifting weight and bending. Tai chi tends to involve more movement with the legs; however, both exercises focus on connecting with the chi.

Qigong and tai chi both date back thousands of years and have long been well regarded for their positive physical benefits. Those practicing the ancient exercises have found that they have improved balance and walking gait, increased circulation and generally better health. Researchers also have found that qigong and tai chi are associated with improving sleep quality, alleviating stress, lessening inflammation and reducing some forms of pain.

Amidon experienced the pain-reducing powers of qigong firsthand. After several weeks of practicing the movements, she noticed a burning sensation in her ankles one evening. “It felt like they were on fire,” Amidon says. “I thought, ‘Oh, my goodness, my ankles.’ I decided to go to bed, but I couldn’t even lift a foot off the floor. It was like I was planted on the ground.”

After she spent 20 minutes lying down on the ground and experiencing the sensation of intense heat on her ankles, the feeling subsided. Amidon noticed that her ankles didn’t hurt. The following day she found that her ankles were pain-free, and they have remained so ever since.

“After about a week, when I realized that the pain was gone, I was so astounded,” says Amidon, who attributes her improved condition to having practiced qigong. “I realized that if my body could do this, everybody’s body had the ability to do it.”

While Amidon’s experience is highly unusual, practitioners say there are many health benefits from this kind of exercise, most commonly in balance and gait.

A matter of balance

According to the United States Centers for Disease Control and Prevention, every year, one in three Americans who are 65 years

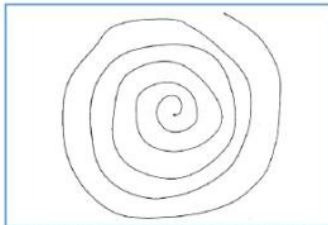
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old or older fall. Such accidents often lead to serious injury. One way to help reduce the falls is by using qigong and tai chi to improve the balance among the elderly, says Fay Horak, a physical therapist and motor control neurophysiologist at the Oregon Health and Sciences University in Portland, who studies how the brain controls balance.

Several years ago, Horak's teenage daughter encouraged her to try tai chi.

"I could see from my understanding of how the brain controls balance that tai chi should, theoretically, improve it," Horak says. "There's a logical sequence to remember; you move backwards and forwards and turn; eyes, neck, arms, legs are all involved. There's a rotation component of the trunk."

She was already measuring the effect of certain exercises, including the use of a treadmill, on improving the balance of a group of patients suffering from Parkinson's disease. Horak incorporated tai chi movements into the study, which was published in 2009. She found that the gait of patients improved in both the exercise group and a treadmill-walking group. However, the exercise group that also practiced tai chi showed greater balance improvements.

Similar results were found in a 1996 study conducted by Steven Wolf, a professor of rehabilitation medicine at Emory University, in Atlanta, Georgia. Wolf compared tai chi training to balance training and wellness education for healthy older participants.

The group practicing tai chi as well as balance training and wellness education experienced a 47.5 percent reduced risk of multiple falls when compared to balance training and wellness education alone. In 2004, Wolf conducted a similar research project and found that tai chi was also beneficial for more-frail older people, reducing their fall rate by 40 percent after four months of training.

The American Geriatrics Society recommended in 2010 that to prevent falls, elderly Americans residing in senior communities should take part in exercise programs, such as tai chi, to help



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POPULAR EXERCISES

An estimated 250 million people around the world practice the ancient and gentle martial arts of either qigong or the more popular tai chi.

Definitions:

Qigong—An ancient Chinese discipline combining the use of gentle physical movements, mental focus and deep breathing. Performed in repetitions, the exercises are normally practiced for about 30 minutes at a time. Many practitioners believe that both qigong and tai chi help the flow of a vital energy called *chi*, which promotes good health.

Tai chi—A mind-body practice that originated in China as a martial art. Those practicing tai chi move their bodies slowly and gently in a relaxed and graceful series of movements while breathing deeply and meditating. The exercise is sometimes called “moving meditation.” Like qigong, the series of movements and positions that compose tai chi can be performed alone or in a group and are part of what are called forms, or routines. —M.M.

improve balance, gait and strength. And a 2012 study published in *The New England Journal of Medicine* outlined evidence that a tailored tai chi program appeared to reduce balance impairments in patients with mild to moderate Parkinson's disease.

Learning from a Master

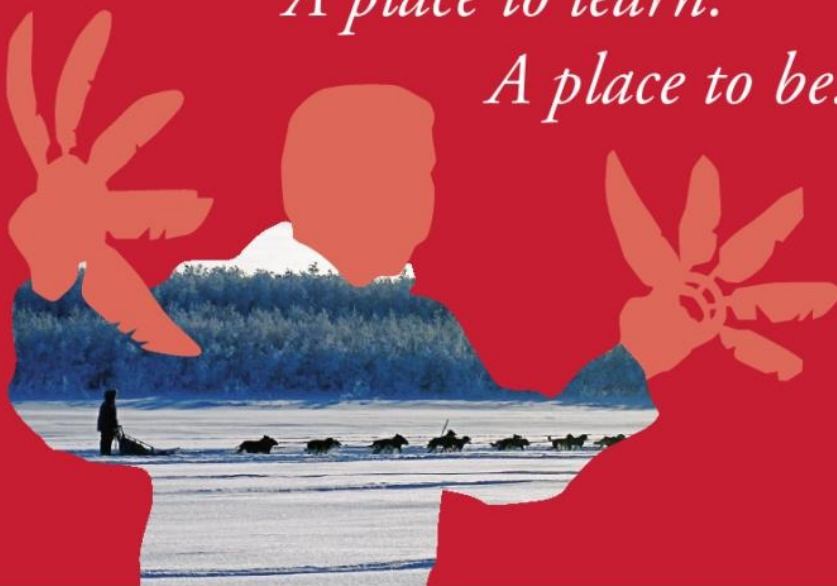
Henry Cheng, a fifth-generation tai chi master at Tai Chi Wellness Center in San Diego, says he has seen the healing effects of tai chi on many students over the past 35 years.

At 10, Cheng was already a passionate student of kung fu, until he broke his arm while practicing the martial art. The injury took nearly a year to heal, and his mother decided to enroll him in the classes of a fourth-generation tai chi master in his homeland of Hong Kong.

In addition to teaching classes, Cheng hosts a TV program *continued on page 146*

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from page 143 focusing on how tai chi can help people suffering from arthritis. He describes tai chi as a nonviolent form of self-defense, as well as a way to relax, let go of stress and stay healthy. He says it helps clear blockages in the internal pathways of energy.

For those interested in taking a class in one of these martial arts, Cheng encourages people to find a qigong or tai chi master who has learned the exercises from other experienced masters. He says it is important to feel comfortable with the teacher, the other students and the physical space of the class.

Cheng suggests observing a class or two before attending as a student. There are also inexpensive tai chi classes offered in many cities through the Taoist Tai Chi Society of the USA.

