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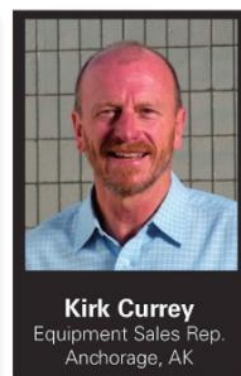
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DEPARTMENTS

- 9 Spirit of Alaska**
A message from Brad Tilden,
Alaska Airlines' president and CEO.
- 14 What's New**
The latest news from Alaska Airlines.
- 15 People Behind the Spirit**
Director of Customer Advocacy
Ray Prentice and First Officer
Tim Greminger. *By Paul Frichtl*
- 18 Journal**
Notes on life around the Alaska
Airlines route system.
Edited by Ben Raker
- 149 Finance**
The Roth difference.
By M. Sharon Baker
- 154 Mileage Plan Adventures**
Dutch treat: Bonaire.
By Ted Alan Stedman
- 160 Reader Information**
A convenient way to hear
from our advertisers.
- 165 Autos**
Small wonders: New electric
vehicles. *By Bengt Halvorson*
- 169 Alaska Airlines Guide to Services**
Travel tips, flight information,
Mileage Plan, air safety, route maps,
Vacations and more.
- 182 Crossword Puzzle**
- 184 Photo Page**



130



58

FEATURES

- 34 Playgrounds in Paradise**
Thrills for all ages in Hawai'i.
By Matt Villano
- 58 Natural Treasures**
Discovering the majesty of America's
national parks.
By Eric Lucas
- 70 Saving Marine Habitats**
Science and hard work help
preserve Pacific waters.
By David Schmidt
- 82 Fueling the Future**
Biofuels grow as viable alternatives.
By Eric Gold



18

ANCHORAGE

- 94 On the Wild Side**
Outdoor adventures in Anchorage
are just minutes away.
By Melissa DeVaughn
- 108 Positive Outlook**
Entrepreneurial spirit strengthens
Anchorage's economy.
By Gail West

GOLF

- 120 The Bend Experience**
Fabulous golf resorts in Central
Oregon. *By Jeff Wallach*
- 130 Golf Gear for 2014**
A look at this year's new equipment.
By Jeff Wallach

DESTINATION SAN DIEGO

- 140 San Diego Style**
Alluring attractions enhance a
fun-filled family vacation.
By Rob Dunton

COVER: TWO CHILDREN ENJOY A BEACH ON O'AHU; SEE "PLAYGROUNDS IN PARADISE," STARTING ON PAGE 34. PHOTO BY DAVID SCHRICHTE / HAWAII PHOTO RESOURCE.COM.
CONTENTS: DENALI NATIONAL PARK; SEE "NATURAL TREASURES," STARTING ON PAGE 58. NEW CLUBS; SEE "GOLF GEAR FOR 2014," PAGE 130. BUGATTI TYPE 35C GRAND PRIX; SEE "JOURNAL," PAGE 18.

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Spirit of Alaska



Brad Tilden
President and CEO



FLYING THE LAST FRONTIER

This month, I've passed the pen to Glenn Johnson, a 31-year veteran of Alaska Air Group. We were all pretty excited to see Horizon Air's Q400s start flying in the state of Alaska last month. As president of our cherished partner airline, Glenn's probably the proudest

of us all. —Brad Tilden

One of the lures of aviation is the opportunity it provides to stretch your wings, explore beautiful places and meet interesting new people. And that's exactly what Horizon Air did last month as we expanded into the great state of Alaska by operating nine daily roundtrip flights for our sister carrier, Alaska Airlines.

Under the new schedule, Alaska increased its flights between Anchorage and Fairbanks from seven to nine daily roundtrips, and Horizon operates eight of these with its state-of-the-art 76-seat Bombardier Q400s. A Horizon Q400 also replaced an Alaska Boeing 737 on one of two daily roundtrips between Anchorage and Kodiak.

In my 31 years with Alaska Air Group, I've spent a lot of time in the Great Land. I've certainly developed an affinity for the state and its residents, along with their particularly special association with air travel (in many remote areas, air service is the only way in or out of towns). Needless to say, I'm excited about this opportunity.

To celebrate our new service, we repainted two of the three Q400s we're using in Alaska to feature the colors and logos of the state's two largest universities: the University of Alaska Anchorage and the University of Alaska Fairbanks. We previously painted nine other aircraft to honor universities in the Lower 48, and they've been big hits among fans and alums. I'm confident these two aircraft will generate the same enthusiasm. Go, Seawolves! Go, Nanooks!

Why is Horizon service in this state so

important? The smaller aircraft help us better match capacity with customer demand and allow for increased flight frequency. That means a more convenient shuttlelike schedule that can accommodate travelers' needs throughout the day.

Using Q400s also means Alaskans can take advantage of the many touches that have made Horizon so popular. Among them: our A La Cart planeside

PHOTO BY SUSAN EWBANK



Horizon Air Q400s began service in Alaska last month.

baggage service; complimentary wine and microbrews, including Silver Gulch's locally brewed Old 55 Pale Ale; and our two-by-two seating configuration (no middle seat!). Not to mention the warm, caring service we're known for.

And here's some extra good news: The Q400 has lower operating costs than the 737, so we hope to eventually pass savings on to our customers with lower fares on these flights. Also, by freeing up the 737s that had been used on the routes, Alaska launched service to two new destinations from Anchorage: Phoenix and Las Vegas.

Technically, this isn't Horizon's first service in the 49th state. Way back in

1992, a runway construction project in Nome made it impossible for Alaska to fly its jets there, so Horizon shuttled passengers between Kotzebue and Nome for 10 days on 37-seat turboprops.

Our operation is very different today. Our Q400s, although they also feature propellers, are in an entirely different class. They incorporate the latest technology, such as noise and vibration dampeners, as well as highly sophisticated navigation systems that enable safe, smooth landings even where topography and weather are challenging.

The aircraft are also accustomed to the cold weather in Alaska—we've successfully flown Q400s for years in Canada and Montana, and other airlines fly them in places such as Siberia and northern Europe.

Horizon plans to be in Alaska for the long haul. We're hoping, frankly, that these initial flights will provide a springboard for additional service within the state. To support this effort, we've opened up a flight-crew base in Anchorage that's home to 60 pilots and flight attendants, many of whom are Alaska residents.

Whether you're an Alaska resident flying in a Q400 for the first time or a longtime Alaska/Horizon customer reading this on a flight somewhere in the Lower 48, please know we very much appreciate your business.

Thanks for flying with us today.

Glenn Johnson, Horizon Air President

El Espíritu de Alaska



Brad Tilden
Jefe Ejecutivo



VUELO POR LA FRONTERA MÁS LEJANA

Este mes he cedido la palabra a Glenn Johnson, un veterano de 31 años de Alaska Air Group. A todos nos emocionó mucho ver cómo los aviones Q400 de Horizon Air alzaron vuelo el mes pasado en el estado de Alaska. Como presidente de nuestra querida aerolínea asociada, Glenn probablemente sea quien se siente más orgulloso que todos nosotros.

Una de las atracciones de la aviación es la oportunidad para echar las alas a volar, explorar hermosos lugares y conocer personas interesantes. Y eso es exactamente lo que hizo Horizon Air el mes pasado cuando nos expandimos hacia el gran estado de Alaska operando nueve vuelos diarios de ida y vuelta para nuestra compañía hermana, Alaska Airlines.

Con el nuevo itinerario, Alaska Airlines aumentó sus vuelos entre Anchorage y Fairbanks de siete a nueve vuelos diarios de ida y vuelta, y Horizon opera ocho de ellos con su vanguardista Bombardier Q400 de 76 asientos. Un Q400 de Horizon también reemplazó a un Boeing 737 de Alaska en uno de los dos viajes diarios de ida y vuelta entre Anchorage y Kodiak.

Durante mis 31 años con Alaska Air Group, he pasado mucho tiempo en la Gran Tierra, como le es llamado al estado de Alaska. Ciertamente desarrollado una afinidad especial por el estado y sus residentes, y estoy increíblemente entusiasmado con esta nueva oportunidad.

Para celebrar nuestro nuevo servicio, volvimos a pintar dos de los tres Q400 que usábamos en Alaska con los colores y logotipos de las dos universidades más importantes del estado: la University of Alaska Anchorage y la University of Alaska Fairbanks. Anteriormente pintamos otras nueve aeronaves en homenaje a unas universidades de los 48 estados contiguos, y han adquirido un éxito rotundo entre los fanáticos y ex alumnos. Estoy seguro de que estos dos van a generar el mismo entusiasmo. ¡Vamos,

Seawolves! ¡Vamos, Nanooks!

¿Por qué el servicio de Horizon en este estado es tan importante? La aeronave más pequeña nos ayuda a combinar mejor la capacidad con las demandas de los clientes y permite aumentar la frecuencia de vuelos. Esto se traduce en un horario aéreo más conveniente que pueda adaptarse a las necesidades de los viajeros a lo largo del día.

El uso de los Q400 también significa que los habitantes de Alaska pueden aprovechar la gran cantidad de ajustes que han permitido a Horizon adquirir popularidad. Entre ellos se encuentran los siguientes: nuestro servicio de equipaje al pie del avión "a la carta"; vino y cerveza artesanal de cortesía, incluida la cerveza Old 55 Pale Ale de elaboración nacional de Silver Gulch; y nuestra configuración de asientos de dos en dos (¡sin asiento en el medio!). Sin mencionar el cálido y atento servicio que nos caracteriza.

Aquí hay más buenas noticias: El Q400 tiene menos costos operativos que el 737, por lo que esperamos finalmente transferir los ahorros a nuestros clientes ofreciéndoles tarifas más bajas en estos vuelos.

Al tener disponibles los 737 que se usaban en las rutas, Alaska ha podido inaugurar el servicio a dos nuevos destinos desde Anchorage: Phoenix y Las Vegas.

Técnicamente, esta no es la primera incursión de Horizon en el estado 49. Ya en 1992, un proyecto de construcción de pistas en Nome impidió a Alaska volar

sus aviones allí, por lo que Horizon transportó pasajeros entre Kotzebue y Nome durante 10 días en turbohélices de 37 asientos.

Hoy en día nuestra operación es muy diferente: aunque nuestros Q400 también tengan hélices, son de una clase totalmente diferente. Incorporan la última tecnología, como amortiguadores de ruido y vibración, así como sistemas de navegación altamente sofisticados que permiten aterrizajes seguros y suaves, incluso en los aeropuertos donde la topografía y las condiciones climáticas que presentan son complicadas.

Las aeronaves también están acostumbradas al clima frío de Alaska. Hemos volado los Q400 exitosamente durante años en Canadá y Montana, y otras aeronaves vuelan por lugares como Siberia y el norte de Europa.

Horizon tiene un largo camino por delante en Alaska. Sinceramente esperamos que estos vuelos iniciales sean una suerte de trampolín para otros servicios dentro del estado. Para respaldar este esfuerzo, hemos abierto una base de tripulación de vuelo en Anchorage, donde residen 60 pilotos y sobrecargos; muchos de ellos son residentes de Alaska.

Es posible que usted sea un residente de Alaska y que vuele en un Q400 por primera vez, o un cliente de mucho tiempo de Alaska/Horizon que lee esto en un vuelo en algún lugar de los 48 estados contiguos. Queremos que sepa que apreciamos mucho su preferencia.

Gracias por volar con nosotros hoy.



"I can't begin to measure the influence this program has had – on every aspect of my life."

- Rhonda, age 50



Photo: Arlene Chambers Photography

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I've always been a health and fitness advocate. I spent my weekends hiking, taking 30-mile bike rides, running 5 or 10K races, boating, playing tennis, or dancing. Then I developed low back pain, and it slowly became the focal point of my life. Eventually, I stopped doing all those things I loved. Even simple housecleaning became a challenge and, worse yet, sleeping became increasingly difficult.

I began taking medicine to help me sleep and wake up, pain relievers for my back pain and migraines. For a period of time, I also took anti-depressants. As I entered my late 40s, I began to notice extra weight in areas I'd never had it before, my clothes felt snug, and my skin starting to change.

When I read the My Best 10 ads in Alaska Airlines magazine, I knew that, like these other women, I wanted my life back too.

Although I knew I could be successful, I needed support. One of the biggest perks was that I didn't have to organize anything. All I had to do was show up and trust in the process.

My personal trainer challenged me with workouts that were exciting, varied, and results-oriented. I thought I knew what healthy eating was, but learned that I could actually eat more, lose weight and increase my energy level, all without feeling hungry

or cranky. I also discovered which foods inhibit or promote weight loss and how to supplement my diet.

Aside from the obvious decrease in body fat and the resulting euphoria of feeling strong and fit, I can now accomplish simple tasks like loading the dishwasher without any back pain. No more migraines and no more medication. For the first time in years, I sleep restfully and peacefully throughout the night.

I can't begin to measure the influence this program has had on me. The focus on my health provides energy and purpose in every aspect of my life because I feel good!

For the first time in years, my closet contains bright, vibrant colors. And on a recent trip to Bora Bora to celebrate my 50th birthday, I was able to choose from a selection of itsy-bitsy, teeny-weeny bikinis to wear while playing in the sun.

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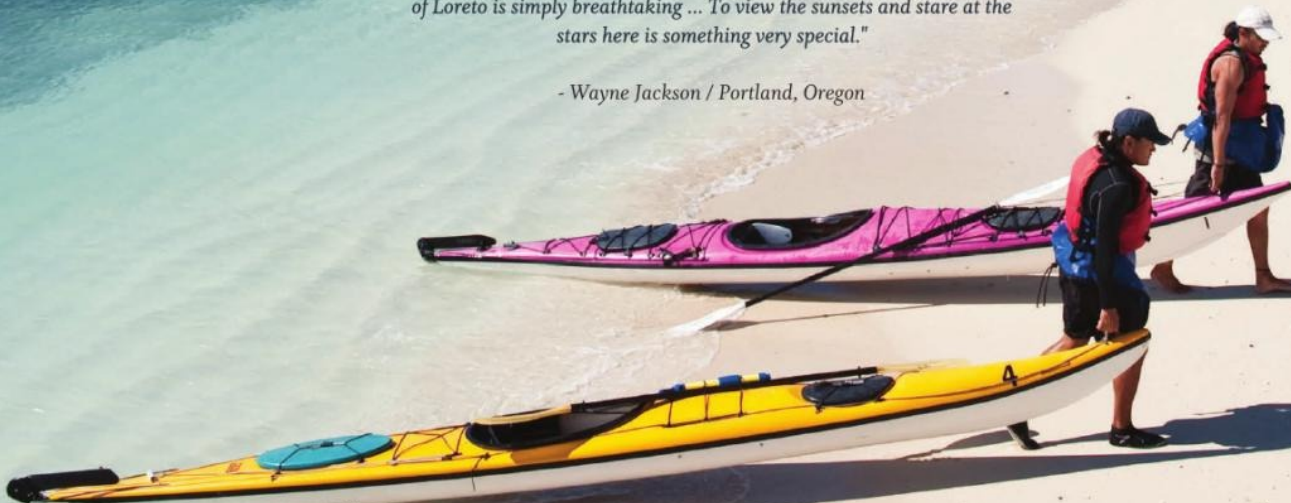

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- Wayne Jackson / Portland, Oregon



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ALASKA RANKED NO. 1 IN ON-TIME PERFORMANCE

FlightStats recently recognized Alaska Airlines as the No. 1 on-time carrier in North America for the fourth year in a row. Alaska's on-time average in 2013 was 87 percent, while the average on-time performance among North American carriers was 79 percent.

