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JANUARY 2014

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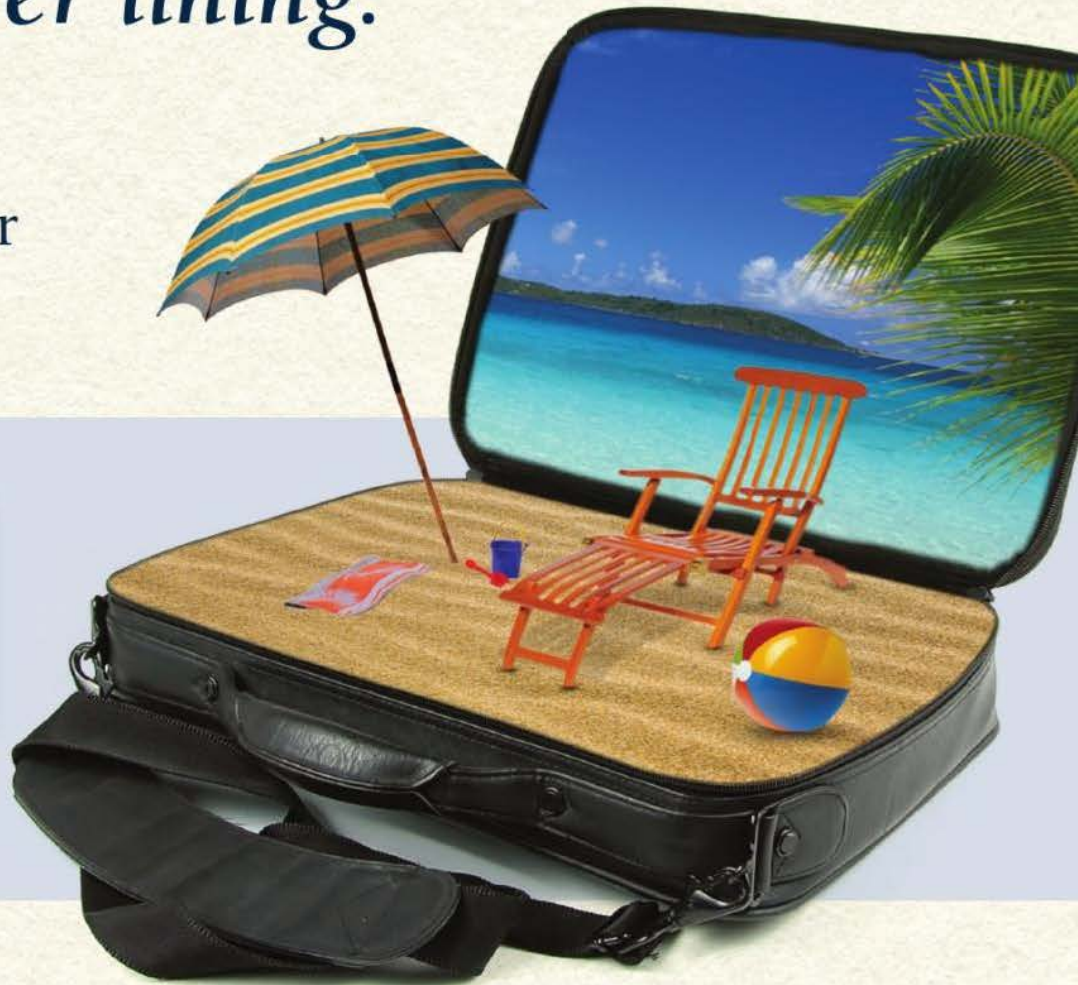
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Spirit of Alaska



Brad Tilden
Chief Executive
Officer

WHY ARE WE STILL HERE?

This is the time of New Year's resolutions, and it's appropriate for us to think about ours here at Alaska Air Group. Our industry is changing rapidly with multiple airline combinations. As I think about our resolutions for 2014, one question I'm asking myself is this: Why, after all of the turmoil in the industry and all of the airline consolidation, is Alaska still here?

It's an interesting question. In 1978, the airline industry was deregulated. With that act of Congress, we moved from an environment in which the Civil Aeronautics Board allocated routes and regulated fares to the system we have today, in which we largely fly wherever we like and compete—sometimes intensely—for every single passenger.

So what did Alaska Airlines look like back in 1978? We had 11 airplanes and fewer than 1,200 employees, and we were the 24th-largest airline in the United States. We were considered scrappy at best, but even then we had a secret sauce—an incredibly dedicated group of employees who were committed to our survival.

Today we have 183 airplanes and 13,000 employees, and after American and US Airways completely merge, we'll move up to the sixth-largest airline in the country (though still much smaller than the largest carriers). You may be surprised to hear that in our journey from No. 24 to No. 6, *Alaska did not surpass a single other airline in size!* That's right: All of the other airlines merged, were acquired or liquidated. That says more about the last 35 years in our industry than anything else I can think of.

Which brings us back to the question: Why are we still here? The only answer we've been able to come up with, and this is something many of you tell us regularly, is that we're still here because of our people and, in particular, because of the friendly and personal service they

provide to you, our customers.

One thing that struck me when I came to Alaska Airlines nearly 23 years ago was our customer-centric culture. Those of us in leadership positions at Alaska are honored to work with the best employees in the business—people who are talented and dedicated, and who enjoy working together to help Alaska compete and win. Their caring and dedication comes from their fundamental values of integrity and doing the right thing—qualities we call Alaska Spirit and Horizon Heart. As I've watched the company over the last several years, I've seen that these exceptional frontline folks are led by equally talented individuals who have made our airlines reliable and on time, simplified our fares, improved our Mileage Plan, built our customer-facing technology, increased our presence in our communities, and lowered our costs so that we can lower our fares.

So, that is my answer to the question of why we're still here. We're still here because of our people.

It's been a phenomenal journey from No. 24 to No. 6, and yet it's humbling to recognize that we still have a market share that is just 3.5 percent of the U.S. total. We want to keep growing this share, and we also want to thrive and prosper as an independent airline. We're proud of the role we play in the economies where we operate. In Washington state alone, we're responsible for nearly 22,000 jobs (directly and indirectly) and \$5.5 billion in economic activity. For us to

prosper as an independent company, though, we must continue to perform strongly for all of our constituents.

In this time of New Year's resolutions, here are ours: We are going to double down on our commitment to doing everything we can to keep Alaska both a great airline and a great business. We're going to ensure that we not only operate safely and on time, but that we also continue to offer award-winning service, low fares and a hassle-free customer experience. We're going to keep making Alaska a great place to work and a good place to invest. Those are our commitments to you, whether you're a customer, an employee, a community leader or an investor, and I'm hoping you'll help hold us to them.

Happy New Year to you and yours, and thank you for flying with us today.

El Espíritu de Alaska



Brad Tilden
Jefe Ejecutivo

¿POR QUÉ SEGUIMOS AQUÍ?

Esta es la época en que se toman determinaciones para el Año Nuevo, y es oportuno que pensemos en nuestras determinaciones aquí en Alaska Air Group. Nuestra industria está cambiando rápidamente con múltiples combinaciones de aerolíneas. Al pensar en nuestras determinaciones para 2014, me hago una pregunta: ¿Por qué, después de toda la agitación que se produjo en la industria y la consolidación de las

aerolíneas, Alaska sigue aquí?

Es una buena pregunta. En 1978, se desreguló la industria de las aerolíneas. Con dicha ley del Congreso, pasamos de un ambiente en que la Junta de Aeronáutica Civil asignaba rutas y tarifas reguladas al sistema que tenemos en la actualidad, en el que en gran medida volamos a donde queremos y competimos (en ocasiones de manera intensa) por cada pasajero.

Entonces, ¿cómo era Alaska Airlines en 1978? Teníamos 11 aviones y menos de 1,200 empleados, y ocupábamos el puesto n.º 24 de las aerolíneas más grandes de los Estados Unidos. En el mejor de los casos, nos consideraban una aerolínea humilde, pero incluso en ese entonces teníamos un ingrediente secreto: un grupo de empleados inmensamente dedicados que estaban comprometidos con nuestra supervivencia.

Hoy contamos con 183 aviones, 13,000 empleados y, después de la esperada fusión entre American y US Airways, pasaremos a ser la sexta aerolínea más grande del país (aunque aún mucho más pequeña que las aerolíneas más grandes). Quizás le sorprenda saber que en nuestro recorrido del puesto n.º 24 al n.º 6, *¡Alaska no superó en tamaño a ninguna otra aerolínea!* Así es, todas las otras aerolíneas se fusionaron, o las adquirieron o se liquidaron. Eso dice mucho más sobre los últimos 35 años en nuestra industria que ningún otro dato que yo pueda aportar.

Lo que nos remite nuevamente a la pregunta: ¿Por qué seguimos aquí? La única respuesta que pudimos encontrar, y

es algo que muchos de ustedes nos dicen regularmente, es que seguimos aquí gracias a nuestros empleados y, especialmente, gracias al servicio cordial y personal que les brindan a ustedes, nuestros clientes.

Algo que me sorprendió cuando comencé en Alaska Airlines hace casi 23 años fue nuestra cultura centrada en el cliente. Los que nos encontramos en posiciones de liderazgo en Alaska nos sentimos honrados de trabajar con los mejores empleados de la industria: personas talentosas y dedicadas que disfrutan de trabajar en equipo para ayudar a que Alaska compita y gane. La dedicación y amabilidad de ellos provienen de valores fundamentales de integridad y de hacer lo correcto ... algo que llamamos "espíritu de Alaska". Al observar a la compañía en los últimos años, he visto que estas increíbles personas de primera línea son lideradas por individuos talentosos también que han hecho que nuestra aerolínea sea confiable y puntual, han simplificado nuestras tarifas, han mejorado nuestro Mileage Plan (millas de viajero), han creado nuestra tecnología orientada al cliente, han aumentado nuestra presencia en las comunidades y han reducido los costos de manera que podamos reducir nuestras tarifas.

Esa es mi respuesta a la pregunta sobre por qué seguimos aquí. Seguimos aquí gracias a nuestros empleados.

Nuestro recorrido desde el puesto n.º 24 hasta el n.º 6 ha sido increíble. Sin embargo, es aleccionador reconocer que todavía tenemos una participación en el

mercado que representa solo el 3.5% del total de los EE. UU. Queremos continuar aumentando esta participación, y también queremos crecer y prosperar como una aerolínea independiente. Estamos orgullosos del papel que desempeñamos en las economías en que operamos. Solo en el estado de Washington, somos responsables de casi 22,000 puestos de trabajo (directos e indirectos) y de \$5.5 mil millones de la actividad económica. Sin embargo, para que podamos prosperar como una compañía independiente, debemos continuar con un desempeño sólido en todas las partes.

En esta época en que se toman determinaciones para el Año Nuevo, aquí están las nuestras. Independientemente de que usted sea un cliente, un empleado, un líder de la comunidad o un inversionista, nosotros vamos a doblar la apuesta y renovaremos nuestro compromiso de hacer todo lo que podamos para que Alaska siga siendo una excelente aerolínea y un excelente negocio. Nos aseguraremos de que no solo operemos en forma segura y a tiempo, sino que también continuemos ofreciendo un servicio galardonado, tarifas bajas y una experiencia del cliente sin inconvenientes. Continuaremos haciendo de Alaska un excelente lugar de trabajo y un buen lugar para invertir. Esos son nuestros compromisos, y espero que ustedes nos ayuden a hacerlos cumplir.

Feliz Año Nuevo para ustedes y para los suyos, y gracias por volar con nosotros hoy. ▲

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Although I was proactive about fitness with regular weight lifting, cardio, and hiking, I felt that I'd hit a wall. As I began to research how I could manage aging, I began exploring who might be considered an expert in longevity. Having already had great experiences at PRO Sports Club, I was surprised to discover they also had an Anti-Aging Center.

My meetings with Anti-Aging Specialist, Dr. Joe Upton, were very frank and enlightening. Rather than the typical impersonal doctor-patient dialogue, I found his attitude to be warm and caring. The lab work and physical testing were more thorough than anything I've experienced. They have an entire group of people who support this effort – from registered dietitians to Pilates instructors and more. In my second meeting with Dr. Upton, I was handed a book about the state of my health – and I do mean a book! He took the time to go through all the tests performed and explained specifically how I could make a difference in my longevity.

I'm only six months into the program and enjoy seeing progress every week. I was stagnant before, and now I'm not. I see the difference in the mirror and feel the difference in my energy.

For the first time, I've noticed that my abdominal muscles are becoming defined, which is thrilling because I haven't seen them for 10 years. People comment that I look younger and that I look good (and they don't even know that I'm on this program). I've also noticed that I have more energy on hikes and, in general, I perform better. However, I'm most happy that I feel an increased sense of balance in my life.

Everything matters – the food, the vitamins, the hormones, and the avoidance of unhealthy substances. It's all about consistency and perseverance. And once you start seeing results, you'll want more of them. By being extremely intentional about how you drive your own health, you can hit goals that you never even dreamed of achieving.

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ALASKA TO ADD MORE
SALT LAKE CITY SERVICE

Starting June 9, 2014, Alaska Airlines will begin daily nonstop service between Salt Lake City and Portland, Oregon; Los Angeles; San Diego; and San Jose, California. To celebrate the new service, Mileage Plan members can earn double miles on these routes, which count toward elite-level qualification in Mileage Plan. Register for double-elite qualifying miles by June 15, 2014, at alaskaair.com.

JODI JACOBSON / ISTOCKPHOTO

EARN ELITE STATUS FASTER WITH INTERNATIONAL TRAVEL

Starting January 15, 2014, Alaska's Mileage Plan members will be able to earn elite-qualifying miles on all 12 of Alaska's international-airline partners, including British Airways, Cathay Pacific, Fiji Airways, Korean Air and Qantas. Mileage Plan members already earn elite-qualifying miles on AeroMexico, Air France, American Airlines, Delta Air Lines, Emirates, KLM and LAN. Learn more at alaskaair.com.

Alaska Airlines
MILEAGE PLAN



TWO NEW SPECIAL LIVERIES TO JOIN ALASKA'S FLEET

In February Alaska will unveil special paint schemes on two Bombardier Q400 turbo-prop aircraft depicting the mascots and colors of the University of Alaska Anchorage and the University of Alaska Fairbanks. The Seawolves and Nanooks planes will fly primarily between Anchorage and Fairbanks, and Anchorage and Kodiak when Alaska introduces the 76-seat Q400 to the state of Alaska in March.

FOCUS ON SUSTAINABILITY

Upcycling Holiday Cards

In 2010, Flight Crew Administration Manager Dianne Myers asked employees to donate their used holiday cards to St. Jude's Ranch for Children. Since then, Alaska Air Group employees have contributed nearly 100 pounds of cards, which now are collected year-round regardless of whether they are new or used, or designed to be used for Christmas, birthdays, anniversaries, thank yous or other occasions. The contributions have been a huge success for St. Jude's Ranch for Children, which remakes and sells the cards.

AROUND THE SYSTEM

► We'll be at the New Year's

'Ohana Festival in Honolulu on January 19. See you at the Kendama Tournament! Visit jcch.com for details.

► Join us in the gallery for the PGA

Farmers Insurance Open at Torrey Pines in La Jolla, California, January 23-26. Visit farmersinsuranceopen.com for tickets.

Of Kings and Legends

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, Flight Attendant Annie Gilman.



Annie Gilman
Alaska Airlines
Legend

Annie Gilman has had one of those careers where she says she's done it all. As a flight attendant she's flown with rock stars, titans of business, princes and kings. *The King*, to be more precise.

In 1973 and '74, Annie was the personal flight attendant for Elvis Presley, as he flew around the country for concerts aboard an aircraft dubbed *Hound Dog One*. "He was the most perfect gentleman in the world," Annie recalls. The pilot, her husband, Bruce, was the one who got Elvis over his fear of flying.

Annie began her career some 47 years ago as a flight attendant for Eastern Airlines. Six years later, she joined a corporate charter airline that supplied jet and crew services to some pretty high-flying customers. Annie says she flew with the rock group Fleetwood Mac for its "Rumours" concert tour, and with the crown prince of Saudi Arabia. She also flew as a flight attendant aboard a jet hired to go to Turkey in 1979 to secretly retrieve a commando team hired by a Texas billionaire to rescue two execu-

tives of his data services company who were arrested and imprisoned in neighboring Iran.

Annie loved every minute of her job, but for all the great assignments, corporate flying wasn't always steady work. She did modeling to fill in and worked a desk job briefly—just long enough to realize she only wanted to fly. In 1981, her modeling agent told her of an acquaintance starting up a new commercial airline. Annie joined Jet America as the flight attendant awarded seniority No. 1.

Alaska Airlines and Jet America merged in 1987, and Annie's career since then has been equally legendary. Fellow flight attendants and her customers in the first-class cabin appreciate Annie's combination of Southern charm—which she attributes to an all-girls Catholic-school upbringing in Vicksburg, Mississippi—and gracious service. "When Annie is on board, you know everything will be handled efficiently and professionally," says one co-worker.

"I enjoy my passengers, and they

enjoy me," Annie says. "That's my gift."

Annie frequently receives notes from customers thanking her as though they had been invited into her home. "Sometimes passengers think I've hung the moon and stars, but I just do what I'm supposed to do. It's basic hospitality. I introduce myself, shake their hands and welcome them by name. It's very simple. People love to be recognized."

At nearly 72, Annie says she'll keep flying until someone makes her stop, though Bruce retired more than a decade ago. She likes to read, walk, visit with friends and cook—she says she makes the best barbecue in the LA area, crafting her own sauce from an old family recipe.

In a company training video that included interviews with a half-dozen flight attendants, each was asked about the greatest compliments he or she ever received. Annie noted a comment she gets often, when a customer says to her, "You really love your job, don't you?"

"When you love your job, people see it," Annie says. —Paul Frichtl

VOLUNTEER SPIRIT

Feeding Neighbors

It turned out to be quite a lot of oats and dried beans. Some 10,000 meals' worth by the time nearly 80 members of the Alaska Airlines marketing team finished their shift at a Northwest Harvest facility in Seattle.

Their volunteer work evolved out of a monthly meeting that typically gathers as many as 100 marketing-related employees. Instead of its November meeting, the team embarked on a service project as a more impactful use of time.



Members of the Alaska Airlines marketing team volunteering at Northwest Harvest.

Northwest Harvest comprises a network of more than 360 food banks, meal programs and high-need schools throughout the state of Washington, and provides more than 1.7 million meals every month. Last year, it distributed 30 million pounds of food.

"We all take for granted that we can just go to a store and buy the food we need," says Gwen Bacon, who coordinated the event. "I think everyone involved really felt like we were helping people in need." —P.F.

EXTRA27ORDINARY

ZAGAT® RATING



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



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Overall Morningstar Rating™

Out of 1,059 Large Cap Value Funds as of 11/30/13. Derived from weighted average of the performance figures associated with its 3-, 5- and 10 year Morningstar Rating metrics, based on risk-adjusted returns.



Becker Capital Management

Morningstar Large Cap Value Ranking (based on total returns)

November 30, 2013	1 Year	5 Year	10 Year
BVEFX Percentile Ranking %	9th	26th	8th
Number of Funds in Peer Group	1,209	940	610

Annualized Performance

November 30, 2013	10 Years
BVEFX	9.10%
Russell 1000 Value	7.96%
S&P 500	7.69%

September 30, 2013	1 Year	5 Years	Since Inception 11/03/03
BVEFX	26.97%	9.54%	8.50%
Russell 1000 Value	22.30%	8.86%	7.33%
S&P 500	19.34%	10.02%	6.96%

Performance figures shown are past performance and are not a guarantee of future results. The investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the fund may be lower or higher than the performance quoted. Performance data current to the most recent month end may be obtained by calling 800-551-3998. The fund imposes a 1% redemption fee on shares redeemed within 30 days of purchase. Performance data does not reflect the redemption fee. If it had, returns would be lower. Periods over one year are annualized. The total gross expense ratio of the Fund as disclosed in the most recent prospectus is 1.10% and the net expense ratio after contractual fee waivers is 0.94% for BVEFX. The Advisor has contractually agreed to waive fees through February 28, 2014. Information provided with respect to the Fund's Expense Ratio are subject to change at any time.

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

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

The S&P 500 is an unmanaged index which includes a representative sample of 500 leading companies in leading industries of the U.S. economy. Index is not available for purchase. The Russell 1000 Value measures the performance of those Russell 1000 companies with lower price-to-book ratios and lower forecasted growth values. The performance of the index does not reflect deductions for fees, expenses or taxes. Index is not available for purchase.

WWW.BECKERCAP.COM

ANCHORAGE, AK

A Fun-Filled Folk Fest

One of Alaska's largest annual gatherings, the **Anchorage Folk Festival** celebrates its 25th anniversary this month (January 16–26). The two-week festival typically draws about 10,000 people.

This year's silver-anniversary festivities will include more than 60 workshops (with subjects such as songwriting and waltzing), four social-dance events, and Folk Week, a giant celebration with more than 160 musical acts. Two internationally acclaimed folk groups, **Della Mae** and **Mr. Sun**, will headline weekend concerts. Performances will take place at the University of Alaska Anchorage and, during Folk Week, all around the Anchorage area.

For more information, visit www.anchoragefolkfestival.org.

—Melissa Croce

Folk band Mr. Sun is scheduled to headline the second weekend of this month's Anchorage Folk Festival.



More Alaska festival fun ...

- **Great Alaska Beer & Barley Wine Festival** January 17–18; Anchorage, AK; www.aurora-productions.net/beer-barley.html
- **Sitka Jazz Festival** February 6–8; Sitka, AK; 907-752-0773; www.sitkajazzfestival.com
- **Cordova Iceworm Festival** February 7–9; Cordova, AK; 907-424-7260; www.cordova-chamber.com/community/festivals-and-events



Joan Miró, *Woman, Bird and Star (Homage to Picasso)*, February 15, 1966 / April 3–8, 1973, oil on canvas.

SEATTLE, WA

Seeing Is Experiencing

Spanish artist Joan Miró worked with Pablo Picasso and was an influential contributor to the Surrealist movement. Now "Miró: The Experience of Seeing" brings together more than 50 works from the two decades at the end of Miró's career, with special attention on sculptures he created with found items that he then cast in bronze. The traveling exhibition, which features pieces from the Museo Nacional Centro de Arte Reina Sofía, Madrid, will be at Seattle Art Museum February 13–May 25. This is the exhibition's only West Coast stop. To learn more, call 206-654-3100 or visit www.seattleartmuseum.org. —Victoria Crim

Tony Award-winning singer Patina Miller.



NEW YORK, NY

An American Song Series

American singers and songwriters take center stage for the **American Songbook** series, held this winter at different venues within Lincoln Center. The series kicks off January 22 with a performance by the Portland, Oregon, pop-Americana group **There Is No Mountain**, the "up-and-coming" artists who were chosen in a public vote held in late 2013. From January 28 through March 8, performances will be held in The Allen Room, where performers such as Tony Award-winners **James Naughton** and, later, **Patina Miller** will perform in front of a four-story window with the city as their backdrop. The final set of performances will be held from March 19 to April 5 in the Kaplan Penthouse, a smaller, more intimate setting where performers such as Grammy-winning folk and soul artist **Matt Alber** will perform. To learn more, call 212-721-6500 or visit www.americansongbook.org. —Victoria Crim

• • •

The month of January

is named for Janus, the ancient Roman god associated with entrances and transitions.

LAKE TAHOE, CA

Ready, Set, Snow Sports!

Skiers and snowboarders are preparing to plunge downslope in the **2014 Rahlves' Banzai Tour**, at four Lake Tahoe-area resorts February 8–March 16. Men and women ages 18 and up can register to compete against world-class racers. Times from individual runs will determine participants for the final rounds that feature four racers on the course at once. Among the seasoned competitors will be event founder **Daron Rahlves**, a past U.S. Olympic Team and world-champion skier. Also due to compete are seven-time X Games gold medalist boarder **Nate Holland** and defending Banzai Tour ski champ **Johnny "Banzai" Bochenek**. The 2014 Rahlves' Banzai Tour will be held at Kirkwood Mountain Resort, February 8–9; Squaw Valley, February 15–16; Alpine Meadows, March 8–9; and Sugar Bowl Resort, March 15–16. Alaska Airlines is an event sponsor. For more information, visit www.rahlvesbanzai.com. —Heidi Dong



Racers go head-to-head in the final round of each Rahlves' Banzai Tour event.

Also of note ...

The Great Ski Race March 2; a 30-km (about 18.5-mile) cross-country race, from Tahoe City, CA, to Truckee, CA. Advance registration recommended; www.thegreatskirace.com.

HOUSTON, TX

Historic Documentation

One of history's most influential documents, the **Magna Carta**, will be showing at the Houston Museum of Natural Science February 14–August 17. Originally written in England in 1215, the Magna Carta was the first legal charter to proclaim certain rights

of individuals—such as the right to have one's fate determined by due process of law rather than by the

arbitrary decisions of a monarch. The Magna Carta also greatly influenced the Constitution of the United States.

Although initially voided by Pope Innocent III, the Magna Carta was re-created and enacted in 1217. One of the four remaining 1217 copies will be on display in Houston, along with the **King's Writ**, the only known remaining copy of a letter associated with the 1215 Magna Carta. For more information, call 713-639-4629 or visit www.hmns.org.

—Melissa Croce



THE CHAPTER OF HERFORD CATHEDRAL

An archivist examines one of the last remaining copies of the Magna Carta. An exhibit featuring the document will open in February.



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PROFILE

The Mountain Man

An adventurer offers perspective on the world's tallest peak

Ed Viesturs didn't set out to climb Mount Everest seven times. It just more or less worked out that way.

He vividly remembers his first successful ascent in 1990. Climbing at a different speed, he separated from his companions that day near the summit, which left him alone at the top. "There I was all by myself, on top of the world," he recalls. "You spin around 360 degrees, and there's nothing above you."

Viesturs balanced a camera on his ice ax and set its timer. The camera used film, so he just had to hope he captured this well-earned image. He wasn't sure he'd ever make it back to this place.

Little did Viesturs know that he would, by later calculations, spend the equivalent of two and a half years on the tallest mountain in the world, on 11 expeditions. Viesturs describes his trips and other historic Everest climbs in *The Mountain: My Time on Everest*. This book, released in October 2013, is Viesturs' latest collaboration with longtime writing partner David Roberts.

Viesturs, now 54 and splitting his time between Ketchum, Idaho,

and the Seattle area, gained much of his mountaineering experience as a guide on Washington state's Mount Rainier, a peak he's now climbed more than 200 times. As he learned his craft, he developed his own philosophies. Mountaineers are risk takers by nature, but Viesturs does what he can to mitigate dangers. He also places importance on trusting his instincts. Even after hundreds of mountain trips, he has never had a major climbing accident.

Over the years, Viesturs also discovered he has unusual abilities at high altitude, an environment that is challenging and dangerous for humans, though seemingly less so for him. In the late 1990s, tests conducted at Seattle's University of Washington Medical Center indicated that Viesturs' heart pumps blood to muscles more efficiently than most hearts do.

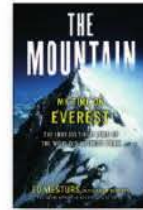
He also has a large lung capacity.

But he didn't know this early in his career when he set the goal of climbing Everest without the supplemental oxygen that many climbers use. He wanted to meet the mountain on its own terms:

"I decided that if I couldn't climb Everest without it [oxygen], then I couldn't climb Everest."

Viesturs says his first Everest expeditions came about more because of opportunities than plans—invitations to help guide or participate in other trips.

After his first time reaching the top, Viesturs planned to turn his attention to other mountains, but the opportunities to guide Everest climbs kept coming. And he developed a system by which he climbed several Himalayan peaks in one season—getting what he called "two-fers" by helping lead Everest expeditions and then, while still



acclimatized, making trips to other mountains with capable partners as time and conditions allowed. Remarkably, he says that he often treated the world's tallest mountain as a warm-up: "After climbing it, I could run over and climb another mountain in the neighborhood," he says.

Eventually, he set a goal to climb the world's 14 accessible peaks above 8,000 meters (about 26,250 feet)—a mission he called Endeavor 8000 that he completed in 2005. He is still the only American mountaineer to accomplish this feat.

Viesturs says he's now happy with diverse activities, including designing gear and guiding charity-fundraiser climbs. He notes the difficulty of topping his climbs of the world's tallest peaks: "I can't outdo myself," he says. "There's no way. So I have to be content with that."

He hopes, too, that his writings continue to help people. "Hopefully people see that, when you set your sights on a goal, you can accomplish it," he says. "It's not important to focus on the size of the goal; you just have to take a lot of little steps. That's what Everest is: a lot of little steps." —Ben Raker

KYLE DELEU

Ed Viesturs.

SAN FRANCISCO, CA

Comedy by the Bay

Laughter is said to be the best medicine, and there is due to be a lot of it at **SF Sketchfest 2014** (January 23–February 9). More

than 200 shows are scheduled at 20 venues in the San Francisco area, including live comedy, as well as music, panel discussions and films. Events will include a 10th-anniversary screening of *Napoleon*

Dynamite, with star **Jon Heder** attending, and performances by **Keegan-Michael Key** and **Jordan Peele** of Comedy Central's *Key & Peele*. To learn more, visit www.sfsketchfest.com. —Heidi Dong

Also of note ...

The Chicago Sketch Comedy Festival

January 9–19; Stage 773 in Chicago's Lakeview neighborhood; www.chicagosketchfest.com

I THOUGHT I WAS ON TOP OF THE WORLD

By Pat O'Day

My career had been spent in radio and rock and roll. I ran the No. 1 radio station in Seattle and on the air when I also started the world's largest rock-and-roll concert company. On this day I was broadcasting my show from the top of Seattle's new skyscraper, the Columbia Tower. I mean, what could be wrong? Well, several things.

I'd been drinking to excess for years. Being on the road with our 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. "Are you kidding?" I thought. 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, "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, ever, have another drink or any bad substance. My habit, the urges, the 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 know they should quit, and they want to, 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. Shadel said, "We must be doing something wrong!"



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)

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 overpowering urges of dependency. Those latent cravings simply become overwhelming. So they 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 is proven to be very successful. **Logically, you're asking, "What is it they do?"** The answer is two powerful but painless medical innovations were combined to erase patients' habits.

First, they developed a powerful "Counter Conditioning" method that brings the patient to hate the sight, smell, taste and thoughts of using the addictive substance, be it alcohol or drugs. Further medication isn't required to maintain this protective shield.

Second, the doctors introduced medically administered deep sleep therapy. The cleansing of the patient's low self-esteem, guilt, regrets and other emotional burdens are critical to long-term mental health.

Understand that Schick Shadel's approach contends these habits are not the fault of the patient. We live in a world of intoxicants and many people are genetically unprotected from their addictive impact. Such vulnerability is passed from parents to kids, generation to generation.

Following these two treatments, patients can leave the hospital after just 10 days, free from cravings, guilt and destructive habits. The original wonderful individual returns. This success is enjoyed by many thousands of former patients including myself. It's now been 27 sober, happy, healthy years for me. It took no willpower; they simply erased my addictions.

So may I say to you, "Your life on this earth is so very short. You needn't let intoxicants control or wreck it, when eliminating the problem is so quick and easy at world-famous Schick Shadel Hospital."