For your first class, wear comfortable clothing that is not too baggy so that you can easily bend, turn and stretch. Be prepared to quiet your mind and focus on the movements. As a beginner, go easy on yourself, as you may feel awkward moving your body in unfamiliar ways while learning the various sequences of movements.

Amidon, who now teaches qigong at the Institute of Qigong & Integrative Medicine in Bothell, Washington, says her qigong practice not only has helped her ankles, but also has helped her to overcome the symptoms of lupus and inspired her to make healthier food and lifestyle choices.

And while much of the anecdotal tai chi and qigong benefits have yet to be confirmed by large-scale studies, research has shown that movement of any kind is good for the body. So move your body, try something new and have fun.

"It doesn't matter how old you are or how energetic you are," Amidon says. "No matter what your age, no matter what your condition, you need to get up and move and activate your chi."

It is always advisable to consult with a doctor before starting any exercise program. ▲

Michelle Martin writes from Seattle.

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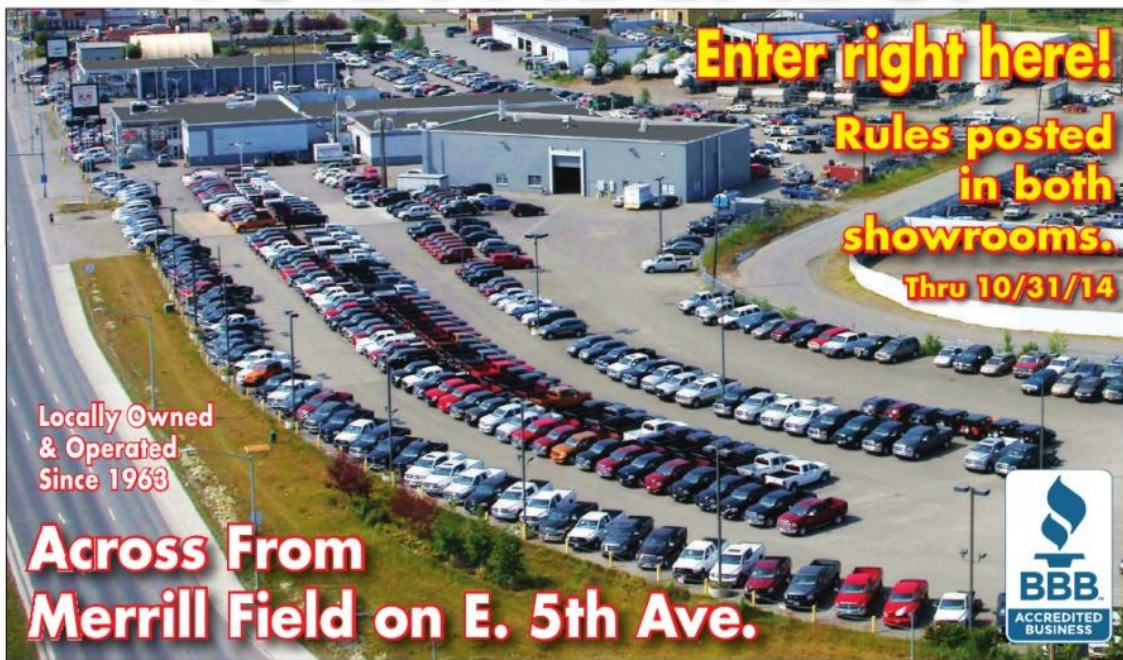
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Utility Player

By Bengt Halvorson

If you're the type of person who loves the idea of gear with multiple uses—and that extends to what's parked in your driveway—then the 2015 Subaru Outback should almost certainly be on the short list of contenders for your next family wagon. ■ Like a good-quality piece of outdoor wear or adventure gear, Subaru's best-selling model has what it takes to get you through challenging terrain and conditions. And just like

some of the best multiuse outdoor wear, such as cross-training trail-running shoes or a multilayer, convertible four-season jacket, the Outback is no one-trick pony; it can be used every day, for the commute or for the camping trip.

It's fashionable, too—provided you don't mind being seen as a little outdoorsy. And near the high-country town of Bend, Oregon, where I recently went to test the latest Outback models, it fits right in.

Subaru has offered this multiuse formula for a long time, and some might argue that it started the whole crossover trend when the Outback was introduced as a spinoff of the Legacy Wagon back in 1994. At that time the family market was moving toward more trucklike SUVs.

Subaru's reinvention paid off. The Out-

back has been the brand's best-selling model in the United States for many years, with the exception of this past year, when an all-new Forester was introduced to the Subaru lineup. It's easy to see why the

2015 SUBARU OUTBACK

Model type: Sport wagon

Price: \$24,895 base

Power: 2.5i 175 hp 4-cylinder; 3.6R 256 hp 6-cylinder. Both have continuously variable transmission.

Technology: Blind Spot Detection; Rear Cross Traffic Alert; adaptive cruise control; EyeSight warning system that can stop or slow the vehicle to avoid a collision.



Outback has been so solid. While Subaru's entire lineup offers excellent symmetrical all-wheel-drive systems, affordable prices, and a reputation for reliability and longevity, it's the Outback that truly offers all-wheel drive in a way the family can take full advantage of.

While this generation of the Outback doesn't look, at a distance, all that much different from the previous model—dimensions changed only an inch or two from the outgoing model—on closer inspection you'll notice that Subaru has done some clever packaging with the space inherent in that silhouette. The changes—and the reason that this is an all-new model—become a lot more apparent inside. The instrument panel looks modern and cleanly styled, in contrast to the simple, almost utilitarian look of the previous generation's dash. There's now a simple, horizontal orientation to the dash, and a significant upgrade in the look and feel of materials and trims. And no matter which model in the lineup you're looking at, you get a big multimedia touch screen system.

There are new upholsteries throughout the lineup, and with a rejiggering of seating space, there's a little more rear-seat legroom, plus a little more cabin width and some extra cargo space. In front, the base of the windshield pillars has been moved forward a couple of inches, for a steeper windshield, and the side mirrors have been moved farther back along the doors, in a set of changes that aid aerodynamics.

For the most part, the Outback's design still favors function over form. It remains the station-wagon counterpoint to the Legacy sedan (the two models still share quite a lot, actually). Its roofline doesn't taper tremendously, so you don't compromise backseat or cargo space, and the beltline (or shoulder line, as it's sometimes called) isn't so high that it cuts into outward visibility.