FOCUS ON SUSTAINABILITY



Greenovation Is Alive and Well

At Startup Weekend's recent "Greenovation" event, sponsored in part by Alaska Airlines, two Alaska teams joined more than 100 participants for two days of creating eco-friendly technology applications.

Alaska's eco-friendly teams developed a community-sourced ride-share network and an online community for people with dietary restrictions. Visit startupweekend.org for information and dates when an event might be coming to your area.

AROUND THE SYSTEM

► **Join us April 12** at the StubHub Center in Los Angeles for the LA Galaxy vs. Vancouver Whitecaps soccer match. Enter the halftime direct kick contest for a chance to win airline tickets to an LA Galaxy away game. See you there!

► **Alaska is the official airline partner** of the May 3 Waikiki Spam Jam, a cultural tradition for more than 25,000 attendees of this street party in Hawai'i. Visit spamjam-hawaii.com for more details.



Ray Prentice
Alaska Airlines
Legend

Looking Out for You

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, Director of Customer Advocacy Ray Prentice.

Ray Prentice recently helped give a number of Seattle-area families the gift of travel. Many families with children on the autism spectrum have never taken a vacation in Hawai’i or anywhere else that requires a flight. They perceive such journeys as too stressful, too uncertain.

In January, Alaska Airlines partnered with the Port of Seattle TSA and The Arc of King County to bring 45 such families to SeaTac Airport for an air-travel walk-through. Families checked in at the ticket counter, passed through security, gathered at the gate and boarded the airline’s *Spirit of the Islands* aircraft. The jet taxied around the airport in a simulated flight before returning families to the gate.

More than 60 volunteers from the airline, the Port and The Arc of King County participated in the four-hour “Wings for Autism” program and learned about special travel needs, as well.

“When we set out on this project, I knew the event would be special but I didn’t realize we were going to change people’s lives,” says Ray, noting that the

airline now hopes to offer the program twice a year.

That’s the kind of effort that drives Ray—a company leader who routinely donates vacation time to support fellow employees who are facing medical issues.

Ray is a cross-country runner, and a coach who extends his love of running to local youth and to his community. He led efforts to build new tracks for two Seattle-area high schools, each a multiyear project that cost about \$175,000. And at 55 he remains an avid runner, nationally ranked in his age group.

Ray joined Alaska Airlines in 1988 as a Mileage Plan representative, and later worked in the airline’s Environmental Affairs department and in-house print shop. Looking for an opportunity to use leadership skills, he earned a position managing Customer Affairs in 1999, and he was named Director of Customer Care in 2006. A year later, he was recognized as a Customer Service Legend.

Ray says his move to customer relations and customer advocacy is where he

hit his stride. He is adept in seeing situations from a customer’s point of view, and advocating for sincere and transparent communications. He’s an outspoken advocate for customers with disabilities, having created an internal Disability Advisory Board focused on employee training and ensuring customers with disabilities are treated with dignity and respect. He was recognized for such efforts in 2012 by “Open Doors Organization,” a nationally renowned advocacy group for individuals with disabilities.

Ray is the one who sets the tone when the airline has not served a passenger as well as it strives to. Under Ray’s leadership, the airline is working to become even more proactive about service recovery.

“Passengers are amazingly understanding when things don’t go as planned, providing we communicate really well and demonstrate that we truly care,” Ray says. Thankfully, a caring attitude comes easily for Ray Prentice.

—Paul Frichtl

VOLUNTEER SPIRIT

Well Prepared

Tim Greminger has been involved with Boy Scouts nearly all of his life.

“It’s helped mold and shape me into who I am today,” says Tim, a First Officer at Alaska Airlines. “It’s opened numerous doors for me.”

Now he volunteers with his 12-year-old son’s Boy Scout troop. In particular, he coordinates the high-adventure activities, such as a four-day backpack trip the boys completed last summer along the rugged northern Washington coast.

Tim brings a bit of expertise to the troop. He grew up in St. Louis and fell in love with mountaineering on a scouting



Tim Greminger at the Boy Scouts’ Camp Easton.

trip. He became involved with the Tacoma Mountain Rescue Unit shortly after moving to the Seattle area in 1993. Tim is also a reservist with the U.S. Air Force, flying C-17 military transports out of Joint Base Lewis-McChord. He spent nine years on active duty and has been a reservist since 2000, when he joined Alaska Airlines.

Tim prefers to fly Tuesdays through Fridays to make sure Mondays are free for Scout meetings.

“I’m trying to be a good, solid role model for the kids,” he says. “I tell them if they work hard and take this set of values to heart, they can go many places.” —P.F.

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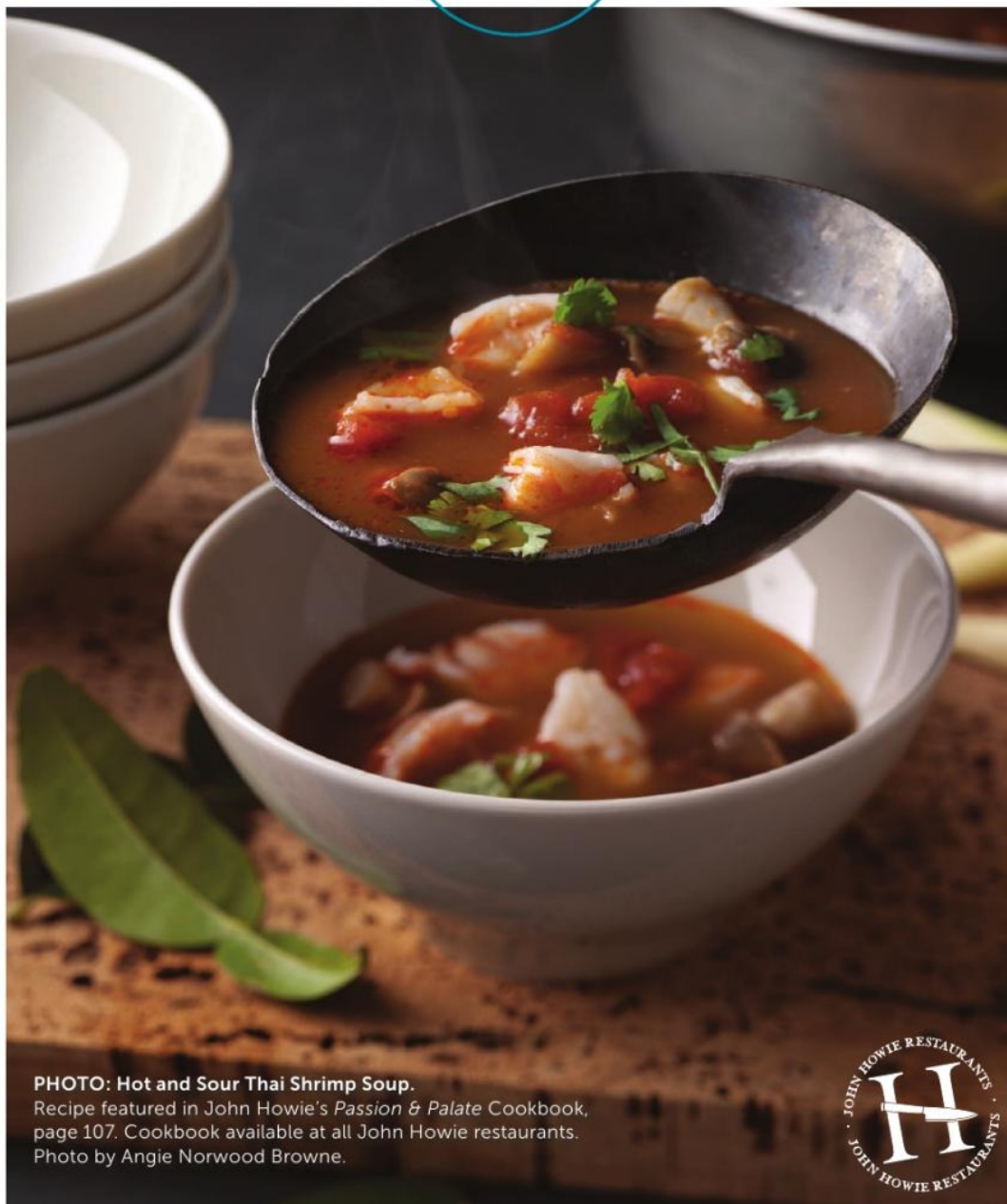


PHOTO: Hot and Sour Thai Shrimp Soup.
 Recipe featured in John Howie's *Passion & Palate* Cookbook,
 page 107. Cookbook available at all John Howie restaurants.
 Photo by Angie Norwood Browne.



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* 2014 EPA-estimated 51 city/48 highway/50 combined mpg for Prius. Actual mileage will vary. Based on manufacturer estimates, CY 2013 sales.

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SEATTLE, WA

A World of Films

The silver screen will shine in Seattle for 25 days this spring during the 40th-anniversary **Seattle International Film Festival**. The festival, which runs May 15–June 8, will include screenings of more than 400 films at multiple theaters in the Seattle area. Known for its eclectic programming, SIFF includes entries ranging from foreign films to films for families. With an average annual attendance of more than 150,000, SIFF is one of the most popular film festivals in the United States. For more information, call 206-464-5830 or visit www.siff.net.

Through April 17, SIFF and Alaska Airlines are also sponsoring a contest called **"Explore. Dream. Discover."** Contestants may submit films from 30 seconds to two minutes long that focus on life-changing travel moments and include an Alaska Airlines element. The competition is open to the public. Prizes include roundtrip tickets for four, passes to SIFF, and screenings of winning films at "Best of SIFF" events and onboard Alaska Airlines flights. For full contest details, visit www.siff.net/alaskafilm.

—Joshua Stollenmaier



Umberto Boccioni, *Elasticity* (*Elasticità*, 1912), oil on canvas.

NEW YORK, NY

Art of the Future

The Guggenheim Museum's exhibition **"Italian Futurism, 1909–1944: Reconstructing the Universe,"** which runs through September 1, offers visitors a rare view of one of Europe's most influential 20th century art movements. Italian poet Filippo Tommaso Marinetti coined the term *Futurism* in 1909 to describe a movement that abandoned the arts of the past and celebrated originality and change within society and culture. What began in Italy as a literary movement grew into an artistic and political movement. The Guggenheim exhibition—which features the work of more than 80 designers, photographers, writers and architects—explores the movement's near-abstract compositions of paintings, early efforts in photography, and progression into music and other creative forms. The exhibition includes more than 360 works, some of which have never traveled outside of Italy. The museum describes this show as the first comprehensive U.S. exhibition of the Futurism movement. To learn more, call 212-423-3500 or visit www.guggenheim.org/new-york/exhibitions. —Ayan Sheikh



Seattle International Film Festival screenings will be featured at Seattle theaters in May and June.

Museums, cultural institutions and music societies worldwide are celebrating **Jazz Appreciation Month** in April with a range of concerts and events. The festival has support from the Smithsonian National Museum of American History; it culminates on April 30 with **UNESCO's International Jazz Day**. To learn more, visit www.smithsonianjazz.org and www.jazzday.com.





Ouranosaurus was a sail-backed Southern Hemisphere herbivore.

ST. PAUL, MN

Southern Dinosaurs in Minnesota

Making just its second U.S. appearance, the exhibition "Ultimate Dinosaurs" brings displays of 20 rare Southern Hemisphere dinosaurs to the Science Museum of Minnesota (through August 24). Along with life-size skeleton models, the exhibition presents 3-D displays that "re-skin" the dinosaurs as researchers imagine they would have appeared millions of years ago. Originating on the ancient southern landmass known as Gondwana, the dinosaurs in the exhibit evolved separately from their northern counterparts, leading them to develop unique features such as sails, fins and horns. In addition to "Ultimate Dinosaurs," the museum also has a permanent dinosaur exhibition, dinosaur-themed family activities and a giant-screen dinosaur film. To learn more, call 651-221-9444 or visit www.smm.org/dinos. —Joshua Stollenmaier

Other dinosaur exhibits ...

- "Pterosaurs: Flight in the Age of Dinosaurs," April 5, 2014–January 5, 2015; American Museum of Natural History, New York; 212-769-5100; amnh.org/calendar/pterosaurs-flight-in-the-age-of-dinosaurs
- "Dinosaurs Unearthed," May 23, 2014–September 2, 2014; Oregon Museum of Science and Industry, Portland, OR; 503-797-4000; oms.edu

ANCHORAGE, AK

Native Youth Olympics

Featuring a variety of sporting events infused with cultural and historical significance, the 44th-annual **Native Youth Olympic Games Alaska** will take place April 24–26 at Anchorage's Dena'ina Civic and Convention Center.

Alaska students in grades 7 to 12 will participate in games that reflect the history of Alaska. For example, the Indian Stick-Pull event, in which two competitors use one hand each to pull on opposite ends of a greased stick, simulates pulling a slippery fish out of a fish wheel (a device used in traditional fishing).

The NYO Games are intended to foster a strong sense of community and sportsmanship in competition as they educate students and spectators about Native cultures and values.

For more information, call 907-793-3289 or visit www.citci.org/event-programs/nyo-games. —Madison Cavell



In 2012, Autumn Ridley set a women's world record in the Alaskan High Kick, one of many distinctive competitions at the Native Youth Olympic Games Alaska.

OXNARD, CA

Bugatti: A Legacy of Elegance

Careful craftsmanship and luxurious design are hallmarks of the Bugatti family legacy—a legacy best defined by automotive engineering but also encompassing various artistic forms.

"The Art of Bugatti" exhibition, running through December 31 at Mullin Automotive Museum, showcases works by the famed Italian family's patriarch, Carlo Bugatti; his sons, Ettore and Rembrandt; and his grandson Jean. Nearly a century's worth of automobile models—including a rarely seen 1936 Bugatti Type 57SC Atlantic and a modern Bugatti Veyron—are on display. The exhibition also features design plans, paintings, sculptures, furniture and other items created by family members. Fans of aviation will enjoy a recently re-created Bugatti 100P, a World War II-era aircraft developed as a concept and then hidden to prevent discovery by the German military. To learn more, call 805-385-5400 or visit www.mullinautomotivemuseum.com. —Jordan Ilarde

Other automotive attractions ...