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Photo: Arlene Chambers Photography



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In my case, I spent the largest percentage of my time working – at least 80 hours a week – and although I love my job, it made it very difficult to manage time for myself. I'd go to a lot of events and meetings where food was served. I

wasn't getting enough exercise and always eating on the go. The food I ate wasn't always the healthiest or the right amount.

Things changed when I had that magical "aha moment," where I finally put things into perspective. I was talking with a friend who'd signed up for the program. I knew several people who'd gone through the program and realized that if I was going to lead a long and successful life, I had to make myself a priority. I wanted to be more "healthy-fit."

With that realization, I signed up for My Best 10. It was all it was advertised to be. The program is designed for success with its medically-based advice, leading-edge dietitians, individualized personal training, and lifestyle coaches who know what it takes to make the changes realistic and comfortable. The structure really helps you learn what your pitfalls are and what you need to change in order to maintain a healthy, fit lifestyle. Everyone is very supportive and the service is exceptional.

The results were amazing. I dropped several clothes sizes. I feel and look much younger. I gave myself permission not to eat at all the events I attended. Most of all, I came to understand that this is a lifestyle, not just a moment in time. I'm in it for the long haul with the firm belief that each day is a new day to make your best.

mybest10.com

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4455 148th Avenue NE, Bellevue, WA



In 1893, J.D. Perry Lewis built St. Louis' first horseless carriage. His story is part of the "250 in 250" exhibit, opening in February.

ST. LOUIS, MO

The Gateway to the West, at 250

St. Louis was founded in February 1764 as a fur-trading outpost and developed over the years into the major Midwest city it is today. This February, a yearlong citywide celebration called **stl250** will begin, commemorating St. Louis' 250th anniversary through art, dance, music and historically oriented events. The opening weekend, February 14–17, will be particularly eventful; its celebrations of the area's heritage will include re-enactments of historical events. An exhibit at the Missouri History Museum, "**250 in 250**," running February 14, 2014, through February 15, 2015, will provide an in-depth look at St. Louis' history by highlighting 50 people, 50 places, 50 moments, 50 images and 50 objects from the city's past. For more information about "250 in 250," call 314-746-4599 or visit www.mohistory.org. To learn more about other anniversary events in St. Louis, visit www.stl250.org.

—Victoria Crim



Super Bowl XLVIII is coming up on February 2. MetLife Stadium, in East Rutherford, New Jersey, will host the epic outdoor cold-climate event. Leading up to the game, many events are planned for the New York–New Jersey area. For more information, visit www.nynjsuperbowl.com.

MINNEAPOLIS, MN

An Empire's Legacy

Mikhail Romanov became tsar of Russia in 1613, establishing an empire that would last until the Russian Revolution of 1917. The exhibit "**The Romanovs: Legacy of an Empire Lost**," which provides a detailed account of Russian history through art, appears through March 23 at The Museum of Russian Art in Minneapolis. The exhibit features a variety of artifacts from the House of Romanov, including paintings, photographs, historical documents and clothing. Many items have never before been displayed in North America. Highlights include a



A vestment worn at Nicholas II's coronation (1896): silver and gold embroidery, burgundy velvet.

ceremonial vestment worn by a clergyman during the coronation of Nicholas II in 1896, and a map of Russia from 1667.

Also at the museum, through February 2, is "**Around the Tree: Holiday Traditions in the Soviet Era**," an exhibit examining winter celebrations during Soviet rule. For more information, call 612-821-9045 or visit www.tmora.org. —Eric Freedman

TOP SHELF

Up in the Hawaiian Sky

By Lavonne Leong, illustrated by Jing Jing Tsong; Beach House Publishing
In this vibrantly colorful board book, Hawai'i resident Leong writes a rhyming-verse tale of a girl and her stuffed dog, Poki, joining the sun on a high-flying trip above diverse Aloha State landscapes. Children will follow the characters as they soar over waterfalls and fields, fly with local birds and chase iridescent rainbows.



—Melissa Croce

Photographing Washington

By Greg Vaughn; PhotoTripUSA Publishing
In this picturesque guidebook (the latest in an award-winning series), Northwest photographer Vaughn provides summaries of places to shoot photos across Washington state, with targeted advice on how to get great shots in each location. The book includes sources of inspiration too, with more than 230 vivid images of the state's striking natural landmarks. —Eric Freedman

**Cast Iron Skillet Cookbook**

By Sharon Kramis and Julie Kramis Hearne; Sasquatch Books
Kramis and Hearne, a Seattle-based mother-daughter duo, are back with an updated edition of their popular guide to a favorite cooking tool. With more than 100 recipes—from classic bread pudding to internationally inspired pork katsu—plus bright photos and tips on skillet care, this cookbook will delight cast iron enthusiasts and newcomers alike. —Victoria Crim



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Giambattista Piazzetta, *Le Chanteur*, 18th century, oil on canvas.

PORTLAND, OR

Venice in the Northwest

Serenissima—"the most serene." The term refers to the Republic of Venice, the subject of the Portland Art Museum's upcoming exhibit "**Venice: The Golden Age of Art and Music**" (February 15–May 11). This exhibit will feature more than 100 works of Venetian art and music from the early-16th through late-18th centuries. It will explore how art and music related to and reflected the political culture of the Venetian Republic. Works will include oil-on-canvas paintings by Canaletto, who is known for works such as *Intérieur de Saint-Marc, Venise* (c. 1760). There will also be sheet music on view and recordings of

music by Vivaldi playing. For more information, call 503-226-2811 or visit www.portlandartmuseum.org/venice. —Eric Freedman

NAPA VALLEY, CA

Fine Dining in Wine Country

Visitors to California wine country can now treat themselves to fine dining courtesy of **Napa Valley Restaurant Month**. Through January, visitors to Napa—a Native American name generally translated as "Land of Plenty"—can explore more than 400 wineries and critically acclaimed restaurants, such as **Lucy Restaurant & Bar at Bardessono** and Robert Curry's **The Restaurant at Auberge du Soleil**.

Many restaurants are featuring two-course or three-course prix fixe

menus with optional wine pairings. Napa Valley Restaurant Month, now in its fourth year, is a part of a statewide **California Restaurant Month**, showcasing the best of California's culinary culture. To learn more about Napa Valley events, call 707-251-5895 or go to www.visitnapavalley.com/napa_valley_restaurant_month.htm. For information about statewide events, go to www.visitcalifornia.com/Restaurant-Month. —Melissa Croce



The Restaurant at Auberge du Soleil is among the famed establishments with special offers during Napa Valley Restaurant Month.

Also of note ...

- **14th Annual Olive Festival** January 2–February 28; multiple locations, Sonoma Valley; 707-996-1090; www.olivefestival.com
- **Napa Truffle Festival** January 17–20; *Westin Verasa in Napa Valley*; 888-753-9378; www.napatrufflefestival.com

CALENDAR

Through March 9 "**Roads of Arabia: Archaeology and History of the Kingdom of Saudi Arabia**," an exploration of trade routes through artifacts; Museum of Fine Arts, Houston; Houston, TX; 713-539-7300 or mfah.org

January 14–18 **Festival Sayulita**, film, music, surfing, food and drink; Sayulita, Mexico; 602-456-2859 or festivalsayulita.com

January 23–26 **Farmers Insurance Open**, a PGA Tour event; Torrey Pines Golf Course, La Jolla, CA; farmersinsuranceopen.com

January 25–March 23 "**The Art of Warner Bros. Cartoons**," cartoons from the 1930s through the 1960s; Orange County Regional History Center, Orlando, FL; 407-836-8500 or thehistorycenter.org/exhibits

February 1–June 1 "**Frank Lloyd Wright and the City: Density vs. Dispersal**," Museum of Modern Art, New York, NY; 212-708-9400 or moma.org

February 4–June 8 "**A Royal Passion: Queen Victoria and Photography**," with loans from The Royal Collection; The Getty Center, Los Angeles, CA; 310-440-7300 or getty.edu/visit/exhibitions

February 8–September 28 "**Real Pirates**," more than 200 historical objects; San Diego Natural History Museum, San Diego, CA; 619-232-3821 or sdnhm.org

February 13–16 **60th Annual Tucson Gem and Mineral Show**, multiple venues, Tucson, AZ; 520-322-5773 or tgms.org

February 15–23 **Waimea Town Festival**, Hawaiian rodeo, films, canoe and stand-up paddleboard races, and more; Waimea, Kaua'i, HI; kuaaifestivals.com

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Chris K.



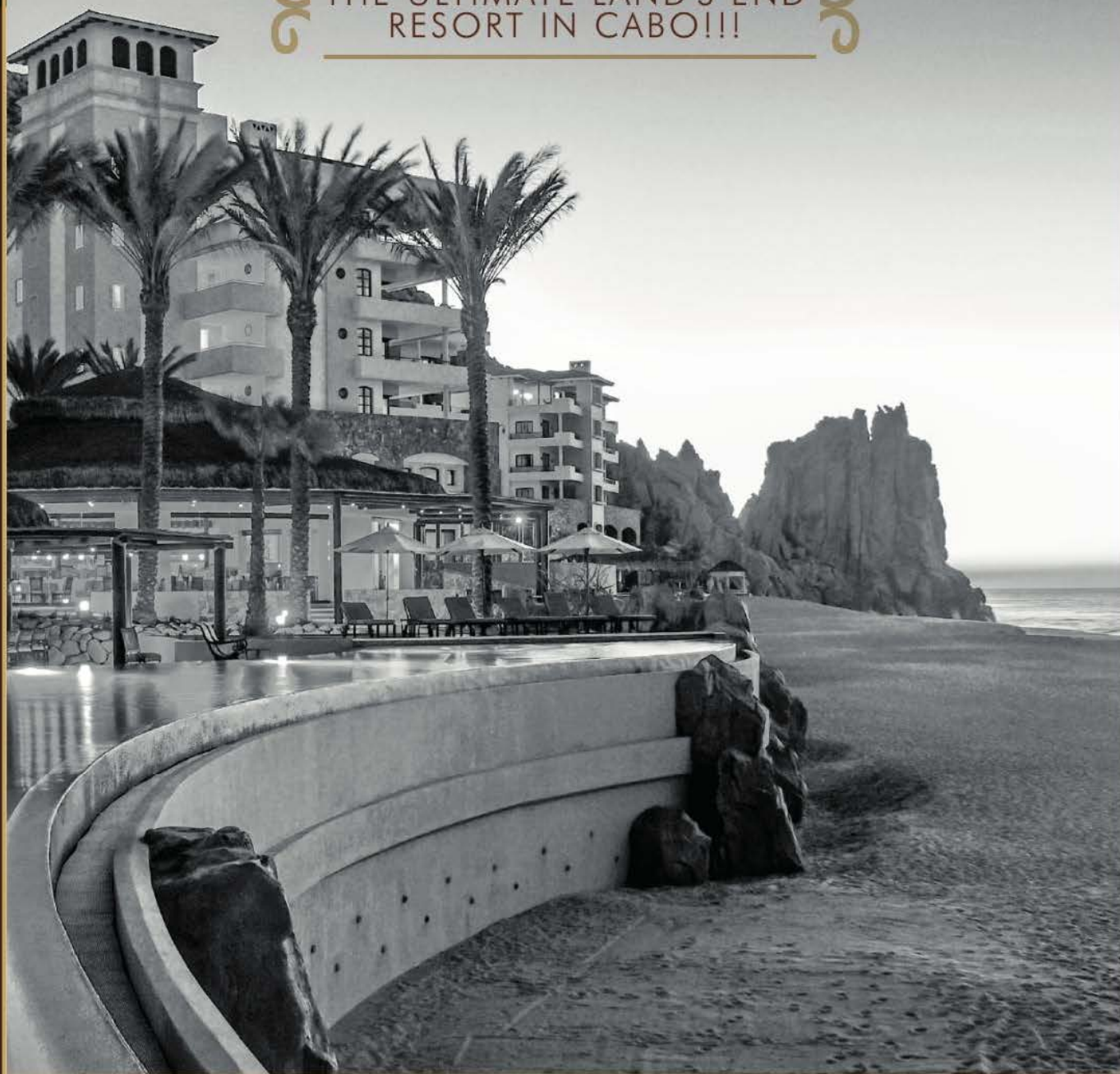
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Past World No. 1 star
Andy Roddick will return to
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DELRAY BEACH, FL

Ten Days of Tennis

Top men's tennis stars will seek glory in the Sunshine State next month at the 10-day Delray Beach Open by The Venetian Las Vegas—the only single-venue event to include an ATP Champions Tour event with an ATP World Tour competition.

The **ATP Champions Cup** matches will be held February 14–16. This tournament will feature notable retired professionals, with a U.S. team of Jan-Michael Gambill, Aaron Krickstein and former World No. 1 Andy Roddick playing singles matches against an international team of Goran Ivanišević, Mikael Pernfors and another former World No. 1, Mats Wilander.

ATP World Tour competition will run February 17–23 and will feature pro players in singles and doubles matches. Confirmed participants include top-10 singles player John Isner and the ATP doubles No. 1 team of twin brothers Bob and Mike Bryan. For more information, call 561-330-6000 or visit www.yellow-tennisball.com. —Ayan Sheikh

This month and next mark the **50th anniversary** of major events in the Beatles' U.S. invasion of 1964. "Introducing the Beatles," the band's first U.S. album, was released January 10. On February 7, the Fab Four arrived in New York City for their first tour and were met by thousands of screaming fans. On February 9 they appeared on TV's *The Ed Sullivan Show*.

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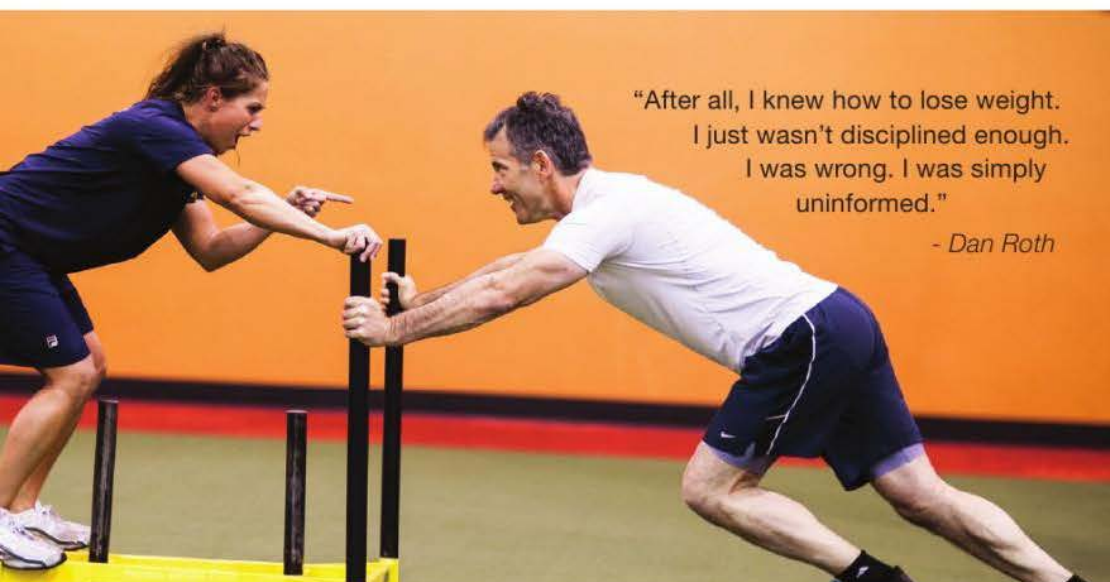
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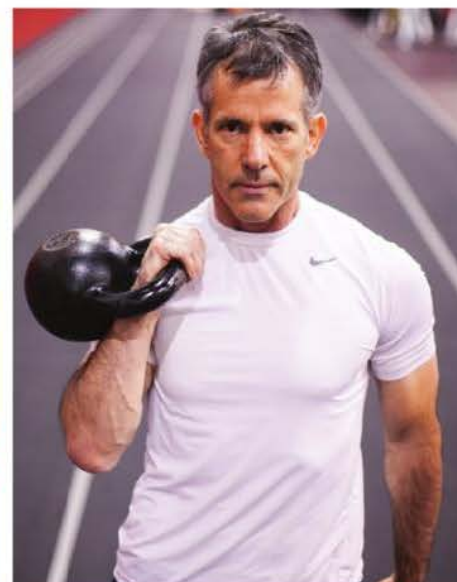
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"After all, I knew how to lose weight.
I just wasn't disciplined enough.
I was wrong. I was simply
uninformed."

- Dan Roth



DAN LOST 50 LBS

From childhood through my 20s, I was very active in the martial arts and boxing. I trained and competed a lot, which, combined with my high metabolism, kept me lean.



before

By the time I'd settled into a sedentary job in my early 30s, my activity levels had decreased dramatically while my stress levels had increased. The leanness I once took for granted slipped away and

gradually my weight escalated from 190 to 250 lbs. My blood pressure and cholesterol followed suit. Every once in a while I'd go on a massive exercise regimen. However, my diet wouldn't change much. After all, when I was younger, exercising was all I needed. Why wouldn't that work again? It didn't, of course. I'd lose enough weight to reinforce my belief that I knew how to do it, but didn't have the willpower to stick to the rigorous exercise schedule it took.

I attended the 20/20 LifeStyles Introductory Seminar just to support a friend. I thought I didn't need the program. After all, I knew how to lose weight. I just wasn't disciplined enough. However, as I listened to Dr. Dedomenico, I realized that I'd fallen into all the dietary and lifestyle traps he described. More importantly, there was a way out.

My problem wasn't that I was too lazy or undisciplined. I was simply uninformed. And that could be fixed.

While I waited for the program to start, I lost eight pounds by simply following some of the dietary and behavior guidelines Dr. Dedomenico revealed in the 20/20 introductory presentation.

When I started 20/20 LifeStyles, I was borderline obese and had abnormal kidney function, high blood pressure, and high cholesterol. I was also chronically tired and irritable. I was already on blood pressure medication and my primary care physician was suggesting cholesterol medication. Today my blood pressure, cholesterol, and kidney function are all normal and I take no medication.

It's only been about 18 months since I started 20/20 so I'm somewhat cautious about declaring victory, but I feel I'm on my way. To borrow a line from one of my favorite Springsteen songs, I feel like I'm "halfway to heaven and just a mile out of hell. These are better days."

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SURF & SUN

DISCOVERING THE ALOHA STATE'S BEST BEACHES

BY CATHERINE E. TOTH





Waves wash onto O'ahu's
Lanikai Beach, with the island
of Moko Nui in the distance.

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IT'S JANUARY, AND I'M IN A BIKINI.

While people elsewhere are bundling up in wool coats and scarves, I'm lounging at Kaimana Beach, a quiet little sandy spot in Waikīkī that's separated from the bustling beaches along Kalākaua Avenue by a park, an aquarium and a war memorial. The sun is well overhead, glowing in a bright blue sky. It's Thursday, and there are a handful of people with the same idea, lazily browsing through magazines or just relaxing in beach chairs and staring at the calm ocean, its surface twinkling in the sunlight as if it were dotted with small, floating jewels.

Welcome to winter in Hawai'i, where folks are heading to the beaches equipped with sunscreen, beach mats and coolers of ice-cold drinks. Because winter in Hawai'i isn't about fireplaces or down jackets; we wear swimsuits, not fleece. Our winter feels like summer feels in most other parts of the country.

"I appreciate cold weather and a fireplace," says Misha Lam, an O'ahu-born designer of ocean-inspired jewelry who lived in Los Angeles and New York City before returning to Hawai'i. "But I prefer the beach and sunshine during the winter."

And who wouldn't? Winter in Hawai'i may seem more like a warm afternoon in other parts of the United States. The average daytime temperature during the winter months is 78 degrees Fahrenheit, and at night, it drops to about 68 degrees. But that's the average—it has reached the high 80s in December and January in recent years; those are



BEACH-GOING TIPS

1 Know before you go:

Research the beaches you're planning to visit. Some may not have restrooms or lifeguards, and others may require a hike to get to the beach.

2 Heed safety warnings:

At some beaches, the water is calm during the summer months but turns treacherous during winter swells; even placid water should always be approached with caution. Lifeguards post signs alerting of dangers such as strong currents, sharp coral, slippery rocks and high surf. Every month, between seven and 10 days after the full moon, box jellyfish make their way to southern shores of the islands; signs are typically posted on affected

beaches. To learn more about beach safety, visit honolulu.gov/esd/oceansafety.

3 Use sun protection:

Palm trees and rented umbrellas aren't enough to protect you from damaging ultraviolet rays. Bring sunscreen, hats and sunglasses—a sunburn isn't the kind of souvenir you want to bring home.

4 Bring essentials:

Unless the beach you're visiting is equipped with concession stands or close to busy towns, you should come prepared with water, food and towels. Bring your camera—waterproof is best—and something to read, because you're on vacation. Be sure you enjoy it. —C.E.T.

Top left: The shimmering waters off O'ahu's Kailua Beach are ideal for watersports. Top right: Divers admire the marine life in Hanauma Bay. Left: Kaimana Beach is a quiet, sandy spot in Waikīkī.



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'Ehukai Beach on O'ahu is best known among surfers for its reef break, Banzai Pipeline.



summer temperatures in most parts of the country.

And those are perfect beach-going temperatures, too.

"We are so lucky we have warm weather all the time," says Carissa Moore, who's spending winter in her hometown of Honolulu, having returned after



securing her second Association of Surfing Professionals Women's World Title in October in Portugal. "We can spend the entire day outside. ... And I love feeling the warm water against my skin."


Perhaps nothing is more iconic of Hawai'i than its beaches. They were the stars of early marketing


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material that first introduced the Islands to potential visitors as a tourist destination, and the backdrop of such quintessential Hawai'i films as *From Here to Eternity* and *Blue Crush*. The state's beaches have consistently topped "best of" lists, including earning the top spot 12 times on the "best beaches" list compiled annually by Stephen Leatherman, aka Dr. Beach, a professor of coastal research and beach expert at Florida International University.

And there are dozens of reasons why. Hawai'i has every type of beach imaginable, from pristine white-sand escapes to the unique red-sand beach on Maui. The Islands boast secluded bays, expansive beach parks, rugged shorelines and some of the best surf breaks in the world.

The beach is almost always on the itineraries of the more than 7 million visitors who travel to the state every year—and they have different reasons for hitting the beach. Some like to don snorkels and explore the underwater sea life. Others prefer paddling out to barreling reef breaks during seasonal swells, and others just want to do as little as possible, relaxing on a secluded beach with a good book and maybe a mai tai. Everyone has their own criteria for what makes a winning beach—even Dr. Beach.

"A great beach is much more than soft sand and clear water," says travel writer and photographer Laura Bly, who has a soft spot for the beaches of Waikīkī. "It should reflect and showcase the history and natural beauty of its surroundings."

Below are a few reasons you should swap your winter coat for a swimsuit and head for a spot on a Hawai'i beach.

ABUNDANT ACTIVITIES

Yes, it's busy. And yes, it's the one spot that every visitor to O'ahu seems to come to. But Waikīkī offers the gamut of ocean experiences, from the fairly private Kaimana Beach near Kapi'olani Park to Kahanamoku Beach on the opposite end of Waikīkī.

You can ride the rolling waves at Canoes at Kūhiō Beach, where the famous Duke Kahanamoku surfed. Or you can walk along the ocean from Kapahulu Ave-

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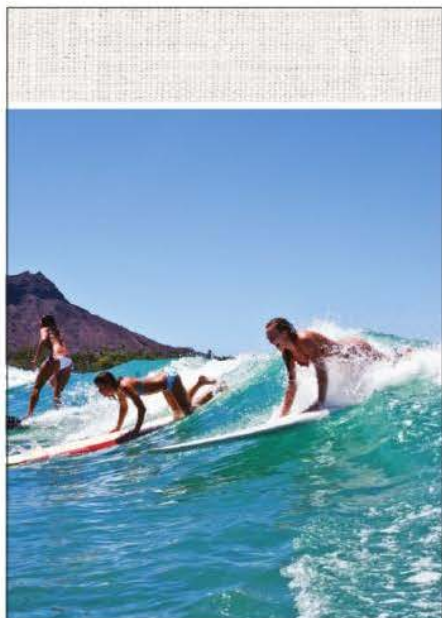


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nue to the Waikīkī Aquarium, stopping to watch the sunset from one of the many benches that line the walkway. Or you can sip a tropical drink and listen to live Hawaiian music at one of the hotels along the beach.

"Waikīkī has everything," says John R.K. Clark, a former Honolulu lifeguard and retired fire chief who has written several books on Hawai'i's beaches, including *Beaches of O'ahu*, and who frequents the beaches in and around Waikīkī almost every day. "You can do every ocean activity here—and you can canoe surf every day of the year. To me, that, alone, is a major selling point."

"I love Waikīkī because, if nothing else, there's always something to see here," says Pam Mandel, a writer from Seattle and a frequent visitor to the Islands who recently spent 10 days on O'ahu. "I love to get up early and go swimming in Waikīkī," she says, noting that one of her favorite things to do is see the city wake up while she's watching from the water.

Other beaches across the state also appeal to the active beachgoer. Kailua Beach Park, located about 15 miles from Waikīkī on O'ahu's windward side, is a sandy white beach that stretches for half a mile, with turquoise waters and gentle breezes. It's a popular spot for windsurfing, kiteboarding and parasailing. The offshore islands—Popoia, or Flat Island, and the twin Mokolua Islands—are favorite destinations for kayakers and surfers. The beach is within walking distance of kayak-rental and dive shops, and from boutiques and restaurants. A little to the east, and tucked away in an upscale residential area, is the picturesque Lanikai Beach, with its white sand and calmer waters.

On O'ahu's southeastern coast, and about 10 miles east of Waikīkī, is Hanauma Bay, a nature preserve located between the craters of two dormant volcanoes. The bay is teeming with marine life and perfect for snorkeling, and its clear, shallow waters are home to more than 400 different species of fish; the area is also known for its abundance of green sea turtles.

The snorkeling is great at Kealahou Bay, too. Located

Sunset Beach on O'ahu is among the world's most famous surfing destinations.



LEFT: DAVID SCHRICHTER / PHOTOCOURSE HAWAII.COM



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about 12 miles south of Kailua-Kona on Hawai'i Island, this bay—like Hanauma Bay—is a protected conservation area with an abundance of tropical fish, coral reefs and even pods of spinner dolphins. You can rent stand-up paddleboards or kayaks from nearby shops and explore the bay's brilliant waters. It has historical importance, as well, because this bay was the site where the first European explorer, Captain James Cook, landed on the island in 1779. (He was killed here a month later by native Hawaiians, and a white obelisk on shore memorializes the event.) Visitors should keep in mind that the memorial site and other parts of Kealahou Bay State Historical Park are culturally significant areas, and that a permit is required to land a kayak or other watercraft here—check with Hawai'i State Parks for details before visiting.

Kaua'i's Po'ipū Beach is another favorite spot for beachgoers who wish to do more than just lounge in the sun. Located on the island's south shore about 25 minutes west of Līhu'e, this beach is in the middle of Po'ipū's resort area, conveniently near some of the island's best shopping, restaurants and golf courses. You can snorkel with large *honu* (Hawaiian green sea turtles) or see the endangered Hawaiian monk seals that often sun-



DAVID SCHRICHT / PHOTOSOURCEHAWAII.COM

bathe on the sand (though be sure to maintain a distance of at least 150 feet from the protected animals). From December through May, it's not uncommon to spot humpback whales breaching and spouting offshore as they migrate to Hawai'i's warmer waters.

Maui is a playground of beaches. With 120 miles of coastline, the Valley Isle boasts more than 30 miles of sandy shores, with some of the state's best beaches for active beachgoers. Kapalua Beach, a sheltered white-sand beach on the northwest side

Above: A Hawaiian green sea turtle rests on Punalu'u Black Sand Beach on Hawai'i Island.

Right: Beachgoers relax on the rare scarlet sand at Kaihalulu Red Sand Beach on Maui.

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of Maui, has a protected cove perfect for snorkeling and swimming. The reefs are home to a colorful array of marine life including parrot fish, tangs, wrasses, triggerfish and jacks. And the golden, crescent-shaped Wailea Beach on the island's southwestern coast has calm waters perfect for snorkeling, kayaking and stand-up paddleboarding, with rentals available right on the beach, and views of Kaho'olawe, Lāna'i and passing humpback whales.

SURF

Winter draws two kinds of visitors to Hawai'i: those looking for warm weather and those in search of monster surf.

Huge surf hits the northern coastlines of all the islands, but O'ahu's seven-mile stretch of surf breaks on the North Shore is legendary, attracting the best surfers in the world. The beaches here host such premier surfing competitions as the Vans Triple Crown of Surfing and the invitation-only Quiksilver In Memory of Eddie Aikau big-wave competition, which requires a minimum of 20-foot surf at Waimea Bay.

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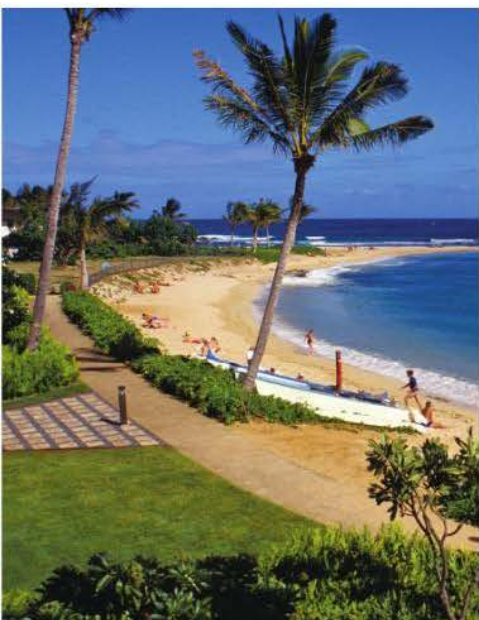
swell and it's 6 feet, it's so much fun," says reigning world champ Carissa Moore, who grew up surfing on O'ahu's South Shore but "charges"—surfs the big waves—on the North Shore, too.

One of the three stops on the Vans Triple Crown of Surfing—which kicks off in November at the start of the winter surf season—is the famed Sunset Beach. It was first surfed in the 1930s when local surfers from Waikiki made the long trek to the North Shore in search of unexplored breaks. Today, it's one of the most famous surfing spots in the world, home to several internationally renowned contests. Its outside peaks are mountainous and steep, often reaching heights of 20 feet or taller; the inside walls are thick, hollow and powerful. The beach fronting the break is long and wide, perfect for watching skilled surfers challenge the unforgiving waves.

About a mile down Kamehameha Highway is 'Ehukai Beach, best known for the infamous reef break Banzai Pipeline. The small, 1.2-acre beach park offers a close-up view of the break, which peels just offshore; visitors can watch pro surfers take off on its steep peak and burst out of the barreling wave that lives up to its descriptive name.

But the North Shore also has manageable breaks for those looking for a more modest rush of adrenaline. Jodi Wilmott, a longtime surfer, prefers the fun waves at Laniakea Beach, a popular right-hand break about two miles from Hale'iwa Town right off Kamehameha Highway. Over the past decade, it's become just as well-known for the Hawaiian green sea turtles that bask on the beach. A sizable north or northwest swell, though, can turn this fairly friendly break into a risky situation, so be sure to check the water conditions.