To aid visibility, the entire model line now includes a backup camera system; and

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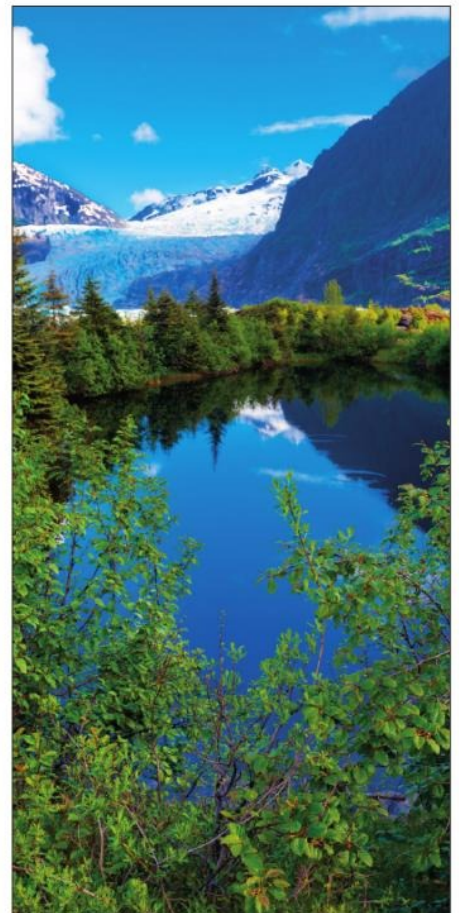


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then there's a system called EyeSight. With a suite of camera-based features and some clever processing, EyeSight can detect vehicles ahead, warn you, and if you're still not taking action, automatically brake your car in some situations. Blind Spot Detection, Lane Change Assist and a Rear Cross Traffic Alert system all add up to give you a lot of advanced assistance when you're in busy-parent mode out on neighborhood streets.

In the past, Subaru's infotainment systems have been behind the curve, but the company more recently has stepped up with that technology, too. New systems in the Outback offer great connectivity with smartphones, app-based iHeartRadio, Pandora and Aha audio streaming, and smooth, hands-free calling capability, with other auxiliary displays to get full detail on calculations such as fuel efficiency. At last you can click and drag menu selections, tablet-style; plus, voice commands can be given in natural language (rather than requiring a series of menus), and the commands now extend to climate controls.

The top-of-the-line system in the Outback Limited includes a smooth-scrolling navigation system, along with superb 576-watt Harman/Kardon sound. Except for some glare when in certain bright conditions, the infotainment system is a step ahead of the seemingly more complicated (yet no more capable) systems in a number of other mass-market cars.

In other ways, the 2015 Outback is simply quieter and more comfortable, yet simultaneously better at that whole cross-training thing that has always made the Outback such a versatile, convenient family car for active folks. It remains sized like a typical midsize sedan—about 190 inches long—yet the cabin space you get in the Outback really transcends those modest exterior dimensions. The interior somehow comprises more usable space than what you get in a lot of taller sport-utility vehicles with roughly the same overall length and width. It feels huge.

On the outside, Subaru has toned down some of the overtly chunky body-side cladding that has always been an Outback calling card, including the rubberized moldings around the wheel wells in the outgoing



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version. But what matters most hasn't changed: a sturdy, off-road-capable suspension and a whopping 8.7 inches of ground clearance, as well as protective lower bodywork front and rear.

The Outback comes in 2.5i and 3.6R models, with the 175-horsepower, 2.5-liter horizontally opposed ("boxer") 4-cylinder engine offering up just enough power for the job at hand. Provided the roads are mostly level, or that you're not carrying too heavy a load, the 4-cylinder model feels perky enough. If you want a little more confidence for mountainous terrain, or you plan to take full advantage of the Outback's top 3,000-pound towing capacity, then you should opt for the 3.6R and its smooth 256-hp 6-cylinder engine.

All of the 2015 Outback models now have Subaru's Lineartronic continuously variable automatic transmission (CVT), and while that's the key to the 2.5i model's surprisingly good 25 mpg city, 33 highway ratings (3.6R models get 20/27 mpg), Subaru has worked to make drivability more satisfying by programming "steps" into the transmission.


Given the way the transmission shifts—or downshifts quickly for passing—most drivers would think it's a modern six-speed automatic. You can still shift this transmission manually, too, between the six "gears."

If you have any experience with Outback models from the past, you'll recall that they haven't been all that quiet. That's changed for 2015, and with a long list of improvements—ranging from liquid-filled engine mounts to more noise insulation, a thicker floor and an acoustic windshield—Subaru has quelled nearly all of the racket. You only hear the powertrains when you're accelerating hard. Otherwise, there's just a little wind noise.

What's more impressive is that even on a gravel road, and then on a rutted one-lane trail, the Outback stayed remarkably quiet and composed—we drove about a quarter of our more than 200-mile test-drive off-pavement. The Outback is, of course, carlike in the way it's constructed—it's not a body-




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on-frame off-roader like larger pickups and SUVs—but the Outback's body stays tight and quiet through tough conditions.

Engineers put a lot of work into retuning the suspension for this year (there's a quicker steering ratio, too), and together with the improved refinement, on- and off-road, this is a model that feels stable—even nimble—on a wide range of trails, roads and highways.

One of the keys to giving the Outback more off-pavement ability, yet keeping its overall simplicity, is X-Mode. As in the current Forester, X-Mode is a simple button you push when the going gets a little tough—and especially when traction gets dicey. As a catchall mode for conquering the tough stuff—whether it be snow, mud or, as on part of our trail, some loose scree and a steep hill—X-Mode softens the accelerator response; uses the traction and stability systems more aggressively; primes the all-wheel-drive system to send its power more equally to all four wheels; and activates both Incline Start Assist, which helps start uphill when traction is questionable, and Hill Descent Control, which helps regulate speed and keep control on steep downhill.

This is all very important because it's not just a bragging right. Subaru owners really do venture off the pavement—more than owners of some SUVs you see clambering across rocks in commercials. According to J.D. Power data, owners of Subaru-brand vehicles take their vehicles off the pavement more than owners of any other automotive brand except Jeep and Dodge Ram.

Subaru owners appreciate the ability to pack in the family, load their gear in back, and enjoy the journey to the trailhead or the campsite in the same vehicle that, come rain, sun or snow, also confidently transports them to work or soccer practice.

In that respect, the Subaru Outback is quite the utility player. ▲

Bengt Halvorson is an independent automotive journalist living in Portland.

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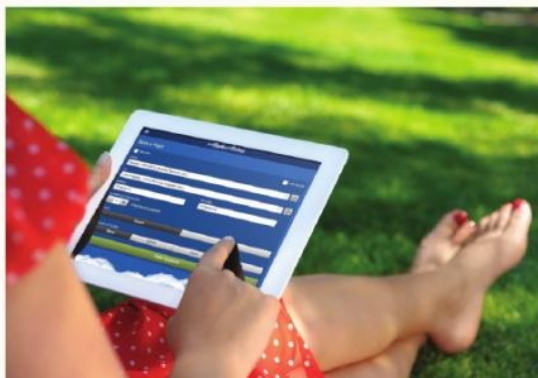
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Elite status level miles/year:

MVP	20,000
MVP Gold	40,000
MVP Gold 75	75,000



BOARD ROOM

Become a Board Room member or purchase a One-Day pass for access to our award-winning airport club rooms. Enjoy complimentary snacks and adult beverages, private workstations, free Wi-Fi and our personalized service.