- "Cruise Ins," April 10, May 8 and June 12; classic autos on display; LeMay—America's Car Museum, Tacoma, WA; 877-902-5490; lemaymuseum.com
- "Pacific Coast Dream Machines," April 27; a collection of unusual vehicles and aircraft; Half Moon Bay Airport, Half Moon Bay, CA; dreammachines.miramarevents.com
- "Dream Cars: Innovative Design, Visionary Ideas," May 21–September 7; concept cars from the 1930s–2000s; High Museum of Art, Atlanta, GA; 404-733-4400; high.org



1929 Bugatti Type 44 Fiacra.



1930 Bugatti Type 46 Cabriolet.



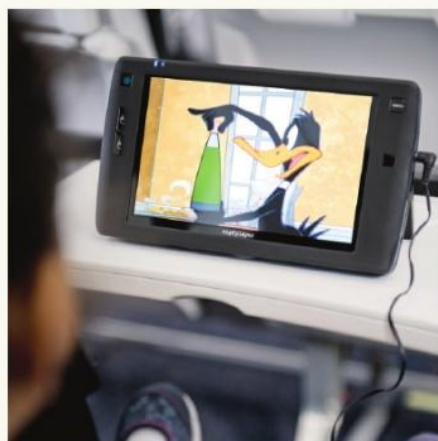
1925 Bugatti Type 35C Grand Prix.



1936 Bugatti 57SC Atlantic.



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PROFILE

A Vision for the Earth

Denis Hayes, coordinator of the first Earth Day, plots a course for urban sustainability

The sun is shining in Seattle as Denis Hayes, national coordinator of the first Earth Day, and current president of Seattle's Bullitt Foundation, gazes out at the city from the sixth-floor aerie that is his foundation's conference room.

We are talking in the ambitiously green Bullitt Center, which Hayes' organization built and now operates as a commercial space. The center is part of a larger vision for sustainability that the Bullitt Foundation sees as a path forward for environmentalism, with cities leading the way.

"What we are trying to do with this building, in a nutshell, is test the limits of what can be done with today's technologies," Hayes says.

A native of Camas, Washington, Hayes was 25 when he helped create Earth Day. Today, at an energetic 69, he is chair of the Earth Day Network, an organization that he helped expand over the years to include chapters in more than 180 countries. Fittingly, the Bullitt Center opened on Earth Day 2013.

With the sun shining, the Bullitt Center's rooftop solar panels are at work. During the first eight months of the building's existence, it produced twice as much energy as it used, just from the sunlight that fell on its roof.

Hayes, whose wide-ranging

career has included a 1979–1981 directorship of the federal Solar Energy Research Institute, says that the center's design team knew roughly how much electricity their panels would generate. What surprised everyone was how efficient they could make the building. Among many energy-saving features, the center has a sophisticated set of external shades that adjust automatically to keep unwanted heat and light out of the building. Fluids circulating in pipes from geothermal wells deep underground also help regulate



The roof of Seattle's Bullitt Center extends far past building edges, in part to maximize space for the center's rooftop solar array.

temperatures. And energy-efficient fixtures are placed throughout—all of them commercially available so that the center's model is replicable.

Producing enough energy for the center's needs was just one of the goals, Hayes explains. Overall, the foundation aimed to create the



Denis Hayes.

greenest commercial building in the world. The foundation also intends to have the center certified as a "Living Building" by the International Living Future Institute. The ambitious goals challenged Hayes and his colleagues to avoid a long "Red

List" of hazardous building materials, to develop a rainwater-collection system for potable drinking water (regulatory approval for its use is pending), and to introduce a host of features to promote the well-being of building tenants. On top of this, the center was designed to beautify its location, to be economically

viable and to last 250 years.

As Hayes sees it, the building's special features make it appropriate to its place on Earth: "There was a Douglas fir forest on this site 150 years ago," he says. "It got all of its energy from the sun, it got all of its water from the rain, it didn't

produce anything that was toxic, and it was very resilient."

Hayes is far from advocating a full return to nature, however. Consistent with the theme of Earth Day this year and next, Hayes sees environmental actions taken by cities and communities as crucial to the future of the planet. His foundation supports efforts to develop the cities in the region known as Cascadia—the Pacific Northwest and British Columbia—as global examples.

"The entire world is moving rapidly into urban areas," he says. "In Cascadia, we're trying to model some things that will be adopted elsewhere."

On a more human scale, Hayes stresses the importance of workplaces and living spaces that make sustainability the default option. Having a smart building, he says, "makes all the difference in the world."

For more information about the Bullitt Center, visit www.bullittcenter.org. —Ben Raker

Earth Day is April 22. A main theme for this year and next is environmental progress that can be made at the city level. The Earth Day Network's Green Cities campaign aims to mobilize urban communities worldwide to support environmentally progressive programs. Learn more at www.earthday.org.



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: Grant Pope / Ashley Christina photography

Picture Perfect



I have to admit that I've always been hesitant about cosmetic procedures, but I was self-conscious about my belly. In spite of always being very thin, I had always carried some extra weight around my stomach which seemed to increase after having two children. When I became ill and had to go on bed rest, I was unable to exercise as usual and gained even more weight. I was getting married that fall in a destination wedding.

I had seen the results of other friends who'd had SmartSculpt and it seemed like the perfect solution. I knew that I could eventually lose the excess weight by exercising, but I wanted more. I hoped the results would take me beyond what I could achieve through exercise alone.

I got even better results than I expected!

The process didn't just remove the excess fat. It sculpted my body. My curves looked more defined than they would have just by exercise alone, and so quickly. I went from being round to hippy. Dr. Levy was like an artist sculpting my body with precision and care. Prior to my procedure, my husband had visited him to have a cyst removed. Dr. Levy was very patient, gentle and kind, the same way he



was during my SmartSculpt procedure. I felt completely at ease.

I have a low tolerance for pain and was very comfortable throughout. When the dressings came off, I was instantly happy. Even with the swelling, my figure already appeared better than I'd ever anticipated. My stretch marks also improved. Now, they're barely noticeable.

I still continue to meet with a trainer and watch my diet. I believe the secret is the combination of everything you do to take care of yourself. SmartSculpt gave me a jumpstart. Now it's just maintenance.

This was seven months before the wedding. It was a picture perfect day – and it continues to get even better!

So Long Saddlebags.
Farewell Flabby Arms.
Bye, Bye Baby Belly.
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Benny Andrews, *Witness* (1968), oil on canvas with painted fabric collage.

MULTIPLE LOCATIONS

Bearing Witness to a Movement

Celebrating the 50th anniversary of the passage of the Civil Rights Act of 1964, the Brooklyn Museum is hosting the exhibition "**Witness: Art and Civil Rights in the Sixties**," through July 6. Featuring 103 works by 66 artists—including famous African-American artists, such as **Jacob Lawrence** and **Romare Bearden**, as well as other chroniclers of the movement, such as **Norman Rockwell**—this show serves as an aesthetic representation of America's 1960s struggle for social justice. Visitors may view a variety of media, ranging from photography to collage to paintings, that link artistic expression and activism. After the Brooklyn showing, the exhibition will tour nationally, moving next to the Hood Museum of Art at Dartmouth College in Hanover, New Hampshire (August 30, 2014–December 21, 2014), and The Blanton Museum of Art at The University of Texas at Austin (February 7, 2015–May 10, 2015). For more information, call 718-638-5000 or visit www.brooklynmuseum.org. —Jordan Ilarde

PHILADELPHIA, PA

A Birthday for the Bard

April 23 marks the 450th anniversary of William Shakespeare's birth. This occasion will be celebrated with a birthday party at the Free Library of Philadelphia's Shakespeare Park, with Shakespeare-themed food, music and acting. The festivities are part of "**The Year of the Bard: Shakespeare at 450**," an ongoing celebration of Shakespeare's life and works. Led by the Free Library of Philadelphia and the Philadelphia Shakespeare Theatre, many organizations are participating in the 2014

festival, which includes lectures, exhibitions, performances and other events taking place through December 2014. This month, in addition to the birthday celebration, winners of the citywide **Show Us Your Love Sonnet Competition** will be announced; the four winning sonnets will be performed in the Philadelphia Shakespeare Theatre's production of *Romeo and Juliet* (April 2–May 18). To learn more, call 215-686-5322 or visit www.freelibrary.org/shakespeare. —Madison Cavell

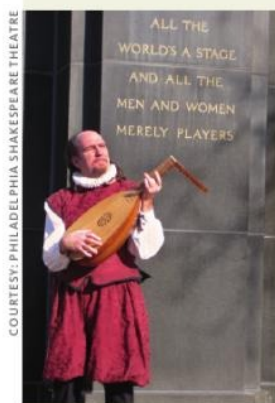


April is National Humor Month.

Founded in 1976 by comedian and author Larry Wilde, this celebration is intended to spread joy and increase awareness of the therapeutic benefits of laughter. For more information, visit www.humormonth.com.

Also of note...

- **Oregon Shakespeare Festival**, through November 2; a Tony Award-winning festival celebrating the life and works of Shakespeare; Ashland, OR; osfashland.org
- **Colorado Shakespeare Festival**, June 6–August 10; a festival celebrating and exploring Shakespeare and his influence; Boulder, CO; coloradoshakes.org
- **40th-anniversary season of the California Shakespeare Theater**, May 21–September 28; an outdoor performance series in the East Bay area; Orinda, CA; calshakes.org



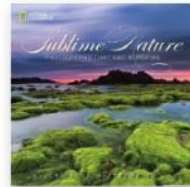
Philadelphia is celebrating the life of Shakespeare with a variety of events this year.

TOP SHELF

Sublime Nature

By Cristina Mittermeier;
National Geographic Books

For this Earth-inspired photo book, photojournalist and conservationist Mittermeier selected more than 100 images from National Geographic Society archives and other sources. Color photos provide unusual perspectives, such as close-up views of the spines of a sea urchin and a panorama of UFO-like clouds. The book includes inspiring quotes from famous writers and naturalists, as well as passages by Mittermeier that share her passion for the planet. —Heidi Dong



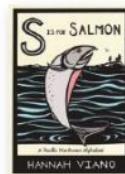
Put an Egg on It

By Lara Ferroni; Sasquatch Books
Portland-based writer-photographer Ferroni's latest title introduces readers to 70 creative and easy-to-follow recipes starring that culinary classic: the egg. The book provides new ways to incorporate eggs into comfort foods, with many delicious twists. With striking photos and tempting recipes for breakfasts, lunches, mains and other dishes, this book shows there's far more than one way to cook an egg. —Ayan Sheikh



S Is for Salmon

By Hannah Viano; Little Bigfoot
Pacific Northwest artist Viano uses a paper-cut style—an art involving cutting from a sheet of black paper—to illustrate this striking alphabet book with images of plants and animals from the coasts and forests of the Cascadia region. Featuring 26 full-page illustrations (colorized lightly), this book will delight young readers and adults alike. —Joshua Stollenmaier



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Totem, a Cirque du Soleil production, draws on various cultural traditions to trace the journey of the human species.

MULTIPLE LOCATIONS

Legend, Science and Cirque

Cirque du Soleil's award-winning production *Totem*, showing at the Portland Expo Center through May 4, explores origin legends, scientific evolutionary concepts and people's dreams for the future—all through acrobatic performances. The spectacle includes unicyclists, jugglers, a fixed-trapeze duo and other engaging acts as it addresses the physical and cultural ways humans have developed through history, and explores ideas about human potential. Stunning sets, costumes and music complement the company's trademark acrobatics. After the Portland production, *Totem* will be shown in Vancouver, B.C., at Concord Pacific Place (starting May 15). Alaska Airlines is a presenting sponsor of the Portland *Totem* performances. For more information, visit www.cirquedusoleil.com. —Madison Cavell

CHICAGO, IL

Baconfest Chicago 2014

For many food lovers, nothing is better than bacon. And this month, in honor of the smoky salted meat, food fans and representatives from more than 160 Chicago restaurants will converge at the city's UIC Forum for the sixth-annual **Baconfest Chicago** (April 25–26). With preparations ranging from bacon sandwiches to bacon confit to bacon ice cream, the festival will tempt fans of traditional bacon presentations as well as bacon enthusiasts willing to sample more exotic recipes. Festival highlights will include the **Golden Rasher Awards**, which are presented to chefs of the most creative and delicious cured-pork dishes. Baconfest benefits the Greater Chicago Food Depository food bank; the festival raised \$50,000 for this organization last year. For more information, call 773-257-3378 or visit www.baconfestchicago.com. —Joshua Stollenmaier



ANNE PETERSEN

Refried bacon confit with sauerkraut, pumpernickel toast, and sweet-and-sour beets was one of the innovative dishes at last year's Baconfest.

Also of note...

"Waikiki Spam Jam,"

May 3; an annual street festival dedicated to the popularity of Spam in Hawai'i, where millions of cans' worth are eaten each year; downtown Waikiki; spamjamhawaii.com

CALENDAR

Through June 15 "Alexandre

Hogue: An American Visionary—The Erosion Series," paintings and sketches; Dallas Museum of Art, Dallas, TX; 214-922-1200 or dallasmuseumofart.org

Through October 26 "Painting

Women: Works from the Museum of Fine Arts, Boston," works by major female artists; Bellagio Gallery of Fine Art, Las Vegas, NV; 702-693-7871 or bellagio.com/attractions/gallery-of-fine-art.aspx

April 11–27 Arizona International

Film Festival, showcasing independent films; theaters throughout Tucson and southern Arizona; filmfestivalarizona.com

April 23–27 "James Baldwin, This

Time!" a multi-arts series to launch the citywide festival "The Year of James Baldwin"; New York Live Arts, New York, NY; 212-691-6500 or newyorklivearts.org/liveideas

May 3–4 Great Alaska Aviation

Gathering, more than 275 exhibitors showing aviation technology and aircraft; FedEx Maintenance Hangar, Ted Stevens Anchorage International Airport, Anchorage; greatalaskaaviationgathering.org

May 4–November 30 "Andrew

Wyeth: Looking Out, Looking In," 60 of the artist's works, including a recent gift to the gallery; National Gallery of Art, Washington, DC; 202-737-4215 or nga.gov

May 9 National Public Gardens

Day, a nationwide celebration of the country's 500-plus public gardens; multiple locations (check individual gardens for details and promotions); nationalpublicgardensday.org

May 11–18 Amgen Tour of

California, a cycling event with top international teams; multiple locations; amgentourofcalifornia.com

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Chris K.