"It's got super fun waves, a mellow crowd and gorgeous views of Mount Ka'ala and Ka'ena Point," says Wilmott, a longtime North Shore resident and a communications director for big-wave surfing events. "What makes a good beach is plenty of open beach; a safe swimming shoreline for kids, with a fun surf lineup



DAVID FRANZEN / PHOTORESOURCEHAWAII.COM



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out the back for me; and beautiful views back to land so that you can gain a new appreciation for where you live. That never gets old."

UNIQUE

Hawai'i's sand beaches boast a range of natural colors, making the state's handful of beaches with

white, black, green and even red sand destinations unto themselves.

"There are colored sand beaches in other places, but they're not common," Clark says. "And Hawai'i is the only place where they're all here, and most are easily accessible."

Black-sand beaches are fairly common in Hawai'i, particularly on the volcanically active Hawai'i Island. The sand is formed from black volcanic rock and pulverized obsidian—shiny volcanic glass. The most famous of these beaches is Punalu'u Black Sand Beach in the small town of Na'ālehu,

Left: The warm sands of Po'ipū Beach on Kaua'i make it a perfect place for family fun.

Above: Maui's Hāmoa Beach sits beneath 30-foot lava cliffs.



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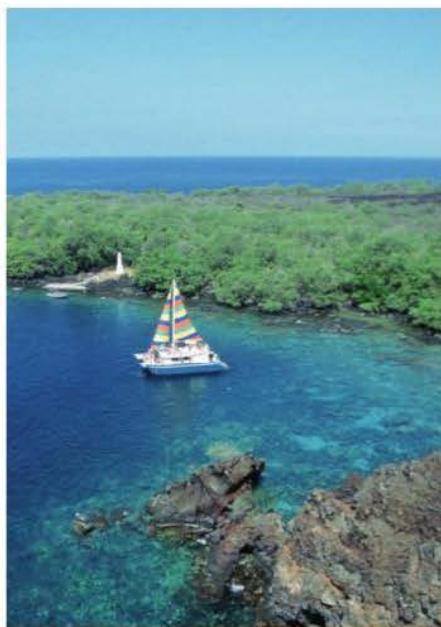
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about 30 miles southwest of Hawai'i Volcanoes National Park. It's a spacious enough beach, with a small picnic area, but its rocky shoreline is better for the Hawaiian green sea turtles—which come to shore to feed on marine plants in the shallow waters—than it is for swimming. These endangered honu often bask on the black sand here (visitors need to stay at least 150 feet away from them).

Green-sand beaches—like Papakōlea Beach near South Point on Hawai'i Island—are derived from basaltic lava with a high content of olivine (magnesium iron silicate). As the lava is eroded by water, the olivine accumulates and creates these stunning emerald beaches.

What most people want in a beach is simple: It's an escape. There are plenty of beaches in Hawai'i that provide this kind of serene experience.

It's about a three-mile trek to Papakōlea Beach through windy lava fields dotted with *heiau* (Hawaiian temples). After a climb down a cliff, you'll see it, a shimmering green beach in a bay half-circled by a cinder cone formed nearly 50,000 years ago. It's one of the few green beaches in the world, its finely ground olivine sand sparkling in the sunlight.

But the most impressive colored-sand beach is red—and found only in Hāna on the rugged eastern coastline of Maui. You'll have to drive 52 miles down the winding Hāna Highway to get to Kaihalulu Red Sand Beach, but it will likely be the highlight of your trip to Maui. This beach is just south of the small rural town, partially shielded from the rough open ocean by an offshore reef. Swimming isn't advised, but walking along the deep scarlet-sand beach flecked with

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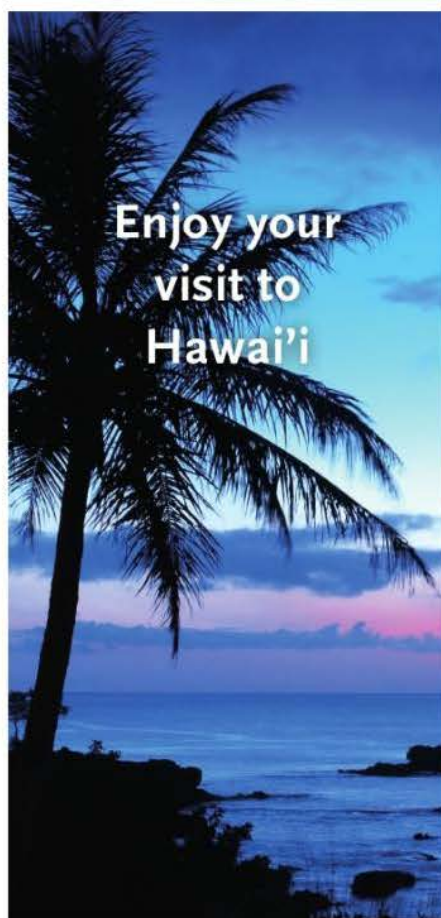
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obsidian is. This is among a handful of red-sand beaches in the world, and fairly easy to access. Few make the trek here, so it's usually uncrowded, as well.

Sometimes it's not the color of the sand that makes a beach unique. Māhā'ulepū Beach on the southern coast of Kaua'i is a two-mile stretch of rugged coastline complete with sand dunes and cliffs, and near Makauwahi Cave, the largest limestone cave in Hawai'i. This cave is considered one of the richest fossil sites in the state. In fact, fossils of extinct birds including the Kaua'i stilt-owl and three species of goose have been found in the sand dunes along the coastline.

"I never met a
beach I didn't like,"
says Pam Mandel.

"Any place you can take
off your shoes and get
your feet wet in the
Pacific is OK by me."

"These beaches are unique in that they are all here in Hawai'i," Clark says. "And they're all pretty spectacular."

ESCAPES

When Amy Shuster visited Hawai'i Island back in September, she expected the beaches to be like the ones in Southern California, where she's from: busy. But she was pleasantly surprised with the quiet stretches of sand she found on the island's Kohala Coast.

She loved Hāpuna Beach, the island's largest white-sand beach, about 45 minutes north of Kailua-Kona. The beach is spacious enough for visitors to spread out, with clear waters that, in light surf, are great for snorkeling and swimming (though it's best to stay out of the water when the surf is more turbulent). "It was clean and remote, with white sands, and just a few couples and honeymooners walking around," Shuster says.

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What most people want in a beach is simple: It's an escape. There are plenty of beaches in Hawai'i that provide this kind of serene experience.

West of Hale'iwa on O'ahu is Mokulē'ia Beach, a rocky shoreline with a wide, sandy beach that only fishermen and surfers seem to frequent. Much of ABC's *Lost* was filmed here because of the site's natural beauty and remote location.

Maui's Hāmoa Beach is another secluded find, located in the small town of Hāna. It's a crescent-shaped beach that



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Hāpuna Beach on Hawai'i Island is the island's largest white-sand beach, and a great place for swimming when the surf is light.

stretches about 900 feet and sits below 30-foot lava sea cliffs. It's almost always deserted, save for a few day-trippers who make the long drive down Hāna Highway to get here. It's an unprotected beach, open to the ocean and swept by powerful rip currents.

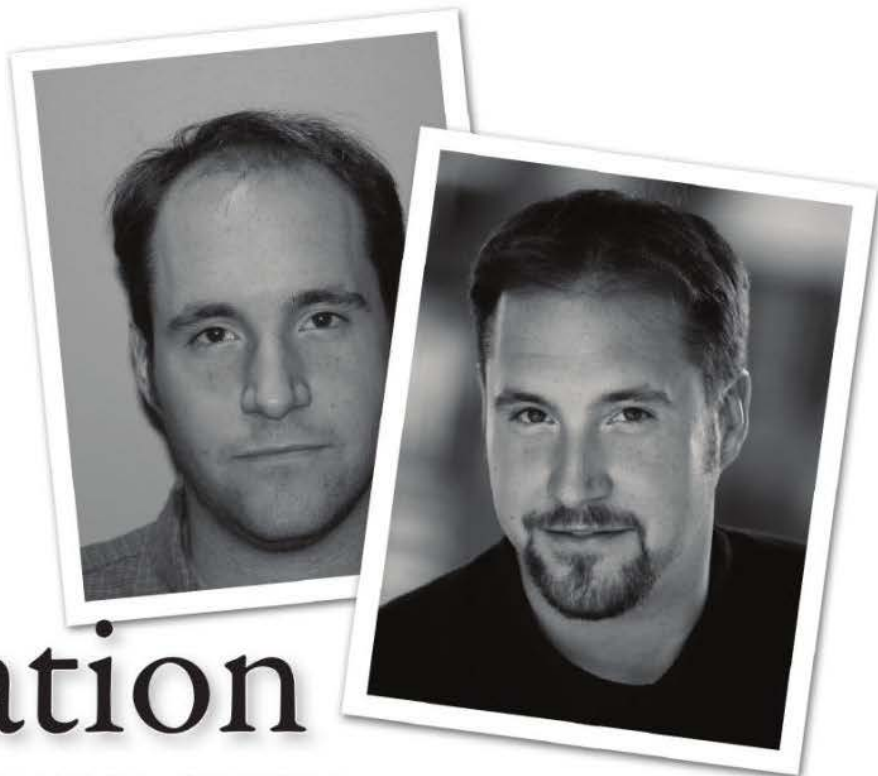
At the end of a five-mile dirt road from Mana Village on Highway 50 on Kaua'i is Polihale Beach. The wild coastline here is dramatic, flanked by a large sand beach and dunes, with incredible views of the sunset and the high sea cliffs of the Nā Pali Coast.

Pam Mandel has been to Hawai'i at least once a year for the past 15 years. Even after many visits, Mandel says the beaches never seem to lose their magic. "I did not expect to find so much solitude, and I have repeatedly been surprised to find myself on gorgeous beaches that are mostly empty—on all islands," Mandel says. "I never met a beach I didn't like. ... Any place you can take off your shoes and get your feet wet in the Pacific is OK by me." ▲

Catherine E. Toth is a writer in Honolulu.

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

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

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

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

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

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From my position at third base, with runners on first and second and no outs, I keep going over in my head what to do if a ground ball comes my way: turn the double play.

While this moment mirrors many I experienced as a youngster at my neighborhood diamond in Southern California, the stakes today are a bit higher. I am at Holman Stadium in Vero Beach, Florida, where several hundred fans are watching a game in which former big league ball-players from the Brooklyn and Los Angeles Dodgers are playing against a motley crew of middle-aged men and women. We have each paid about \$4,000 to attend the weeklong Los Angeles Dodgers Adult Baseball Camp at the franchise's spring-training facility.

I am nervous, but focused. I look over at the first-base runner. He's none other than Steve Yeager, who shared the Most Valuable Player award when the Dodgers won the 1981 World Series and is now a coach with the club. I glance at second base to see Bill Russell, who played 18 years with the Dodgers and later managed the team. The batter trying to bring these big leaguers home is Ken McMullen, who hit 156 home runs during 16 seasons in the major leagues with the Dodgers and four other clubs.

Right: Members of the Wayne Gretzky Fantasy Camp work on their hockey skills during a game at the Las Vegas Ice Center. Above: A team of campers perform pregame cheers at a Los Angeles Dodgers Adult Baseball Camp.

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My excitement is building, but I'm still not sweating. The action stops and my mind wanders. So much has happened in the five remarkable days since I arrived at Dodgertown.

Only a few days earlier, I froze when I entered the locker room for the first time as I saw two full sets of Dodgers uniforms, white for home and gray for away, with my name—my name!—emblazoned on the back and hanging in my locker. I walked the aisles of the locker room, looking at each locker for the retired big league ballplayers who would be our coaches and opponents. I'd followed some of these guys for their entire careers and knew their statistics by heart.

During the coming week, I will get to know these players, at least to some degree, marvel at their behind-the-scenes stories and understand something about what it is like to be a professional athlete. Before the week ends, it will be clear to me that this camp is worth every penny.

The Dodgers are among a number of major league baseball teams that have been part of the growing field of adult sports fantasy camps. This industry allows all types of sports fans to live out their fantasies and spend some time with top athletes and coaches.

The camps (and those who attend them) come in various shapes and sizes,

covering team and individual sports. Baseball fantasy camps, which helped launch the trend about 30 years ago, tend to be the most prevalent. However, today you can find a camp for almost any sport, including auto and drag racing, cycling, fishing, golfing, sailing, skiing, volleyball and even rodeo. Major college basketball and football programs have also gotten into the act. The cost for these programs varies as much as the sports, with the fees generally ranging from \$1,500 to \$12,500.

The camps also vary greatly as to the athletic abilities required to participate. While most of the camps emphasize that participants of any ability or condition are

welcome, my experience has been that it is best to at least be in moderate physical condition and to have experience playing the sport. It is always best to check with the individual camp.

Because of the potential risk of injury, fantasy camps generally require attendees to sign injury waivers that do not hold the camps liable. Some fantasy camps have been known to offer credits for future camps if participants are too injured to complete the program.

For my stint in camp, the problem isn't injuries as much as staying focused while being surrounded by living legends. My managers are none other than Maury Wills and Reggie Smith, who between them played in eight different World Series during their 31 seasons in the big leagues.

On the first morning, all of the rookies, including me, are put through drills: catching and dropping fly balls; fielding and booting ground balls; swinging at and missing batting practice pitches. Finally, we are evaluated and divided into eight different teams with the goal of making the lineups as equal as possible. We play every day, sometimes doubleheaders.

During the week, we win some, lose



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GERMAN ALEGRIA PHOTOGRAPHY

Above: Notre Dame is one of a number of college football programs that run fan fantasy camps. Left: Eric Aten, a participant in the Los Angeles Galaxy soccer camp, dribbles the ball at StubHub Center in Carson, California.

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MARK LOMOGGIO

more, and by Thursday, I am a seasoned young veteran, ready to play the staffers vs. campers game, in which all the campers are allowed to play two innings. I feel ready for almost anything ... even a ground ball.

Back in the game, I hear the crack of the bat and see that McMullen has hit a slow bouncer down the third-base line. I backhand the ball, step on third base to force Russell out and then make an accurate throw (with one bounce) to first.

It's a bang-bang double play. Just like in the pros ... well, except for the bounce. I am in a cloud and feeling slightly stunned as I ask myself, "Did I just turn a double play against players whose baseball cards I once collected?"

I remember little else from the inning. When it ends and I jog back to the dugout, I am congratulated by my teammates. But no one pounds my back in adulation or excitement. After all, these are the big leagues now—at least for us—and those are the plays we are supposed to make.

That double play stands out as *the* major highlight of my first adult sports fantasy camp in 2002. What was supposed to be a once-in-a-lifetime experience grew into an eagerly anticipated annual event every February for the next six years.

While the Dodgers no longer run such camps, veteran camper Mark Stone is organizing his own program this month in Tucson that will include retired Dodgers and Los Angeles Angels players. Stone

Michael Newman swings at a pitch during a New York Yankees Fantasy Camp baseball game in Tampa, Florida. Each year, the Yankees run two camps for men and one for women.

is just one of the many sports fans around the country that are drawn to such programs every year. Like me, they learn that the camps can create indelible memories, passionate followings and personal bonds between the campers and, occasionally, even with some of the athletes.

Putting on the Pinstripes

Among the most popular fantasy camps are those being run by the New York Yankees. The iconic baseball franchise has developed an intensely loyal fan base that relishes the thrill of wearing the famed pinstripe uniform.

Such support has allowed the Yankees to run three camps each year: two for men (at a cost of \$4,950 per person), held January 20–26, 2014, and also in November; and a mini-fantasy camp for women (costing \$1,950 per person), held January 16–19, 2014. All the camps are held at the team's spring training facility in Tampa, Florida. The seven-day men's camps include workouts, instruction, batting and fielding practice, and actual games played on six fields. Former Yankees players and coaches manage the teams and work with the campers.

"There are baseball stories galore, and not just about Yankees past and present," says Tony Kubek, the former Yankees

FANTASY FUNDAMENTALS

The following is a short list highlighting some of the main issues to consider when choosing the right camp for you:

■ **Expenses:** Prices vary widely among camps that are available to the general public. For instance, costs range from \$1,500 for the four-day Los Angeles Galaxy Adult Soccer Fantasy Camp (which is among the few camps that do not include lodging), to \$12,500 for the most expensive package of activities at the four-day basketball camp run by Miami Heat star Dwyane Wade. Fees generally include lodging, all or most meals, uniforms and some incidentals.

■ **Age:** The minimum age for many camps is 21. Some require that participants be 30 or older. Very rarely is there a maximum age.

■ **Gender:** Men form the majority of the participants in these camps. However, many camps are coed and some camps have sessions exclusively for women.

■ **Skill level and conditioning:** Always check with the camp to see what level of skill and conditioning is required. However, it is best if participants are in reasonably good shape and have experience playing the game. Better conditioning will also help participants avoid injuries. Camps may have doctors, trainers and even massage therapists to help those who are injured.

■ **The buddy principle:** The camps are more fun with a friend. It heightens the anticipation and makes the experience more enjoyable before and after.

■ **Packing:** Save space in your suitcase. Depending on the camp, you may receive uniforms, memorabilia and perhaps a trophy or two.

■ **Attitude:** Leave your job at home. This is a vacation, perhaps the only one of its kind you will ever take. Have fun, live in the moment and don't fret over the results. No one will care how well you did or your team's final record. —L.A.L.

player and longtime broadcaster who was the American League Rookie of the Year in 1957. "Over breakfast, lunch, the evening socials and in the hotel lobby, the stories, most often not for print, have the campers literally rolling on the floor."

I can attest to similar experiences during my seven Dodgers fantasy camps, where former players laughed over pranks they played, such as freezing a teammate's entire uniform overnight and affixing it to the clubhouse ceiling. I would listen intently as they discussed long nights of playing poker on trains that traversed the nation before it was commonplace for teams to fly, and laugh at how they would try to protect from the manager's keen eye a bullpen pitcher who was suffering after a night on the town.

Some of the Yankees who have taken part in recent camps include Bucky Dent, Mickey Rivers, David Wells and Don Larsen—the only player to pitch a perfect game in World Series history.

This type of star power can make for loyal customers, such as New Yorker



From left: Stuart Brown poses with NBA star Anthony Davis and University of Kentucky coach John Calipari during the John Calipari Basketball Fantasy Experience program.

Warren Sherman, 67. The dean of the Yankee fantasy camp experience, Sherman has attended some 45 of them, starting in 1987. He has been a Yankees fan since 1951, when he was 5 and Mickey Mantle debuted for the team.

At his first camp, Sherman was lucky enough to meet Mantle and other Hall of Famers Yogi Berra and Whitey Ford. A friendship developed between Sherman and Mantle that lasted for many years.

"I meet new campers and they kind of wonder why I would come back again and again," Sherman says. "I tell them, 'After this week of being here, you will know.'"

Skating with the Great One

The hockey fans who take part in the Wayne Gretzky Fantasy Camp have to pinch themselves as they leave the Bellagio Las Vegas hotel aboard a chartered bus and find the Great One himself on board telling stories of life in professional hockey.

The man who is arguably the greatest player to ever lace up a pair of skates will hold his 12th-annual fantasy camp in Las Vegas, March 9–14, 2014. Proceeds from the camp help fund the Wayne Gretzky Foundation, which gives less fortunate youth the opportunity to play hockey.

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cheap, but the 2014 program is already sold out, and there's a growing waiting list. Gretzky takes great pride in the quality of his camp and is involved in every aspect of the program, down to the smallest detail.

"I met with Wayne today to go over socks, pants, helmets, everything for the next camp," says Jenny Granich, camp coordinator, during a recent interview. "He is everywhere from the moment the campers arrive and get fitted with equipment, telling stories, holding court and taking the 20-minute bus ride with them from the Bellagio, where they stay, to the rinks."

Campers, divided into six teams, play daily on the Las Vegas Ice Center's two rinks. Each team plays five games, with a sixth if they reach the playoffs. According to Granich, the level of play is comparable to what you might find in an adult league: Players can skate relatively well and know the fundamentals of the game and their positions. Colin Brownlie, the marketing director for a real estate company in Ontario, Canada, is both a camp member and an assistant coach. His admiration for Gretzky has continued to grow during his 10 years of attendance.

"What he does is make everybody feel at home," Brownlie says of Gretzky. "He is truly a humble human being."

Former NHL coaches have worked as camp coaches, and Gretzky even plays in some of the games. He also often brings in retired NHL stars such as Brett Hull and Denis Savard to show a few tricks and work with the campers.

"We encourage the stars not to try to score, but to assist," says Granich.

Playing for the Fighting Irish

You wouldn't necessarily think that football would lend itself to fantasy camps. After all, it is a tough sport where even top athletes suffer injuries. However, a number of schools offer the thrill of stepping onto the gridiron.

One of the most successful of these programs is the Notre Dame Football Fantasy Camp, held on the university's campus in South Bend, Indiana. The

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camp, scheduled for June 3–7, 2014, at a cost of \$4,995 per person, is a five-day experience “in which you are steeped in the tradition, lore and surroundings of the Fighting Irish football team,” says Lacey Love, camp coordinator.

Actual members of the Notre Dame coaching staff, as well as past and present players, work with the attendees and help them feel like members of the team. Notre Dame legends, such as Heisman Trophy–winner Tim Brown and former head coach Lou Holtz, have even been known to make an appearance.

The fantasy begins from the first moment campers step foot inside Marriott’s Fairfield Inn & Suites, located across the street from the campus.

“When you arrive in your hotel room, there’s a welcoming letter signed by Notre Dame Head Coach Brian Kelly, as if you are an incoming freshman player, thanking you for your decision to choose Notre Dame,” says Chris Turnpaugh, a physician from Mechanicsburg, Pennsylvania, who plans to make the 2014 camp his third in a row. “The whole experience is like a fraternity for adults. It is warm and welcoming.”

After crossing the street from the hotel to the football complex, campers quickly become immersed in a detailed schedule. They change into their gear in the Notre Dame locker room and then go through a regimen much like actual Notre Dame players, including practices and watching films of past Notre Dame teams.

The week peaks with a flag football game between campers. The teams wear full pads and uniforms and the school’s classic gold helmets. The contest even includes a pregame speech by Kelly, introduction of players on the public address system, the sideline antics of the unique and energetic Notre Dame leprechaun mascot, and actual Notre Dame cheerleaders.

“Coach Kelly appreciates [the campers’] love for the school, and he really enjoys watching those guys go out on Friday and play the game,” says Love. “It just puts a smile on his face. It puts a smile on everybody’s face.”

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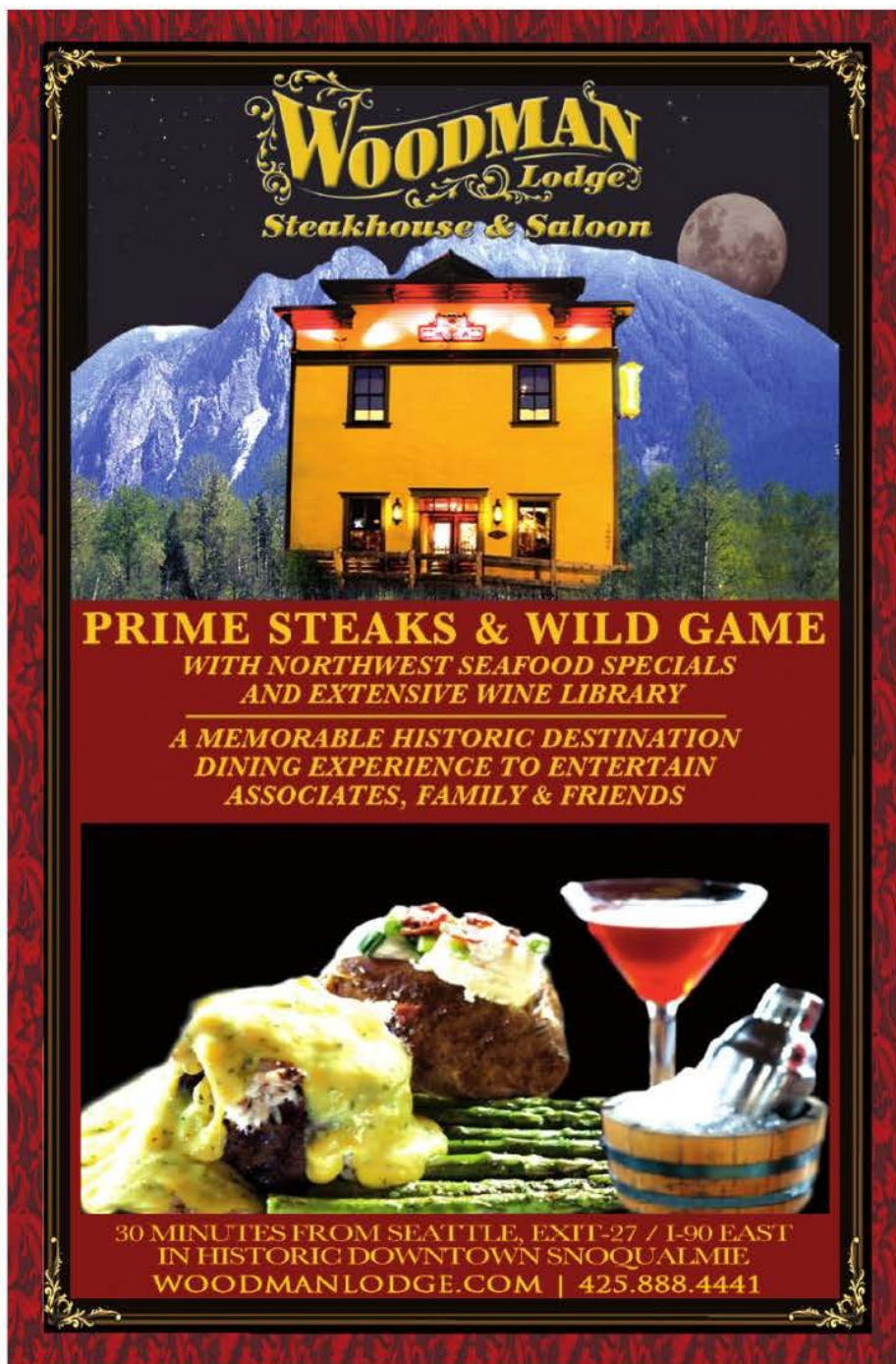
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Running the College Hardwood

Those who yearn to feel what it's like to be part of a big-time college-basketball program might want to try taking part in the John Calipari Basketball Fantasy Experience.

Calipari—the coach of the University of Kentucky Wildcats, which won the 2012 NCAA National Championship—runs one of a number of fantasy programs that are offered by major NCAA basketball powers. Other camps are held at Duke, Indiana University, Kansas University, the University of Miami and Syracuse.

Calipari's program costs between \$6,995 and \$10,995, depending on the activities package chosen. Discounts are also available.

On the first morning of Calipari's jam-packed three-day program, which is held in early September on the school's campus, participants are divided into six teams and assigned a coach—then begin practicing. Program coaches have included former NBA coach Del Harris.

This is a camp where it's best if participants are in shape and have basketball skills. Campers play a game on the first day and a doubleheader on the next day at the campus practice facility. These games can be intense.

"The campers love basketball. They love competition and they take it extremely seriously," says Matt Chacksfield, the sales and marketing manager for ProCamps, which helps organize the fantasy camp.

After "our regular season," Chacksfield says the six teams are seeded into a tournament held on the third and final day.

The tournament's title contest is played at Adolph Rupp Arena, named for the legendary University of Kentucky men's basketball coach who led four of his teams to NCAA National Championships. The camp culminates that evening with a game between all the campers and a group of University of Kentucky alumni players that is often played before a large crowd at the arena.

Calipari, who will run his third camp later this year, says he has been pleased with the results so far.

"What we were able to do with our first



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two fantasy camp experiences was make them unforgettable events for everyone involved," Calipari says.

Serving up an Experience

It takes just one glance at the roster of players who have joined tennis great John Newcombe's staff at his tennis camp in New Braunfels, near San Antonio, to tell you why the camp is called Tennis Fantasies with John Newcombe & The Legends.

Newcombe, one of a long line of great Australian tennis players who dominated the game in the 1950s, '60s, and '70s, gathers the likes of Guillermo Vilas and fellow Aussies Roy Emerson, Ross Case, Fred Stolle, Owen Davidson and Mark Woodforde for two camps during the year.

In March, Newcombe is hosting a four-day coed camp, which costs between \$1,470 and \$1,950, depending on various factors, including lodging. In October, Newcombe runs a six-day, men's-only camp that costs between \$4,645 and \$4,995. The participants range from those who may play tennis a couple of times a week to skilled amateurs.

Developed by Camp Director Steve Contardi, who got the notion for the camp after he had "an absolute blast" attending the Cincinnati Reds baseball fantasy camp in 1988 in Tampa, Florida, the program will celebrate its 27th season this year. The weeklong men's program includes instruction and clinics.

However, much of the schedule surrounds competition. Players are evaluated and divided into four teams, each coached by three of the legends. Morning singles matches precede doubles in the afternoon in a team-versus-team format. And the matches can get pretty competitive.

"[It is] a great experience," says Greg Arend, an aerospace engineer from Littleton, Colorado, who has attended seven camps. "You have breakfast, lunch and dinner with the legends. You hit on the court with them, and you drink beers with them. And they never treat you like they are better than you."

The star of the show remains Newcombe. The winner of seven singles events among 26 Grand

CONTINUED ON PAGE 159

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Gary Linfoot, a U.S. Army veteran who was paralyzed in Iraq, used a bionic "exoskeleton" to walk around the Statue of Liberty on Veterans Day 2013.



GREAT STRIDES

Adaptive medical technologies enable stunning achievements by people with disabilities

By Buddy Levy

The climber moves smoothly up the vertical rock face, spidering up the sheer, 200-foot cliff of The Gunks (a nickname for New York state's Shawangunk Mountains). The man ascends with precision and grace, defying gravity, conventional wisdom and others' expectations of him as he clings to handholds and footholds each no wider than a coin.

The climber is Hugh Herr, and he's a double amputee who continues to climb mountains—now better than ever in his life—wearing two prosthetic legs he designed himself at the Biomechatronics research group of the MIT Media Lab in Cambridge, Massachusetts.

Hugh Herr's story is remarkable and transformative, a profound example of a new wave of modern innovation that combines science, human spirit and ingenuity to create groundbreaking adaptive technologies that allow people to do things once believed impossible. Along the way, these innovations, and the people making and using them, are changing the way we think about the term *disability*.

Herr always seemed destined for great heights. By age 8 he had climbed Canada's 11,624-foot Mount Temple, in Banff National Park, and by his teens he was considered one of America's climbing phenoms. Then, during a winter climb of New Hampshire's Mount Washington in January 1982, Herr and a climbing partner became lost in a whiteout and wandered for four days in subzero temperatures. When Herr was finally rescued, he was suffering from hypothermia and severe frostbite. After months of procedures attempting to save his damaged limbs, Herr's legs had to be amputated below the knees. He was 17 years old.