ONBOARD AMENITIES



For Purchase \$6 USD

Miller Lite
Budweiser
Sauza Tequila
Dewar's White Label Scotch
Jack Daniel's Black Label
Crown Royal
Baileys Irish Cream

Premium Liquor \$7 USD

Sun Liquor Vodka
Sun Liquor Gin
Sun Liquor Rum
Crater Lake Hazelnut Espresso Vodka
Courvoisier Cognac

Complimentary

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

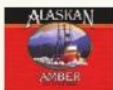
Premium Wine \$7 USD

Canoe Ridge Exploration Merlot
Canoe Ridge Exploration Pinot Gris



Premium Beer \$7 USD

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



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

Beverage service may vary due to time of day and flight-segment time limitations. Items limited and based on availability. Individuals must be 21 years or older to consume alcoholic beverages. Government warning: According to the Surgeon General, women should not drink alcoholic beverages during pregnancy. Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. Pike Place is a registered trademark of The Pike Place Market PDA, used under license.

* On flights to Hawai'i only.

FIRST CLASS

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

WINES OF THE MONTH

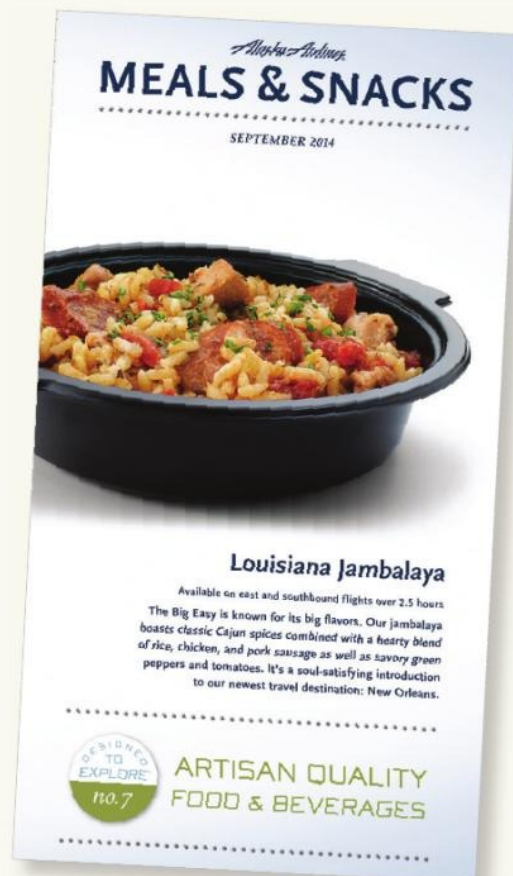
First Class passengers enjoy fine wines from West Coast vineyards. This month, we're pleased to feature the wines below.



**Chateau Ste Michelle
Chardonnay**
Washington
Fresh, soft style Chardonnay
with bright apple and sweet
citrus fruit character; subtle
spice and oak nuances.



**Chateau Ste Michelle
Indian Wells Red Blend**
Washington
Rich, round, powerful style
of Washington fruit; jammy
boysenberry flavors from
the Syrah with a luscious
backbone from the Merlot.



ONBOARD RECYCLING

Please join our effort to reduce our environmental footprint by separating recyclable paper, cardboard, plastic, glass and aluminum, and passing these items to flight attendants for recycling. Thank you.



INFLIGHT ENTERTAINMENT

Put Hollywood in the palm of your hand

Enjoy our portable inflight entertainment system, including more than 50 movies, plenty of TV shows, music, discounted Internet access and more.



BLOCKBUSTER HITS



X-Men: Days of Future Past

PG13; 2:09

The X-Men send Wolverine to the past in a desperate effort to change history and prevent an event that results in doom for humans as well as mutants.



Godzilla

PG13—edited; 1:55 (available with English subtitles)

The world's most famous monster is pitted against malevolent creatures who, bolstered by humanity's scientific arrogance, threaten our very existence.



Blended

PG13—edited; 1:56

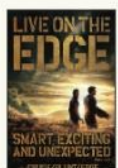
After a bad blind date, a man and woman find themselves stuck together at a resort for families, where their attraction grows as their respective kids benefit from the burgeoning relationship.



Maleficent

PG; 1:37 (available with English subtitles)

A vengeful fairy is driven to curse an infant princess, only to discover that the child may be the one person who can restore peace to their troubled land.



Edge of Tomorrow

PG13; 1:53

An officer finds himself caught in a time loop in a war with an alien race. His skills increase as he faces the same brutal combat scenarios, and his union with a Special Forces warrior gets him closer and closer to defeating the enemy.



The Fault in Our Stars

PG13—edited; 2:03 (available with English subtitles)

Hazel and Gus are two teenagers who share an acerbic wit, a disdain for the conventional and a love that sweeps them on a journey. They met and fell in love at a cancer support group.

MORE THAN 50 POPULAR MOVIES

- Adventure
- Comedy
- Drama
- Romance
- Oscar Winners

TV SHOWS

- 20 Network Favorites
- TV About Movies



MORE

- Music
- Discover Hawai'i
- Music Videos
- Discover Alaska

PRICING

- Flights scheduled 4.5 hours or longer: \$10 onboard
- Flights scheduled 3.5–4.5 hours: \$8 onboard
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- Complimentary—First Class on flights scheduled 3.5 hours or longer

INFLIGHT WI-FI



Gogo® Inflight Internet is available on nearly all Alaska Airlines 737 aircraft, including all aircraft flying transcontinental routes. With Gogo you can

- Surf the Web, check email and access social media sites such as Facebook and Twitter
- Access your VPN
- Enjoy free access to alaskaair.com

In the air or on the ground, visit gogoair.com for flexible pricing options. Flight attendants will indicate when Gogo is available.

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

U.S., HAWAII AND MEXICO

Alaska Airlines is proud to serve more than 90 locations throughout the United States, Canada and Mexico. We serve many other cities with our codeshare partners, American Airlines, American Eagle, Delta Air Lines and Delta Connection.

On routes that require a connection to one of our partners, we strive to ensure a smooth transition, which includes the ease of purchasing your ticket with just one call or a visit to alaskaair.com, taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