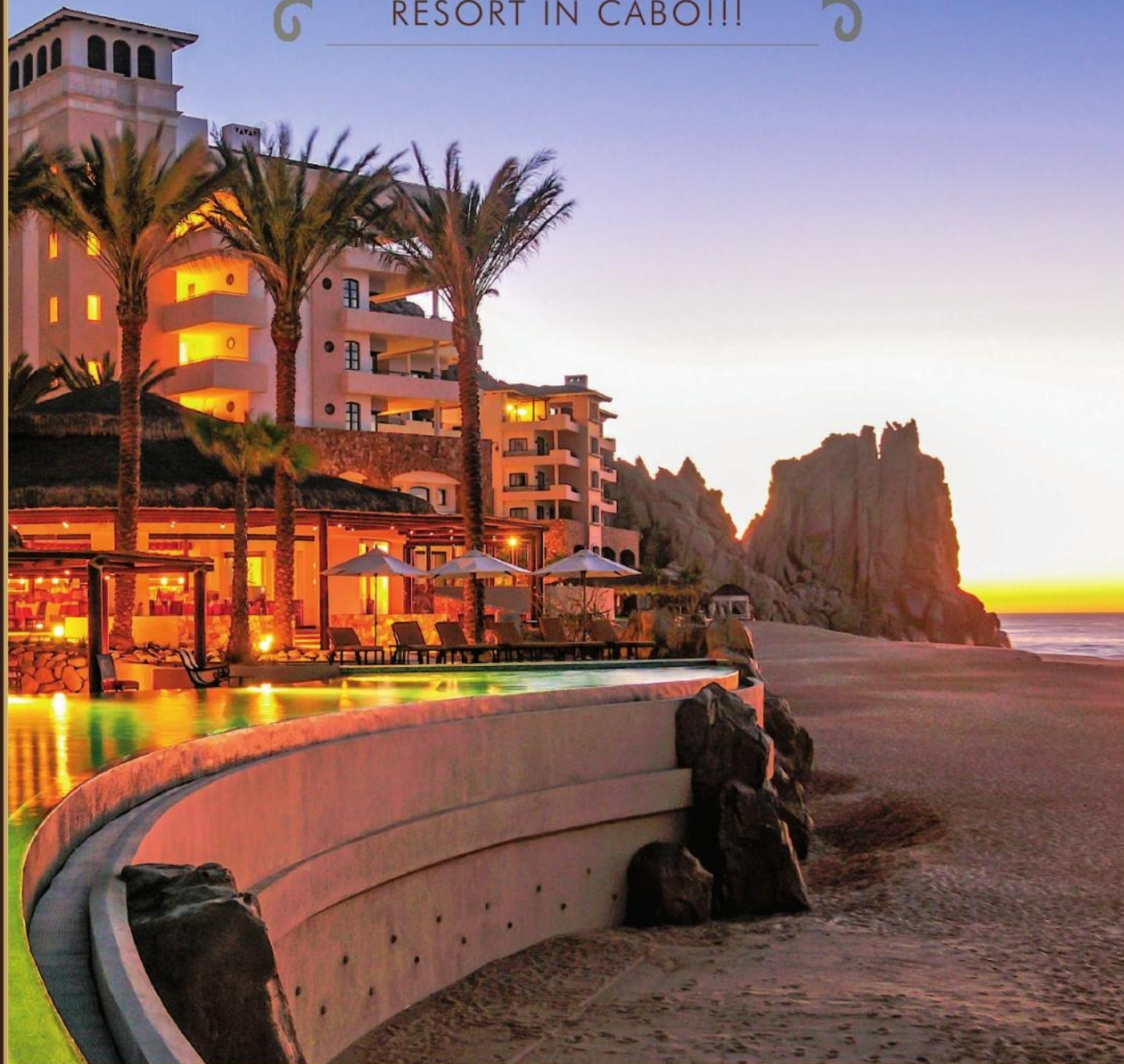
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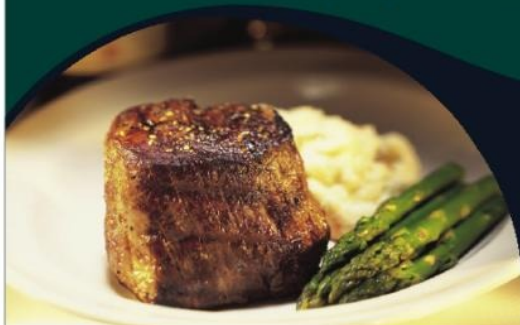
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The USA Science & Engineering Festival Grand Finale Expo features hands-on activities.

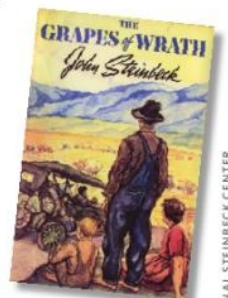
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A "STEM" Celebration

More than 250,000 visitors are expected for the third **USA Science & Engineering Festival Grand Finale Expo** at the Walter E. Washington Convention Center April 26–27. The biannual expo, which is free and open to the public, is the culmination of hundreds of events relating to STEM subjects—science, technology, engineering and math—that have taken place the past year in schools across the United States. The expo will feature more than 3,000 hands-on activities and experiments, plus more than 100 stage shows, including performances by rock band **They Might Be Giants** and science-tech personalities **Bill Nye** and **Mike Rowe**. The expo will also have a Career Pavilion with more than 70 colleges and companies offering information for aspiring STEM students. For more information about this year's expo and future festivals, visit www.usasciencefestival.org.

—Joshua Stollenmaier

April 14 is the 75th anniversary of the publication of John Steinbeck's novel *The Grapes of Wrath*. In honor of this occasion, the National Steinbeck Center, in Salinas, California, is organizing ongoing national events, including some at its annual Steinbeck Festival in Salinas (May 2–4). To learn more, visit www.steinbeck.org/pages/2014-national-steinbeck-festival.



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

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

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

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

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A photograph of a young boy on a beach, holding a red and blue surfboard. He is wearing a red shirt and blue shorts with a colorful pattern. The background shows the ocean with gentle waves and a sandy beach with some trees in the distance.

A boy heads out to ride the gentle waves at Kailua Beach, O'ahu.

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✎ By Matt Villano



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DEBRA BEHR

 WITH OCEAN WAVES ROLLING AGAINST THE CLIFFS NEARBY and Hawai'i Island's Pololū Valley spread out like a fan before us, my elder daughter opened pre-hike negotiations at a steep price.

"I'm going to need one M&M for every single switchback," she declared. "The trail is steep! I need energy."

My wife and I looked at each other and smiled; tactics like these were commonplace for our Big Girl, a precocious 3 at the time. She had hiked down the 1.5 miles of muddy switchbacks without incident, regaling us (and other hikers) with stories about make-believe cat princesses and singing old Taylor Swift songs. The descent was like entering a real-life terrarium complete with chirping birds, buzzing insects and palm-frond green as far as the eye could see. At the bottom of the trail, however, after a PB&J sandwich and an hour tossing rocks into a creek, the daunting prospect of a return climb required incentives. Tiny chocolate ones.

Of course we obliged. More than an hour later,

it was high fives all around at the top of the trail.

This epic afternoon was just another day in paradise for our adventuresome family. My wife and I got married on Maui in 2004, and since our oldest daughter was born in May 2009, we've visited the Islands many times. Her sister, who turns 3 this September, has been to the Islands five times herself; she's seen most of the Aloha State from the comfort of an external frame, child-carrying backpack that I am proud to carry.

Our adventures have led us to all four major islands: Maui, O'ahu, Hawai'i, and Kaua'i. We've toured almost every inch of these famous destinations together. They are among the most family-friendly places on Earth. The sheer beauty of the islands and the deep appeal of their culture combine to create an arena for memorable experiences that we believe our daughters will cherish the rest of their lives.

It's not just the beaches—any family can have fun anywhere with some sand pails and shovels. Rather, we love Hawai'i for the diversity of activi-

Hawai'i Island's Pololū Valley Trail leads to a lush glen of gentle streams, chirping birds and peaceful tropical woods.



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8 Hawaiian Cultural Activities. Demonstrations of Hawaiian arts, crafts and culture, exclusive to Hilton Hawaiian Village, including hula and Tahitian lessons, ukulele, lei-making and more.



9 Enjoy the Rockin' Hawaiian Rainbow Review every Friday night at 7:00pm poolside. Or sit under the stars and enjoy the dramatic fireworks spectacular at Duke Kahanamoku Beach in front of the Hilton Hawaiian Village every Friday night at around 7:45pm.



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6 Waikiki Starlight Luau®—Waikiki's only luau extravaganza under the stars, featuring four fire knife dancers.



11 Visit our pond of African Penguins and stroll our beautiful 22-acre resort, populated with exotic tropical flora and fauna, waterfalls and koi ponds.



13 The award-winning kid's program, "Camp Penguin®" teaches kids about Hawaii and immerses them in the rich history and culture of the islands through fun excursions and hands-on educational activities. For kids 5-12 years of age.



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standing of Hawai'i that creates an appreciation of how the place nurtures our collective souls. Put simply, it's our family's favorite place.

FLOWER POWER ON MAUI

Because my wife and I got married in Kapalua (and because my father-in-law owned a condo on Kā'anapali Beach for a while), Maui is the part of Hawai'i to which we return most frequently. Our first few trips back as parents comprised dragging our first daughter (and eventually her sister) to all the places we enjoyed during our wedding weekend. Using my father-in-law's flat as a base, we explored Kā'anapali and Lahaina, resting beneath the shade of its famous immense banyan fig. We even hiked the trail to the 1,200-foot 'Īao Needle, the site of a great battle in 1790 to unite the islands.

Then, sometime around 2011, it dawned on us: Why not go somewhere new? This is what led us to Hāna, a legendary no-stoplight village on the eastern side of Maui.

ties, activities that truly appeal to kids of all ages. Often, we try to build our trips around a double-faceted agenda of hotel-driven activities and excursions we can engineer on our own. We also love to experience local culture—most often through music and art. The result: An under-

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5 Tips for Hawai'i Family Vacations

Let's face it: Even in paradise, a week together for the modern family can present challenges. Here, in no particular order, are five suggestions to maximize your enjoyment on your next Hawaiian getaway.

1 Remember the lānai.

Almost all Hawai'i accommodations boast an open-air lānai, or patio. Opening the glass doors and heading outside is an easy route to a breath of fresh island air.

2 Use the kids' club.

Many of the largest resorts have kids' club programs for children every day. At Hilton Hawaiian Village, the huge resort at the west end of Waikiki, the kids' club is called

Camp Penguin. It focuses on Hawaiian culture, and often includes off-property excursions such as trips to the Honolulu Zoo.

3 Get off-property.

Resort hotels in Hawai'i are designed to keep visitors busy throughout their stays, but an equally worthy way to experience the local culture is to get out and explore. Invest in a good guidebook for suggestions for day trips, or



Young and old enjoy learning the hula at Hilton Hawaiian Village resort.

COURTESY: HILTON HAWAIIAN VILLAGE

consult the hotel concierge for ideas.

4 Call in reinforcements.

Many properties contract with local babysitting services to pre-screen nannies/sitters they can recommend. If you're comfortable with the idea, hire one of these child minders to watch the

kids and free you and your spouse for a date night.

5 Rent a villa.

One easy way to spread out is to reserve a multibedroom vacation rental. These accommodations offer a vacation experience similar to apartment living; families purchase groceries and

cook their own food. In Hawai'i, many villas are part of condo associations, which means guests enjoy access to on-site pools, barbecues and other amenities. —M.V.



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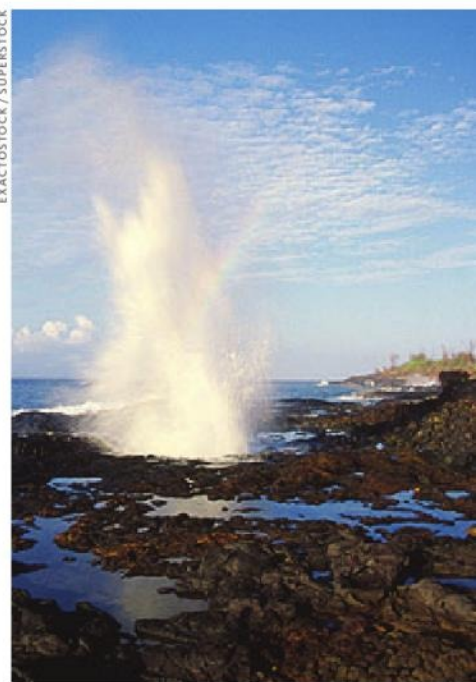


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Like most visitors to this part of Maui,
we headed out along the 68-mile Hāna
Highway, a curvaceous ribbon of road that
hugs the northeast flank of Mount
Haleakalā. We stopped about halfway along
the drive for a picnic lunch at the Garden of
Eden arboretum and botanical garden, a
privately owned facility with vibrant flow-
ers, thousands of trees and a handful of
quiet walking paths to take it all in. The
garden features more than 500 different
plants and trees, including many native to

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Spouting Horn is a popular, easy-to-
reach, kid-pleasing attraction at Po'ipū,
on Kaua'i.

the Islands—and a very popular flock of
non-native resident peacocks, which
seemed inclined to follow us around for the
duration of our visit.

Our destination in Hāna was Travaasa
Hāna, a luxurious-but-understated resort
with an extensive selection of immersive
experiences for guests of all ages. Our goal:
Give the girls the opportunity to make their
own lei.

It turned out that our youngest daugh-
ter was too little to sit still and participate
in the lei kui pololei (strung with needle)
lei-making class we attended. Her older
sister, on the other hand, embraced the
challenge with panache. Like a surgeon,
she poked the 3-inch needle through the

center of plumeria flower after plumeria flower, alternating between pink and white to create a lovely effect.

At one point, she was so thoroughly focused on the task at hand, she rejected a snack. Unprecedented.

Finally, when she finished her lei, the “auntie” (this is island parlance for a female elder) leading the class explained the cultural significance of these beautiful flower necklaces, noting that throughout history, Polynesian people have considered them a sign of enduring affection.

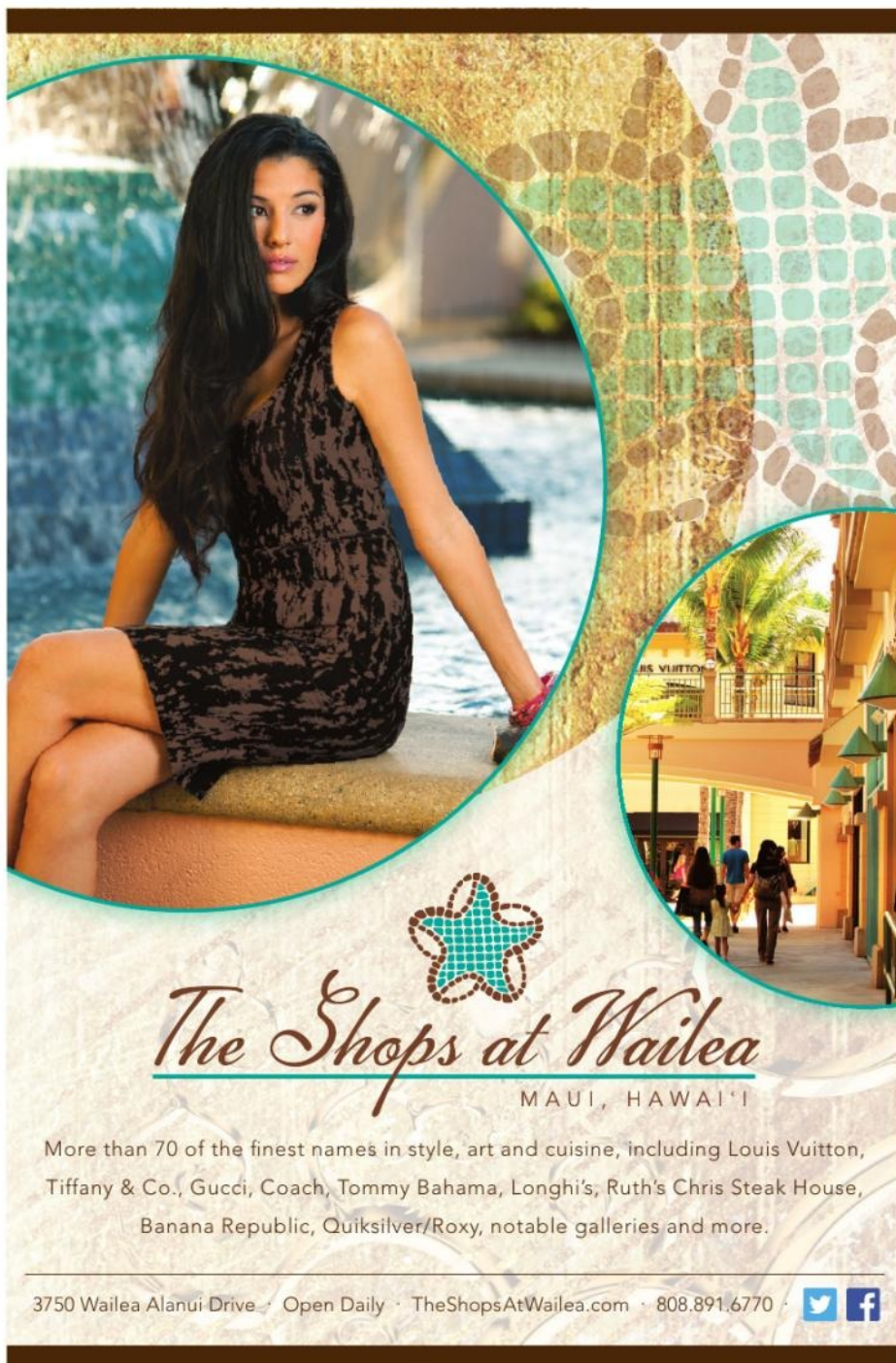
Throughout history,
Polynesian people
have considered these
colorful flower garlands—
lei—signs of
enduring affection.