Herr had believed with certainty that he would die on the mountain. When he survived, he became inspired by the memory of Albert

Dow, a rescue volunteer who was struck by an avalanche and died during the search for Herr and his partner. Herr vowed not only to walk again, but to climb, and maybe climb better than he had before. The prosthetics available at the time were crude passive limbs unsuited to the mountainous outdoor adventures that Herr had in mind, so he devoted his life to designing artificial limbs that would eventually emulate, and arguably even surpass, biological limbs. His innovations would improve the lives of amputees. Called "bionics," these motorized robotic prosthetics use computers and sensors to mimic biological limb function. Herr—who received a master's degree in mechanical engineering from

MIT and a doctorate in biophysics from Harvard University—now directs research at the MIT Media Lab, where, as he puts it, "We build robots that attach to the body to enhance physicality."

Herr's long-term goal is nothing short of ending disability as we know it. He has designed and uses numerous types of prostheses: Some can be worn ice climbing; some are made for running; and others have fins for swimming and turn Herr into a real-life Aquaman.

Most impressive, perhaps, are the bionic joints he's designed, such as the BiOM Ankle System. Each BiOM ankle has three computers and 12 sensors in a control system that models missing reflexes and muscle motions. When correctly programmed, a BiOM ankle moves the same way a biological joint moves. Made with a combination of aluminum, titanium, silicone and carbon fiber, the ankle senses things such as exerted force on the ground and force on the musclelike system.



Hugh Herr, who heads the Biomechatronics group at MIT Media Lab, had his lower legs amputated after suffering frostbite on a 1982 mountain climb. Today he designs bionic prostheses and uses them for climbing and other activities.

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A **Neptune BlueWave personal unit** (above) is clipped to the clothes of each kayak team member. Each unit is linked by a short cable to the earpiece and microphone fitted to the user's helmet and transmits to the intercom/mixer unit.



A **Neptune Adapta-Com earpiece/microphone** set fitted to a helmet allows each kayak team member to communicate.

Multisport adventurer Erik Weihenmayer, who is blind, uses a Neptune BlueWave Intercom/Mixer Unit to communicate with kayaking guides via Bluetooth wireless. With his support team, he aims to use the technology to kayak 277 miles of the Colorado River in 2014.

The prosthetic ankles allow the wearer to walk with a natural gait and to ascend or descend stairs or hilly hiking trails.

Using advanced science and technology design, Herr is a leader in creating devices that may one day allow amputees to run faster than people with completely biological legs. Other pioneers are working to create a world in which full-body exoskeletons allow paralyzed people to walk, and a world in which blind people can use adaptive technologies to "see" in new ways.

Exoskeletons

In March 2009 in Brainerd, Minnesota, professional snowmobiler Paul Thacker, an Evel Knievel on snow, charged his 430-pound Polaris snowmobile toward a ramp at 90 miles per hour and flew 301 feet through the air, setting a new world record as the first person to jump a snowmobile over the length of a football field.

In November 2010, the Anchorage, Alaska, native was back home training for the Winter X Games when he crashed his sled on what was for him a routine jump. He hit the handlebars, fell awkwardly, and, as he lay on the ground following the landing, told his friends, "I can't feel my legs." Thacker had severely bruised his spinal cord at the T5 level. He was paraplegic—completely paralyzed in his lower body and legs.

During his rehabilitation at Craig Hospital in Denver, Thacker learned about a new rehabilitation tool—an



TODD WILLIAMS (2)



Left: Paul Thacker, who is paralyzed in his lower body and legs, uses a mechanized exoskeleton for rehabilitation and assisted walking. Above and right: Thacker, strapped into a specialized seat, continues to compete as a snowmobiler.





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The benefits are physiological and psychological. Exoskeletons function by integrating mechanical engineering, electrical engineering and computer science. The wearer is fitted into the full-body suit—worn over clothing—and additionally uses a special pair of crutches. Once upright, the exoskeleton user initiates a step forward with a lateral weight shift, and battery-powered motors drive or assist the legs, replacing neuromuscular function for people with complete paralysis or aiding people with some residual function. The rehabilitative exoskeletons were patterned after an earlier (2008) military version called the Human Universal Load Carrier, or HULC, developed by Ekso Bionics (then Berkeley Bionics) with a research grant from the Defense Advanced Research Projects Agency (DARPA) of the U.S. Department of Defense. With an exoskeleton and a trained therapist, a person can go from a lifetime strapped to a wheelchair to up and walking in only a few minutes.

For Paul Thacker, who hadn't walked in seven months, the experience was amazing. "I'm so competitive, the first time I used the exoskeleton I saw it as a challenge to learn to walk better and faster. I immediately wanted to push the boundaries of what the machine could do," he says. "I continue to believe unconditionally that one day I'll be walking under my own power, but until then I can rehab with the Ekso [short for Ekso Bionics, the type he uses], and it's a magnificent piece of mechanics. It's a powerful symbol of what's possible."

Never a quitter, Thacker has kept competing. In 2013, Polaris built him a special seat for his snowmobile, and he strapped into it and competed in the 2013 Winter X Games SnoCross Adaptive. He competes again this month, in Aspen, Colorado, at this year's Winter X Games event.

Manufacturers of exoskeletons (currently there are at least three companies with functional "exos"—Ekso Bionics, ReWalk and Rex Bionics) and scientific researchers say that exos have many measurable and verifiable rehabilitative benefits. Standing and walking in the suits provides increased circulation, decreased



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well as an enthusiasm for
wellness.



DON'T SWEAT IT

Being in an industry where he worked closely with his clients, David always made it a point to be well groomed. As conscientious as he was about making a good impression, unfortunately, his underarm sweat would often get out of control and be embarrassing.

"If I wore something other than a black shirt, as soon as I'd start sweating, it would be obvious," says David. "Even with clinical strength antiperspirant, towards the end of a workday, I'd end up wet, sticky, and uncomfortable."

"I wouldn't call my underarm sweat excessive. I just wanted to be more comfortable and to be able to wear different colored clothing without being concerned by underarm stains. So when I found out about miraDry®, I had to try it."

"I read the reviews online and found that it reduces sweat on average by 82 percent. Plus, it's a permanent solution and it uses non-invasive technology that has been approved by the FDA. That reassured me."

"The procedure took about 45 minutes and was very comfortable. I didn't feel a thing. The results were instant. The best part is that I haven't worn deodorant since I had it done. I haven't been sweating at all and I don't have any underarm odor either. Now, at the end of the workday, I don't feel sweaty at all."

"It's liberating to be able to ditch the black. I don't have to worry about what color clothing I'm wearing. I can wear anything I want, at anytime. It's also great to be free of the odor and wetness, and not have my clothes ruined by antiperspirant stains. I went to the fair the other day and wore a shirt in a color I previously wouldn't have worn. Being in the hot sun for four hours was no big deal. I'm so glad I had this procedure done. I've been raving about it to all my friends."

"David was the ideal candidate for miraDry®," says Dr. Daniel Levy. "miraDry® works by delivering precisely controlled electromagnetic energy to the underarm area, eliminating the underarm sweat glands. Two procedures are recommended, three months apart, to maximize the quality and duration of results."

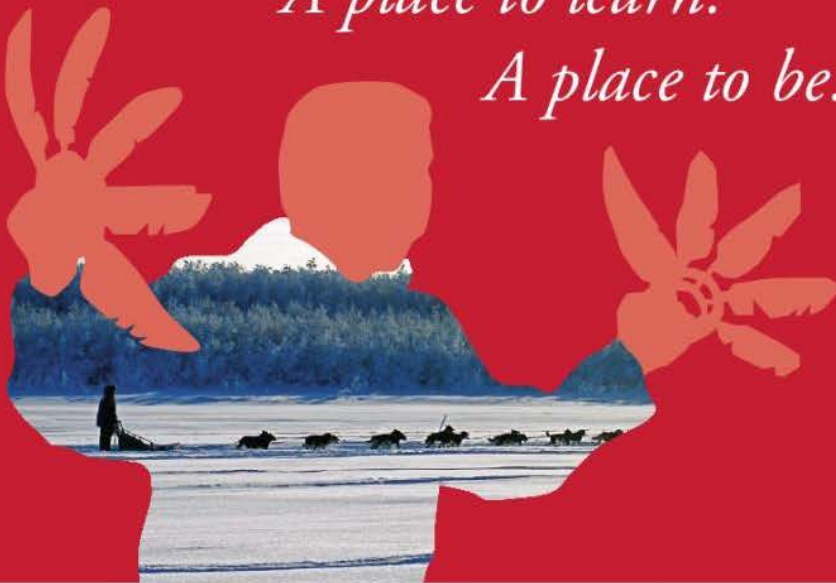
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edema (swelling), and improved urinary and bowel function. At rehabilitation centers across the country, exoskeletons are being used to treat individuals with incomplete or complete spinal cord injury, neurological disease and other forms of lower-limb paralysis due to multiple sclerosis, Parkinson's disease and stroke. Says Michael Firestone, spinal cord injury lead physical therapist at James A. Haley Veterans' Hospital in Tampa, Florida: "Exoskeletons create improved cardiovascular capacity, a decrease in lower-extremity spasms, fewer urinary tract infections, and—with the variable-assist software

World adventurer
Erik Weihenmayer has
parachuted out of
airplanes, solo paraglided,
scuba dived, skied
black-diamond runs, and
climbed to the peaks of all
of the world's fabled Seven
Summits, including Mount
Everest. And, incidentally,
he's totally blind.

update—improved strength for incomplete-spinal-cord-injury users. An exoskeleton also motivates patients who have been injured for awhile to get back in shape so they can be a candidate to use the device."

Perhaps most important, says Firestone, exoskeletons provide people with hope for the future. "They see what the exoskeleton does now and where they think it will go in the future to become a part of their everyday lives," he says.

Firestone has worked with eight patients since November 2012, and he finds the technology very impressive, integrating the processor, software and motors to create a functional gait pattern. The advances are progressing quickly, he says. "The next generations will be smaller, more user-friendly and able to handle various terrains."



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For distinguished U.S. military special-ops veteran Gary Linfoot (Chief Warrant Officer 5, Ret.), an Ekso Bionics exoskeleton is becoming a regular part of life. Injured in 2008 during his 19th tour in Iraq, Linfoot became paralyzed below the waist in a helicopter accident. Now he has become the first military veteran to receive an exoskeleton (the Ekso Bionics version) for personal use. Suits such as this are currently very expensive (around \$100,000 each); Linfoot's exoskeleton was donated to him through a grant made possible by the Infinite Hero Foundation and the Airpower Foundation. On Veterans Day 2013, after more than five years in a wheelchair, Linfoot appeared on the *Today* show on NBC, walking proudly next to his wife in his exoskeleton. Later in the day he walked around the Statue of Liberty in a stirring display of courage and patriotism. Says Linfoot: "It was a great honor to be able to walk by the Statue of Liberty, which is such a symbol of freedom and hope, a symbol of opportunity. That's also what the exoskeleton is; it represents the same things. I wanted to illustrate to other injured veterans not to give up. When people see me walking in the suit, they are awestruck that it's even possible. Hopefully, they'll be inspired by the possibilities."

Linfoot certainly hasn't given up. In 2011 he participated in the Ride 2 Recovery 9/11 Challenge (now called the Minuteman Challenge), pedaling a hand-cranked bicycle for eight days over 500 miles. Now Linfoot is adding daily walks in his exoskeleton to his training regimen. "My philosophy is, if you don't use it, you lose it," he says, meaning that you have to maintain what strength and musculature you have. "The plan is to get up and walk in the Ekso every day," he adds. "I'm part of a clinical trial to improve these devices even more, and help one day make them widely available for home use."

Psychologically, exoskeletons are powerful medicine. "When I first stood up, it was amazing," says Linfoot. "My wife, Mari, said, 'Hey, you're 6 feet tall again!' To see my wife eye-to-eye, and hug my children heart-to-heart—it's a feeling I can't even begin to explain."

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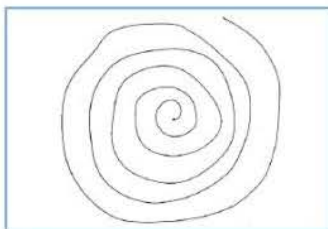
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Goals that Linfoot shares with Ekso Bionics—of continuing to expand the positive impacts of exoskeletons—are in the process of being realized. The bionic suits are currently in some 30 to 40 rehab centers across the country, including the Scripps Memorial Hospital in Encinitas, California, and the Huntington Memorial Hospital in Pasadena.

With highly visible users such as Paul Thacker and Gary Linfoot making great strides in the suits, the technology's developers want to improve capabilities to include safe navigation over undulating terrain and stairs, and to increase awareness and accessibility enough to make home use of exoskeletons a reality for the many who could benefit. That's important. According to Christopher and Dana Reeve Foundation findings from a study that concluded in 2008, nearly 5.6 million Americans—one in 50—were living with some degree of paralysis. So the technology has potential to help many people.

Sensory Augmentation for the Visually Impaired

It's October 2013. A kayaker paddles furiously down the raging whitewater of the Marañón River, a major tributary of the Amazon River that cuts through the Peruvian Andes. River wash roils over him as he approaches a massive rapid. Disoriented in the giant waves, he flips over in his kayak and disappears, completely upside-down as he descends the "Grand Canyon of South America." A few moments later, he has pulled off a perfect Eskimo roll, righted himself, and made it safely through a maze of massive rocks to an eddy below the rapids. He paddles ashore to rest and regroup. There are many more dangerous rapids ahead.

He is kayaker and world adventurer Erik Weißenmayer. He's parachuted out of airplanes, solo paraglided, scuba dived, skied black-diamond runs, and climbed to the peaks of all of the world's fabled Seven Summits, including Mount Everest. And, incidentally, he's totally blind.

Erik Weißenmayer, now 45, suffered retinoblastoma as a child and became completely blind by the age of 13. Despite this

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challenge, he has refused to let his blindness prevent him from living an adventurous, exhilarating life. Along the way, he has experimented with various adaptive technologies to help himself, and others, achieve their goals.

In 2008 he tested a technology created by Wisconsin-based Wicab Inc. called the BrainPort device: a headset camera linked to a tongue-depressorlike array, which converts light into electrical impulses that stimulate the tongue instead of the retina. The device, which is not yet cleared by the U.S. Food and Drug Administration for sale in the United States, translates digital information from the video camera into gentle

Erik Weihenmayer uses a BrainPort device to find climbing holds. The device converts light captured by a mounted camera into electrical impulses that stimulate the user's tongue.

Reflector). The device consists of eyeglasses worn by the blind or visually impaired that, as DeVault puts it, "take visual information and replace it with sound, resulting in a virtual kind of vision." The VISOR captures visual information in full color and three dimensions up to 20 feet away, then converts the information into a sound landscape that transmits as vibrations through small speakers that rest on the user's cheekbones. DeVault explains that the VISOR "interprets the world in the way that people normally understand it, and conveys that information via sound vibrations to signal the brain in the way light impulses would otherwise

electrical stimulation patterns felt on the tongue's surface through the depressor array. Users feel the patterns on their tongues, and they learn to interpret different sizes, shapes and even motion of objects in the environment they view. The BrainPort assistive device can help people who are totally blind with orientation, general mobility, object identification and even reading a sign consisting of a word or two.

The BrainPort device allowed Weihenmayer to rock climb in a new and different way. Whereas he normally climbs up rock faces or climbing walls by a technique he calls "scanning and groping"—moving his palms across the surface—with the BrainPort device, he could actually perceive climbing holds on the wall 2 or 3 feet above

him, allowing him to save energy by reducing his time spent scanning and groping.

Always willing to try something new, Weihenmayer is also currently collaborating with a Boulder, Colorado, inventor named Nate DeVault who has created a visual "augmentation device" called the VISOR (Visual Information Sensory Optical

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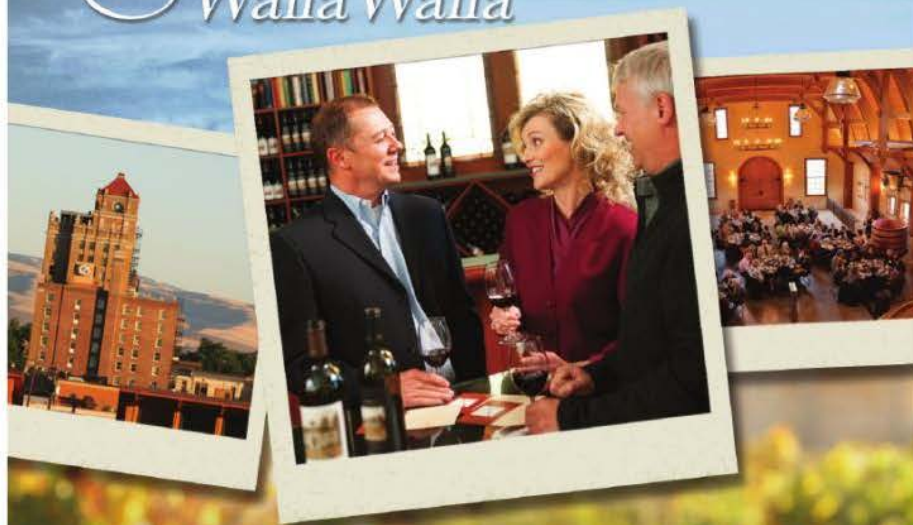
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By holding online rounds of competition before its 2013 Customer Conference, Tableau Software built excitement for a final event held at the conference itself. The culminating "Iron Viz" showdown featured finalists (right) competing live to create the best visuals (above), using the company's data-visualization software.



COURTESY: TABLEAU SOFTWARE (2)

Meetings: Before, During and After

Extending the impact of a conference outside the event dates | By Eric Gold

AT TABLEAU SOFTWARE'S 2013 CUSTOMER CONFERENCE in Washington, D.C., three users of the company's data-visualization platform faced off in a competition dubbed "Iron Viz." The participants, who had received a data set of movie ratings a few days before the event, engaged in a live throw-down to see who could create the most compelling graph, chart or other "viz" with the numbers, dragging elements into a graphical interface with the software. The D.C. face-off (inspired by the TV cooking battle *Iron Chef*) featured no celebrities or handpicked experts. Instead, it was the finale of a competition with previous rounds held online among about 100 ordinary users of Tableau's product. The Iron Viz champion, Ryan Sleeper, won \$2,000 and—at least in the words of Tableau's blog—"eternal glory."

Tableau's pre-event priming for its conference, via the Internet, was an example of a broader practice of expanding the life of a meeting, if not infinitely, at least far beyond the hours of the main event itself. Good meeting planners know how to do this by preparing people and front-loading an experience as well as extending the follow-up afterward. They expand preshow and postshow relationships and often use new technologies to facilitate the process. "You have to be more holistic, thinking of your event as not just a one-time experience," says Jeff Hurt, the Dallas-based executive vice president for education and engagement at Velvet Chainsaw Consulting, which helps organizations improve their annual meetings and conferences.

By having lead-up rounds instead of just one celebrity panel, Tableau made its users, the conference attendees, into active participants and built excitement for the final showdown. Other meetings feature special attention to preshow networking or education. Still others use sophisticated technology to connect with participants in smart ways before and after they travel to a meeting site. Planners handle traditional event logistics while also creating a unique, memorably energized experience from the first contact. After a meeting ends, there are more opportunities to continue the conversation. "The conference doesn't stay behind the four walls of a venue," Hurt says.

This stretching of a meeting's impact adds value for organizer, exhibitor and attendee alike. "People are making a financial and time investment away from

their families," says Janeé Pelletier, vice president of Conference & Logistics Consultants Inc., a Maryland-based conference-management firm. "They have to know they're going to get the most out of it."

Perhaps the simplest thing a meeting host or planner can do before and after a meeting is to listen. "Instead of top-down, it's becoming bottom-up," says Corbin Ball, a Seattle-area consultant and speaker who closely watches the meetings industry, and especially its technological evolution. "*Participants* is a better word than *attendees*. People are increasingly expecting more interactivity, expecting to be engaged and demanding a greater say."

Shawna Suckow, founder of the Senior Planners Industry Network, a group for meeting planners with 10 or more years of experience, recalls planning a consumer show for men. On behalf of her client, she asked the show's social media followers their favorite beers, saying the top 10 brews from the conversation would be at the show that year. "People started dialoguing back and forth, and not just with us, which is beautiful," Suckow says. The show made an extra offer to its Facebook fans: a code word they could mention when buying a ticket that would get them a free beer at the event.

Organizations need a good Customer Relationship Management (CRM) system to track what they're hearing from their audience, says Brian Strickland, director of strategic accounts for Experient, a global meetings and events provider. "Are you surveying, finding out places they might want to go? Do these coincide with hotbeds of your industry? Or do you always go to the same old, same old?" Strickland asks. Making good use of the data isn't easy,

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Strickland says, "but membership maintenance shouldn't necessarily be easy. You should always be interested in what your members want to tell you."

What people are saying may not all be positive. Amy Barone of Tableau Software says that, at the company's 2012 meeting in San Diego, attendees complained on Twitter about the lack of bacon in the conference's food offerings. In response, Barone says, "we started a rumor about having bacon at our conference in D.C. this year." She made sure that the meeting had bacon available for every single meal. "We were able to solve a thing that was a little bit of a gripe."

For Barone, this ability to hear from her event's attendees and respond—before, during or after the meeting—is a boon. "If people have a complaint, they will tweet about it," she says. "And we can fix it."

For many meetings, the opportunity to network is a big part of the draw. "If you boil meetings down to their most essential element, they're about bringing people together. I firmly believe in the power of face-to-face meetings," says Ball. "One good contact at an event can pay for the entire trip."

While that face time may remain paramount for many relationships, laying the groundwork before a meeting, and following up afterward, can increase the chance to make a great connection and maximize its value.

Pelletier says that in the last three years or so, she's seen more appointment-setting before events even open their doors. Matches between event participants are usually made through online profiles that participants are given to complete. The profiles may be part of a proprietary app or customizable software platform. Some meetings, says Pelletier, have moved to focus even more on networking, substituting a table and a list of prearranged appointments for the traditional trade-show booth.

Organizers can help relationships forged at an event live beyond its closing bell, too. At a health care industry conference in Minnesota, Suckow led a diverse group from all over the state through several networking exercises. In one, she asked each participant to meet someone of a different generation, share with them their biggest challenge, exchange cards and follow up with each other in 30 days. The goal, Suckow says, was that "the community of participants will be a lot stronger for all these



connections after the conference because of what we did during the conference."

In a trade-show context, Strickland points to a convention industry study suggesting that exhibitors fail to follow up on as many as 60 percent of the leads they gather. "How does that leave the attendee feeling?" Strickland says. "Maybe that there's not a whole lot of value."

Organizers can step in by tracking which booths an attendee visits, or allowing attendees to record visits on an app, and then sending the exhibitors' contact info to the attendees later. That way, the participant exploring the showroom floor can contact a company himself or herself.

A planner's interventions, Strickland says, should boost rather than replace real personal contact. "Why do people come to meetings? They like interacting with other people. Don't strip that away," he says. "That's the most powerful thing you have."

Besides networking, education is a driving force behind many meetings. In some cases, attendees may be required to earn credits for licensure in their profession. At other meetings, the content may be about a brand or other topic. Education at meetings, though, is changing with the times, just as it is in schools. "People no longer have to come to the conference to get the education," says Pelletier. In the age of YouTube and online university classes, she says, "education is available everywhere."

Hurt sees a "flipped classroom" model, where the informational content is posted online well ahead of the event. The conference itself, Hurt says, is then devoted to real engagement with the speaker and other attendees. People can discuss their challenges with the material as well as what worked and what didn't in the presentation. That conversation can continue online afterward.

Suckow agrees that more meetings are moving away from a lecture format. "It just bores the pants off people," she says. Instead, "participants are co-creating their own experience at the conference, their own learner outcomes."

By moving at least some of the information transfer to a pre-meeting website, planners are letting attendees take full advantage of their face time with the experts and each other. The meeting becomes a time to dig deeper.

After the meeting, Pelletier says, organizers can send attendees digitally cap-

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tured sessions. "We know there were 18 things happening at once," she tells them. "You went to one. Check out 17 more." Such content might be offered at no cost, as part of the registration. To reach out to even more people who may not have made it to the event, meeting content might also be available online for a fee.

From the first preliminary marketing messages to the last follow-ups, technology helps with an event's operation and attendee engagement. Technologies make it easier and cheaper than ever before to capture video, audio and slides of an event and distribute them afterward, Ball says. In some sectors, he says, "If you don't have an app for your event, people ask, 'Why are you behind the times?'" Mobile applications offer exhibit listings, networking, appointment setting, literature pickup and more, he says.

For the last two years, Pelletier's firm has offered meetsmart mobile, a mobile platform for association clients who may not have the considerable budget for a proprietary custom app. "It's sort of like having the conference program on your phone," she says. "When they show up at the meeting, they already know what's going on. They know they won't miss something important."

One client of Pelletier's is a Washington, D.C., association of nonphysician medical professionals. The association had never used a conference app before and was unsure of the technological aptitude of its membership. The app this group used allowed the association to send personalized content to participants after the event. As it turned out, users were very comfortable with the app and liked using it. In all, it was live for 60 days before the event and for another year afterward.

It's not all about apps. Hurt says, "Savvy organizations have a conference blog that starts six months out," posting a few times a week with content from the conference for marketing purposes, and staying up for months after the conference. In this way, technology can make an isolated annual meeting into an all-year affair with a big centerpiece.



Reggio Hearn, director of registration for Ellen Michaels Presents Inc., a meeting-planning firm in the San Francisco Bay area, notes that it's important for event websites to be functional and aesthetically pleasing whether visited on a 30-inch monitor, laptop, tablet, handheld device, or Web-enabled television. Online event communities allow networking to start early, while sponsor and exhibitor advertising is targeted based on each individual attendee's responses to questions on the event registration form. Of course, using technology takes tact. "Our clients are very cognizant of opt-in and opt-out lists. It's done in a responsible manner," Hearn says.

Having the right technology for a meeting is just one of the logistical fundamentals that planners must address to create a successful event. For Strickland, three critical touchpoints happen immediately

before a meeting: the traveler's experience at the airport, the cab ride to the venue and check-in at the hotel. "If those three don't go well, your person already has a negative experience before they even set foot at your event," he says.

So how do planners prevent this? By choosing a city with a well-run airport that moves luggage efficiently, with regulated taxis for safety and reliability, and with a hotel community and visitors bureau that "are all on board with understanding the hot points of your attendees. What they like, what they don't like. If you have that, you're off on the right foot," Strickland says.

He also recommends that planners make conference registration and hotel reservations for the following year's meeting available at the current year's event. "There's no better time to get someone excited about next year's event. Even if all the educational pieces aren't ready, allow them to register. They can sign up for sessions later," he says.

Because many meetings feature professional speakers, Hurt advises asking for supplemental content: a magazine or newsletter article, a blog post, a video, or a post-conference webinar. That type of content from the expert or keynote speaker helps organizers engage their audiences before and after the meeting. "It should be in the contract," Hurt says, adding that it's not hard to get extra content if it's in the contract up front. "Most professional speakers have quite a bit of content readily available that they can tweak and customize."

Strickland places importance on another fundamental practice: maintaining a good database of attendees. "I see a lot of clients operate with a subpar database, and then they wonder why they don't get good results out of it," he says. "If they have the wrong contact info, it makes me feel like I'm not very important to them."



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All the strategies planners and participants use to extend the life of an event contribute to one overarching goal: making the meeting a true experience, rather than just another formulaic gathering. "Look at the entire conference as an experience through the attendee's lens," says Hurt. "It should be an emotional journey from the first marketing experience. That's where the brain gets excited and remembers things."

At the CoreNet Global Summit held in Las Vegas in 2013, this association for corporate real estate (CRE) and workplace professionals, which is a Velvet Chainsaw client, had poet and storyteller David Bowden as the opening and closing speaker. Bowden, whose video-recorded remarks are still posted on the association's website, spoke in flowing, rhythmic verses about the distinction between what a thing costs and its true value. The message, says CoreNet Global CEO Angela Cain, resonated with an audience well acquainted with cost-cutting efforts. Afterward, Jeff Hurt led discussions about the issues faced by the membership. Even after 90 minutes, he says, "people didn't leave the room. They wanted to continue the conversations. We had to turn the lights off to get them to go to the next session."

The memorable experience of an unorthodox speaker has continued after the meeting, as hundreds of attendees have repurposed Bowden's recorded performance in presentations at their own offices, sparking new conversations. "Attendees who couldn't make this event we just held are watching that and getting ideas for the next summit," Cain says. "We've never had anything before where people were calling us, afterwards, asking, can they get it, can they share it?"

A location can also contribute to the creation of an experience that lives on beyond the meeting. Toni Walker, president of Logistics LLC in Anchorage, is very familiar with the broad appeal of her home state. "It's on many people's bucket list," she says. "They come for business, but they also want to enjoy that mystique of Alaska that people are very interested in." Chartered helicopter trips to a glacier for dog-



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sledding or excursions for encountering wildlife such as moose, humpback whales and eagles make Alaska a compelling destination for meeting attendees and their companions alike, Walker says. Providing information in advance about unique opportunities in the meeting city and surroundings helps build excitement.

Introducing the unexpected into the meeting plan, whether it's seeing a moose near Anchorage or listening to a rapping presenter in Las Vegas, signals to people that the meeting content merits attention.

A touch of unpredictability helps to make a meeting feel fresh, says Hurt. "You want a little bit of discomfort—not knowing what's going to happen. It puts the brain on high engagement. You can start planning those things ahead of time."

Creating an emotional experience that extends the life of a meeting doesn't have to be complicated, and it doesn't have to be high-tech. For the 2013 SPINCon, the annual conference of her organization, SPIN, Suckow asked each participant to write a letter to himself or herself during the meeting detailing what they hoped to have accomplished 30 days after the conference. The letters were to include what steps the writer would take if the goals were not achieved by that time. Suckow collected the letters and posted them back to the participants after the month had passed.

For the cost of some stamps, this simple exercise put SPINCon's participants in the mindset to carry the conference experience with them as they returned to their regular work routines. In case they forgot their resolutions in the hustle of everyday life, the letter would remind them.

Importantly, the activity wasn't about event organizers handing out assignments for follow-up. The simple letter-writing exercise ensured that participants took ownership of the experience early and followed through later. It was a concrete way to introduce accountability for getting the most out of the meeting and extending the meeting's effect, but it wasn't prescriptive.

"We didn't tell them what to do," Suckow says. "They set their own goals." **m**

Eric Gold is a Portland-based freelance writer.