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

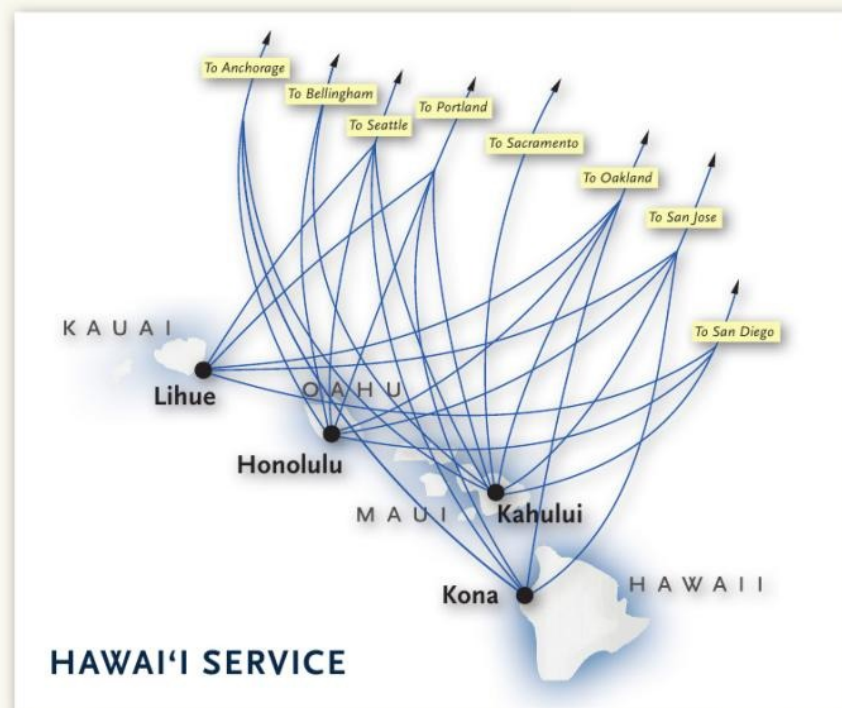
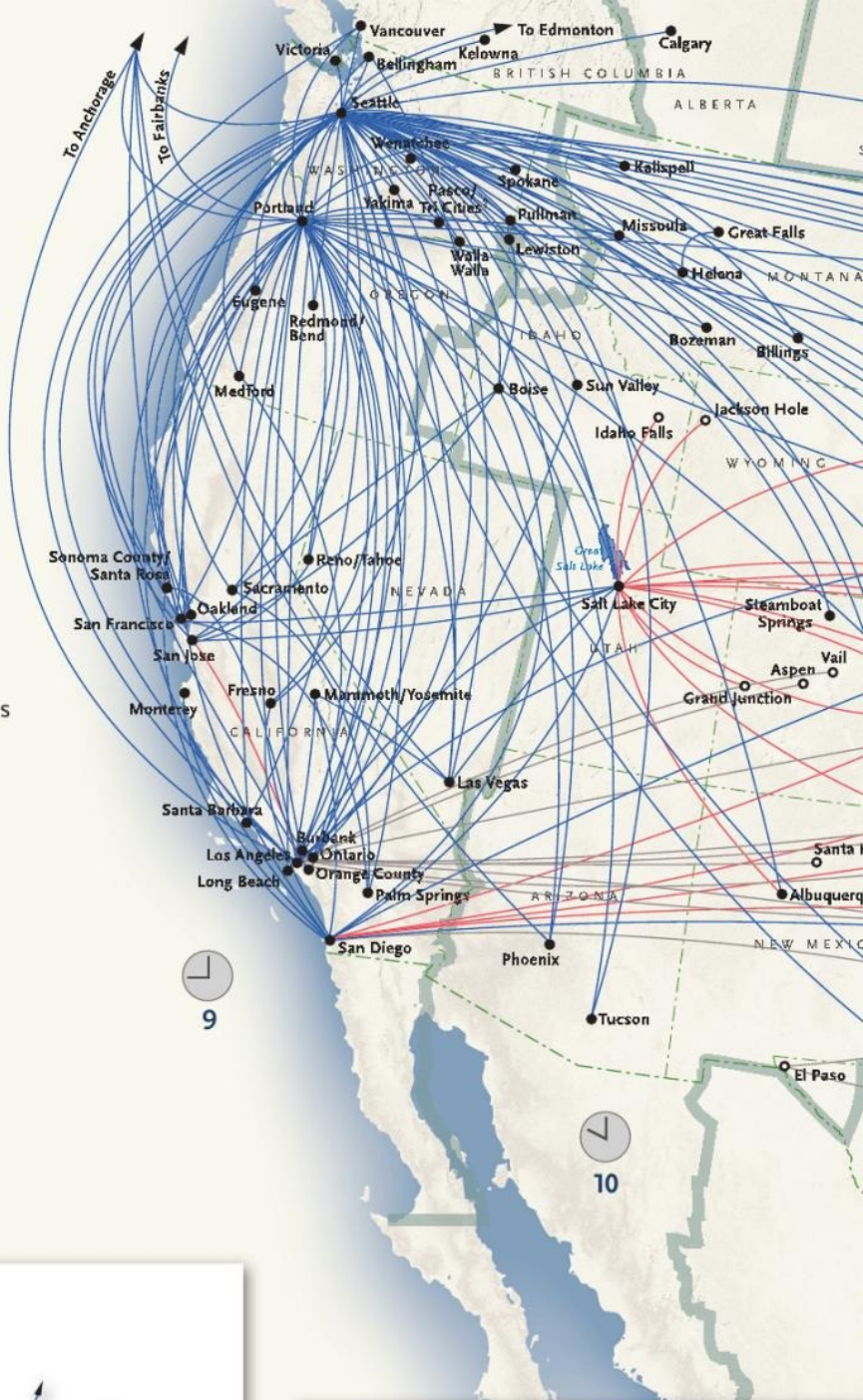
LEGEND

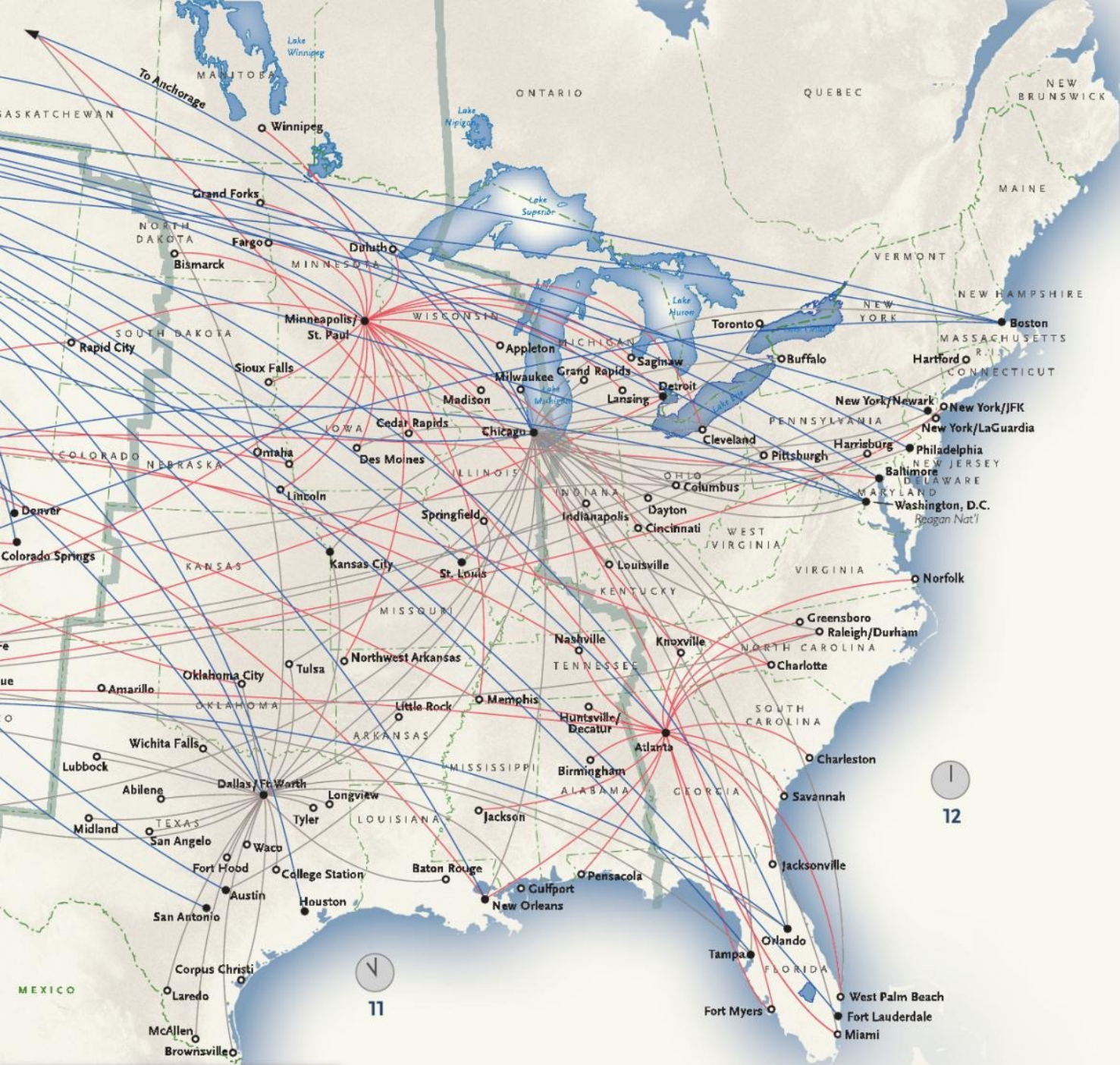
Routes served by:

-  Alaska Airlines
-  American Airlines
-  DELTA

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

Some routes shown operate seasonally.





U.S. MILEAGE

Between	Mileage
Seattle &	
Boston	2496
Denver	1024
Fort Lauderdale	2697
Honolulu	2677
Los Angeles (LAX)	954
New York City/Newark	2401
Orlando	2553
Phoenix	1106
San Francisco	678
Washington, D.C.	2306
Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	550

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

UPCOMING NEW SERVICE

Route	Service Begins
Portland–Los Cabos	November 3, 2014
Portland–Puerto Vallarta	November 4, 2014
Seattle–Cancun	November 6, 2014
Las Vegas–Mammoth	January 15, 2015

ALASKA



ALASKA MILEAGE

Between	Mileage
Anchorage &	
Cordova	160
Kodiak	252
Fairbanks	261
King Salmon	289
Dillingham	329
Bethel	399
Nome	539
Kotzebue	549
Juneau	571
Prudhoe Bay	627
Ketchikan	776
Dutch Harbor	792
Seattle	1448
Portland	1542
San Francisco	2045
Los Angeles	2375
Honolulu	2776
Chicago	2847

Between	Mileage
Fairbanks &	
Barrow	503
Seattle	1533
Chicago	2785
Between	Mileage
Juneau &	
Sitka	95
Petersburg	123
Yakutat	199
Ketchikan	235
Seattle	909
Between	Mileage
Ketchikan &	
Wrangell	83
Sitka	185
Juneau	235
Seattle	679

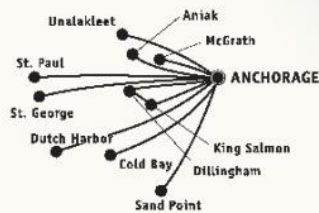
Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

Some routes shown operate seasonally.

† Dutch Harbor–Anchorage service operated by PenAir.

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.





Amy, Customer Service Agent, San Francisco

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente

- Quioscos de registro del aeropuerto
- alaskaair.com/español
- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

OUR BAGGAGE SERVICE GUARANTEE

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

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See alaskaair.com for full terms and conditions.



A NEW WAY TO GIVE FEEDBACK

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Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistsens.com from any device to take a fast, two-minute survey—



even inflight, where access to alaskalistsens.com is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at alaskalistsens.com.

OUR FLEET

Alaska maintains a fleet of more than 125 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, featuring sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

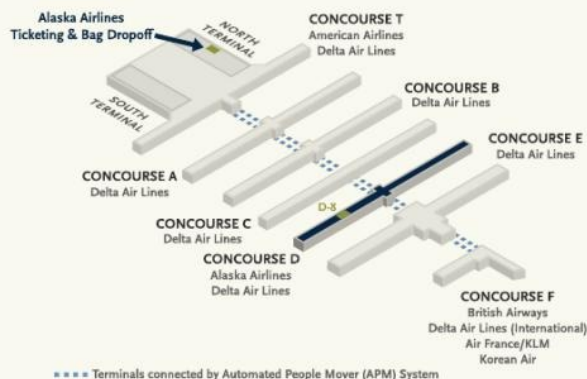
**Anchorage International Airport
(ANC)**

Chicago O'Hare International Airport
(ORD)

Los Angeles International Airport
(LAX)



Atlanta International Airport
(ATL)



Seattle/Tacoma International Airport
(SEA) S GATES



**Portland International Airport
(PDX)**



**San Francisco International Airport
(SFO)**



Helpful tips upon landing at SFO from Mexico:

- If necessary, clear all checked baggage through U.S. Customs.
- After clearing Customs, exit to the right through sliding glass doors.
- Pack all duty-free liquids securely in your checked baggage to avoid confiscation by the TSA. Then recheck your baggage with an Alaska Airlines Customer Service Agent at the baggage recheck point in the San Francisco International Terminal.
- Proceed directly down the hall and turn left to the connecting hallways leading to Domestic Terminal 1.
- Continue in the same direction and turn right at the signs for Gates 20-36: Alaska Airlines uses Gates 20 and 22.
- Average time from landing to Gate 20 is 40 minutes.

Datos de ayuda a su llegada de México a San Francisco:

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.
- Empaque seguramente todos los líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal Doméstica 1.
- Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterriza, es de 40 minutos.

CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

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

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

- One form per person or one per family with same address
- Lines 5, 6—If not using a passport, leave these lines blank
- Line 9—Enter "AS" for Alaska Airlines
- Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

Datos de ayuda

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



TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

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



TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.



FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico



FEM PARA MEXICANOS

¿Quién debe completar esta forma?

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

Datos de ayuda

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

MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:
800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations
Within the U.S. and Canada:
800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:
800.858.5525

From Mexico:
001.800.252.7522

Alaska Airlines Vacations:
800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight



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

from page 132 properties offer either a fiesta scene or Zen-like tranquility, depending on the resort.

While the wide beaches and calm waters are obvious draws, visitors also enjoy the extravagant resort pools. Elaborate pools with swim-up bars, food service, and features such as waterfalls and bridges are the center of resort life during the day.