I wasn’t sure my daughter was completely following the story; at times, I caught her smelling some stray plumeria flowers or watching some colorful birds in the trees. But when we got back to the hotel room and she put the lei around her mother’s neck, I knew she had taken the story to heart.

‘SNORKELING’ ON KAUAI



Hawaiians call Kaua’i the Garden Isle for its lush valleys and forest-draped mountains. If they wanted to, they also could call it the “Playground Isle,” as it has so many natural diversions for young families and kids.

On the South Shore, near Po’ipū, our girls have marveled at Spouting Horn, a natural lava tube that fills with surf during large swells and “spouts” like a whale’s blowhole. In Līhu’e, less than 15 minutes from the island’s main airport, we’ve pretended to be engineers aboard the narrow-gauge railroad at Kilohana Estate, an old Tudor-style mansion representing what’s left of what was one of the island’s largest sugar cane operations.



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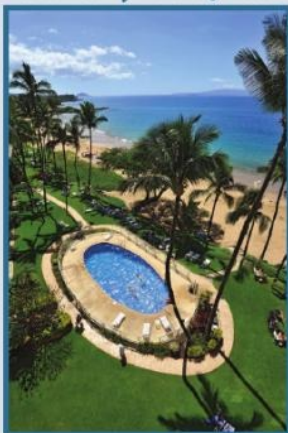
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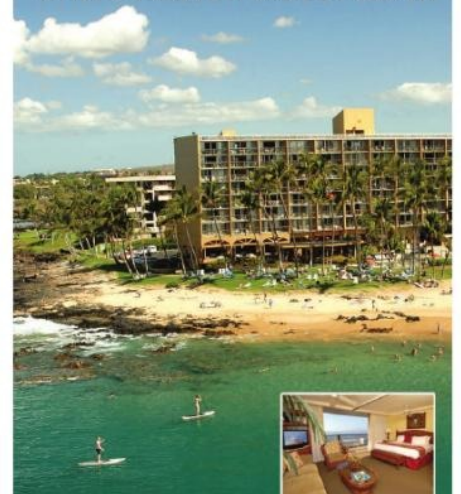
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Still, our favorite spot on the entire island is Hā'ena State Park, the public space at the end of the road that winds through Hanalei, on the island's North Shore. This is the site of the trailhead for the 11-mile Kalalau Trail, the famous footpath that traverses the Nā Pali Coast to Kalalau Valley. It's also the backdrop for Kē'ē Beach, a reef-protected cove with white sand, placid turquoise water and—at low tide—innumerable shallow tide pools to explore.

We took the girls to this beach on our last visit to Kaua'i, in 2012. The older girl had been nagging us about going snorkeling for the first part of the trip, and my wife and I were struggling to explain to her

To say our girls love music would be like saying Hawai'i is surrounded by water—they adore everything from hula to falsetto to slack-key and more.

that she couldn't engage in actual snorkeling until she knew how to actually swim. At Kē'ē, however, my wife had a brilliant idea, convincing her that standing in the tide pools and peering down on all the tiny fish and critters was just as good.

Right away, our daughter planted her feet in the tidal zone, staring downward with a huge grin.

Over the course of the two hours that followed, the child announced every single form of marine life she could find: Hermit crabs! Sea stars! Angelfish! Coral! The list went on and on. She was so obsessed with "snorkeling" that she ignored our pleas to come in from the water, forcing us to re-apply sunscreen multiple times while she was standing there looking down. Even her younger sister got into the game (though we repatriated her to shore when she tried

Hawaiian green sea turtles are among the most-sought marine sights in the Islands.

to eat one of the crabs).

Later that night, at our vacation rental back in Po'ipū, we found our elder "snorkeler" cuddled up on the couch with a book from the condo library. At first we thought it was one of the Olivia the Pig books she'd discovered the night before. Then we took a closer look: It was a field guide to the fish of Kaua'i. Our daughter was preparing for her next "snorkeling" experience. Or a future as the next Jacques Cousteau.

CELEBRATING MUSIC ON O'AHU

To say our girls love music would be like saying the Hawaiian archipelago is surrounded by water. We introduced both kids to Bach and Beethoven when they were infants, and since have expanded their repertoire to include artists ranging from Kelly Clarkson and Lucinda Wil-

liams to Hapa and (Disney Junior rockers) Choo-Choo Soul.

Naturally, because we have spent so much time in the Islands, the kids also have been exposed to copious amounts of Hawaiian music—everything from hula to falsetto, slack-key and more. This is why we were intent on seeking out live music on our most recent visit, to O'ahu, last June.

Our quest began at the Polynesian Cultural



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Lapakahi State Historical Park showcases a partially reconstructed Hawaiian fishing village on Hawai'i Island.

different regions of Polynesia. It's also reputed to have the best lū'aus in all of Hawai'i.

We signed up for an Ali'i Lū'au, a three-hour experience that includes music, dancing and dinner. The dinner part was a buffet of everyday Hawaiian foods such as poi, lomi lomi, poke, and kalua pig cooked in an earthen oven. The entertainment was campy and fun—a musical revue of traditional numbers from around the Pacific. The girls preferred the hula numbers; at one point the Big Girl bolted out of her chair and ran toward the stage to shake hips with other kids from the crowd. Later on came my favorite, the Samoan fire-dancing, during which performers quite literally whirled around the stage spinning flaming torches and knives.

Our musical immersion continued later that weekend at Kapiolani Regional Park, a 300-acre swath of grass and ironwood trees on the east end of Waikīkī. With Diamond Head looming in the distance, we made our way to the bandstand, grabbed a spot on the lawn and listened to a concert by the Royal Hawaiian Band.

Center in Lā'ie, a quiet town in the northeast corner of the island, about an hour's drive from downtown Honolulu. This expansive attraction is a key venue for visitors to experience Polynesian culture—it's laid out like a mainland theme park with discrete areas representing seven



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This performance was significant for a number of reasons. First, we were in the company of greatness: The Royal Hawaiian Band is the only full-time municipal band in the nation. Second, we were witnessing history unfold before our very eyes: The same band (with different players, of course) has been playing in the same spot since the days of King David Kalākaua, the “Merrie Monarch” who ruled Hawai‘i from 1874 to 1891. Finally, my wife and I were able to enjoy the music in almost total silence—both our girls were so excited to be outside that they spent most of the concert lying on their backs watching palm trees sway in the wind.

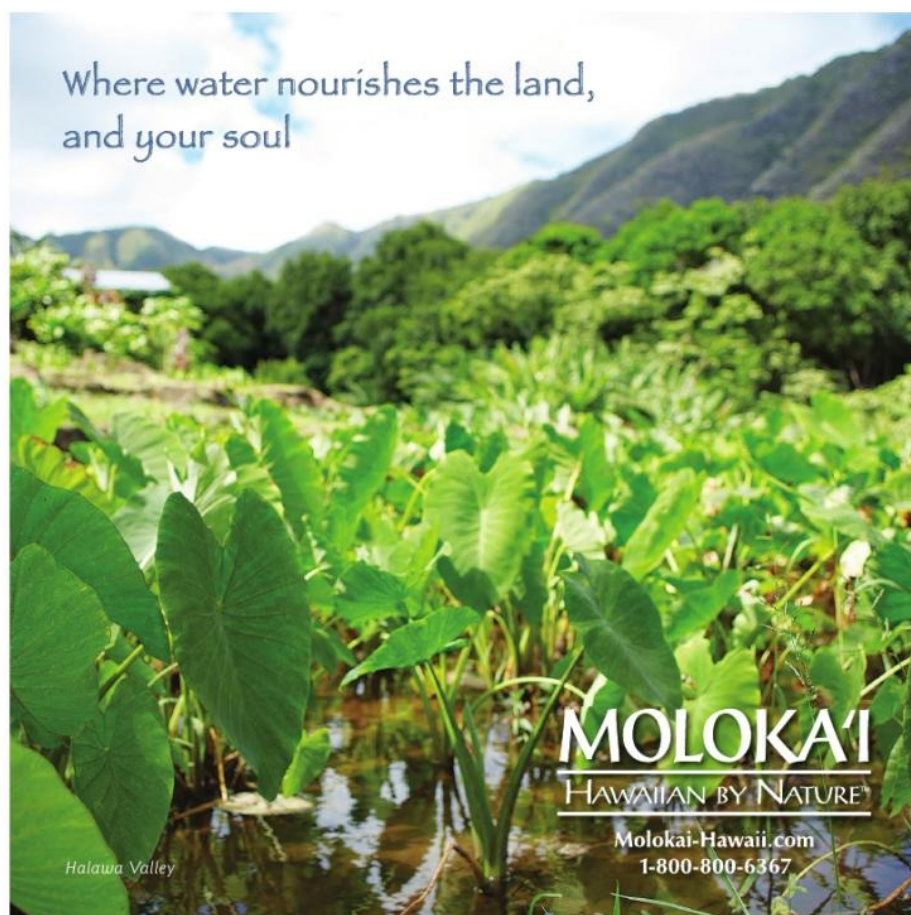
Both our girls were so excited to be outside that they spent most of the concert lying on their backs watching palm trees sway in the wind.

Toward the end of our visit, we uncovered yet another musical gem: the Kani Ka Pila Grille, a super-casual poolside restaurant in Waikīkī.

A friend who’s a fan of slack-key guitar had recommended the place; he told me locals hail the unassuming restaurant as one of the best spots in town to hear traditional Hawaiian music. On the night we went, we got to see Cyril Pahinui, a slack-key master in his own right and the son of musical legend Gabby Pahinui.

Initially, we were nervous to bring the girls; we had had a long day on Waikīkī Beach and weren’t sure how tired toddlers would do in an intimate setting near a pool. Ultimately, however, the kids were even more transfixed by Pahinui’s mellifluous melodies than we were. At one point in the night, both girls wandered right up to the stage and just stood there watching the musician’s

CONTINUED ON PAGE 54



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What to do with older kids

For families with younger kids, the Hawaiian Islands are the ultimate playground, a mix of beaches, soft adventure, and easy-to-access history and culture to boot. But for families with older kids—those traveling with tweens, teens and college-age offspring—the Islands hold an equally vast catalog of activities for everybody.

On Maui, Piiholo Ranch Zipline

(www.piiholozipline.com) is a private course with a variety of zips, including one that measures more than a half-mile long. The outfitter has invested in



block brakes on the lines themselves, enabling guests to free their hands for picture taking, shaka shaking, and fist-pumps in midflight. There's also a giant rope bridge at the start of the course.

If your big kids seek an even more adrenaline-inducing adventure, hike the 5-mile Sliding Sands trail in **Haleakalā National Park** (www.nps.gov/hale); the trail starts near 10,000 feet and traverses the enormous Haleakalā Crater.

Another option (between January and April): **Whale-watching** trips out of Lahaina Harbor to see humpback



whales. Ultimate Whale Watch (www.ultimatewhalewatch.com) runs some of the fastest boats in the fleet. The company also works closely with local



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researchers, many of whom have contributed significant data on whale mating, vocalizations and calf rearing.

On Kaua'i, older kids will love tubing with **Kaua'i Backcountry Adventures** (www.kauaibackcountry.com). The three-hour tour follows a circa-1870s ditch and tunnel system that once irrigated vast sugar cane fields on a plantation in Līhu'e; the system runs through some of the most beautiful and remote land on the island and includes incredible views of the ocean, coast, mountains and valleys. The tubing route even includes several hand-dug tunnels.

The North Shore of O'ahu has its own share of activities for bigger kids. During calm days—or in summer—visit **Sunset Beach** outside Hale'iwa to look for Hawaiian monk seals and green sea turtles hauled up on the sand. Admire

VINCE CAVATAIO / GETTY IMAGES



them from a distance, please; both animals are protected by federal law.

During high-surf days—especially in winter—grab the binoculars and head to **'Ehukai Beach Park** in Pūpūkea for watching of a different kind: surfer watching. This is the closest beach to the surf reef break known as the Banzai Pipeline, a natural ocean-floor feature that creates some of the biggest and most epic waves in the world.

On Hawai'i Island, teenager-friendly activities are all about natural spectacles. No. 1 on just about every family's list is **Hawai'i Volcanoes National Park** (www.nps.gov/havo), the only place in the United States to witness a

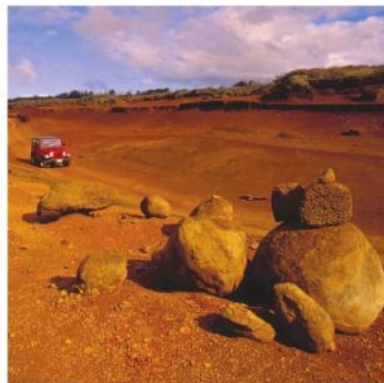


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volcanic eruption in real time. In recent years the best viewing has been from Crater Rim Drive, which overlooks the active Halema'uma'u crater. The coastal area of the park also is worth seeing; Chain of Craters Road dead-ends where a 2003 lava flow crossed the pavement on its march to the sea.

Across the island, just outside Hilo, check out 'Akaka Falls State Park (above), which boasts a short hike and a 440-foot waterfall that pours over the edge of a rocky cliff.

On Lāna'i, rent a Jeep and tool around the windswept **Garden of the Gods** rock garden at the end of Polihua Road. The rock towers, spires and formations



WALTER BIBIKOW / GETTY IMAGES

formed by centuries of wind erosion are best to see around dusk, when the setting sun turns everything Martian-red.

➤ For more information about family-friendly accommodations or attractions that welcome families, please visit the Hawai'i Tourism Authority's website, www.gohawaii.com. —M.V.