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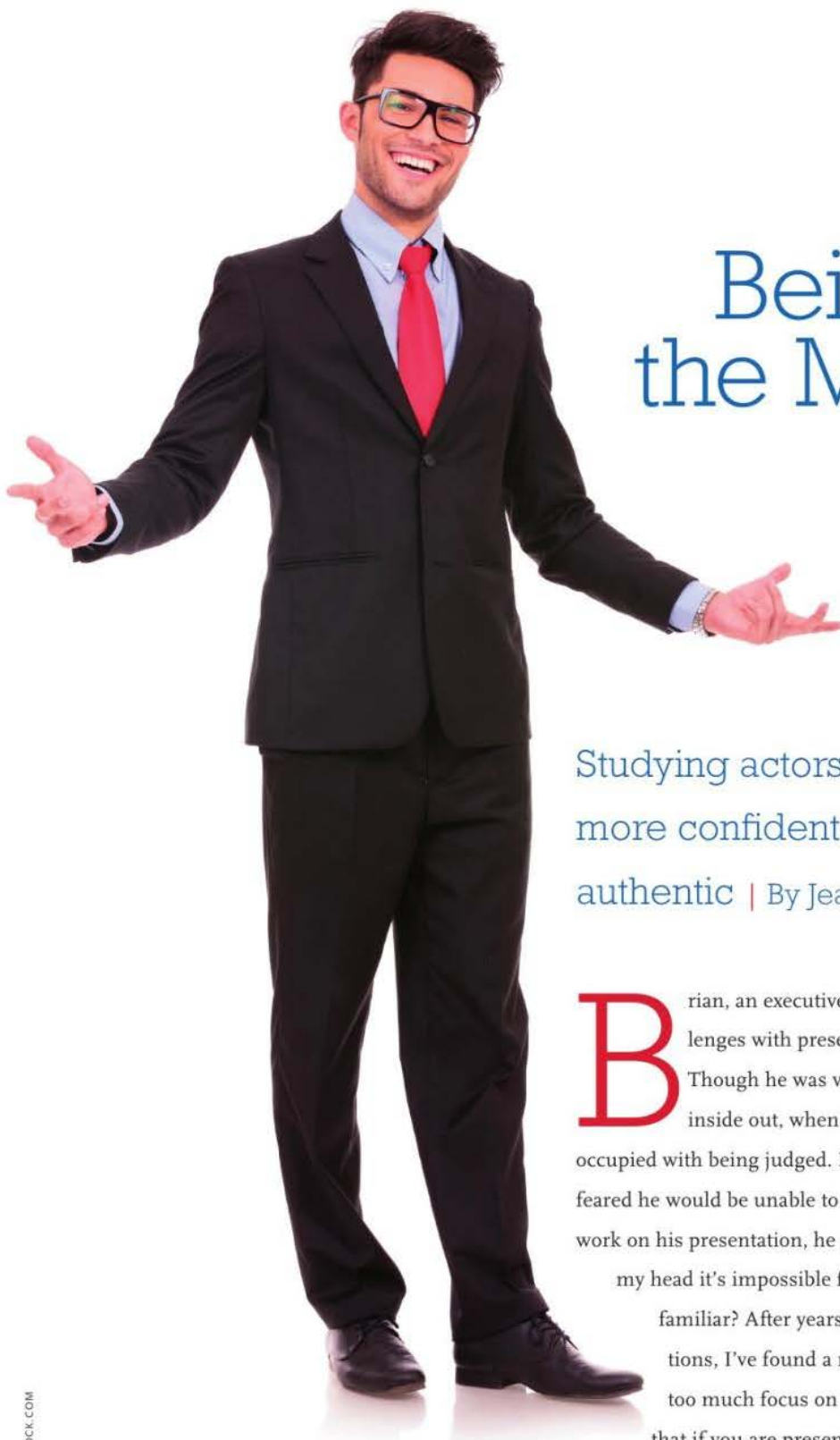


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Being in the Moment

Studying actors can make presenters more confident, expressive and authentic | By Jean Hamilton

Brian, an executive at an IT firm, had been experiencing challenges with presentations for most of his professional career. Though he was very good at his job and knew his material inside out, when he was giving a presentation, he became preoccupied with being judged. He worried he would make a mistake. He feared he would be unable to answer questions. When I met with him to work on his presentation, he said, "There's so much noise going on inside my head it's impossible for me to focus on my presentation." ■ Sound familiar? After years of working with executives on their presentations, I've found a major cause of public speaking difficulty is too much focus on internal thoughts. However, I've also found that if you are present with your audience and you are focused on your material, fear takes a backseat. ■ So how do you become present? How do you learn to cut the internal chatter?

One way is to study actors. Many people think of acting as big, inauthentic behavior. But that's describing bad acting. The best actors seek truthful expression. Great actors get inside our hearts and minds. We feel their fear, their sadness, their joy. Meryl Streep just has to turn her head and take a slight breath, and she communicates volumes. As soon as Daniel Day-Lewis enters a room, we are intrigued. Why is this? What are the qualities that the best actors bring to a performance, and how can insights into those characteristics help us as speakers?

Focus on what's important

Actors learn to have complete focus on each moment. They are 100 percent present. As acting coach Stella Adler says, "It's not the lines, it's the life." Actors immerse themselves in their characters, scene partners and environments. Their eyes, mouths, voices, breaths and postures are all part of their communication.

Think of times in your life when you have been fully present. Perhaps it was when you were mesmerized by a newborn, or soaking in the beauty of nature or enjoying a captivating conversation. Those moments were powerful because you were completely absorbed in the moment. Bringing that same crystal-clear focus to your presentations can take them to a new level.

When you are present you establish a real connection with your listeners. Your body feels at ease. You breathe naturally. It allows for reflection, curiosity and play. When speakers talk about being "in the zone," they are present.

When I worked with Brian, the IT executive mentioned earlier, my goal was to help him to let his guard down, to move out of his fear of being judged by focusing instead on what was going on in the room. He had a big fear of "not knowing the answer" during Q & A. He saw the audience as potential attackers—picking away at his credibility.

When Brian reframed the situation and saw that questions meant the audience was engaged with his talk and wanted to know more, he became energized and involved in the moment. At the end of our work, he said, "I now see every presentation as a great opportunity. If I don't know the answer to a question, it gives me the chance to follow up with them afterwards. No matter what happens, I'll be fine."

Sometimes getting beyond feelings of anxiety is as simple as deciding to change your focus. After all, if you are not the person in charge of your thoughts, who is? Ralph Waldo Emerson said, "Nothing can bring you peace but yourself."

Play with the moment

Being present also allows you to be spontaneous. When you quiet your internal critic, you are able to truly see your audience and respond to them. Your presentation becomes an event you are sharing. Your presentation creates a rhythm

between the audience and speaker that establishes connection. Maya Angelou says, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Being present and responsive will not only feel good to you, it will feel good to your audience.

Awareness of the rhythm in a presentation also means relishing stillness. When you are comfortable with silence, you become more available to your audience. If you blast through your presentation, a true connection never happens. I took a course in acting in Spain last summer, and one of the teachers, Simon Edwards, said, "The great actor is one who chooses what not to do." I believe the same is true of great speakers. Too often speakers say too much. Edit out extraneous words. Find clarity so that your message has impact. Be bold. Be clear. Be done.

Move beyond doubt and take action

Living in the present can solve many of life's challenges. Years ago I was a professional modern dancer plagued by insecurities. I never thought I was good enough. After a particularly humiliating ballet class, I went to a studio to dance on my own. I'd always had trouble doing pirouettes. I'd hold my breath and turn awkwardly. But in the studio, with no one watching, I did a pirouette. For the first time in my life, I did a quadruple pirouette with ease, clarity and precision. I thought, "That's what it's supposed to feel like!"

That pirouette was more than 25 years ago, and I remember it like it was yesterday. In that moment I was able to let go of unnecessary tension, and I danced to my full ability. I was present. Rather than thinking about my limitations, I took action. I let loose and I danced. That's the key to being present. Move beyond your doubt and take action. You may surprise yourself. Whether it be dancing, speaking, parenting or just about anything in life, being present enables you to reach your full potential.



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Step outside of your comfort zone

Another quality to learn from actors is freedom of expression.

It's important for business professionals to be credible. As a result, they often fear that if they are too expressive, they will not be taken seriously. In the guise of being professional, they speak without dynamics and fail to engage their audience. Recently I worked with David, an insurance company CFO who had a monotone delivery. I taped him doing a presentation, and he agreed it was much too flat. "If I were in the audience," he said, "I'd have a hard time listening to that guy." He realized that if people aren't listening, he won't have much impact.

I worked with him on presenting the statistics in more human terms. Dan and Chip Heath, authors of *Made to Stick*, write, "Statistics are rarely meaningful in and of themselves. Statistics will, and should, almost always be used to illustrate a relationship."

When David used a story to relay the significance of the numbers, his delivery changed dramatically. He was emotionally connected to his message and his voice became more dynamic. I recorded him again, and to his surprise, the new style was much more effective. "It's funny," he said. "As I was doing it, I felt like I was being WAY too big. When I watched it, I saw I just moved my eyebrows up. It wasn't too big; it looked completely natural. I looked like a person interested in their subject."

Even if something does not feel natural, that doesn't mean you shouldn't do it. It means you should stretch your comfort zone to find a new, more expressive "normal." It's been said that life begins at the edge of your comfort zone. If you are always comfortable, it means you are not growing. To step outside of your comfort zone, explore new ways of presenting. To gauge your effectiveness, tape yourself and watch it. Even better, work with a coach to inspire you to take your skills to the next level.

To become emotionally present, let your body talk

Speaking is not just an intellectual activity. Emotions and body language bring a talk to life. Actors are keenly aware of the power of nonverbal communication. One day while participating in an acting class, I was given a boring, meaningless

Get into the present

Sit up straight with your feet on the floor in a comfortable place where you won't be disturbed.

Take five slow, deep breaths, inhaling through your nose, exhaling through your mouth. Let your belly expand as you breathe in.

Anytime your mind wanders, focus on the feeling of the air coming in through your nose and out your mouth.

Continue breathing easily, focusing on your breath.

Other ideas: Take a walk in nature, focusing on each step. Listen to every sound. Listen to a piece of music that you love. Eat slowly, savoring each bite. Have a conversation with a loved one, listening attentively to every word.

Warm up before a presentation

1. Get focused.

Think about your goals for your presentation. If they remember one thing, what do you want it to be?

2. Get physical.

Reach your arms over your head, take a big yawn and stretch your face and your body.

Roll your shoulders forward and backward 10 times each way. Reach side to side, stretching your back. Stretch your legs in a lunge. Shake out any part of your body that feels tight.

3. Warm up your voice.

Hum.

Open your mouth wide and say, "Ah."

Say, "Mahhh," keeping your throat relaxed, filling the room with sound. Clearly enunciate words: cat, sat, mat, right, kite, flight, etc.

Note: Never strain your voice. The key to voice exercises is that they should feel good.

4. Visualize success.

Visualize yourself doing a great presentation. Everything starts with the imagination. Use your imagination to set yourself up for success.

script and asked to perform a scene from that script as if I had brain cancer, with three months to live. My scene partner played my brother, who was visiting me for the first time since I got sick. I thought the scene would be a disaster. I would never say those mundane words in such an emotionally charged situation. But the scene was powerful. By the end, I was crying real tears. The words we said had no significance. All of the communication happened in how we said the words, our eye contact, our pauses, our breathing.

Nonverbal communication gives much greater depth to your presentations. Think of communicating

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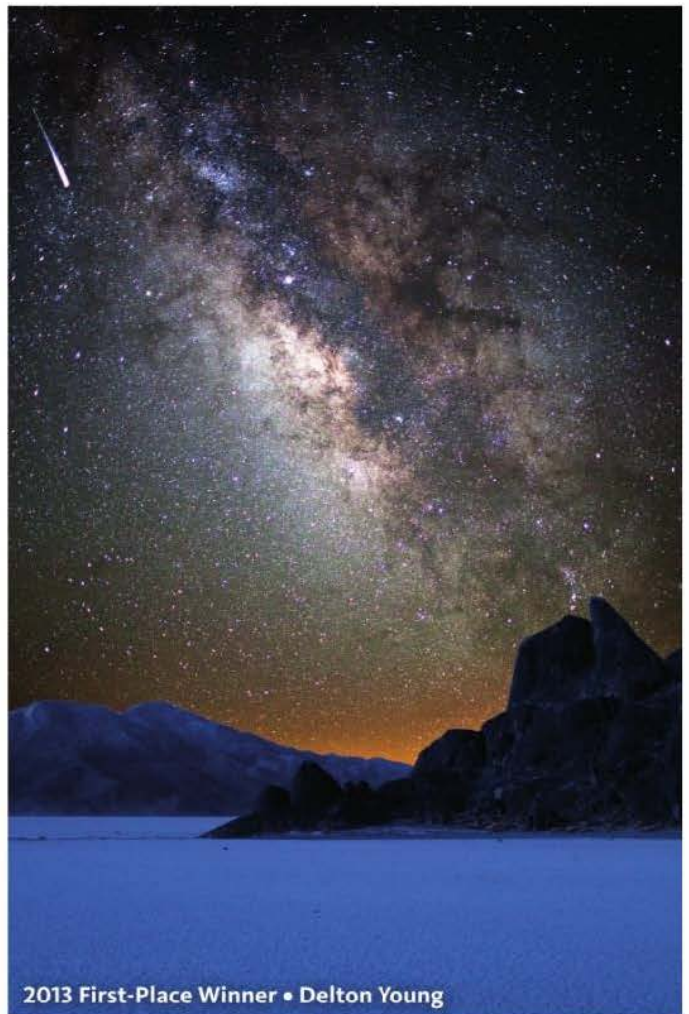
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with your whole body. The next time you present, take note of your breath, your posture and your eye contact. When your body is engaged and congruent with your communication, you have far more power.

Connect your subject matter to your life

Complete commitment to each moment is at the forefront of every actor's craft. I worked with acting coach Benson Simmonds to help me prepare for an audition. The first time I read the script, it felt phony. As we worked, we went over each line to discover how I could emotionally connect with every word. I allowed memories of past experiences to color my reading of the script. After one hour of coaching, the monologue was very different. I was connected emotionally, and I spoke from a place of truth.

The same lesson can be applied to speeches. Don't be afraid to commit. Find your "fire in the belly." Tap into your emotions. If you don't care, your audience won't either. Go deeper. Think about experiences in your life when you had something at stake. Think about when you had an objective that you would go after at all costs. It could be keeping your child safe, successfully completing a race or landing a big client. That's the passion that will bring fuel to your presentations.

When you find a deeper level of connection to yourself and your experiences, it will translate into a deeper connection with your audience. If you are not sure how to do this, an acting class or a coach will help you discover the way.

Communication is at the core of life's experiences. When you are able to quiet your inner critic and focus on the present, you can enjoy your audience and relish the experience. You tap into the magic of presentations. You communicate your ideas, your passion and your feelings about why your material is significant. You are exactly where you are supposed to be. Life fills your presentation. That's when you have true impact. **m**

Jean Hamilton, founder and principal of Speaking Results, helps executives develop their presentation, communication and leadership skills.

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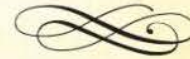
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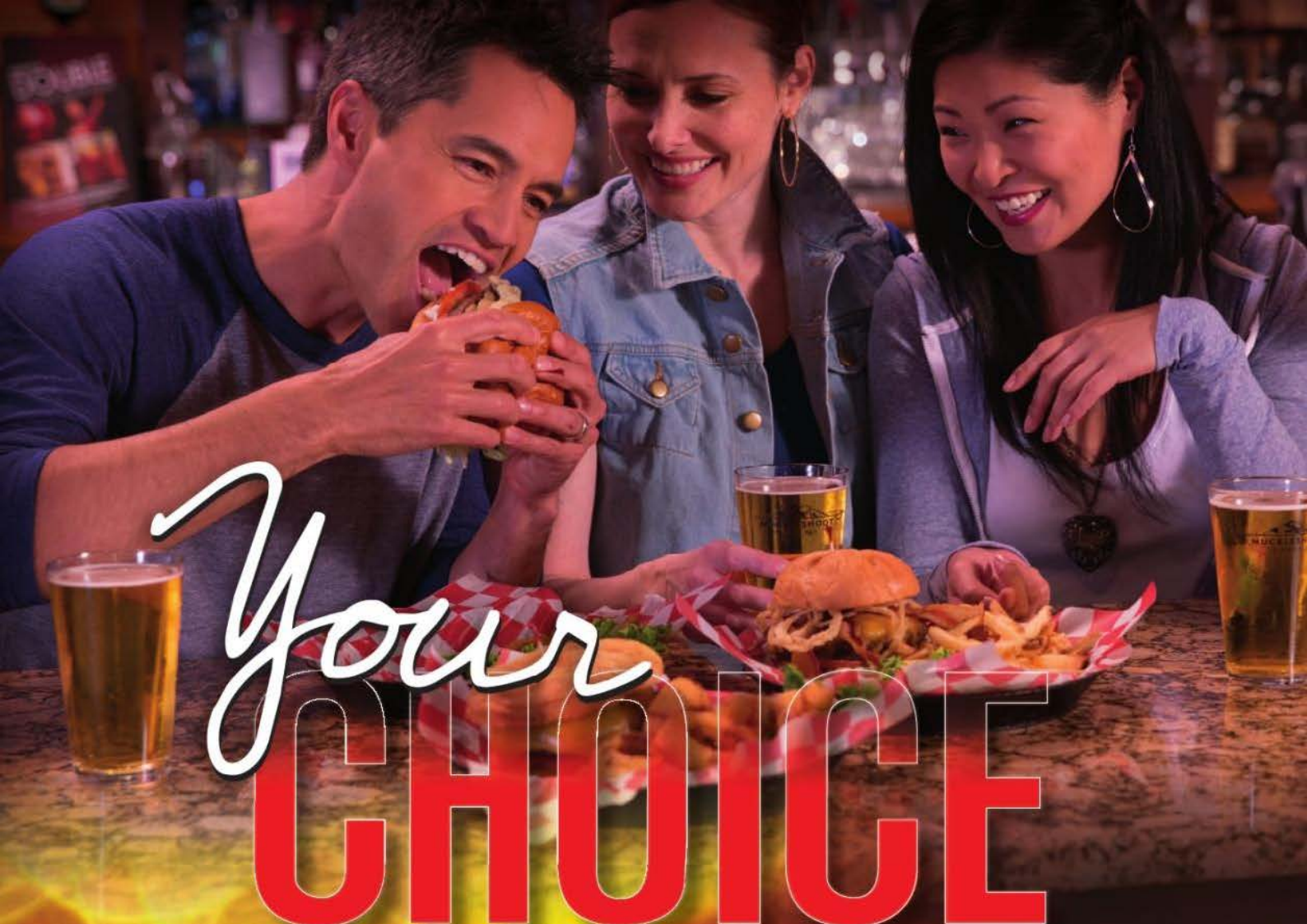
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College Bound

Compelling applications can boost a student's chances of admission | By Lora Shinn

"Students need to tell their story," says Bev Taylor, founder of The Ivy Coach, a New York-based college consulting firm that works with Ivy League-bound kids from all over the world. She's helped students get into Harvard and Yale for more than 20 years, but her straight-shooting advice is solid for most kids. An applicant's "story" is made up of grades, scores, recommendations, activities and essays. Like any good story, there are ways to make it more compelling.

For example, Madeleine Colvin of Bellevue, Washington, applied to seven colleges and universities, hoping to study international relations. She submitted her test scores, but also wrote an essay on her stay with a Chinese host family, describing the cultural exchange experience—a perfect fit for her desired major in international relations.

Following through on the international theme, Colvin noted the nonprofit that she had started, along with her friend Grace Grubb, while in high school:

Dig Deep raised more than \$20,000 through bake sales and "walks for water," and funded construction of two water systems in Ethiopia.

Colvin says that students are often underprepared for how to "sell" themselves to a college, to pitch themselves as a perfect match for an institution.

"My little brother is actually in the process of applying to college right now, and I've read a couple of his essays," she says. "They're not bad essays, but he's having trouble selling himself to the colleges and really making himself stand out. I think I had those same problems."

The Colvins aren't alone. Finding a college that's the right fit for a student and then negotiating the application process is a complicated proposition. The following pages provide tips that can help students customize their applications and enhance their chances of getting into their colleges of choice.

Identifying Colleges

The process begins with identifying colleges that are appropriate to a student's interests. High school students typically start launching their searches in January of their junior years, says Kiersten Murphy, an Issaquah, Washington-based independent college counselor at Murphy College Consultants, which works with students regionally and worldwide. To thoroughly explore college options, she recommends meeting with your high school counselor and an independent college counselor, reading books (Murphy recommends *The Fiske Guide to Colleges*), attending college fairs and using websites such as College Navigator to research different schools.

"You have to be smart about picking schools," says Joie Jager-Hyman, once

Give Your Application a Boost: Consider taking summer classes through an online program between your junior and senior years (for example, next year's math class, so you can skip ahead a year). Or use the summer for job shadows, internships or research aligned with your college goals, suggests independent counselor Kiersten Murphy. For example, a student who plans to study engineering might consider a related internship or a summer discovery camp.

the assistant director of admissions at Dartmouth College, and the author of *B+ Grades, A+ College Application: How to Present Your Strongest Self, Write a Standout Admissions Essay, and Get Into the Perfect School for You*. "Have a good list of schools with a realistic range, perhaps including

small but not as prestigious schools, or an alternative program at a prestigious university," Jager-Hyman says, such as Oxford College at Emory University or the College of General Studies at Boston University.

Plan to do some traveling over your high school spring break for a few guided college

tours—which not only gives the student a good look at the school, but also demonstrates a student's interest in a school when admissions officers are making decisions on applications, Murphy says. That doesn't mean just driving by or making a quick post-application visit. Go before the application is submitted, when school is in session. Sit in on a class; meet with a professor or coach; and ask students questions. You'll get a sense of the college's feel, size, campus life and other important aspects—and you'll be able to include those details in your essay later on, as a way to confirm and reinforce your interest in the school.

Preparations for the SAT or ACT should also be part of your pre-application process. In your senior year, keep up the rigor with Advanced Placement and Honors coursework: Colleges will expect that you will continue to challenge yourself in school.

Colvin suggests that college applicants start familiarizing themselves with the application process early. Many college applications are similar, because they use the Common Application, a free online undergraduate application employed by more than 500 colleges and universities. It offers sections for personal information, test scores, recommendations and other pertinent information.

Other institutions, however—including the University of Washington and Georgetown University—have their own application processes, so it's good to get organized as early as possible and to set priorities and schedules for completing the different elements of the applications.

"Besides keeping up with deadlines and making sure everything, including application forms, test scores, recommendations, supplements, et cetera, made it in on time, I think the hardest part was probably writing personal essays," Colvin says.

The Essay

No element of the application process

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brings students greater anxiety than the personal essay.

Essay questions range from the more general to the specific and challenging. The Common Application, for example, asks: "Recount an incident or time when you experienced failure. How did it affect you, and what lessons did you learn?" and "Describe a place or environment where you are perfectly content. What do you do or experience there, and why is it meaningful to you?"

On the other hand, the University of

If your test scores don't reflect your true potential,

visit fairtest.org to find a list of test-optional schools, suggests Joie Jager-Hyman.

Chicago is famous for its unusual essay prompts, observes Sarah McGinty, author of *The College Application Essay*. For 2013, the application asked students to recount a favorite joke and then try to explain the joke, without ruining it. The application also asked students to compare apples and oranges, using statistics, chemistry, phys-

ics, linguistics and philosophy. In addition, it offered the opportunity for applicants to come up with their own topics.

No matter the initial questions, the admissions professionals are trying to understand you as a person and envision your suitability for their school, says Taylor from The Ivy Coach. "You've got to be likable."

"A great essay is about a small moment in time," Taylor says. "Too many students turn the essay into an activity sheet and end up talking about everything they've been involved in, or spending time patting themselves on the back, or writing on a cliché topic."

Try to avoid overworked topics such as service trips, sports, travel, or grandma and grandpa, Jager-Hyman suggests. "Write clearly without using too many confusing SAT words," she adds. "Make it personal. Every essay needs a narrative, which means that you should show the reader how you evolved or what you learned from an experience."

Students should start early and take their time writing and rewriting their essays, Jager-Hyman says. They should incorporate feedback from trusted adults.

Recommendations

Although you're not writing your own recommendations, "In a way, you are held responsible for the mediocre recommendations of your teachers and counselors," Taylor says. You need stellar recommendations, she says, which may mean that you give your teachers and counselors some guidance with the letters that they'll write on your behalf.

Remind teachers of your demonstrated intellectual curiosity, social engagement and academic skills in the classroom, with specific examples, perhaps outlined in bullet form on a supplemental piece of paper (in addition to any school-related forms). Remind them how you researched that big paper, asked insightful questions,

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took a leadership role on a group project, or brought doughnuts for the 8 A.M. class, Taylor suggests. Teachers work with hundreds of students over the course of the year, and most will appreciate a reminder of your performance in class.

For counselors, point out your role in the classroom, but also your extracurricular activities—your service hours, how you kept up a demanding sports schedule while maintaining great grades. A counselor's one-on-one time with a student in a public high school is typically limited, so offer him

or her as much personal and contextual academic information as possible. Without such assistance from you, it can be difficult to get a great recommendation, says Gael Casner, president of the Higher Education Consultants Association (HECA), and an independent higher-ed consultant based in the San Francisco Bay Area.

Take charge of getting recommendations tailored to your academic and personal achievements and contributions, Taylor says. "Too many teachers and counselors write generic letters," she says, not-

Your Application Essay: Tips from Sarah Myers McGinty, author of *The College Application Essay*

Four key points about the application essay:

- Almost all the questions, in one way or another, ask the same thing: "Tell us about yourself."
- So that means you're the authority on the topic.
- The format is not unfamiliar; it's a regular essay with "you" as the text and a minimal introduction.
- It's not a punishment—it's a chance to add life to your application and to pitch yourself outside the numbers.

Five myths about application essays:

- You have to write about something no one has ever written about before (unlikely and high-risk).
- There's a right answer to every question (there's only *your* right answer).
- It's a good idea to be funny or clever or wacky (only if you think they are looking for funny, clever or wacky applicants).
- You have to do this alone (every writer asks for feedback, especially in high-stakes settings).
- Your essay can get you in (only if most everything else makes you an interesting candidate).

©THE COLLEGE APPLICATION ESSAY (COLLEGE BOARD, 2012) BY SARAH MYERS MCGINTY

ing that sometimes the use of form letters and "search and replace" functions means Tali's name ends up in Sam's letter.

"That doesn't help a student's case," Taylor says, noting that while you're not truly responsible for an overworked teacher's slip up, such mistakes could make a difference in a competitive admissions situation.

Activities

Demonstrate your fit for a particular university by spotlight- *CONTINUED ON PAGE 142*



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3 Boost Your Dating ROI

Who wants to spend hours sifting through online profiles and trying to connect via email, pokes and winks? You don't have time to waste playing digital guessing games and meeting the wrong people. With IJL's personal-

ized match selection and date coordination, clients are able to save valuable time and energy. "After we select your match, we'll describe the person to you and confirm a convenient time and place for you to meet. All you have to do is show up and have fun meeting someone new," Herington says. Less time searching equals more time dating.

4 Date Smarter

Herington reminds singles that they can have a career and a relationship. They just have to "date smarter." IJL helps you make time for the things that matter. Since It's Just Lunch matchmakers take care of all the dating details, you can focus on finding that elusive chemistry that many feel escapes them. Herington says that her clients often wished they had contacted her sooner. "Most of them didn't realize how easy and enjoyable It's Just Lunch dating can be," she says. All it takes is a simple phone call and conversation with an IJL dating specialist to jump start your dating life. Give them a call today and meet your match!

Believe it or not, your computer screen may be getting in the way of your dating life. While we may use technology to stay "connected" to friends and family, when it comes to meeting potential partners, the digital world obscures the thing that matters most: **chemistry**.

To get a pulse on today's dating scene, we talked to Cindy Herington, one of the many dating experts at It's Just Lunch, the world's largest personalized matchmaking service. Here she explains why you should **ditch the laptop for the tabletop**.

1 Ditch the Laptop

The premise of It's Just Lunch is simple: a lunch date or drink after work is the ideal first date. It's a no pressure, relaxed setting where you can talk face-to-face. "Real chemistry happens in person," Herington says. "You may be having a great online relationship, but when you finally meet, you discover that the person you've spent so much time with in cyberspace is nothing like what you imagined." Replace those digital emoticons with a casual lunch date and you'll know immediately if you should take it to the next level.

2 Get a Wingman (or Wingwoman)

It's Just Lunch clients often refer to their matchmakers as their "dating wingwomen" because they handle all of the dating logistics. Herington describes her role, saying, "We're genuinely interested in understanding our clients. We get to know

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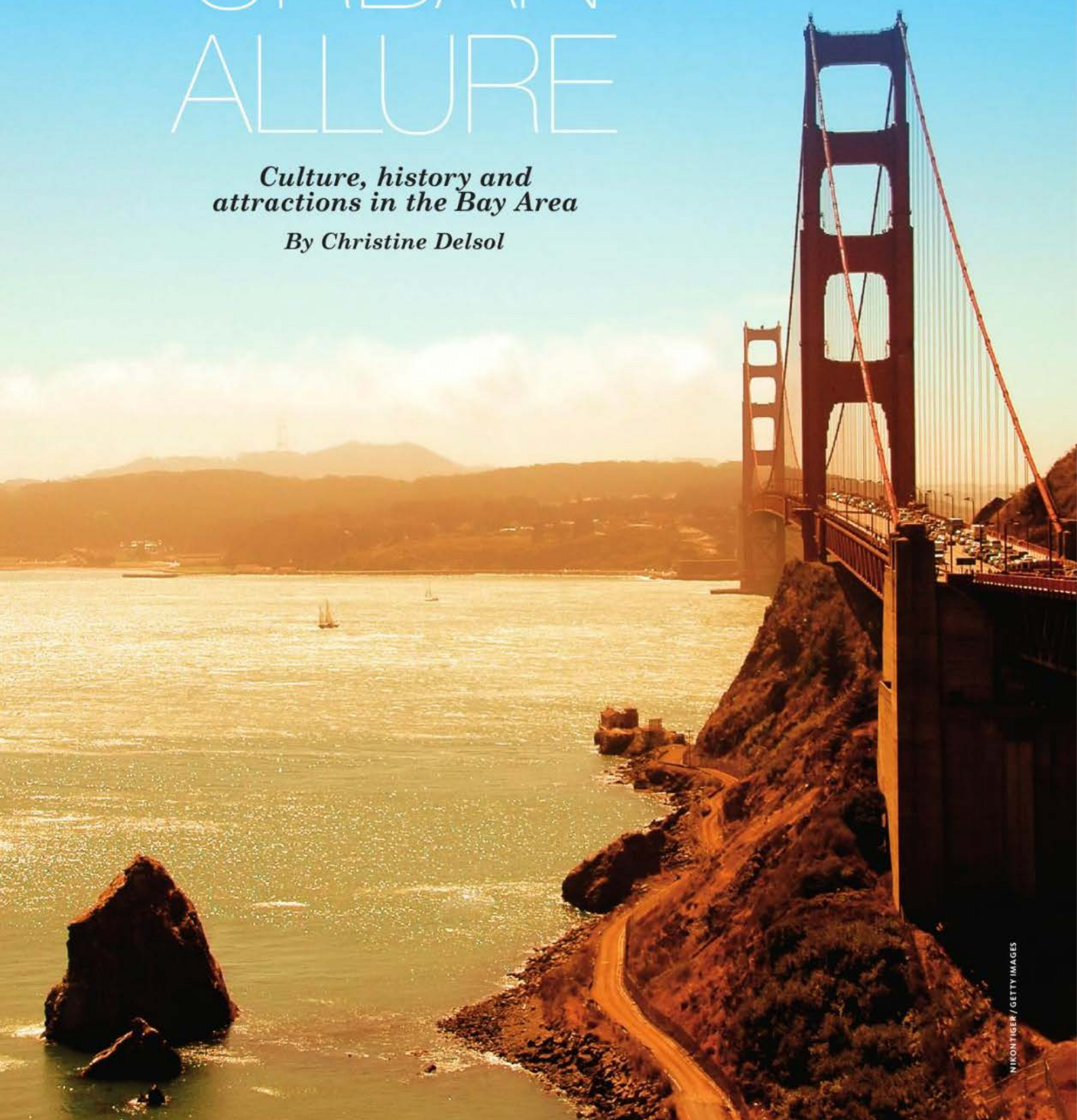
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URBAN ALLURE

*Culture, history and
attractions in the Bay Area*

By Christine Delsol





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Left: The Golden Gate Bridge, which connects San Francisco to Marin County, is one of the country's most iconic landmarks. Above: The city's historic cable cars offer a convenient way to visit many San Francisco neighborhoods.