Although travelers might be tempted to simply bask in the sun for days on end, there are plenty of adventures to be found in the Cancún area, including the gorgeous stretch of coastline south of town known as the Riviera Maya. Water activities include snorkeling (some of the best in the world), scuba diving at an underwater sculpture garden, and floating in fresh-water rivers that run through caves known as cenotes. Land-based options include golfing at championship courses, ziplining and off-roading in all-terrain vehicles. There is also shopping in upscale malls or open-air artisan markets, along with a wide range of dining options and nightlife aplenty.

The Yucatán Peninsula, where Cancún is located, was an important center of the ancient Maya civilization. Well-preserved reminders of the power and complexity of this culture can be experienced through day trips to the ruins of Tulum, Chichén Itzá and Uxmal, each listed as a World Heritage Site.

Many of the area's residents are Maya, so don't miss the chance to experience the indigenous foods—most famously, the fiery habañero chile—and customs.

—Becky Youman ▲

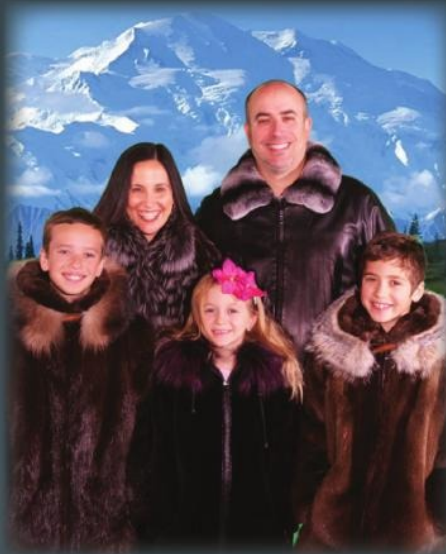
Eric Lucas is a contributing editor at Alaska Airlines Magazine; Becky Youman is a Seattle-based global travel writer. Each has been to Mexico dozens of times.

Alaska Airlines serves the seven destinations covered here, plus Mexico City and Guadalajara. Seattle-Cancún service begins November 6, pending government approval. Book a complete Alaska Airlines Vacations package at alaskaair.com or call 800-468-2248.

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EDGY
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CONTEMPORARY
FABULOUS
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FASHION

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DAVIDGREENFURS.COM

Puzzle on page 170.



Puzzle © 2014 Penny Press, Inc.

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from page 50 seven Carroll-Harbaugh meetings, but the Seahawks won the NFC Championship game, the most important contest between the two.

AFC Rebuilds

One of the other major stories for the 2014 season will be to see how Denver responds to the Super Bowl defeat. Peyton Manning, who won his fifth league MVP award last year, was a passing machine in 2013, leading Denver to 600 points in a season—a league first. However, the Super Bowl showed that the Broncos clearly need a stouter defense. They

and the up-and-coming Carolina Panthers. Also worth noting are Seattle's other divisional foes, Arizona and St. Louis.

Despite Cam Newton's continued improvement, it will be difficult for the Carolina Panthers to repeat as NFC South Division champions with an offensive line full of question marks. In the meantime, the Saints will be fortifying the offense around quarterback Drew Brees, including on the line, where left tackle Terron Armstead could be ready to become an elite player. And Philadelphia Eagles coach Chip Kelly should be able to ride running back LeSean McCoy and quarterback Nick Foles to the top of the NFC East again this year.

No discussion of the NFL contenders is complete without including the Green Bay Packers, who are always going to be dangerous as long as quarterback Aaron Rodgers is ambulatory. Rodgers can also hand it off to impressive second-year running back Eddie Lacy, who ran for 1,178 yards during his rookie season. Top receivers Jordy Nelson and Randall Cobb are also back. Still, the Packers will need an improved defense to be a contender.

Playing in a division in which the Seahawks and 49ers dominate should be a deal breaker for the St. Louis Rams. However, coach Jeff Fisher has built a team loaded with seasoned veterans and high draft picks, giving him talent and youth and more than enough hunger to make 2014 a possible breakout season. The talented defense is led by linebackers Alec Ogletree and James Laurinaitis and defensive end Robert Quinn, who had 19 sacks last year.

Arizona may also be a team to watch this year. In the second half of the 2013 season, the Cardinals posted a 6–2 record, which included beating Seattle in Week 16, by a score of 17–10, and nearly beating the 49ers in Week 17, losing 23–20.

Wide receiver Larry Fitzgerald remains among the best in the game; running back Andre Ellington is moving into the job Rashard Mendenhall left open when he retired; and defensive end Calais Campbell is among the best young talents in the NFC.

With history against them and their opponents gaining strength, it will be exceptionally difficult for the Seattle Seahawks to repeat as Super Bowl champions. However, they enter the season with arguably the best team in the NFL and virtually all of their key players healthy. Will they be able to pull off the unexpected and earn another Super Bowl ring?

That's why they play the games ... and why we watch. ▲

John Hickey is a sports writer living in Seattle.



Russell Wilson outruns a Denver Broncos defender during Super Bowl XLVIII, in which the Seahawks dominated the Broncos 43–8.

improved this off-season by signing defensive end DeMarcus Ware from Dallas and cornerback Aqib Talib from New England.

Manning's former team, the Indianapolis Colts, showed in 2013 that it is a serious contender under quarterback Andrew Luck, but both the offensive and defensive lines are works in progress. So, too, is running back Trent Richardson, a midseason pickup last year who needs to average more than his three-yards-per-attempt mark in 2013 if the Colts are going to make a run deep into the playoffs.

The Cincinnati Bengals clawed their way to 11 wins last year with Andy Dalton at the helm. However, receiver A.J. Green will need a big year in the regular season and the postseason for the Bengals to improve. And no one should dismiss the New England Patriots as long as Bill Belichick is the coach and Tom Brady is the quarterback. Defensive end Chandler Jones appears to be ready for a breakout year, and the addition of cornerback Darrelle Revis this off-season should improve the secondary.

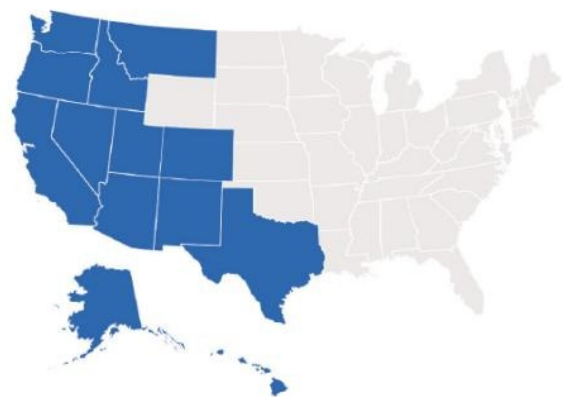
NFC Powers

Many of the teams with the best potential to dethrone the Seahawks may be from the NFC, including longtime powers Green Bay and New Orleans, as well as newly resurgent Philadelphia