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FROM PAGE 49 fingers as they fluttered over the frets. Later in the evening, the two of them got up once again—this time to dance.

When they finished, even Pahinui himself laughed and applauded.

ARCHAEOLOGY ON HAWAII ISLAND

When you're married to a professional archaeologist, one out of every three or four vacations includes at least a handful of visits to archaeological sites. Naturally, then, because my wife is the female version of Indiana Jones (minus the hat ... and the whip), we've visited our fair share of *heiau*—the Hawaiian term for temples, or sacred spots. These historic sites are found on all the Islands, and three of the most family-friendly ones are on Hawaii'i Island.

The first, Lapakahi State Historical Park, comprises partially restored remains of an ancient fishing settlement, as well as a visitor kiosk with interpretive displays including artifacts retrieved from the site. As we wandered the trail through Lapakahi Village, my wife explained to the girls how ancient Hawaiians lived and worked together, how they stored their fish and how they cooked it in earthen pits. The archaeologist in our family knew this stuff by heart; for everyone else, a pamphlet-based self-guided tour is available.

Also nearby, Pu'ukoholā Heiau National Historic Site features a host of restored structures, the remnants of what is believed to have been a temple and village used only by priests and the chiefly classes.

The two girls especially loved this latter site. After marveling at artifacts in a small-but-modern on-site visitor center, they followed their mother on a trail through the site itself, listening intently as she shared a G-rated edition of the history. Her version: A great king—Kamehameha—built the temple at the suggestion of a friend. The more complete historical version: Following years of inter-island war, a *kahuna*, or wise man, prophesied that peace would come if Kamehameha built a temple and dedicated it to the war god, Ku. So the king built the temple. It worked.

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Before leaving Pu'ukoholā, the four of us wandered down to the remains of an ancient village—a spot that overlooks a pocket beach. Here, from the shade of some palm trees, we watched tiny crabs run sideways up the beach to escape the gently creeping surf. The girls were intent on catching some of these crustaceans, and repeatedly followed the waves back out to sea. Every time the kids got close to some crabs, the crustaceans darted to safety down holes in the wet sand.

ANOTHER ANIMAL ENCOUNTER was the highlight of our visit to Pu'uhonua o Hōnaunau National Historical Park, the third of our favorite sites on Hawai'i Island and arguably the most sacred site in the whole state.

Sure, all of us enjoyed the ranger-led tour during which we learned about the site's role as a place of refuge for Hawaiians who had violated the *kapu*, or sacred laws. And, yes, the kids were in awe of the *holua* slides—chutes that were part of a dangerous-but-adrenaline-pumping historic sport that sounds like the Hawaiian take on bobsledding.

But what my children remember best about Pu'uhonua was the green sea turtle we spotted lollygagging in the water just offshore as we walked along the edge of Keone'e Cove.

Once they recognized the turtle's tiny head bobbing in the water, the girls ran back and forth along the shoreline, laughing and pointing and shrieking. The turtle lingered for nearly 45 minutes—so long that our older daughter was convinced she had made a new lifelong friend.

"I think he likes us, Dad," she said earnestly. "I think he wants us to stay." ▲

Matt Villano is a freelance writer and editor based in Northern California.

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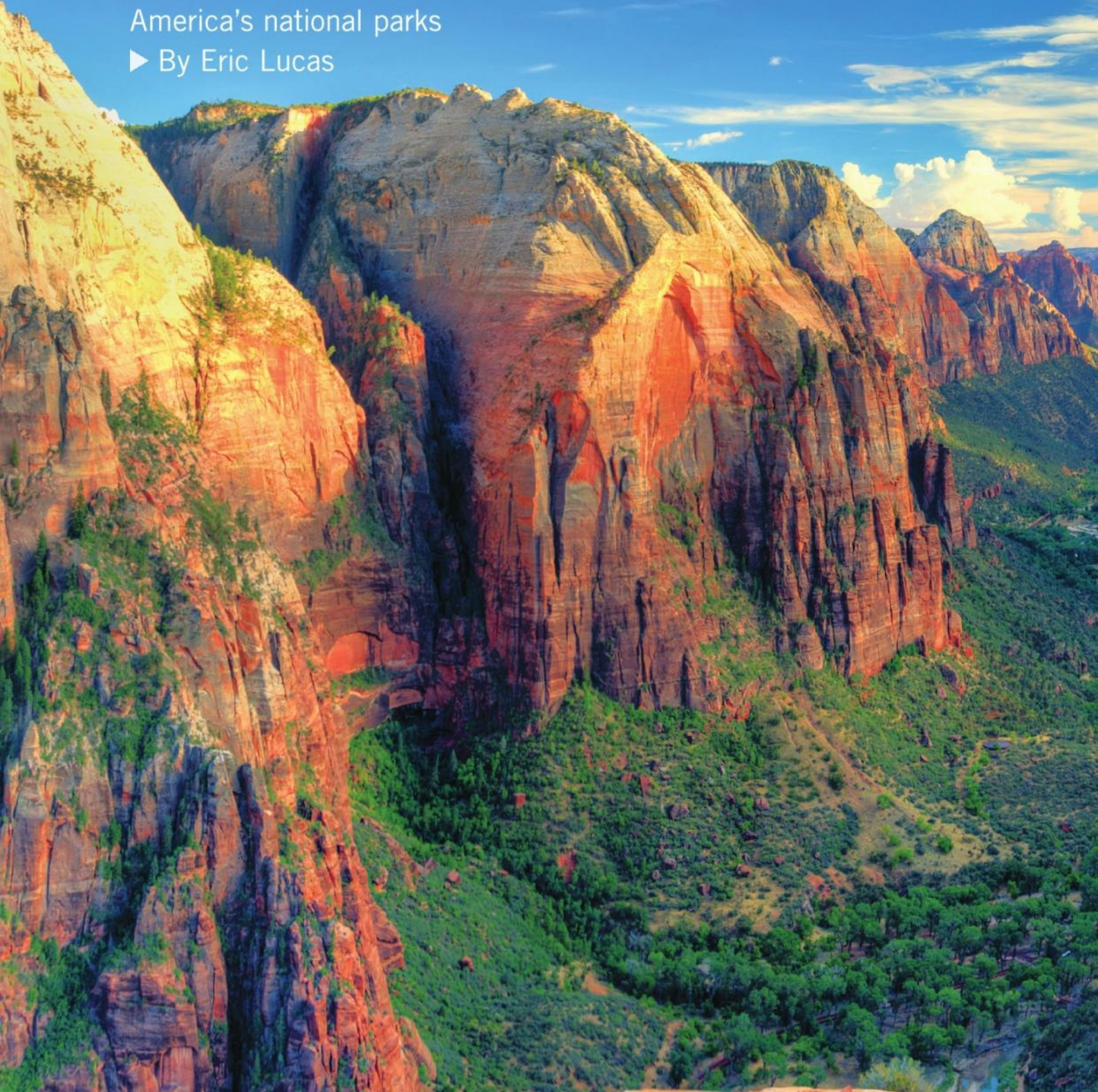
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NATURAL TREASURES

Discovering the majesty of
America's national parks

► By Eric Lucas





The Virgin River winds through rugged Zion Canyon in Utah's Zion National Park.

MICHELE FALZONE / AWL IMAGES

It's one of the driest places on our planet, a spot so low in the earth and so famed for intense heat that its very name derives from the area's climatological intensity. Death Valley National Park, two hours west of Las Vegas, holds the world record for the highest temperature ever recorded—134 degrees F on July 10, 1913, at Furnace Creek.

Yet the most conspicuous force here is water.

In fact, the lowest place in the park—which is also the lowest place in all of North America, is named for the substance that enables all life to exist. Badwater Basin, located 282 feet below sea level and 20 minutes drive south of the aptly named Furnace Creek, is at its very lowest point not occupied by stone or sand or dust or dirt. It is occupied by water. Not a lot, usually; and not potable, clearly, thus its name.

Still, this 30-foot-long shallow pond of alkaline seepage is home to a small garden of water plants such as pickleweed—which looks appropriately named—and snails the size of thumb-nails. The snails and plants alike are halophytic—salt-tolerant.

Both the place and its water have an ethereal beauty utterly unexpected by those who come here. With cameras in hand, they sport awestruck expressions. If the National Park Service could collect a dollar for each time a new arrival at Badwater exclaimed, “This is not what I expected!” the park’s annual budget would

surely be paid for by the receipts.

Next to the alkaline pond, I see what looks like a frozen lake but is actually a broad flat of depositional salts that stretches westward toward the distant and dark Panamint Range. The flats look much like ice, and on this pleasant autumn morning, kids are skidding and skating across the slick parts worn smooth by thousands of people walking in the area. I overhear a British Commonwealth accent from a dad shepherding two youngsters across the flat.

“You’ve come a long way to Death Valley. New Zealand?” I ask.

“Nope, we’re Aussies,” he tells me, grinning as he watches his children play.

“Then this must seem familiar to you,” I propose.

“Oh, there’s nothing like this in Australia. Sure, we have desert. But this ...” Just then his older boy runs up and points to the cliff east of the salt flat. There, about 28 stories up, the park service has affixed a sign indicating “Sea Level.”

It’s surreal on many levels to be looking up at what would be the ocean’s surface if we were located just 260 miles west on the California coast, to watch kids gliding across a unique form of dry “ice,” to marvel at a life-filled pond of water that marks the lowest crease in the hottest American desert.

Water is a primary factor in defining this place. It provides





humans the relative altitude to measure the basin's depth; it shapes the land and nurtures the hardy creatures within it. Death Valley is in reality very much alive. In fact, the 1849 pioneers who named it were being a bit unfair—only one of their party perished; the rest simply thought it was a forbidding locale.

However, America's 59 national parks (part of a National Park System that has a total of 401 "units" that range from national monuments to the White House) are all places where unexpected discoveries enhance the conspicuous grandeur of the landscapes.

► POWER OF WATER

The importance of water is a universal theme in our National Park System. From the Gates of the Arctic to the Everglades, water beautifies our parks, provides home and sustenance for their creatures, and shapes their surfaces.

Water isn't the only possible rubric, but it is especially suited for the vast and powerful Western parks so well known around the world. They are "land-scapes" ... but virtually all formed by water. Including Death Valley.

At left: A panoramic view of Death Valley's Badwater Basin in California—the lowest spot in North America. Above: The 306-foot-long Landscape Arch in Arches National Park in Utah. Right: Mount McKinley, the highest mountain peak in North America, is an awe-inspiring attraction for those visiting Denali National Park in Alaska.



Preston Chiaro, president of the Death Valley Conservancy, frets over the fact that so many perceive the park he loves as a sterile environment.

"It's burgeoning with life. Not that long ago—10,000 years—this was an immense inland lake," he points out. "To stretch a metaphor, you just have to take time to smell the roses."

For a greater understanding of the power of water, consider Utah's 13 parks that preserve and present famous landscapes. In Arches National Park near Moab, with more than 2,000 stone arches in its more than 76,000 acres, one of the most famous, most visited and most photographed features is named Landscape

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Arch. It's not far from another famous landmark, Delicate Arch—the irony being that the latter doesn't look delicate at all, while the 306-foot-long arch named for the landscape seems fragile indeed (and did, in fact, shed pieces in 1995).

Arches and natural bridges are formed partly by water—not just wind, as many once supposed upon seeing these distinctive formations, often topping dry stone plateaus in desert climates such as Utah's. Freezing and thawing, over eons, are the key carving agents for what are called weathered arches. Natural bridges, which overlie streambeds, are almost completely water-carved, even though the gullies they cross may be dry most of the time.

In Southern Utah's Zion National Park, a temple of canyons, arches, spires, cliffs and colors—it's water that has eroded the 2,000-foot-deep vales within battlements of the Navajo Sandstone formation. Here, my family and I drive from the park's eastern entrance through a famous work of early 20th century engineering, the Zion–Mount Carmel Tunnel, a 1.1-mile bore in the walls of Pine Creek Canyon that was the longest such highway tunnel in



COURTESY: NPS

the country when it first opened in 1930.

Dropping down a dizzying series of switchbacks out of the tunnel, we reach a pull-off spot beside Pine Creek and hike up a short way to discover that, today at least, it is indeed a creek, with a thread of light turquoise water meandering downward. Loose debris on its banks indicates higher water coursed through the area just a few days earlier—evidence that cloudbursts continue to shape this magnificent landscape. We all doff our shoes and socks and soak tired feet in the pools while experiencing the sunny, 90-degree day.

Top: Participants show their artistic flair during Winterfest 2014 in Alaska's Denali National Park. Left: The Zion–Mount Carmel Tunnel in Zion National Park in Utah remains a modern marvel. Bottom left: Steam rises as hot lava from the ongoing eruption on Kīlauea reaches the ocean in Volcanoes National Park on Hawai'i Island.



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JON CORNFORTH

► MUIR'S LEGACY

This impressive tunnel was built to link Zion, Bryce and Grand Canyon national parks. In 1909, President William Taft created the Mukuntuweap National Monument, which included Zion Canyon. The name is a Native American word meaning “Straight Canyon.” However, during the next decade, the monument was renamed Zion, enlarged and redesignated as Zion National Park.

Despite the fame of America's parks, their supporters still work to raise national consciousness about these treasures and the need to experience and preserve these wild places.

“Most Americans think there are about a half-dozen national parks—Grand Canyon, Yellowstone, Great Smoky Mountains, Yosemite, Glacier Bay, Zion or Death Valley, and maybe a couple more they can't remember the names of,” laments Neil Mulholland, president and CEO of the National Parks Foundation, a non-profit group that serves as a partner to the government's National Park Service. “But there are 59 landscape parks, and across the board there are no better places in the country for experiential travel than these—all of them.



"These parks are Americans' birthright," Mulholland continues. "We own them—we all need to visit them, learn about them, care for them and pass them along to the next generation."

That latter thought was the key message delivered to Americans by a famous parks advocate, naturalist-explorer John Muir. His forays into the sequoia-clad lands of Yosemite and the southern Sierra Nevada, detailed in countless magazine articles, were

Grand Canyon National Park in Arizona is one of the nation's most popular destinations, with 4.6 million visitors each year.

instrumental in expansion of a system that had begun with Yellowstone National Park in 1872. He lived in the Yosemite

Valley for four years, and though he journeyed throughout western North America, the valley remained his spiritual center across a half century of conservation activism.



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"Everyone needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul," Muir wrote in his book, *The Yosemite*.

Muir's pleas to Congress led to the 1890 designation of Yosemite, General Grant and Sequoia as national parks, and he inspired figures ranging from Theodore Roosevelt to Ralph Waldo Emerson and Gifford Pinchot (father of the U.S. Forest Service). Muir also explored the North Pacific coast, including Glacier Bay, and popularized the beauty of Alaska to the outside world.

► PLACES OF IMAGINATION

Today we think of John Muir as the key founding father of American conservation, the seminal figure whose explorations of and writings about the West led to the growth of the parks system. However, visiting national parks suggests it's not just that these remarkable places are found, popularized and preserved by exceptional people—but that remarkable places catalyze and create exceptional people.