I usually come to San Francisco's Mission District, a longtime hub for immigrants from Mexico, Central America and South America, for its authentic Latin American food. However, on this day my husband, Ken, and I are at the Abbot's Cellar, one of the latest in a new wave of restaurants that have moved

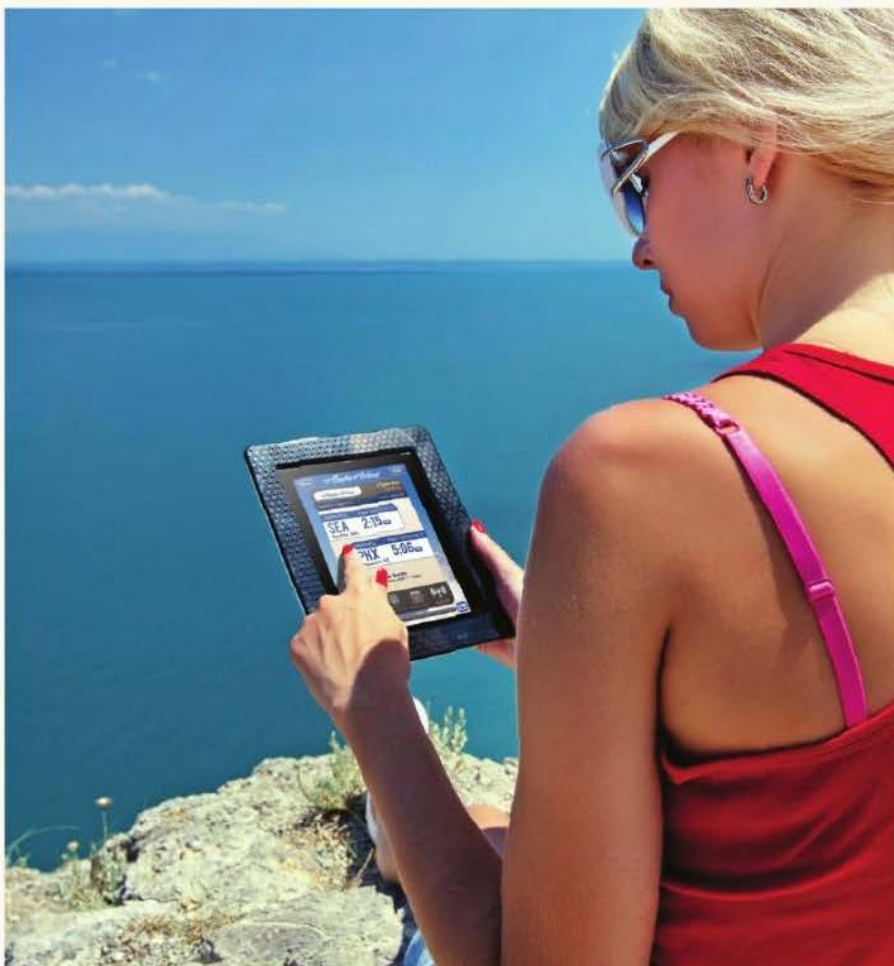
into the neighborhood in recent years. • San Francisco, long known as one of the world's great destinations, is famous for its varied and innovative culinary scene, and since The Abbot's Cellar opened a year ago, we have been hearing about its inventive but refreshingly unfussy seasonal menu, which changes with the availability of fresh ingredients. • After working through a beer menu as thick as my Gardener's Supply Company catalog—the restaurant treats beer with the same respect and presentation most restaurants

reserve for wine—we settle on a Calico amber ale from San Diego's Ballast Point Brewery, along with a roast pork loin and parsnip puree for Ken and the strip sirloin with bacon for me. Just two bites into our meals, we are already joining in the chorus of praises we have heard about this excellent restaurant.

It is the perfect way for us to cap a day of touring San Francisco. After 35 years of living in and around this famous city, I still feel a sense of wonder every time I walk its streets and observe its uncommon beauty. My husband and I enjoy exploring neighborhoods and attractions that often leave visitors wishing they could live here and residents thankful that they do. The experience continually reminds us how lucky we are to savor this "City by the Bay."



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1. FISHERMAN'S WHARF

Known for its restaurants, waterfront activities, curio shops and street performers, the area is among San Francisco's most popular destinations.



2. LOMBARD STREET

This crooked street is world famous for a steep section that offers a series of hairpin turns.

San Francisco's waterfront

Fisherman's Wharf was my backyard when I lived in the adjacent North Beach area in the 1970s and '80s. Sunday mornings would find me at the Eagle Cafe, having breakfast among the waterfront's old salts.

You can buy eggs and corned-beef hash at the venerable 86-year-old cafe, which is now located in an upstairs berth at the pier's popular shopping center. It serves fewer fishermen now but has a better view.

While the waterfront has changed considerably during the past 40 years, visitors can still find sidewalk stands selling Dungeness crab and clam chowder in bread bowls, and the famous Scoma's Restaurant continues to serve excellent seafood.

San Francisco was first founded in 1776 as one of Padre Junipero Serra's missions—the 237-year-old mission chapel in the Mission District is the city's oldest intact building. However, it took the Gold Rush of 1848, when the precious metal was found at Sutter's Mill, about 50 miles northeast of Sacramento, to turn San Francisco from a village into a city. Thanks to one of the world's best natural harbors, this was where gold-seekers from across the globe arrived to set their compasses for the inland gold fields.

Needing space to expand, the city filled in Yerba Buena Cove on the peninsula's



3. CHINATOWN

One of the largest Chinatowns outside of Asia, the neighborhood is known for its history, markets and various attractions.



4. UNION SQUARE

A main gathering space in the heart of the city, Union Square is a center for dining, entertainment and shopping.

northeast tip between the 1850s and the 1870s, creating a new shoreline and part of today's North Beach neighborhood. Italian immigrants were drawn to the area, with their population in the neighborhood growing from an estimated 1,000 people in 1870 to about 17,000 by 1910.

The Italians became a large part of the fishing fleet that made the city famous for its fresh seafood. Fisherman's Wharf is where they worked, and a few blocks south in North Beach is where they lived. Though

the waterfront's fishing fleet is smaller now, descendants of some of these hardy souls still set out to sea every morning.

Recently refurbished, the widened sidewalks and revamped storefronts along Fisherman's Wharf make for a pleasant walk along the waterfront. Among the many destinations, Pier 39 boasts a number of unique shops, including a boutique devoted entirely to handmade Peruvian alpaca fashions, the Alcatraz Book Store and a puppet shop. The pier also offers street performers, live music every day, a carousel and the 7D Experience, an interactive simulation ride that features motion and special effects. However, the stars of the pier's show are the dozens, and sometimes hundreds, of sea lions that have taken over the pier's west marina and now make it their home throughout the year.

Other waterfront attractions include the delightful Musée Mécanique—one of the world's largest privately owned collections of 20th century penny arcade games—which can be found on Pier 45; and the Aquarium of the Bay, a favorite stop for anyone who loves sea creatures.

To the west of Fisherman's Wharf is the San Francisco Maritime National Historical Park, which includes a fascinating

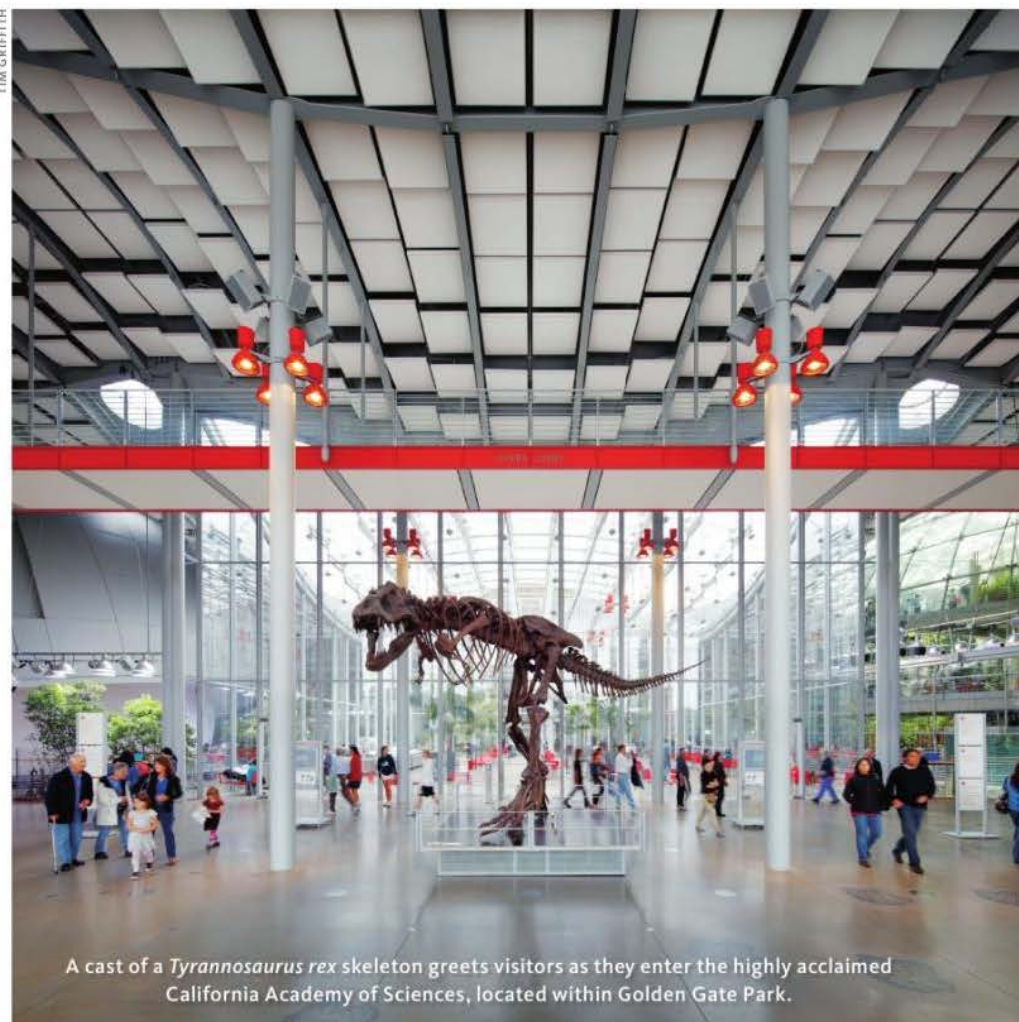


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ALCATRAZ is home to various gardens that have been rebuilt and maintained by volunteers from the Alcatraz Historic Gardens Project.

collection of historical vessels docked along two piers. The pride of the collection is the ship *Balclutha*, which was built in 1886 and made 17 trips around Cape Horn.

About one and a half miles to the southeast is the restored Ferry Building. First built in 1898, the building is now the ultimate marketplace for food lovers, hosting artisan food and wine companies, top-tier kitchenware shops and the city's most



A cast of a *Tyrannosaurus rex* skeleton greets visitors as they enter the highly acclaimed California Academy of Sciences, located within Golden Gate Park.

popular farmers market, as well as several restaurants and cafes.

The waterfront is also where you catch the ferry to Alcatraz—one of the world's most famous prisons. Breathtaking views of the city and the Golden Gate Bridge during the short, and often windy, ferry ride from Pier 33 to the island prison always give me a different perspective on this city and its most famous icon.

The audio tour that guides visitors through the cellblock features emotional narratives told by former convicts and correctional officers that discuss their time on "The Rock." Their remembrances are genuinely compelling. The sailings to Alcatraz often sell out, so it is best to book tickets in advance.

Heart of the city

Once we return to the mainland, we walk a few blocks south and Fisherman's Wharf changes into North Beach, San Francisco's

Little Italy. Long before the Beat generation made it famous, North Beach was the gateway for European, South American and Australian immigrants, and in the late 1800s it became a magnet for Italian immigrants.

Despite a changing population, North Beach maintains a strong ethnic flavor. A plentiful supply of historic landmarks, great Italian restaurants and atmospheric coffeehouses make it a popular neighborhood destination.

One of my perfect evenings on the town includes eating dinner at the famed Stinking Rose, followed by a leisurely Irish coffee at Vesuvio Cafe, which is best known as a favorite hangout for Jack Kerouac and other Beat Generation celebrities. I take in the moment at the cafe, surrounded by Beat-era pictures and a bohemian atmosphere. I save City Lights—poet Lawrence Ferlinghetti's bookstore and publishing house across the street—for



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last. In a world where bookstores struggle to keep their doors open at all, this icon is still open until midnight every day.

Continuing south, we cross Broadway and find ourselves in one of the largest Chinatowns, by population, outside of Asia. Beyond the popular shops and restaurants lining Grant Avenue, visitors can find a more authentic Asian experience by strolling through the bustling markets, fragrant herb shops and quiet temples along the district's side streets and alleys.

It's a treat to mingle with Chinatown residents as they grocery shop for exotic fruits and vegetables, and fresh fish in the markets along Stockton Street. I also make it a point to visit the popular Golden Gate Fortune Cookie Factory to watch the workers make the little treats by hand.

A few more blocks to the south, Stockton Street reaches the Union Square neighborhood. The square is among the city's major shopping and entertainment destinations and includes many department stores and small boutiques.

My husband and I enjoy the two-mile walk from Fisherman's Wharf to Union Square as a chance to experience different cultures without ever leaving the city. However, public transit is also available to carry visitors along this route.

About three miles southwest of Union Square is the Haight-Ashbury district, which became known as one of the centers of the hippie movement in the 1960s. Today, the area is an eclectic mix of cafes, clubs and local boutiques. The city's most famous intersection remains a popular destination for visitors seeking the sights and sounds of the place that helped inspire the Summer of Love.

Golden Gate Park

Just a few blocks west of Haight-Ashbury is Golden Gate Park, one of the world's great metropolitan green spaces. This 1,032-acre playground of gardens, lakes and fields holds plenty of unexpected delights, such as a bison paddock, a garden devoted to flowers and plants mentioned in the works of William Shakespeare, and casting ponds where fly fishers practice their techniques.

My favorite place in all of San Francisco

is the park's 55-acre Botanical Garden, formerly called Strybing Arboretum. More than 8,000 plant species in 28 distinct collections thrive in the mild climate, producing blooms year-round.

The park is also home to the de Young Museum, the city's oldest, which was originally founded in 1895. The building was damaged by the 1989 Loma Prieta Earthquake and eventually demolished.

It was replaced in 2005 by the current structure, a copper-clad building with a nine-story tower on one side that offers panoramic views of the area. The museum houses a renowned collection of American paintings, photographs, decorative art and sculptures.



A GROUP OF river otters is among the newest inhabitants of San Francisco's Aquarium of the Bay.



The clock tower at the remodeled Ferry Building, located along the Embarcadero roadway, rises above Ferry Plaza on San Francisco's waterfront.

Like the de Young, the California Academy of Sciences building was rebuilt after being damaged by the 1989 earthquake. Appropriately for an institution whose mission is to explore, explain and sustain life, the academy's new building is a masterpiece of sustainable design. The building is constructed with recycled steel, insulated with recycled blue jeans and partly solar-powered. It is topped by a "living" roof, which is covered by vegetation that acts as a natural air-conditioning system. It provides ample space for an aquarium, a natural-history museum, a planetarium and a four-story rain forest. The academy even includes a new swamp grotto for its longtime star Claude, a rare albino alligator.

Metropolitan museums

Golden Gate Park's renowned museums are just a few of the many to be found in the city. They range from niche museums such as the Beat Museum in North Beach and the Cartoon Art Museum in the city center to specialty art collections and cultural displays at such facilities as the Mexican Museum, the Asian Art Museum and the Contemporary Jewish Museum.

One of the most impressive is the venerable Legion of Honor, which offers beautiful French neoclassical architecture and a setting overlooking the Golden Gate Bridge. The museum displays ancient and European art that spans 4,000 years.

The Walt Disney Family Museum has become one of the main attractions in the

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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Presidio, the former U.S. Army base that was turned over to the Golden Gate National Recreation Area in 1994 and is now a large park in San Francisco's north-west corner. Located near the Presidio's Main Post, the museum focuses on Disney's life, work and legacy—amounting to a history of animation and moviemaking.

Oakland

To the east of San Francisco lies the city of Oakland, the metropolis of the East Bay, which has experienced a revitalization of its downtown area that began during California Governor Jerry Brown's terms as mayor of this city of 400,000 people from 1999 to 2007.

The spectacular new East Span of the San Francisco–Oakland Bay Bridge is a great addition to the area. The unique, single-tower, self-anchored suspension bridge opened in September of 2013 and is an especially dazzling sight when lit with lights at night.

Oakland has developed in recent years into one of the West Coast's richest visual- and performing-arts scenes. It is also home to two of the Bay Area's best museums, including the Oakland Museum of California, which offers displays on the state's cultural and natural history.

The Chabot Space & Science Center, located in the Oakland Hills, combines a planetarium with a wealth of rotating hands-on science and technology exhibits. The planetarium is also home to the three largest telescopes in the country that are open to the public for viewing.

Jack London Square is another major draw for Oakland. The waterfront dining and shopping area is a lively setting. However, for me, the square will always be the place where Jack London spent afternoons working on *The Sea-Wolf* and *The Call of the Wild*, at the tables of Heinold's First and Last Chance Saloon at the foot of Webster Street. The popular bar has not changed a whit in the past century and continues to pay tribute to the famous author.

History buffs will also enjoy touring President Franklin D. Roosevelt's "floating White House," the USS *Potomac*, which is docked on the Oakland waterfront.

San Jose

Located near the headquarters of such tech giants as Apple and Google, this city of nearly 1 million people has developed into a place where arts and entertainment venues, museums and appealing plazas surround a bustling city center.

Here, visitors will find The Tech Museum of Innovation, a landmark facility known for its interactive experiences and examinations of technology's impact on our lives. There is also the San Jose Museum of Art, which focuses on contemporary works with an emphasis on the West Coast, and the Children's Discovery Museum in nearby Guadalupe River Park.

San Jose's oldest attraction—the Winchester Mystery House—is located a few miles away from the city center, near Interstate 280. Sarah Winchester, the heir to the family fortune derived from the manufacture and sale of the Winchester repeating rifle, began building rooms onto a Victorian-style mansion in 1884. She continued adding rooms for 38 years—a phenomenal 500 to 600 rooms—in the belief that it would keep bad spirits at bay. Because of the constant reconstruction, the mansion ended up with a mere 160 rooms. Stairs leading nowhere and walls containing secret passages give the house an eccentric and eerie quality.

One of my favorite places in the San Jose area has changed little in recent years. History Park, at the south end of Kelley Park, is an outdoor museum with 27 homes, businesses and landmarks that date from the turn of the 20th century. The structures are organized in a small-town setting and give a sense of what it was like to live during that time in history.

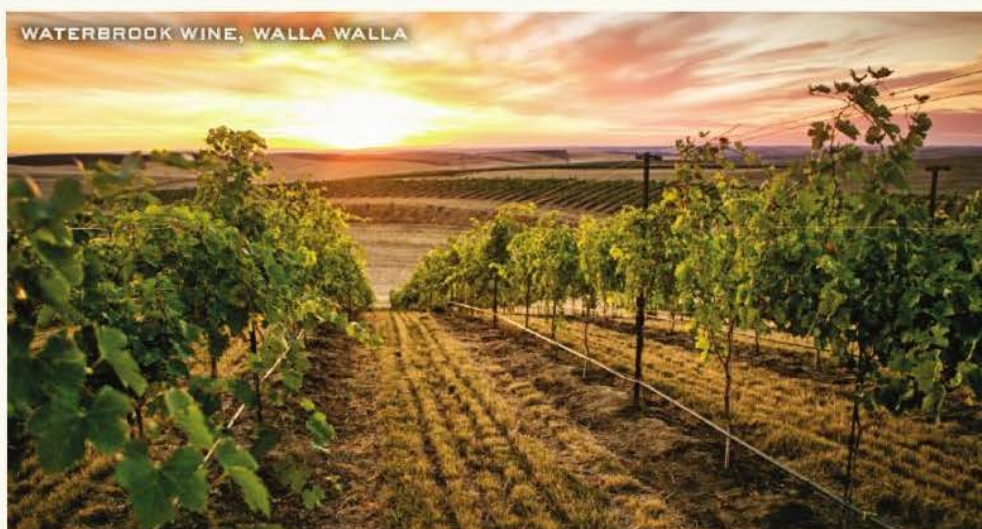
While technology helped put San Jose on the map, the city remains a place where innovation and history coexist to create a fertile community for exploration. ▲

Christine Delsol is a writer based in the San Francisco Bay Area.

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Visitors to The Tech Museum of Innovation take part in the "Social Robots" exhibit, which allows them to design, build and program a robot.

ARTS AND INNOVATION

Visitors can harness the power of energy and create robots at The Tech Museum of Innovation in San Jose. The renowned museum allows you to experience hands-on exhibits that help explain solar, water and wind power. Its "Social Robots" exhibit allows visitors to design and assemble the machines. For more information, call 408-294-8324 or visit www.thetech.org.

While the San Francisco Museum of Modern Art (SFMOMA) is closed for expansion until early in 2016, visitors can still see many of the museum's priceless artworks and exhibits at other area museums, including "Matisse from SFMOMA" on display at the Legion of Honor through September 7. The exhibit features 23 paintings and sculptures from SFMOMA's extensive Matisse collection. For more information, call 415-750-3600 or visit <http://legionofhonor.famsf.org/legion/exhibitions>.

The de Young Museum will feature "The Bay Bridge: A Work in Progress, 1933-1936," February 1-June 8. The exhibit includes photographs and artworks created during the Bay Bridge's three-year construction. Call 415-750-3600 or visit <http://deyoung.famsf.org/> for more details. —Eric Freedman

* Denim jeans, with the patented rivet-protected pockets, were first produced in San Francisco in 1873 by retailer Levi Strauss and tailor Jacob Davis. The inexpensive work pants and overalls were an immediate success.

BAY SPIRIT

Oakland's historic Jack London Square, a vibrant waterfront location with attractions, parks, docks, restaurants and shopping, is named for the famous American author who spent much of his childhood in the area. Later in his life, London, who authored such classics as *The Call of the Wild* and *White Fang*, was known to write notes for some of his works at **Heinold's First and Last Chance Saloon**.

Constructed in 1883 from the timbers of a whaling ship, Heinold's has remained virtually unchanged for the past 100 years and is preserved as a National Literary Landmark. Visitors to the square



can enjoy a diverse restaurant scene, a Sunday farmers market and a number of historic landmarks, including the USS *Potomac*, the yacht owned by President Franklin D. Roosevelt, which is docked on the waterfront near the square. Visitors can also rent bikes, canoes and kayaks in the area. For more information, visit www.jacklondon-square.com. —E.F.

20 YEARS This year marks the 20th anniversary of the Presidio of San Francisco becoming part of the Golden Gate National Recreation Area. Established by the Spanish in 1776, the Presidio (defined as a fortified Spanish military settlement) became a U.S. Army base in 1846. Now a National Historic Landmark, the park has a rich history that can be explored at such places as Crissy Field,



an early military airfield; the Fort Point National Historic Site, a Civil War-era fort; and the Main Post, where the park's oldest buildings stand. Visitors to the park can enjoy various cycling and hiking trails, the Presidio Golf Course, The Walt Disney Family Museum, and a number of breathtaking view locations, including Immigrant Point and Inspiration Point. The park is also home to many bird species, including falcons, red-tailed hawks and owls. For more information, visit www.presidio.gov. —E.F.

DINING

San Francisco's **A16** (415-771-2216; www.a16sf.com) is known for Naples-inspired Italian cuisine. **BayWolf Restaurant** (510-655-6004; www.baywolf.com), in North Oakland, has been a Bay Area icon for decades, with a Mediter-

anean-influenced menu that changes regularly. In San Jose, **Emiles Restaurant** (408-289-1960; www.emilesrestaurant.com) offers a contemporary fusion of French, Swiss and Italian dishes. **Outerlands** (415-661-6140; www.



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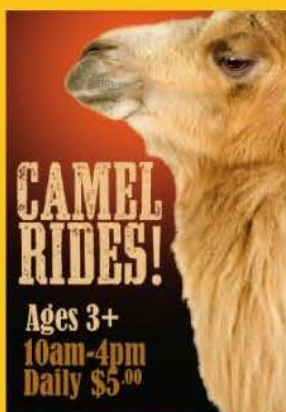
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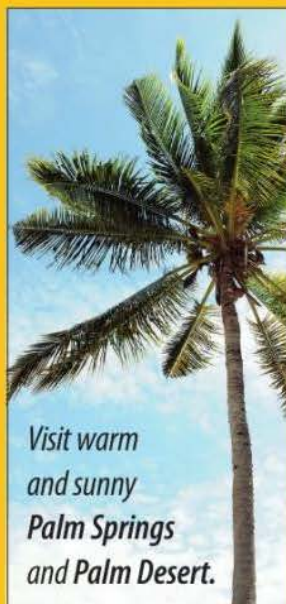
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Golden Gate Park, is known for its variety of original gourmet seasonal dishes.

LODGING

The maritime-themed **Argonaut Hotel** (415-563-0800; www.argonauthotel.com) is a popular choice for those wanting to stay near Fisherman's Wharf. **The Fairmont San Jose** (408-998-1900; www.fairmont.com/san-jose) is a luxurious 20-story two-tower complex that includes the Tova Day Spa. The **Four Seasons Hotel San Francisco** (415-533-3000; www.fourseasons.com/sanfrancisco) is a five-star hotel located in the

heart of the city and only two blocks from Union Square. The elegant **InterContinental Mark Hopkins San Francisco** (415-392-3434; www.intercontinentalmarkhopkins.com) is among the city's great hotels, and features a top-notch restaurant, bar and lounge. Another historic hotel is Berkeley's **Claremont Hotel Club & Spa** (800-551-7266; www.claremont-hotel.com), which is known for its amenities and breathtaking views of the Bay.

Calendar

Through March 17, "Bruno Bozzetto:

Animation, Maestro!," The Walt Disney Family Museum, The Presidio of San Francisco; 415-345-6800 or www.waltdisney.org

January 9-12, Silicon Valley International Auto Show, San Jose McEnery Convention Center; 717-671-4300 or www.motortrend-autoshows.com/sanjose

January 15-March 31, Annual Magnolia Bloom, San Francisco Botanical Garden; 415-661-1316 or www.SFBotanicalGarden.org

January 22-March 2, "Cirque du Soleil: Amaluna," under the Big Top at Taylor Street Bridge-E Lot, San Jose; 800-450-1480 or www.cirquedusoleil.com

February 7-16, San Francisco Beer Week, San Francisco; www.sfbeerweek.org

March 23, Oakland Running Festival, with a marathon, half marathon, relay, 5K and kids fun run; 510-371-5273 or www.oakland-marathon.com



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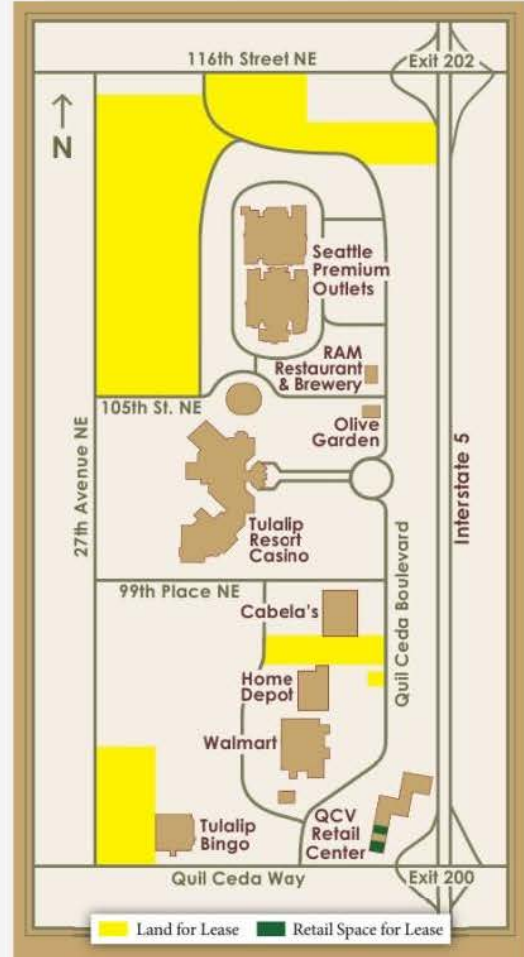


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TV Your Way

By Skip Ferderber

It's an old maxim that the only thing constant is change—and increasingly, this change is coming to the relatively recent technology of television. ■ For viewers satisfied with their present service—and there are many—who are happy to just watch *Modern Family* or *Monday Night Football* on the living room TV and then turn it off, few of these changes will apply. Others, however, want their TV shows and

movies on mobile devices; they want programming that reflects their sensibilities; they're savvy enough to figure out how to pay for the shows they want for less than the cost of a cable bill; and they also want the richness of the Internet's content available on their home TV.

Today, everyone from established studios to startup companies is rushing to provide creative arrays of options. Traditional sources of programming—Hollywood studios, broadcast and cable networks—are addressing viewers' demands with options including next-day online access to TV shows, access to complete seasons of old and new shows, and quicker access to recent theatrical movies. At the same time, relative newcomers to the television experience—companies such

as Amazon, Netflix, Hulu Plus and others—are producing original shows as well as offering access to deep catalogs of network TV shows and films to make their subscription services attractive. And TV shows from around the world—from Israel, Sweden and more—are increasingly catching the attention of American viewers.

While today's TV is a dizzying hodgepodge of swiftly moving parts, the bottom line is that the viewer is firmly in control. Technology has made it possible for the public to have far greater control of what, where and when they watch, resulting in what *New York Times* media columnist David Carr recently referred to as “[something] we still call television but [that] is quickly becoming something more complicated and interesting.”

TV EVERYWHERE

The gadgets we use to watch today's TV—smartphones, tablets, game consoles and set-top boxes—are continuing to evolve. But the bigger story is the sheer volume of content that's now available, and what people need to know in order to get it.

Although we're a wired nation—an estimated 103 million homes have some form of TV service from cable, satellite and telephone companies—viewers are restless. Many balk at cable's high prices (the average home pays roughly \$80 per month), and “cutting the cord”—using means other than cable to watch TV—is becoming popular. According to *The Hollywood Reporter*, a trade publication, cable companies lost more than 600,000 subscribers in the second quarter of 2013 alone, and cable subscribers dropped to 55 percent of TV-viewing homes in 2013; it was nearly 10 percent higher in 2006.