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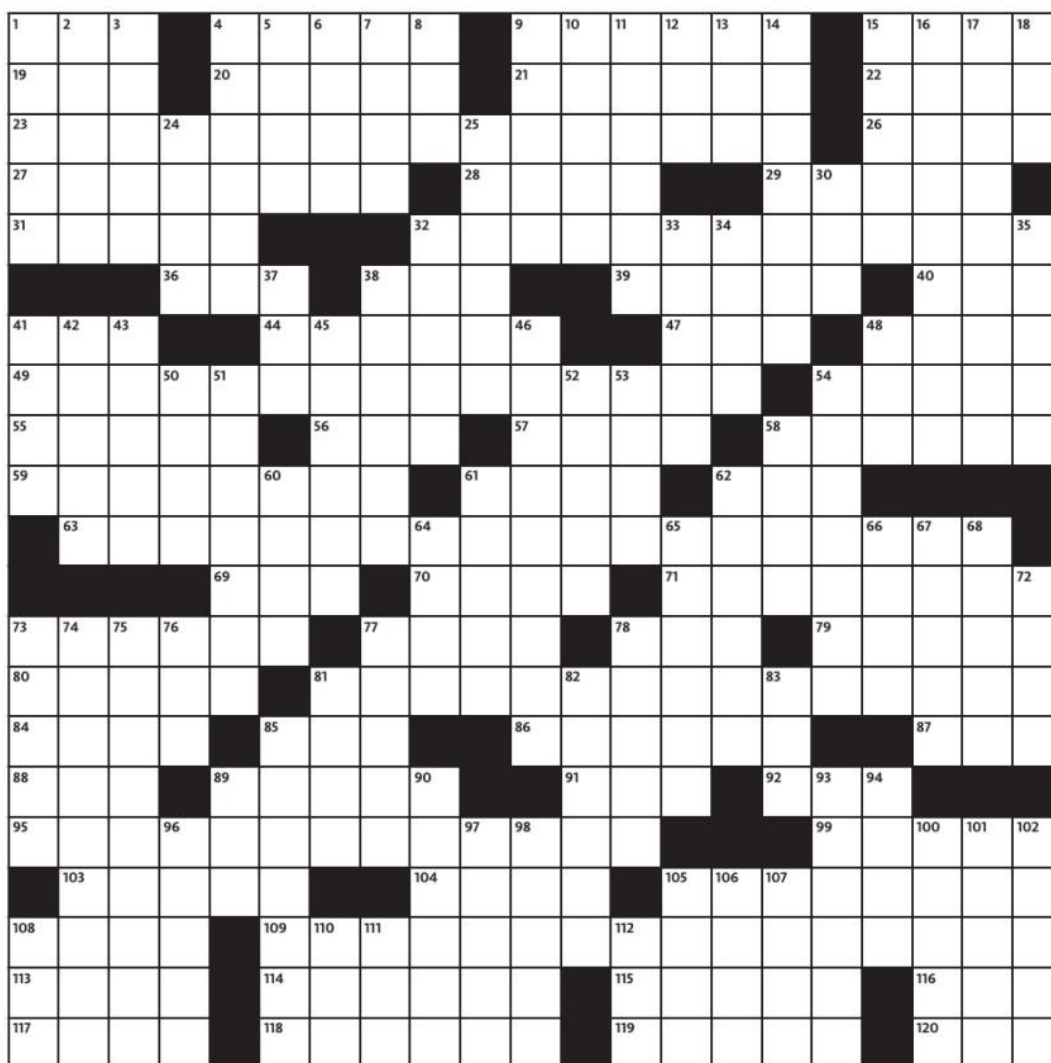
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ACROSS

- 1 Balderdash
 4 Obstruct
 9 Eagle or airplane
 15 Syrian
 19 Metric measure
 20 Independent person
 21 Sound quality
 22 Million prefix
 23 British explorer
 26 Overwrought
 27 God of the sea
 28 Uniform
 29 Circle or tube
 31 Sardonic grin
 32 Canadian prime minister
 36 Animal companion
 38 Confidant
 39 Revoke, as a legacy
 40 Willie Stargell in 1979, e.g.
 41 Freshwater fish
 44 Indian state
 47 Ellis Island agcy.
 48 Derive
 49 *Freud* actor
 54 Metier
 55 Making a thunderous noise
 56 Writer's prods.
 57 Grant of *Suspicion*
 58 More rigid
 59 French historian
 61 Threesome
 62 Timetable abbr.
 63 October honoree
 69 Fri. follower
 70 Oodles
 71 Cell division gone haywire
 73 Mystery
 77 Rani's wrap
 78 Actress Hagen
 79 Bast fiber source
 80 Rocker Billy ____
 81 German statesman
 84 Nee
 85 Major-leaguer
 86 New Hampshire town
 87 Perceive
 88 Chemical suffix
 89 Aussie bear
 91 Poetic twilight
 92 Actor Hunter
 95 Secretary of state under Wilson
 99 ____ *Buddies*
 103 Plateaus
 104 Trig function
 105 Having a high pH
 108 Dagger handle
 109 Cosmetics-line designer
 113 Capri or Man
 114 Crystalline compound
 115 Black tea
 116 Drowse
 117 Night sight



- 118 Sprinter Smith
 119 Ragouts
 120 Response, briefly

DOWN

- 1 Abrades
 2 Astral hunter
 3 To the point
 4 Eau ___, Wisconsin
 5 Half nelson, for one
 6 Atop
 7 Piercing
 8 Deviate
 9 Poem stanza
 10 Edmonton athlete
 11 Supreme Egyptian god
 12 Baseball stat
 13 Unit of energy
 14 Employs again
 15 Modify
 16 Saviors
 17 Add insult to injury
 18 Howl at the moon

- 24 Blubber
 25 Charles Nelson ____
 30 Old Testament bk.
 32 Former talk-show host and family
 33 Uplift
 34 Pitched item
 35 Topmost
 37 Boxing letters
 38 Magic word
 41 Moslem chief
 42 Style of architecture
 43 Adam's grandson
 45 Clown Kelly
 46 Growing gradually
 48 Actor Palillo
 50 Shaggy, goatlike bovid
 51 Rock of quartz and mica
 52 Hideaways
 53 Fast car comp.
 54 Its atomic number is 100
 58 Authentic
 60 Exam for future att.

- 61 Complete: var.
 62 Old German dance
 64 Land map
 65 Stable adjunct
 66 Violent wind
 67 Patrons
 68 From that moment
 72 Welfare
 73 Staid
 74 Business analyst
 75 Motor-skills centers
 76 Moved with speed
 77 Woman's tunic
 78 Remove the pins from
 81 Evangelist Roberts
 82 Kitchen gadget
 83 Military off.
 85 Random criticism
 89 Isthmus in the Malay Peninsula
 90 Sainted English philosopher
 93 Demeans

- 94 Lightning flash
 96 Fragrant chemical
 97 Moses' mount
 98 Laughable
 100 City in Italy
 101 Hamburger garnish
 102 Repairs
 105 Assist illicitly
 106 Enjoy
 107 Understand
 108 Towel pronoun
 110 Outer: pref.
 111 Getaway
 112 Raises

SOLUTION ON PAGE 167.

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