The list of such people is vast and diverse. Mark Twain, for example, on seeing the volcanic activity on Hawai'i Island in 1866, exclaimed: "Here was room for the imagination to work!"



Yosemite National Park in California has inspired generations with its beauty and grandeur.

As in Glacier Bay National Park and Preserve, Grand Canyon National Park, Yosemite, Zion and so many more—Twain's declaration remains true today. Drive the full length of Chain of Craters Road in Hawai'i Volcanoes National Park and you eventually arrive at the Pacific shoreline, which is famously growing as a consequence of Kilauea's lava flows.

The volcano has added 500 acres to Hawai'i Island since 1983, and standing atop the burlled knobs of cooled lava from recent flows that not long ago were spilling toward the azure ocean, it is not

hard at all to imagine the goddess Pele at work shaping the earth.

Imagination rules the day 3,000 miles north at the entrance to Alaska's Denali National Park and Preserve, located between Anchorage and Fairbanks, where I watch a group of determined kids (and "coaching" parents) carve snow blocks. It's a balmy February day at 25 degrees F with the sun shining like a diamond in the blue sky. The annual Denali Winterfest includes a snow-carving competition for children, and more than half a dozen are

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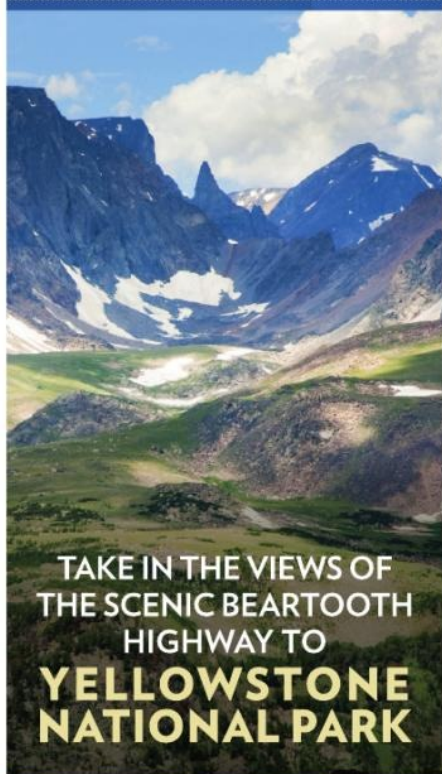
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hard at work with trowels, hacksaws, screwdrivers and other implements. I pause by a 9-year-old boy just starting work on a 3-foot-by-3-foot block.

"Have a blueprint here?" I ask.

"It's going to be a throne," his father explains, son hard at work outlining the shape of his creation.

Off I go with a small group for a splendid hike through the trees, farther into the park, to a historic way-station cabin where the park's key feature, 20,236-foot Mount McKinley—standing 65 miles away—is first visible to us along this trail. Park employees are serving hot cider and s'mores to visitors, who arrive on foot, snowshoes and skis. The sun's warmth blesses the south-facing porch of the spruce cabin; we all greet two golden retrievers delirious with the joy of a stroll in the snow on a sunny winter day and the chance to meet new people. It's a charmingly intimate scene in a place better known as the home of North America's biggest mountain—biggest to be seen in the world, if you measure its 18,000-foot visible mass.

Back at the park entrance two hours later, the snow carving is complete, and as park employees announce the winners, it turns out I had misunderstood the throne-carving youngster's actual plan, which was to fashion an Alaska icon much storied in song, tale and art. "For realism," declares the announcer, "the prize goes right behind me here to this utterly accurate-looking outhouse."

When the prize-giving is done, kids wander over to sit in this "throne" of Alaska. Prize-winning art—from national park water.

► UNEXPECTED JOYS

For me, though, the pinnacle of unexpectedness comes when visiting Montana's Glacier National Park, which bestrides the Continental Divide up to the Alberta, B.C., border and is part of the "Crown of the Continent." Our group of winter day-trippers has skied up the Going-to-the-Sun Road, now layered deep in snow, along Lake McDonald, stopping at a bridge across McDonald Creek. Even in midwin-

BY THE NUMBERS: U.S. NATIONAL PARKS

59

Total national parks
(*National Park Service units: 401)

273 million

Total park visitors in 2013

14.3 million

Most visitors to NPS unit
(Golden Gate National Recreation Area)

52 million acres

National parks total area

32 million acres

Alaska parks, 60 percent of total

2,500

Approx. number of national
parks worldwide

Most visitors:

9.3 million

Great Smoky Mountains

4.6 million

Grand Canyon

3.7 million

Yosemite

3.2 million

Yellowstone

3.1 million

Olympic

*Includes battlefields, historic sites, monuments, parks, preserves and other areas.

ter, free-flowing passages of open water meander past shore ice and gravel bars. Our guide points out a park denizen on a rock beside the water whose mastery of this environment is mind-boggling.

"The water ouzel—the bird also known as the American dipper—lives here year-round," explains Dave Streeter, a naturalist with Glacier Adventure Guides. "Its prey is tiny fish and underwater insects, such as nymphs and stoneflies. So it swims for its supper ... yes, underwater, in winter.

"The ouzel's feathers have a special oil that makes it completely waterproof; no matter that the water is 36 degrees F, it can dive in and stay under for up to 30 seconds. The bird's eyes have a special membrane to help it see below the surface,

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and it can actually walk underwater, submerged on the streambed."

Even watching this bird, which looks stocky, dark gray and visually unexceptional, I cannot fathom how it goes about its business—in icy streams in the deep cold of winter.

"Astounding, isn't it?" Streeter declares. "I've been guiding here more than 30 years, and I never cease marveling at the park and its creatures."

Just then—zloop!—the dipper dives in and disappears beneath the platinum water. The ouzel is part of the stream, and the park, and the land, and our country and continent, and Streeter's declaration reflects one of John Muir's observations: "When we try to pick out anything by itself, we find it hitched to everything else in the universe," he mused in 1911.

Though I never see the dipper re-emerge above the water in Glacier, I'm sure it has. In the process, this seemingly delicate bird has become one more link in a series of discoveries about the parks that we all share. Whether as massive as Denali, or dainty as a dipper, the layers of understanding here are deep. ▲

Eric Lucas has visited more than 60 national parks around the world.

Alaska Airlines serves gateway cities for most of the 59 U.S. national parks, from Florida to Alaska and Hawai'i. For special deals related to various national parks, go to alaskaair.com/parks for details beginning April 8.

►Las Vegas is the gateway to Death Valley.

For park information, visit nps.gov/deva. Lodging in the park is available at the historic Inn at Furnace Creek—complete with a spring-fed pool and oasis. For information, visit furnacecreekresort.com.

►Fairbanks and Anchorage are gateways to Denali National Park. For more on Denali, visit nps.gov/dena; for lodging, transportation and activity information, consult explorefairbanks.com or anchorage.net.

►Salt Lake City is a gateway to many of Utah's national parks, including Arches, Bryce, Canyonlands and Zion. For information, visit nps.gov/state/ut or discovermoab.com.

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A full-page photograph of a coastal scene. In the upper left, a white boat with a metal frame and a canopy is on the water. Two people are on board. A long green hose with yellow floats extends from the boat across the water. In the lower right, a man in a black wetsuit and scuba gear is in the water, holding the green hose. The water is clear and greenish-blue. In the background, there are dark, jagged mountains under a cloudy sky.

SAVING MARINE HABITATS

Science and hard work help
preserve Pacific waters
By David Schmidt

Divers Brian Nelson and Tristan Walker hold The Nature Conservancy's unique reef-cleaning vacuum, the "Super Sucker."



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Seeing a humpback whale breach, as this one is doing in Southeast Alaska's Frederick Sound, is a highly sought travel experience that scientists are working to ensure will be available for decades to come. Salmon returning to Washington state's Hoh River (above) benefit from programs to preserve coastal fisheries. And volunteers plant sea urchins on Hawai'i reefs to keep invasive algae at bay.

Peter Tomozawa didn't know he was embarking on a life-altering experience when he arrived at He'eia Kea pier on O'ahu's Kāne'ohe Bay early one morning last summer. A friend had approached him with the idea of helping The Nature Conservancy (TNC) and its conservation programs in the Aloha State, but rather than simply sign checks, Tomozawa—a former partner and managing director at Goldman

Sachs Group Inc.—wanted a hands-on experience.

Hands-on, indeed: After a briefing about the impact of invasive, non-native algae species on coral-reef ecosystems, and a tutorial on removing and bagging the invasive flora, he set to work on good, clean fun, ecologically speaking.

"I'm a hand picker," explains Tomozawa. "I swim to the hard-to-reach and fragile spots and hand-pick the algae. If I do it right, it

peels off the reef like a pizza pie." Tomozawa's "harvest" goes into The Nature Conservancy's collection barge, moored in the bay, before being brought ashore and repurposed. If left unchecked, the algae quickly grows into thick vegetative mats that choke coral, scatter fish species and render the reef uninhabitable for native species.

The reef-cleaning project is part of TNC's campaign to remove the alien algae—including *Gracilaria*

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salicornia and *Eucheuma denticulatum*, both brought to the islands from the Indian and Pacific oceans some 30-plus years ago for aquaculture research—from Hawai'i's native coral reefs using a combination of techniques. Hand pickers such as Tomozawa gently tackle the delicate and difficult sections, while TNC's groundbreaking "Super Sucker" underwater vacuum removes bulk algae without harming corals or other creatures inadvertently swept up in the stream. This state-of-the-art vacuum uses a Venturi system—rather than fans or blades that not only harm bycatch but actually help the algae to reproduce—to create suction, and is powered by a 40-horsepower diesel engine that runs on biodiesel; the device can remove up to 800 pounds of algae per hour.

Next, scientists and volunteers hand-plant algae-eating sea urchins on the freshly cleaned reefs in carefully researched population densities. These urchins serve as reef keepers, thwarting new outbreaks of invasive algae and helping the reef ecosystem recover. Meanwhile, TNC sponsors an onshore program that helps taro farmers turn the algae into fertilizer. The nonprofit has removed more than 50,000 pounds of algae since 2006.

"When you go back to reefs that you've helped clean and see fish in areas where there were no fish before—and you know that you had something to do with it—it's just a wonderful feeling," reflects Tomozawa. Tomozawa continues to help



remove algae from reefs, and has joined TNC Hawai'i's Board of Trustees. "It can be physically demanding to be in the water for hours and the bags of algae are pretty heavy, but I just love it," continues Tomozawa. "The reef has a chance to regrow, and that overcomes any weariness and fatigue. Few things in life are win-win situations, but this is one of them."

North American marine conservation efforts delve far deeper into the water column than just algae-infested reefs. The Pacific Ocean is the foundation of much of human life in Western North America—weathermaker, transportation highway, food supplier, atmosphere-maker and more—so the issues aren't trivial. In some cases, the challenge begins with lack of knowledge about the flora and fauna in an important ecosystem; while other areas demand proactive

measures, such as removing old fishing nets from salmon-spawning streams, restoring coral reefs after a ship grounding, or working with local fishermen to develop voluntary no-fishing zones and sustainable catch practices. Fortunately, the same can-do, hands-on spirit that Tomozawa and TNC Hawai'i have demonstrated with their reef-restoration program percolates through the work that's being done elsewhere. Marine conservation and restoration in Hawai'i, Alaska and along the west coast of the United States and Mexico are active and growing enterprises that benefit our lives in many ways.

Alaska, for example, is seen around the world as a forever-wild place where pristine ocean water meets glacier-fed rivers, and where myriad salmon, wolves, grizzly bears and whales congregate. Fortunately, the country's image of the 49th state, with its vast tracts of

The Nature Conservancy helps ensure that commercial fishing boats, such as these in Morro Bay, will continue to be able to harvest sustainably managed fish populations in California.

THE ECOLOGICAL ART OF BEACHCOMBING

An Alaska beachcombing expedition mounted last summer by the Anchorage Museum, the Alaska SeaLife Center, the Smithsonian Institution, NOAA and others yielded more than the usual driftwood and glass floats. Scientists gathered 4 tons of ocean-borne trash in one day in Hallo Bay, in Katmai National Park—everything from bottle caps to barrels. Most trash was plastic, and much of it was transformed by expedition artists such as Mark Dion (right, collecting material) into works on display at the Anchorage Museum's new exhibit "Gyre: The Plastic Ocean," which runs through September 6; www.anchagemuseum.org.



Quinault tribal fisherman Larry Goodale Jr. hauls in an abandoned fishing net from Washington's Chehalis River.

protected land, still largely matches reality, including along the state's immense 6,640 miles of coastline.

But ecologists can't protect resources they don't know about. "Years ago, the National Park Service (NPS) began a large-scale inventory program as a way to implement long-term monitoring for vital signs," says Scott Gende, senior science advisor at the NPS's Glacier Bay Field Station. "Different parks have different vital sign species. They help scientists determine when trends are a concern." The impetus to carefully inventory each park's living repository is reverberating across Alaska, which holds more than half the United States' national parkland by area. "We've been working on baseline monitoring since 2007," reports Laura Phillips, an ecologist at Alaska's Kenai Fjords National Park. "We've picked a suite

COURTESY: NORTHWEST STRAITS FOUNDATION



of vital signs to monitor, and we hope that they are linked enough so that we can see causal relationships." For example, Phillips and her colleagues have been studying the park's trophic linkages (food chain feeding patterns and preferences), focusing on sea otters and black oystercatchers—two species that survive on a base prey that affects the entire park's trophic system.

"There's still a lot that we don't know," says Phillips. "But I'm hopeful that we'll have a great data set in 20 years."

One tough-to-track item is the potential effect of cruise ships on whales. "We're unsure of the impact," says Gende. As a result, the NPS has formed an advisory board and a series of partnerships with cruise-ship operators to attempt to qualify and quantify the situation. Glacier Bay is one of the world's leading cruise-ship destinations, with 230 ship calls this year. "Now, we send an observer on the ship who stands at the bow and records surfacing events as whales encounter the ships." This information is used to determine the likelihood of whale/ship collisions and to help protect whales. Perhaps of equal importance, this program represents a strong partnership between the NPS and cruise-ship operators, who are well aware that

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healthy whale populations benefit everyone, as sighting a whale is one of the top three desires expressed by Alaska's visitors.

"Alaska's parks are in very good shape, and they are very well managed," says Gende. He and Phillips are both positive about the baseline-inventory work that's taking place in Alaska's parks, and Gende is also optimistic about the increasing populations of some notable "vital signs" such as Steller sea lions, humpback whales and sea otters.

Phillips is also upbeat about the public

reaction to the still-pending arrival of debris from the 2011 Japanese tsunami. "People have gone out into the fjords and been shocked at how much debris there is. It's not from the Japanese tsunami—yet—but people became concerned. Now, we have yearly park cleanups."

The California Current originates off the southern coast of British Columbia and flows to the southern Baja Peninsula, triggering significant upwelling en route and creating a marine ecosystem that's rich

with seals, whales and a highly productive fishery. Past decades saw significant overfishing activity, but this has stabilized thanks to efforts by both conservationists and commercial fishermen working with regulatory agencies. "We've ended overfishing on the west coast of the United States," declares Paul Dye, TNC Washington's director of marine conservation. "We still have recovering fish stocks, but they're sustainable, provided that we keep the ecosystem healthy."