But most of the shows and movies we love are still produced by Hollywood studios and broadcast or cable networks, and distributed by the cable companies. These companies aim to maintain their position by using something called TV Everywhere (TVE), which frees subscribers to watch complete TV episodes, uncut films and live broadcasts wherever and whenever they want. Missed last night's *The Blacklist* on NBC? What about HBO's *Boardwalk Empire*? Is ESPN showing a must-see game while you're running errands? Just click over to the Apple or Android store, download the correct app onto your wireless-connected device and watch away.

A partial list of TV Everywhere sites includes HBO, Showtime, ESPN, ABC, CBS, NBC, Fox, PBS, Disney, AMC and MTV—and more networks are coming. Several apps allow subscribers to download shows for offline viewing at their convenience. In addition, several cable companies now have all-in-one portals that are downloadable as a single app. For example, Comcast/Xfinity's recently revised TV Go

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portal offers 35 broadcast and cable networks, along with a Netflix-like Streampix movie service and up to 35 live real-time channels.

The key to accessing this entertainment bounty is the TV Everywhere authorization system: You must be a subscriber to the cable service, as well as to the premium services you want to watch. It's an ingenious system: Consumers can watch their TVs when and where they like, and they stay connected to their cable company.

But even as cable companies maneuver to maintain their audiences, others are making a bid for these viewers' attention (and their dollars). Virtually every broadcast and cable show is now available for purchase or rent on a next-day, on-demand basis from sources such as Amazon, Apple iTunes, Google Play Store and Target Ticket (a new service from Target). But there are notable exceptions—don't expect to find current episodes from HBO or Showtime. Past seasons are available, but current seasons are available only through TV Everywhere affiliations.

What about movies? Most films that have finished their theatrical runs are available for viewing on your TV, but they won't be cheap. Generally speaking, a DVD/Blu-ray disc will be the first to be available, then the rentals will follow. Some films will stay as DVDs forever; others will eventually become available as on-demand rentals from Amazon Instant Video, iTunes, Google Play Store, Vudu, CinemaNow, your cable company and other providers. Still others will become available as part of a monthly subscription service from Netflix and similar services and, of course, from your cable provider.

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EXPANDING OPTIONS

Here's where the decision-making gets more complicated. Do you limit yourself to what your cable company offers, or do you go for the shows you want on an à la carte basis, or do you sign up for a streaming subscription service ("streaming" defined as shows delivered from the Internet to your TV with virtually no delay)? When it comes to subscriptions, Netflix is clearly on top, with an estimated library of more

than 100,000 titles. Hulu Plus is another all-streaming monthly service, with subscriptions starting around \$8 a month, and Amazon is fighting to join the top-tier subscription market with its \$79 annual Amazon Prime service. The ease of streaming shows and movies has made these subscription services enormously popular (and very profitable). As a result, the major players are competing among themselves, as well as with cable, for an even bigger piece of the media turf.

Among the big shifts are the moves by Netflix, Amazon, Hulu Plus, possibly Microsoft (for the Xbox) and others to produce their own programming—shows that air exclusively on their services, and that make their subscriptions more valuable. Netflix blew the doors wide open in 2013 with its resurrection of the *Arrested Development* series, which had its broadcast run canceled by Fox in 2006 but remained a hit with audiences; and Netflix's \$100 million funding of *House of Cards*, a 13-part series starring Kevin Spacey that not only was critically acclaimed and well watched, but was nominated for nine prime-time Emmys, winning three (a second season is on the way). Amazon started Amazon Studios, shot several TV pilots, and gave Amazon Prime subscribers the opportunity to vote on the programming; two of those shows are now airing exclusively on Amazon Prime, including *Alpha House*, a half-hour political comedy series starring John Goodman and written by *Doonesbury* creator Garry Trudeau—proof that longtime entertainment professionals also think there's gold in the new media frontier.

The hunger for new programming sources, and new ideas, is also sparking interest in non-U.S. TV series. American producers have long adapted British shows into American productions (*All in the Family*, *The Office* and *Dancing With the Stars* are notable examples). But today, producers are looking farther afield for ideas, remaking shows originally aired in countries such as Israel, Sweden and Spain; for example, Showtime's *Homeland*, starring Claire Danes, was inspired by the Israeli series *Prisoners of War*.

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The success of these remakes has generated demand for the original series, but not all of these shows are readily available. While *Prisoners of War* can be seen on Hulu Plus, for example, *Bron*—a Danish/Swedish co-production remade by FX as *The Bridge*—is available in the United States only on DVD and is playable only on a unit capable of playing non-U.S. discs.

But new services are bringing this global programming closer. DramaFever, a U.S.-based Internet service available as an app, offers subtitled programming from Korea, Taiwan, Japan, Argentina, Spain and Mexico. DramaFever's most popular series—a show called *The Heirs*—hails from Korea, and the audience breakdown has been surprising: Thirty-eight percent of *The Heirs* viewers on DramaFever are Caucasian, 29 percent are Hispanic and 17 percent are African-American.

BRIDGING THE TV/INTERNET DIVIDE

Technology has all but erased the line between television and the Internet. More devices are becoming available that not

only make television and the Internet inseparable, but allow viewers to control their TVs from mobile devices and “fling” shows from mobile gadgets to their TVs.

A small, hockey puck-size \$50 gadget called Roku is an example of this technology. Initially designed to bring Netflix service to TV sets, Roku now has a life of its own with reportedly more than 1,000 channels, including Netflix, Amazon, Hulu Plus and HBO Go, and less well-known Internet channels including DramaFever; Fandor, an independent film site; and tech sites such as CNET and Twit. Roku charges no monthly subscription fee, though some of the channel partners do.

Apple TV, Apple's \$99 plug-in TV box, provides services similar to Roku's, but its major advantage may be its ability to bring content from Apple's iTunes Store to TV. Another Apple TV advantage has been its integration with Apple's AirPlay service, enabling iPad and other Apple devices to “push” various game, TV and radio apps from their Apple devices to TVs. Recently, Google introduced its \$35 Chromecast

device for TV sets that promises to do for Google and Apple users what AirPlay does exclusively for Apple users.

Television manufacturers have taken notice, and are now adding many of the capabilities of the third-party boxes, and adding Internet browsers, voice control and personalized screen setups. The PlayStation and Xbox gaming consoles, with millions of dedicated fans, are also morphing into overall TV and Internet entertainment centers. And don't forget the cable companies, which are introducing devices capable of recording four programs simultaneously, and of making your cable subscription and DVR recordings available on the Internet wherever you are.


The one missing component in the “new TV” is a comprehensive guide to what's on. No one has yet come up with the perfect answer—but no doubt there are tinkerers in Tacoma, Tel Aviv or Tokyo who are hard at work on a solution.

Stay tuned. ▲

Skip Ferderber is a writer near Seattle.

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A bronze statue of King Philip III in Plaza Mayor in Madrid, Spain's capital.

Majestic Madrid

Experiencing the rich culture of Spain's capital city

By Donna Stonecipher

Green, how I love you green. ■ This line from a poem by Spanish poet Federico García Lorca flashes through my mind as I emerge from the Madrid subway: Though it is mid-autumn, I am greeted by a wealth of trees and other flora whose leaves are still the rich, verdant shade of summer. I have come to Madrid for a long weekend to enjoy the city's warm climate and lingering green, to see friends and to feast on spectacular

art museums. With Madrid's sun-blessed weather, compact historical center and kind Madrileños, it makes for a perfect urban getaway.

Lorca lived in Madrid in the 1920s during a time of great creative energy for

the city; he collaborated with such legendary artists as painter Salvador Dalí and filmmaker Luis Buñuel. The influence of these artists is still palpable in Madrid, a city that offers a magical combination of an exuberant spirit, something Lorca

called *duende*, or soul, and high culture.

Spain changed hands several times during its early history, and the region now home to Madrid was formerly occupied by the Romans, the Vandals and the Visigoths. Though there were settlements in the area dating to prehistoric times, Madrid's origins can be traced back to AD 852, when a Muslim fortress was built in what's now the heart of the city. Madrid has been Spain's capital almost continuously since 1561, when Philip II moved his court here from Toledo, and as such, it was

at the center of world events as Spanish explorers and conquistadores ventured around the globe.

Today, Madrid is the third-largest city in the European Union, with a population of 3.2 million. The cosmopolitan heart of Spain, Madrid is also a city that doesn't take itself too seriously, and this former imperial capital is still as lively and as culturally rich as ever.

"Green, how I love you green"—Lorca's words are brought to mind again as I set out the next day for my first stop, the Prado Museum, and walk along the Paseo del Prado, a wide, tree-lined promenade dotted with fountains. Madrid is a city of promenades and squares and parks, all offering respite from the heat and sun during summer and providing delightful resting spots for the traveler at any time of year. I pass elderly men in green sweaters and ties taking contemplative strolls with their hands behind their backs.

When I reach the Prado, I join the line to get in. The museum's popularity isn't surprising—the Prado is one of the most famous museums in the world, boasting a wealth of European art from the 12th to the 19th centuries. Founded in 1819, the museum is widely acknowledged to have an unparalleled collection of Spanish art, especially works by Goya and Velázquez.

As I make my way through the galleries, I note the playfulness of several of the museum's highlights: for example, Goya's two similar portraits of a woman called

Maja. In both paintings she is in exactly the same recumbent pose, but in the painting on the left (*La Maja Vestida*) she is fully clothed, while in the one on the right (*La Maja Desnuda*) she is nude, reclining on a green velvet divan. The museum's most famous painting, Velázquez's *Las Meninas*, from 1656, is celebrated for its unique use of perspective: It depicts Velázquez painting the painting, and in a mirror we see reflected Velázquez's patrons, King Philip IV and Queen Mariana. The viewer is placed in the position of the royal couple—and in the Prado, while looking at so much great art, one does feel a bit royal.

I emerge into bright sunshine and decide to explore the nearby Parque del Buen Retiro, which was a royal garden until it passed into public ownership in 1868. With long promenades, fountains, statues, a crystal palace and a pond where you can rent rowboats, the park is indeed a wonderful retreat. I watch a clown wearing a red rubber nose entertain a semicircle of children; he asks them to count, and when I hear the chorus of "uno, dos, tres," I smile, remembering learning to count to 10 in Spanish as a child.



After wandering among the formal gardens, I take Madrid's efficient metro to the Lavapiés district to meet an acquaintance, a Spanish poet named Carlos. He has suggested we meet in a beautiful, old-style Madrid cafe called Café Barbieri, where pale round lamps hang from the high molded ceilings, and the checkerboard floor is set off by foxed mirrored walls. I order a cup of hot chocolate—*chocolate caliente*, a specialty in Spain—and as Carlos and I plunge into conversation, I find that the hot chocolate is so thick I have to eat it with a spoon. After our talk, I realize that a full day of walking around Madrid has made me long for a bath in my hotel room and a quiet evening, so I say good-bye and watch Carlos head off into the pulsing Madrid night.

My curiosity about Madrid's royalty



Left: Formerly a royal garden, Parque del Buen Retiro is today one of the city's largest parks.

Right: A shopper examines artworks at the vast Rastro street market.

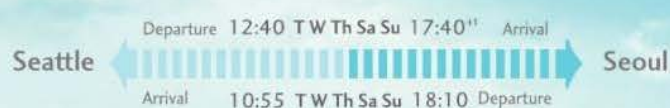
LEFT: RAFAEL BEN-ARI / ALAMY; RIGHT: NICK SINCLAIR / ALAMY



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Pablo Picasso's *Guernica* (1937), displayed at Madrid's Museum Reina Sofía, vividly depicts the destruction of the Basque town of Guernica during the Spanish Civil War.

piqued by the Prado, the next morning I head for the Palacio Real, the Baroque royal palace built in the mid-1700s on the site of the Muslim fortress where Madrid was founded in the ninth century. I quickly see why the site was utilized for the palace: The setting is stunning. At the far end of the courtyard there is a sheer drop, and a series of arches frame the former hunting grounds of Casa de Campo, with green woodlands stretching into the distance.

The uniform dove-gray of the palace's facade belies the wildly colorful state rooms, many of which are open to the public. (Spain is a constitutional monarchy, although King Juan Carlos' post is largely symbolic, and the current royal family actually resides in a more modest palace outside the city.) As I follow the largely Spanish-speaking crowd from one dazzling room to another, lit by massive chandeliers and painted with priceless frescoes by Tiepolo and other artists, my attention is particularly caught by the Porcelain Room, where the porcelain walls are splashed with a rhythmic pattern of green vines.

I am meeting some friends for lunch on the other side of town, which gives me a chance to also walk through the Plaza Mayor, Madrid's gorgeous main square, bordered on all sides by uniform coral-

colored buildings. The square is lined with cafes, and the level of animation is so high it feels like a big party—but it's just a regular day in Madrid. I pass another of Madrid's main squares, Puerta del Sol, where a man in a toreador costume offers to pose for a picture with me.

Tamar and Julia are born Madrileñas, and over a delicious lunch in the sun at Murillo, a restaurant across from the Prado—the cafe serves tapas such as Iberico ham and seafood *conservas* (preserved seafood)—they tell me about museums I should visit (Tamar works for an art gallery) and then about life in Madrid. When I say the city's sense of joie de vivre doesn't seem to have been diminished by the recent global economic downturn (Spain was affected particularly hard), they smile. Yes, says Tamar, Spaniards like to say, “*A mal tiempo, buena*

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LODGING

Hotel Orfila, Orfila 6, 28010 Madrid; 34-91-702-77-70; hotelorfila.com. Tucked into a quiet side street in the leafy district of Salamanca, this luxury hotel in a former townhouse is just a 15-minute walk from the Prado. Decorated in warm gold, dark green and burnt umber tones, the 32 rooms and suites are the perfect tranquil retreat from Madrid's lively bustle.

NH Palacio de Tepa, San Sebastian 2, 28012 Madrid; 34-91-389-64-90; nh-hoteles.es.

The Palacio de Tepa is a new hotel in a terrific location on a quiet side street just steps from Plaza Santa Ana's bars and restaurants. The sleek, modern decor is warmed by excellent service and cozy touches in the rooms.

Hotel Ritz, Plaza de la Lealtad 5, 28014 Madrid; 34-91-701-67-67; ritz.es. The Hotel Ritz's excellent location—right next door to the Prado—is reason alone to want to stay here. This Belle Époque palace is Madrid's oldest luxury hotel, and the decades of tradition show in its attention to detail and sumptuous decor.

DINING

Murillo, Calle Ruiz de Alarcón 27, 28014 Madrid; 34-91-369-36-89; murillocafe.com. Located very near the Prado, this cafe is an excellent spot to stop and have lunch between rounds of museumgoing. Latin American specialties are a highlight, in particular the delicious *patacones* (fried green plantains).

Los Galayos, Calle Botoneras 5, 28012 Madrid; 34-91-366-30-28; losgalayos.net. Just off the Plaza Mayor, this celebrated restaurant has been serving patrons hearty Castilian food since 1894, in rooms with exposed beams and lots of charm. The paella is excellent, as is the *cocido madrileño* (chickpea stew). Traditional suckling pig and roasted lamb are also popular.



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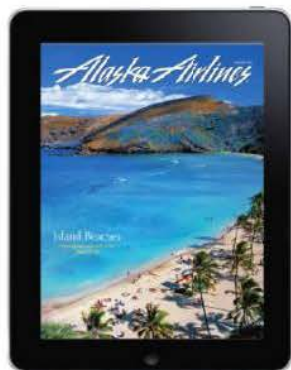


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cara," which means, "In bad times, put on a brave face."

After lunch, I head up the street and into more recent history at the Museum Reina Sofia, where Spain's most famous painting has been given a room of its own. Picasso's *Guernica* depicts the razing of the Basque town of Guernica in 1937 by Luftwaffe planes sent by Nazi Germany in support of Franco's Nationalists during the Spanish Civil War. A bull, a horse and a number of women are depicted in a state of horror in this massive black-and-white masterpiece,



considered by many to be the most powerful political artwork of the 20th century. The rooms around the painting are filled with art and documentation

Cristiano Ronaldo plays for Real Madrid (Royal Madrid Football Club), the renowned team that has won a record nine European Cup/UEFA Champions League titles.

about the war, putting *Guernica* in historical context. Madrid was also a major battleground during the Spanish Civil War; a sad casualty of the conflict was the poet Lorca, who was executed by Nationalist militia in 1936.

To brighten the mood after a somber afternoon, I meet my old friend Alexandra, who has lived in Madrid for a decade, to see a performance of flamenco, Spain's national dance. Originating in southern Spain in the 18th century, flamenco grew out of folk music and dancing, particularly from Romany culture, Alexandra tells me. Today, flamenco is a worldwide phenomenon, its passion unique in the performing arts.

We meet up at the Villa Rosa off Plaza Santa Ana, a venerable institution that features flamenco seven nights a week; because I reserved a table earlier in the day, we are seated right next to the wooden stage. After we enjoy paella and a

glass of wine, the show starts. As the first dancer—wearing a green mantilla over her black dress—looks forcefully into the distance and pounds the wooden stage with her heels, I feel the vibrations go right through me. The other dancers, a singer and a guitar player sit on the side, watching her intently and calling out “Olé!” and “Señora!”

On Sunday, my final full day in Madrid, I visit the Rastro, a vast street market in existence for more than a century. I wind through stalls selling everything from clothing to housewares, and after I pick up a pair of Spanish boots, a side street takes me into the labyrinth of the antiques section, where furniture, curios and vintage paintings are randomly stacked. The streets are filled with people, both Spaniards and visitors, and again, a festive atmosphere prevails.

Afterward it's time for one last museum: the Thyssen-Bornemisza. Its dazzling selection is drawn from one of the largest private art collections in the world, started by the Baron Thyssen-Bornemisza in the 1920s and focusing on European painting from the 13th to 20th centuries. Wandering among the salmon-colored rooms, I am pleased to come across a favorite painting, Edward Hopper's *Hotel Room* from 1931, in which a young woman sits hunched over on a hotel bed with a letter on her lap.

On the walk back to my hotel to pack, I stop in for a final hot chocolate at the cozy, yellow-walled Café Gijón, a legendary literary cafe that has been in existence since 1888. Lorca used to come here in the 1920s and take part in passionate debates. It's quiet today, but as I spoon up the sweet hot chocolate, I recite his poem to myself. It's tempting to replace a word: Madrid, how I love you Madrid. ▲

Donna Stonecipher is a writer in Berlin.

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Puzzle on page 138.

9	3	2	8	5	4	1	7	6
1	6	4	9	2	7	8	3	5
8	7	5	3	1	6	9	2	4
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4	2	8	1	3	5	6	9	7
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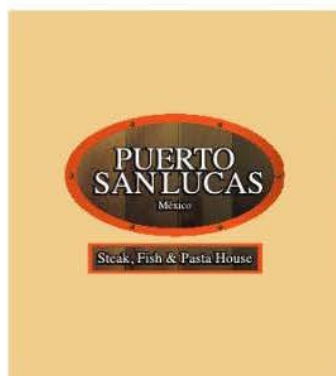
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Nissan GT-R Nismo.



Race Inspired

By Bengt Halvorson

With 600 horsepower, all-wheel drive and loads of technology developed in real GT3 racing, the latest Nissan GT-R Nismo is one of the top-performing production cars on the planet, and one of the most affordable means to heart-fluttering, ego-boosting supercar ownership. ■ It's also the most effective "halo car" on the market: Perhaps more than any other manufacturer's flagship model, the GT-R casts a positive light

on Nissan's entire lineup, standing as a symbol of what the company can do. And since the GT-R's debut in the United States for the 2009 model year, the car has introduced a large number of people to Nissan dealerships—and to the brand's more accessible 370Z sports car, as well as its family sedans and crossovers.

Company CEO Carlos Ghosn recently called out the GT-R's halo status, noting that development work on the car drives innovation for the entire company. It has also given Nissan significant bragging rights: With driver Michael Krumm at the wheel, a GT-R Nismo—essentially in the same form as it will be sold—recently set a lap record of less than 7 minutes, 9 seconds, at the famous Nürburgring

Nordschleife—a circuit in Germany that serves as a sort of gold standard for gauging the overall performance of supercars and high-speed sport sedans.

Although the upcoming Porsche 918 hybrid supercar was a bit faster on that circuit, Nissan claims that with the GT-R it has the fastest volume-production car.

Much of the same equipment used on that record-setting Time Trials GT-R Nismo car will be offered in the production GT-R Nismo, as part of a special Track Edition package added on top of the model's approximately \$150,000 price. That will essentially maximize the GT-R's performance for the track, with details such as a carbon fiber rear wing and aerodynamic improvements that add 220 more pounds of stabilizing

downforce at 186 mph, plus a dry-carbon trunk lid, a deleted backseat and other weight-saving measures.


Nismo, by the way, is Nissan's tuning and motorsports division. Short for "Nissan Motorsports," the division develops versions of Nissan's models that are more fun to drive—and almost always better-performing. Recent Nismo efforts have included the Juke Nismo and 370Z Nismo—and even a Leaf Nismo electric race car. The division is also injecting some fun into models that aren't otherwise seen as performance cars, including the Sentra Nismo that was first shown at the Los Angeles Auto Show this past November.

The GT-R has been a numbers car ever since it was first introduced—boasting acceleration figures that are unrivaled by all but a few exotic supercars, such as the Bugatti Veyron, a car that costs more than \$1 million and can go faster than 250 mph. No wonder the GT-R, with a starting price that has been kept under the \$100,000 mark until now, has found such a strong fan following and earned nicknames such as Godzilla.

The latest GT-R Nismo won't be able to reach the Veyron's top speeds (the GT-R's new top end is 196 mph), but it may very well end up beating the Bugatti to 60 mph. Zero-to-60 acceleration for the 545-horsepower, 2014 model-year GT-R is already just 2.7 seconds. While official times weren't yet announced at the time of this writing, the GT-R Nismo's improvement on that time is likely to be a couple of tenths of a second, maybe more.

And that would put the GT-R even closer to the top of the list as one of the quickest regular-production vehicles ever.

What might have been seen as an impossible acceleration time 10 or 20 years ago is now possible through not just higher engine outputs, but also better tires, more sophisticated damping systems, quicker-shifting transmissions and, in the GT-R's case, all-wheel-drive systems truly designed around maximum track performance.



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Today, a handful of cars with only rear-wheel drive achieve numbers in the low to mid 3-second range, including the Dodge Viper, Ford Mustang GT500, Chevrolet Corvette and much of the lineups of supercar makers Ferrari and Lamborghini. Even the all-electric Tesla Roadster Sport of a few years ago could get to 60 in a manufacturer-cited 3.7 seconds.

But below 3 seconds, it's an exclusive few.

Another advantage of the GT-R is that it's built to be driven—not to be a garage trophy. And owners won't need to pay borderline extortionate bills for routine maintenance.

During the Tokyo Motor Show this past fall, I had the chance to drive the 2015 Nissan GT-R Nismo on a track, and the

“The current GT-R is a high-performance exotic supercar at a fraction of the price of anything that comes close.”

new GT-R Premium on surrounding roads. And just to have a baseline, I drove a 2014 GT-R Premium around the Portland area a few weeks beforehand.

Out on the track, the new GT-R Nismo felt so fast that it left me shaky from the adrenaline surge. The tremendous grip of the sticky Dunlop high-performance tires—specially developed for this car—combined with the all-wheel-drive system left me initially underestimating the car's cornering prowess.

With larger-capacity turbochargers for the 3.8-liter V-6, power comes on hard and fast in the middle of the rev range, and the six-speed dual-clutch gearbox slams from gear to gear, with a click of the paddle shifters, in as little as a fifth of a second.

As I drove a few more laps and learned the corners and slight ups and downs of Sodegaura Forest Raceway, in Japan's Chiba Prefecture, I found the GT-R Nismo

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	5	1	6				8	

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Puzzle on page 158.



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to be predictable and intuitive, like a neutral rear-drive sports car.

Only after my own hot laps, when I crawled into the passenger seat next to a real GT3 driver, did I gain an understanding of what the new Nismo is capable of. The experienced driver would carefully load the GT-R up into the beginning of a drift, then pitch the car with some quick, twitchy adjustments—reminding me of a fighter plane going up against maximum G-forces—allowing the all-wheel-drive system to rocket us out of the corner in a new trajectory.

As a teenager you might have pored

“After just a brief time with the new GT-R, I understand how taking away some of the previous car’s ragged edges makes the performance more accessible.”

over specification panels, 0-to-60 mph acceleration times, top speeds and comparison tests in car magazines. Today’s teenagers—and others who dream about cars like the GT-R—have something better: racing video games, such as *Gran Turismo*. If you can afford a GT-R Nismo—or perhaps to attend a driving school with one—you can merge these two worlds, downloading your own track-day driving data onto a USB stick and then replaying or reliving it through *Gran Turismo 6*.

There’s no shortage of information and data to help make your lap times better. Separately, a so-called Connected Services suite lets you connect your smartphone or computer and use their data for analysis. The almost gamelike set of information and gauge screens has been improved, too.

At its best the current GT-R is a high-performance exotic supercar at a fraction of the price of anything that comes close.

But there are some less desirable characteristics: The GT-R can feel like a tightly wired tuner car—a model that will reward you on the track but serve out constant reminders the rest of the time that you're in one of the highest-performance production cars on the planet.

Thankfully, Nissan has dealt with most of that for the 2015 model—and not to the detriment of handling. The steering has been given a new pump and an entirely different calibration that's aimed at reducing the steering wheel tug-of-war when driving on rough surfaces.

Those steering changes, combined with front-suspension changes and new dampers, should add up to fewer small corrections—and a more settled feel.

When I took the standard-issue 545-hp GT-R Premium out for a drive on a road loop around the raceway—a mix of imperfect backroads and smooth expressway—I noticed what's perhaps the most significant change, from a day-to-day livability standpoint: It's a lot quieter.

GT-R chief product specialist Hiroshi Tamura—the engineer and executive who has guided the GT-R through several iterations—isn't afraid to say that they wanted the refreshed GT-R to feel a little more “mature.”

To live up to that, all GT-R models (except that top Nismo) have been fitted with extra noise insulation that blankets the floor, trunk area and firewall. Further, Nissan has fitted all GT-Rs—including the Nismo—with Bose active noise cancellation, a technology that uses the sound system's speakers to counteract certain frequencies in the cabin. The system cuts 10 decibels of engine “boom”—the kind that's fatiguing on longer trips—freeing me to enjoy the sounds of the engine.

After just a brief time with the new GT-R, I understand how taking away some of the previous car's ragged edges makes the performance more accessible. It might be one of the most scorching performance cars on the planet, but that won't keep you from enjoying it—daily if you'd like. ▲

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

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FROM PAGE 106 ing your participation in sports, arts, service and other extracurricular choices. In doing so, think big, Jager-Hyman recommends, noting you don't necessarily have to be the president of a well-known existing club; you may have started one of your own.

If you spent the summer delving into books on Frank Lloyd Wright's architecture or working with a mentor to study the engineering behind roller coasters, include it, she says, especially if it's a solid match for what you plan to study in college or it shows off your independent study skills.

Don't just list a hodgepodge of activities that includes a few hours at a food pantry and a role on a soccer team, Murphy says. "The activities need to paint a strong picture of your passions and what kind of student you will be in their community."

So if soccer is your passion, make sure you also offered your soccer skills as a volunteer coach or referee, or started a drive to donate equipment and cleats to a local youth soccer organization. "You're showing a long-term, consistent commitment to your interests," she says.

The Interview

An interview isn't necessarily required in the application process; sometimes you have to request an interview, or accept an offer to one. An interview allows the school to meet you as a human being, a solid fit for their college or university.

"It's a way to show your interest," Casner says. "It's a great life skill to learn how to interview, and it's your chance to ask questions," perhaps to learn more about the department you're interested in.

Before you go: Practice, practice, practice. Even if you have great grades and test scores, it doesn't mean you'll ace the in-person section. You need to be able to think fast for questions such as, "Which clubs do you think you'll join at our school?" and to exhibit your knowledge of the college's academics and everyday life. If the school asks, "Tell me about yourself," they're not asking for your demographic information, but your background, interests and unique passions so they can imagine you in their college culture, Taylor observes.

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Applications may offer a section for explaining variations in your background, from school discipline to educational challenges. This is where you might explain why your grades dropped for a quarter due to an illness, or why math has always been difficult due to a diagnosed learning disability. Or perhaps why your grades consistently hit the low C range until you experienced a turning point, and then your report card started to display A's.

Use the opportunity to reasonably weigh the event against a positive result, rather than use it to make an excuse, Taylor says.

On the Common App, institutions may ask for an additional short answer or essay response. Here's where you need to get into the details of your visit or research. "Prove to them you've dug into what the school represents," Casner says. "It helps the admissions staff to imagine you at the school."

For example, a question might ask why you wish to attend, and you can point out

that as a future engineering student, you noticed the school partners with specific firms and projects. At a school that emphasizes balanced, well-rounded learning, point out your interest in the core curriculum and your desire to join the outdoors club, which offers a rock-climbing trip every spring.

Read the school's mission statement and see what they're looking for and what they value, Casner suggests, and tweak your language so this portion echoes their institutional values.

Some schools also offer students the

chance to attach additional information of any sort. If you can make a DVD of your voice competitions or a copy of that research paper on your roller coaster engineering project, include it.

When it came to telling her story, Madeleine Colvin successfully marketed herself as a perfect fit for her college of choice. The 19-year-old college sophomore studies international relations at Pomona College in Claremont, California. ▲

Freelance writer Lora Shinn lives in Seattle.

Hiring Help

Independent counselors and consultants work with students around the world, and charge

between \$1,500 and \$40,000 for personalized college selection and application assistance, depending on services provided and local costs, says Gael Casner, president of the Higher Education Consultants Association. Ask friends for recommendations, or find a consultant through groups such as these:

- Higher Education Consultants Association (HECA); www.heca-online.org.
- National Association for College Admission Counseling (NACAC); www.nacacnet.org.
- Independent Educational Consultants Association (IECA); www.iecaonline.com. —L.S.

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FROM PAGE 75 do." The VISOR wearer effectively converts the sound vibrations back into visual images in his or her brain. VISOR wearers may be able to perceive their immediate environment, identify complex objects and navigate naturally day or night without additional aids such as canes or seeing-eye dogs.

"It's not on the market quite yet," says Weihenmayer, "but the technology and the implications for the blind are exciting." The VISOR gives wearers the ability to read and recognize objects in front of them, and

could be used in the future by the elderly or others with limited vision.

Meanwhile, as the VISOR technology is developing, Weihenmayer and his No Barriers organization are dedicated to pushing forward adaptive technologies that allow people with adversities to redefine what's possible. Weihenmayer leads by example. He has been using an auditory adaptive technology to help him prepare to achieve his goal of a solo kayak trip down 277 miles of the Grand Canyon's roiling Colorado River whitewater in September

2014. Weihenmayer is using a special, customized, submersible BlueWave radio and headset system called Neptune BlueWave, designed in the United Kingdom by DS Neptune Developments. The system features cordless helmet-to-helmet intercoms using hands-free, voice-activated Bluetooth technology. The system works like this: Weihenmayer paddles his own kayak, with an expert paddler—a "line setter"—just in front of him choosing the best route through dangerous boulders and waves up to 20 feet tall. Right behind Weihenmayer is his paddling guide, who barks out commands—for how Weihenmayer can follow the line setter—into a mouthpiece transmitter that Weihenmayer can hear in his headset.

Plunging headlong down the river, Weihenmayer hears the command and must react instantly. The commands are simple but crucial, and they use just three basic turns. "Small left!" or "Small right!" calls for a 15-degree turn. "Right!" or "Left!" is a 45-degree turn. "Hard left!" or "Hard right!" is 90 degrees. So far, the technology works. Erik and his team have done practice runs on the Usumacinta River between Guatemala and Chiapas, Mexico; a trial run down much of the Grand Canyon; and the harrowing trip down the Marañón in Peru. For Weihenmayer, who finds solo white-water kayaking "the scariest thing I've ever done—and I've done some pretty scary things," the adaptive radio technology enables a world of possibilities.

We are living in a time of unprecedented technological advancement, and with these advances being applied to adaptive medical fields, there is a new level of hope for millions of people. With innovation and the will of pioneers such as Hugh Herr, Paul Thacker, Gary Linfoot, Erik Weihenmayer and many others, the very idea of what it means to have a disability is being redefined and re-envisioned. ▲

WSU English professor Buddy Levy is a book author and journalist from Idaho. His next book, *Geronimo: Leadership Strategies of an American Warrior* (co-authored with WSU football head coach Mike Leach) will be published in May.

LEAVE YOUR PAIN BEHIND... FOREVER!

SAY HELLO TO HOPE!

Hi, I'm Amy Klingele. I used to be in pain every day – pain that radiated through my shoulder, causing constant neck spasms and severe headaches. I tried everything – medication, chiropractic care, injections – with little relief. **I suffered with this pain for years.**

Today, I have NO PAIN – literally. It's amazing. I can go anywhere I want, do anything I want – yes, even take long trips – free of the pain that plagued my every move for years.



After minimally invasive laser spine surgery, Amy walked out of the clinic the same day.

IT CHANGED MY LIFE!

It all started when I requested a free MRI review at the Spine Institute Northwest. When I talked to

Dr. Kamson, I was struck by his compassion and just how positive he was that he could reduce or even eliminate my pain altogether. I was so excited. I called my husband and said, "I finally found someone who can help me. I don't have to live with this pain anymore."

The nurse on the day of my surgery was amazing. I was nervous and a little emotional and she was so supportive. After that, I didn't worry. I'd done my research. I felt that the procedure Dr. Kamson recommended was the right one for me.

My only regret is I didn't contact the Spine Institute sooner! I didn't have to exist with that pain as long as I did! No-one has to live like that.

Amy Klingele



laserawaymypain.com
888-323-5344



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Rent a car, buy flowers or go out to dinner and earn Mileage Plan™ miles with our many non-airline partners.



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*Yearly Coach Companion Fare from \$118 (\$99, plus taxes and fees from \$19). For every dollar you spend with your card, you'll earn one Bonus Mile. Ask a flight attendant or visit alaskaair.com for details.

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Starting January 15, 2014, Mileage Plan Miles earned on all our international partners will count toward elite status qualification. Travel throughout the world on the following partners while earning miles and elite status in the Mileage Plan Program.

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DELTA

FIJI AIRWAYS

Emirates

BRITISH AIRWAYS



CATHAY PACIFIC

AEROMEXICO

AIRFRANCE

KOREAN AIR

KLM

LAN

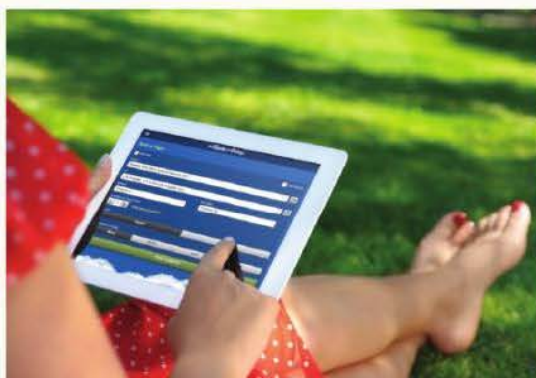
Era ALASKA

PenAir

*Not applicable for international Elite Qualifying Miles.

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- Track your trip details
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- Check in and access your mobile boarding pass



FLIGHT STATUS ON THE GO

If you have a flight scheduled to depart in the next 24 hours, use the mobile phone listed in your reservation to text MY FLIGHT to 252752 (ALASKA), and we'll send you up-to-the-minute flight status. Or use any mobile phone to text a flight number to 252752 for flight status.

Message and data rates may apply.

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MVP Gold	40,000
MVP Gold 75	75,000



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Jack Daniel's Black Label
Crown Royal
Baileys Irish Cream

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

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Sprite, Sprite Zero & Fanta Orange
Seagram's Ginger Ale, Seltzer & Tonic
Athena® Bottled Water
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Bloody Mary Mix
Tazo® Awake® black tea
Tazo® Wild Sweet Orange herbal infusion (caffeine-free)
Proudly serving Starbucks®
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Waterbrook Two Ponds Red Blend
Waterbrook Two Ponds Chardonnay

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



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* On flights to Hawai'i only.

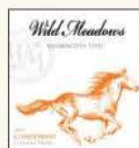


FIRST CLASS

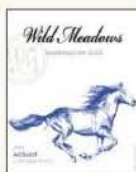
Passengers seated in First Class are always treated to our special brand of customer service. Enjoy our distinctive menus, a dedicated flight attendant, a convenient lavatory and complimentary use of an Inflight Entertainment Player when available.

WINES OF THE MONTH

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



Wild Meadows Chardonnay
Washington
Notes of jasmine and honey suckle lead to a creamy palate that layers ripe peach, nectarine and pear. A well-rounded finish with lingering melon notes.



Wild Meadows Merlot
Washington
Welcoming notes of cassia and cigar box invite you to this balanced Merlot. Rich blackberry and cherry fruit lead to a silky finish and supportive tannins.



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

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Enjoy our portable inflight entertainment system, including more than 75 movies, plenty of TV shows, sports, music, discounted Internet access and more.



BLOCKBUSTER HITS



Runner Runner

R-rated; 1:30 (available with English subtitles)
Justin Timberlake and Ben Affleck star in this high-octane thriller in which a young genius finds himself in over his head when he travels to Costa Rica to confront a gambling kingpin and learns there's no such thing as easy money.



Baggage Claim

PG13-rated; 1:35 (available with English subtitles)
A flight attendant sets out to find a fiancé before her younger sister's wedding. She relies on her airline contacts to set her up with dates, only to discover that the man she really wants lives right next door.



Percy Jackson: Sea of Monsters

PG; 1:45
Jackson, the son of Poseidon, continues his epic journey to fulfill his destiny, teaming with his demigod friends to retrieve the Golden Fleece, which has the power to save their home and training ground, Camp Half-Blood.



Enough Said

PG13; 1:32
Single parent Eva is dreading her daughter's departure for college. Eva befriends Marianne, who complains about her own ex-husband way too much, and suddenly Eva begins to doubt the relationship she's developing with Albert.



Getaway

PG; 1:30
Brent Magna is a burned-out race driver thrust into a do-or-die mission when his wife is kidnapped. His one hope for saving her is to follow the orders of the man who's watching every move through cameras mounted on Brent's car.

MORE THAN 70 POPULAR MOVIES

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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.

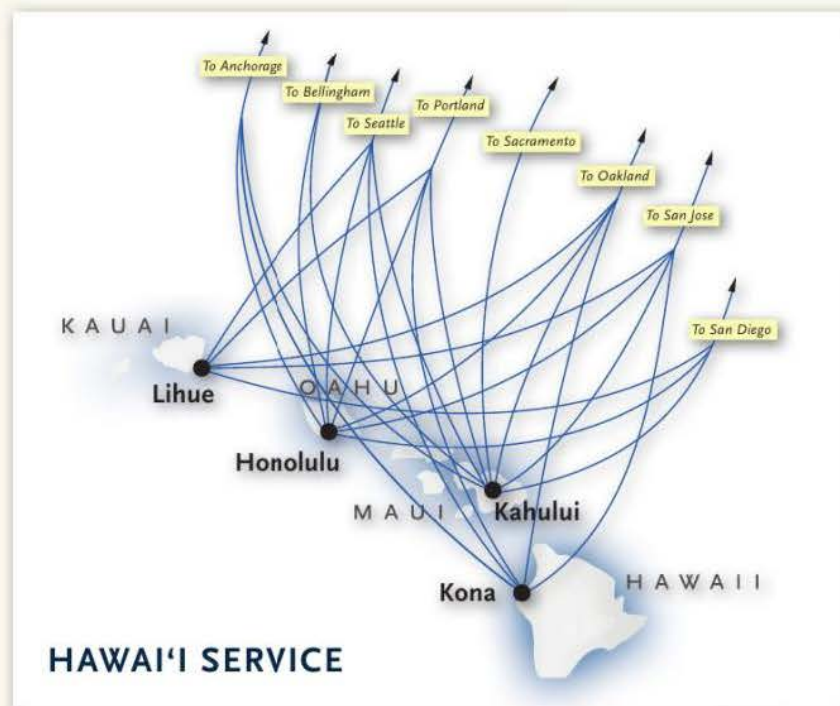
LEGEND

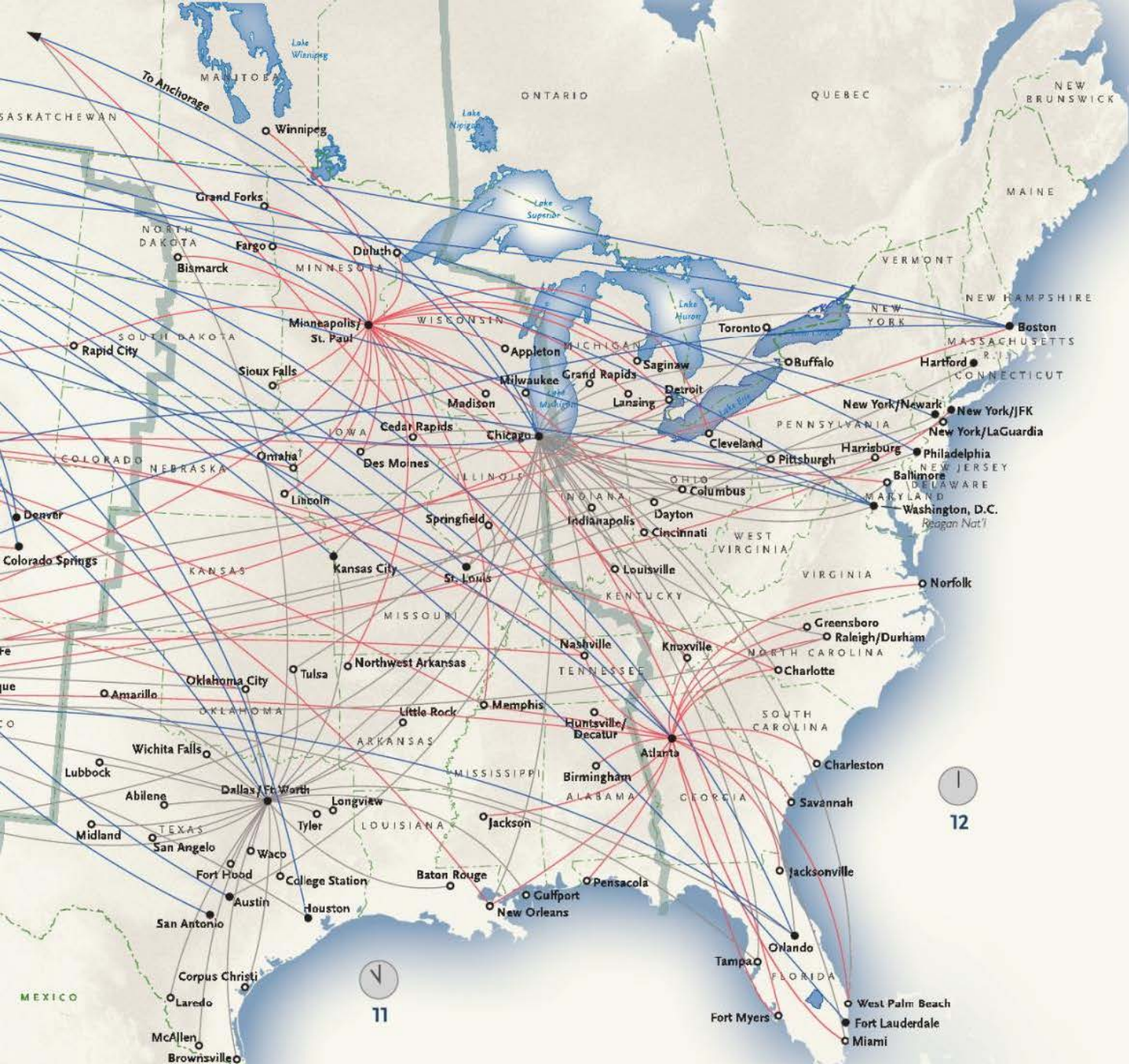
Routes served by:

-  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
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
Salt Lake City–Portland	June 9, 2014
Salt Lake City–San Diego	June 10, 2014
Salt Lake City–Los Angeles	June 11, 2014
Salt Lake City–San Jose	June 12, 2014

ALASKA



ALASKA MILEAGE

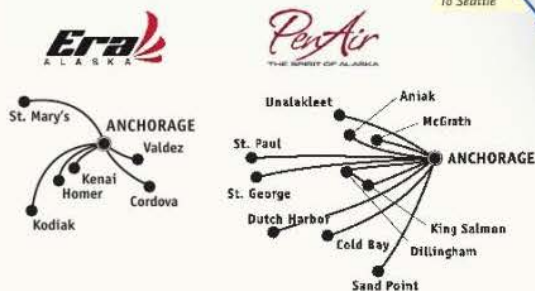
Between	Mileage
Anchorage &	
Cordova	160
Kodiak	252
Fairbanks	261
King Salmon	289
Dillingham	329
Bethel	399
Nome	539
Kotzebue	549
Juneau	571
Prudhoe Bay	627
Ketchikan	776
Dutch Harbor	792
Seattle	1448
Portland	1542
San Francisco	2045
Los Angeles	2375
Honolulu	2776
Chicago	2847

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.

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.



Some routes shown operate seasonally.

† Dutch Harbor–Anchorage service operated by PenAir.



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 Reservas y de Atención al Cliente
- Quioscos de registro del aeropuerto

- alaskaair.com/español
- El editorial mensual del director ejecutivo 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 A12

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

Your time is money, so we guarantee speedy delivery of your checked luggage.

Size and weight limitations

Passengers traveling on Alaska Airlines and Horizon Air may check bags with a maximum dimension of 62 linear inches (length + width + height) and weight of up to 50 pounds.

Baggage Service Guarantee

Alaska Airlines is the first major U.S. carrier to implement 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

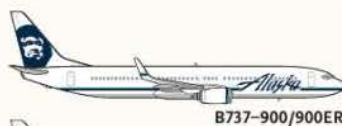
future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

- One voucher per qualified passenger, for one or more checked bags.
- Our guarantee does not apply for conditions beyond our control, such as severe weather or a malfunction in the airport's mechanical systems.

- Since additional care is needed to deliver specialty items such as pets, sports equipment, assistive devices, etc., the guarantee does not apply to these items.
- Additional international processing prevents us from offering our guarantee on flights arriving to the U.S. from Mexico.
- Full terms and conditions available at alaskaair.com.

OUR FLEET

Alaska Airlines maintains a fleet of more than 125 Boeing aircraft, including our newest, the 737-900ER. Configured with 165 seats in the main cabin and 16 seats in First Class, Alaska's new 737-900ERs will predominantly fly transcontinental and Hawai'i routes. Onboard, passengers will enjoy custom-designed Recaro seats and the Boeing Sky Interior, featuring sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



B737-900/900ER



B737-800



B737-400F



B737-400C



B737-400



B737-700



Bombardier Q400
Operated by Horizon Air



Bombardier CRJ-700
Operated by SkyWest Airlines

HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

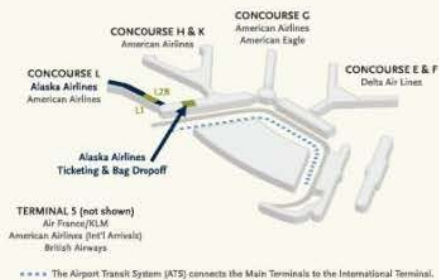
Anchorage International Airport (ANC)



Seattle/Tacoma International Airport (SEA)



Chicago O'Hare International Airport (ORD)



Portland International Airport (PDX)



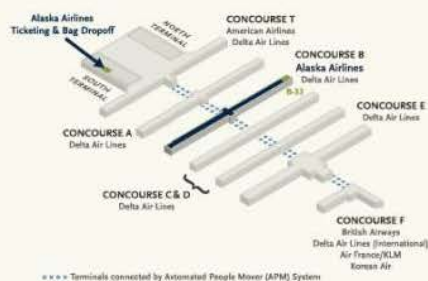
Los Angeles International Airport (LAX)



San Francisco International Airport (SFO)



Atlanta International Airport (ATL)



Helpful tips upon landing at SFO from Mexico:

- If necessary, clear all checked baggage through U.S. Customs.
- After clearing Customs, exit to the right through sliding glass doors.
- Pack all duty-free liquids securely in your checked baggage to avoid confiscation by the TSA. Then recheck your baggage with an Alaska Airlines Customer Service Agent at the baggage recheck point in the San Francisco International Terminal.
- Proceed directly down the hall and turn left to the connecting hallways leading to Domestic Terminal 1.
- Continue in the same direction and turn right at the signs for Gates 20-36 —Alaska Airlines uses Gates 20 and 22.
- Average time from landing to Gate 20 is 40 minutes.

Datos de ayuda a su llegada de México a San Francisco:

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.
- Empaque seguramente todos los líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal Doméstica 1.
- Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted 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 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.



TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

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



FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico



FEM PARA MEXICANOS

¿Quién debe completar esta forma?

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

Datos de ayuda

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

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(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

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Allowed on the Ground and in the Air

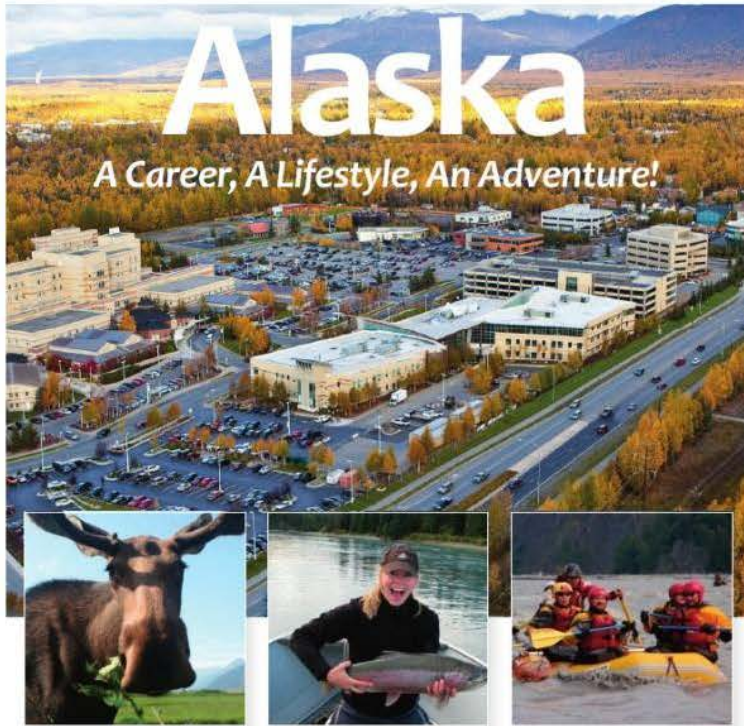


- › Laptops (must be stowed for taxi/takeoff/landing)
- › Tablets/smartphones (Airplane Mode after door closure)
- › Wireless mouse/keyboard
- › e-readers
- › Media/CD/DVD players
- › Noise-canceling headphones
- › Cellphones (prior to door closure only)

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

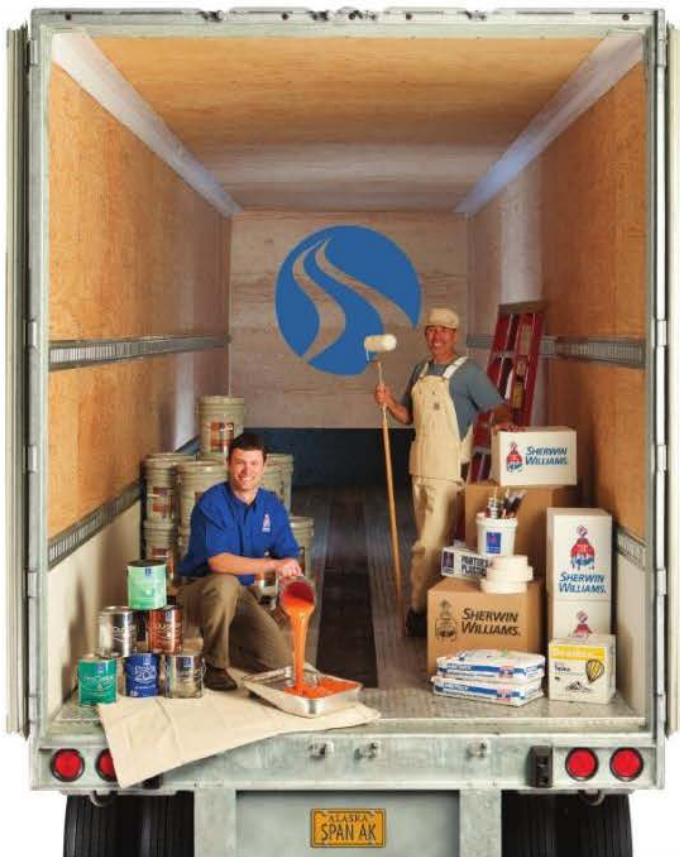


For more information, please contact: Larisa Corbett
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Matt Stabio, Zone Manager, Alaska, Sherwin-Williams

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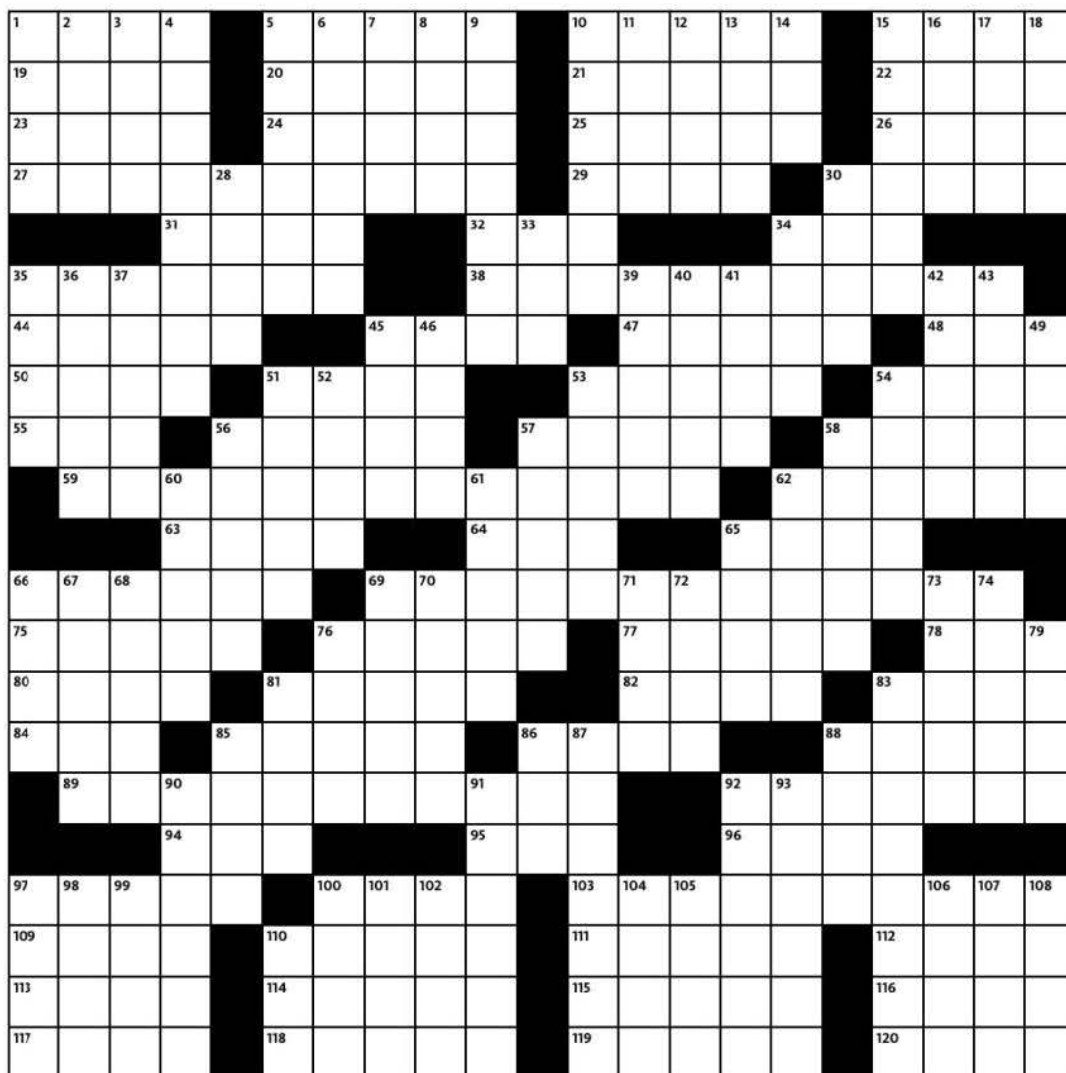
– Michael Schreurs, Regional Director of Transportation, Sherwin-Williams

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www.spanalaska.com



ACROSS

- 1 Blunder
5 Sidestep
10 Tortilla snack
15 Chance
19 Actor Sharif
20 Chocolate source
21 Mountain nymph
22 Out of the wind
23 London district
24 Jams
25 Conditioner
26 Vegetarian, e.g.
27 Casino regulations
29 Trig or calculus
30 New York ballplayer
31 ___ Grit
32 Born in the ___
34 Danish money
35 Aimed
38 Mexican revolutionary
44 Heals
45 Middling
47 ___ up (in hiding)
48 Certain shoe size
50 Arab prince
51 Traffic sign
53 More desolate
54 Actress Williams
55 Beaver's feat
56 Seed
57 Flowerless plants
58 Netman Becker
59 Healthy snack
62 Venus, e.g.
63 Protagonist
64 And so on: abbr.
65 Competition
66 Fall flowers
69 Salad topper
75 Make butter
76 Breeze
77 Pig sounds
78 Eskimo knife
80 Palomino's pride
81 Quality
82 Buffalo Bill
83 Strong opposition
84 Before
85 Overact
86 Annoyed exclamations
88 ___ vita
89 Turkey Trot creator
92 Some lipsticks
94 Bilk
95 South American tuber
96 Hoist
97 Nursemaids
100 Campaign
103 Wintertime malady
109 ___ Ono
110 People of Kenya
111 Rust
112 Unusual
113 Actress Adams
114 Connection



- 115 Expand
116 Serf
117 Dispatch
118 Informal language
119 Troikas
120 Act

DOWN

- 1 Mild expletive
2 Melville novel
3 Honolulu's island
4 Chillier
5 Build up
6 Admired
7 Environmental sci.
8 ___ of Angels
9 Even chances
10 Author Vincent Peale
11 Song for Sutherland
12 Penny
13 Leftover dish
14 ___ on a Grecian Urn
15 Like wheel spokes
16 Hip bones
17 Observed
18 Comic character Etta ___
28 Goes astray
30 Football field
33 ___ Vicente, Brazil
34 Starting ___
35 Scored a hole-in-one
36 Tanning bark
37 First-class
39 Scorches
40 Singer Lena ___
41 Bullring cheers
42 Figure out
43 Eagle's nest
45 Painful
46 Oil cartel letters
49 Orient
51 Masts
52 Fast-food order
53 Hardwood tree
54 South American raccoon
56 Firm
57 Command to Fido
58 Consecrate
60 Yonder
61 Ergo
62 Troublesome
65 Fix
66 High point
67 Puppeteer Lewis
68 Piano fixer
69 Lasso
70 South American range
71 (Sittin' on) the ___ of the Bay
72 Ocho ___, Jamaica
73 Makes void
74 Ice cream, in Nice
76 Large reptile
79 Hawaiian guitars
81 Cagney film
83 Encouraged
85 Space chimp
86 Female rap group
87 Manatees
88 Undress
90 Reverberated
91 ___ the line (obeying)
92 Slid
93 Sheets, e.g.
97 Votes in favor
98 Style
99 Similar
100 Marsh bird
101 Cruising
102 Biblical brother
104 Leaf angle
105 Stay
106 Flower receptacle
107 Coastal flier
108 Actor Oliver ___
110 Atlas abbr.

SOLUTION ON PAGE 140.

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FROM PAGE 65 Slam titles, "Newk," as he's known, is passionate about tennis and loves people. "Newk's teams always have the most energy in terms of their pregame war cries," Contardi says. "He gets his team really, really fired up."

On the Pitch with the Best

There's no guarantee it will happen again, but a past session of the Los Angeles Galaxy Adult Soccer Fantasy Camp featured a very special appearance. Actually, two appearances.

International soccer icon David Beckham, a former Galaxy star, and his wife, Victoria, once a member of the Spice Girls, showed up to sign autographs and chat with campers. Such celebrity interactions are unexpected bonuses of the camp, which annually draws between 25 and 30 enthusiastic fans.

The camp, located in the Los Angeles suburb of Carson, California, is held on the same StubHub Center pitch that the Galaxy call home. Unlike most camps, this one is not an overnight program. The Galaxy

camp runs from 9 A.M. to 3 P.M. for four days and includes three days of instruction, training and practices, followed by a game in which the campers play each other. Also part of the program is attending an actual Galaxy match. The cost of the camp is a relatively modest \$1,500. While many fantasy camps expect participants to be in good shape and have a certain level of skill, the Galaxy camp is different.

"The skill level is beginner to competitive," says Gordon Kljestan, a former pro soccer player and now manager of amateur soccer and fan development for the Galaxy. "The majority of players are at the intermediate level. Most are between 30 and 50 years old.

"We've had a man who was 70 and wanted to play for the first time and a 21-year-old who was still pursuing the dream of playing as a pro. This is an opportunity to come live the dream of being a professional soccer player. You get to experience the daily regimen of an LA Galaxy player."

Whether you are making a shot on goal

at StubHub Center, taking a crisp pass from Wayne Gretzky or listening to Tony Kubek tell what it was like to play short-stop for the Bronx Bombers about a half-century ago, fantasy camps are unique opportunities for fans to connect with their heroes and hone their games.

The camps also offer a chance to develop a special camaraderie with fellow campers and retired sports stars that may not be possible anywhere else.

Describing the fantasy camp experience, another veteran Dodgers camper, Neil Adams, a retired Southern California business manager, put it best: "It was baseball and bull, fun and foolishness, fatigue and frustration. It was too much exercise, too much food, too little sleep and too few hits. Most of all it was rewarding and relaxing. The toughest [part] wasn't the hitting, catching or throwing. The toughest part was leaving." ▲

Lewis Abraham Leader is a freelance writer, former newspaper reporter and editor living on the Monterey Peninsula in California.

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Photo by Doug Lemke / Shutterstock

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