That's the caveat that still requires attention. Common environmental pressures include growing human populations along the coasts, habitat loss, ocean acidification, and climate change, but even here there's good news. TNC Washington employs Marine Spatial Planning (MSP) as a principal strategy to evaluate the impacts of proposed human activities, for example increased tanker traffic on the Strait of Juan de Fuca. The MSP process is similar to land-use planning in that it brings together the various stakeholders and user groups, and it employs cartography to generate a big-picture view of how and where humans are using a body of water, as well as the natural resources and habitats involved. "It's a way of sorting out human uses in the ocean," explains Dye.

One of the more fruitful partnerships that TNC Washington forged has been with the Quinault Indian Nation, which tired of finding abandoned fishing nets clogging up vital salmon-spawning waterways. Many of these nylon nets were lost long ago, but, tragically, they remained effective at snaring fish, even if no one was reaping the bounty. "We found someone with a forward-looking sonar, we marked the nets' locations, and we provided funding so that the Quinault can retrieve the nets," says Dye. This partnership last year removed 58 nets from near-coastal waters, and some fishermen have started putting beacons on their nets so they can relocate their lost equipment—a benefit to the environment and their bottom line.

Another important TNC partnership has been with fishermen. "We've been working with commercial fishermen for the past nine years," says Mary Gleason,

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lead scientist for TNC California's Coastal and Marine Program. "We've helped create no-trawling zones, as well as alternative ways to sustainably catch fish." These techniques include using traps, hooks and line, and seine netting, rather than destructive bottom trawling; TNC has been buying up trawler-fishing permits and leasing them back to fishermen who then voluntarily follow specific TNC-mandated fishing practices. According to Gleason, these new techniques are yielding higher-quality catches, which fetch higher prices than trawler-caught fish.

Restoring marine habitat by establishing designated rehabilitation areas is a time-honored management strategy. To date, 3.8 million acres of California's marine habitat have been protected from ground trawling, and the State of California has created a network of 124 Marine Protected Areas (MPAs), which Gleason calls one of the world's best. For example, the Channel Islands MPA is already experiencing rejuvenated lobster populations. "Recovery of marine species will take time, but ecosystem management is a lot more effective now," says Gleason.

"It's a moonscape," says Matthew Parry, a fisheries biologist at NOAA's Restoration Center in Honolulu, about reefs after a ship-grounding event. "The water is milky with fine-grain sediment."

Parry, who visits reefs following groundings to inspect damage and determine what restoration is needed, says a grounding incident can significantly disrupt a reef ecosystem. Thankfully, reefs have the ability to regenerate, provided that loose debris doesn't deliver a wave-powered pummeling to the surviving coral, and that invasive species don't take root.

"A rolling stone gathers no coral," says Parry, "so we remove the old broken coral to the extent we can." Then the key is to help support or establish healthy populations of native species on the recovering reef. "If it's done right, new coral 'recruits' will arrive on the reef within months, maybe a year." The restoration phase sometimes involves using TNC's Super Sucker to remove algae, while loose debris is hand-

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bagged and relocated. "It takes a long time, but our systems are working."

While federal law has helped create legal mechanisms for dealing with the costs of cleanup efforts, assessing the total cost of a ship-grounding event involves complex math. If a grounding damages a coral reef that's popular for snorkeling and diving, how many tourist dollars are lost? "Lots of values and goods don't pass through a market," observes John Dixon, former lead environmental economist at the World Bank and a resident of O'ahu. "For example, snorkeling isn't usually captured by traditional market activities."

According to Dixon, all ecosystems have inherent ecological value, but their measured economic value typically increases with greater human activity. One study estimates the value of O'ahu's Hanauma Bay—a world-famous swimming and snorkeling area—at roughly \$50 million annually, while a less-visited reef registers a lower dollar value. "Economic value is defined by what humans are willing to pay," says Dixon. Considering that Hawaiian tourism attracts 8 million visitors per year and represents an annual \$14.2 billion industry, Dixon estimates the value of Hawai'i's marine ecosystems at \$400 million to \$500 million per year.

While the challenges facing North America's Pacific Rim are complex and dynamic, green shoots of native "recruits" can be seen—literally and metaphorically—throughout near-shore ecosystems. From Peter Tomozawa's volunteer efforts removing algae from Kāne'ohe Bay, to the partnerships that TNC forges with local stakeholders, the great news is that there's an organic upwelling of interest amongst individuals, communities and organizations to improve the planet's ecological balance sheet. With 8 million people visiting Hawai'i each year, and grassroots efforts achieving positive results in so many places, the Hawai'i tradition of island stewardship has become an important new export product. It's valuable in many lasting and far-reaching ways. ▲

David Schmidt is a Seattle-based writer who concentrates on marine topics.



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FUELING THE FUTURE

Biofuels grow as viable alternatives

By Eric Gold

Many of us have driven up to a favorite fast-food restaurant to order some golden french fries or an apple pie. When a SeQuential Pacific Biodiesel truck pulls into a fast-food parking lot, the driver usually isn't there for lunch—instead, the truck comes for the restaurant's used fryer oil. In 2013, SeQuential turned the oil from 7,000 restaurants into 6 million gallons of biodiesel, a biomass-based substitute for ordinary petroleum diesel. The production figure was an increase from 5 million gallons of fuel in 2012.

SeQuential's story is one of growth—and is reflective of the potential for the broader biofuels industry. CEO Tyson Kever started out by forming a college club with several University of Oregon classmates in the early 2000s, making biodiesel from used cooking oil and selling it on the streets of Eugene. The club evolved into a company called SeQuential Biofuels. Then a 2008 partnership with Honolulu, Hawai'i-based Pacific Biodiesel led to the company's current name as well as the creation of Oregon's first commercial biodiesel production facility, located in Salem.

Today, the company sells its fuel at its two retail stations in Eugene, through a network of partners with stations in Portland and Seattle, and to vehicle fleets such as the city of Portland's, as well as to oil distributors for blending with petroleum fuel. In addition to transportation biofuel, SeQuential provides oils for home-heating blends. With nearly 100 employees and support from big-name investors such as musician Willie Nelson, the company is aiming to produce 7 million gallons of fuel in 2014, says marketing manager Rachel Shaver.

Today a fleet of about 40 pump trucks, running on the company's fuel, brings fryer oil to SeQuential's Salem, Oregon, plant—from oil producers such as the Burger-ville chain's 39 Portland-area restaurants, the Nike campus in Beaverton, Kettle Chips' factory in Salem, Dick's Drive-Ins in Seattle, the University of Washington and the University of Oregon. At the SeQuential plant, heat and a catalyst such as lye break the oil molecules into biodiesel and glycerin, an industrial cleaning by-product the company also sells. Providers don't pay to have SeQuential pick up the oil, which would otherwise go to a landfill. And SeQuential offers an incentive to large suppliers who keep their oil free of debris.

A big part of the impetus for SeQuential's growth is increased demand for fuels that burn cleaner—perhaps from an increasing number of customers hoping to reach the drive-through windows on the same fuels that crisp their taters. A National Renewable Energy Laboratory study shows that greenhouse gas emissions could be more than 52 percent lower for biodiesel than for petroleum diesel over its lifetime, from production through consumption. And SeQuential reports say that its biodiesel emits up to 78 percent less carbon dioxide at the tailpipe than a conventional petroleum-based diesel does.

COURTESY: SEQUENTIAL PACIFIC BIODIESEL



SeQuential Pacific Biodiesel gathers used cooking oil from restaurants and businesses in trucks such as this one. The company converts the oil to fuel at its Salem, Oregon, plant.

SeQuential's leaders acknowledge that biodiesel from used cooking oil can't replace petroleum by itself—no matter how much Americans love chicken nuggets. And yet, the development of this fuel—in concert with other environmentally friendly practices—is a great place to start.

"Our motto is walk, then bus, then biodiesel," says Tyson Kever. "But the product we produce is a very good solution as we work toward looking at the system as a whole."

An Industry Advances

Once limited to the efforts of hobbyists and environmental activists, the production of biofuels—fuels made from biological sources such as plant oils or animal fats—is now a maturing U.S. industry. Biodiesel is just one of many biofuels on the market or in development, and used cooking oil is just one possible biofuel "feedstock"—the industry's term for the raw material used to make a fuel.

Companies such as Imperium Renewables Inc., in Washington state, make biodiesel from crops such as canola (others use soy). The most common biofuel is ethanol—an alcohol made from corn, sugar cane or other sources—which is now blended into almost all gasoline sold in America. Pacific Ethanol Inc., with operations in California, Oregon and Idaho, is a large western-state ethanol producer. And companies such as San Diego-based Sapphire Energy Inc. are developing new biofuels from a variety of feedstocks and processes. Some of these, such as Sapphire's algae-derived "green crude," mimic petroleum at the molecular level.

The conventional petroleum industry still dwarfs the output and impact of all biofuels combined. And

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yet, with the variety of companies and researchers exploring biofuels, as well as the potential for environmental benefits from even incremental changes, today's biofuel industry is an exciting field to follow.

Building Alternatives

The Energy Independence and Security Act of 2007 targets a domestic production of 36 billion gallons of renewable fuel per year by the year 2022. For 2012, though, the U.S. Energy Information Administration (the statistical and analytical arm of the U.S. Department of Energy) reported that the two main components of biofuel production still added up to less than 15 billion gallons, with U.S. production of fuel ethanol at 13.30 billion gallons and production of biodiesel at 0.97 billion gallons.

Meanwhile, the United States consumed about 133 billion gallons of gasoline in 2012 and 134 billion gallons in 2013, according to U.S. EIA.

And the nation had net imports of about 95 billion gallons of crude oil and petroleum in 2013. Importing so much oil means that billions of dollars leave the American economy annually. Dependence on foreign oil can also expose the country to price spikes and



COURTESY, PACIFIC ETHANOL INC.

Pacific Ethanol Inc. can produce 60 million gallons of fuel per year at this facility in Stockton, California.

supply disruption. Meanwhile, again according to U.S. EIA data, each gallon of gasoline (unblended with ethanol) burned adds 19.64 pounds of carbon dioxide to the atmosphere. Environmental, energy-security and economic concerns form the basis of biofuels' appeal for advocates of alternative-energy sources.

One of these advocates is Mary Solecki, who runs the Clean Fuels Program at Environmental Entrepreneurs, an organization based in New York that describes itself as a national community of business leaders who pro-

BIOFUELS TAKE FLIGHT



In July 2013, Hawai'i BioEnergy—formed as a consor-

tium of three of the state's biggest landowners and other investors—announced an agreement with Alaska Airlines to supply locally sourced aviation biofuels for its Hawai'i flights within five years of regulatory approval, starting as soon as fall 2018. The agreement represents one part of a broad-based commitment to sustainability by Alaska Air Group, which in 2013 was ranked No. 1 in fuel efficiency among U.S. airlines by the International Council on Clean Transportation, and has reduced its overall carbon footprint intensity by 30 percent since 2004.

The continuing commitment to sustainable-fuel development is a key facet of

the Alaska Air Group efforts. In 2011, Alaska Airlines and Horizon Air were the first U.S. airlines to fly multiple passenger flights powered by a blend of conventional fuels and biofuels, when they operated 75 flights on 20 percent biofuel. Prior to this, Alaska Air Group took part in the Sustainable Aviation Fuels Northwest study, the results of which were published in May 2010. More recently, in September 2013, Alaska Airlines was named as an industry partner for the Center of Excellence in Alternative Jet Fuels and Environment, a new national research center due to be created by the Federal Aviation Administration at Washington State University in Richland, Washington.

Development of a sustainable fuel source in Hawai'i

is of particular interest for the airlines as well as for the Aloha State. Isolated from the mainland, Hawai'i depends on imported oil not only for transportation fuel but for much of its electricity production. Oil price fluctuations can mean not just more expensive gas but higher food prices in Hawai'i.

Hawai'i BioEnergy's goal is to develop biofuels from sources such as eucalyptus, an attractive feedstock because it grows quickly and is already present on the islands. Executive Vice President and COO Joel Matsunaga foresees the production of an array of fuels, from oil for power generation to gasoline and diesel to jet fuel. (In late 2013, Hawai'i BioEnergy also received regulatory approval for its contract with

Hawaiian Electric Company to supply biofuels for electricity.)


"When you spend so much money on imported oil," Matsunaga says, "that's a lot of your economy leaving your state. Hawai'i's solution to its energy demand is a quilt of different sources, [including] wind, solar and wave [power]. But at some point you need liquid fuels, too."

Alaska Air Group Executive Vice President Keith Loveless agrees, seeing benefits for the state as well as for business.

"Beyond the environmental advantages," he says, "it improves the fuel-supply integrity in the state of Hawai'i, which will allow for the further growth of our airline operations throughout the islands." —E.G.



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mote sound environmental policy and economic growth.

Solecki acknowledges that biofuel producers have a long way to go to reach any significant scale relative to the well-established petroleum industry. But she views the expansion of biofuels as important for the nation.

"We Americans are going from one feedstock and one fuel—petroleum in the ground used to make gasoline and diesel fuel—to two- or three-dozen feedstocks and technologies," says Solecki. "That diversified approach has very good implications for our energy security in the future."

Scaling Up

By early 2004, Seattle resident John Plaza had left his job as a commercial airline pilot, taken out a second mortgage, cashed in his 401(k) and sold other assets to begin a new career in biofuel development.

"I sold my motorcycle and my sports car," recalls Plaza, "and started Seattle Biodiesel."

A partner helped Plaza build a facility able to produce 5 million gallons of biodiesel a year. By 2007, the company had 125 employees and had raised \$135 million in private equity and \$100 million in debt financing. The capital allowed the company, now known as Imperium Renewables, to build a 100 million-gallon-a-year plant in Grays Harbor, Washington—among the largest such facilities in the country, according to Plaza.

Imperium uses mostly canola oil to make its fuel. Much of the canola is grown in Canada, but some is from Washington and other states. Canola's crushed seed yields 60 percent of its mass as high-protein meal sold as livestock feed. The other 40 percent is oil. Imperium refines the oil into biodiesel through a propri-



COURTESY: SAPPHIRE ENERGY INC. (3)

San Diego-based Sapphire Energy operates a facility in New Mexico (top left) where it cultivates and harvests algae (top right) that it then converts to a "green crude" that resembles petroleum (above).

etary process and sells much of it to major oil companies, such as Shell, for blending.

"We don't see the oil industry as our nemesis," Plaza says. "They're [the] industry that we sell to. We need them to be supportive and successful, and for policymakers to recognize the synergies [between the petroleum and biofuels industries]."

Imperium is also working on renewable jet fuel. "I haven't lost my love for all things aviation," says former pilot Plaza. His company won a demonstration project for Boeing to produce what he calls a first-generation bio-based jet fuel. Today, Imperium is developing jet fuel from sources such as municipal waste, wood slash piles (from the timber industry) and other feedstocks. While the company is a few years from commercial production, Plaza sees a great opportunity. Global demand for jet fuel is about 80 billion gallons a year, and Plaza says as much as 250 million gallons of jet fuel per year could be made from Seattle's trash alone—despite the city's robust recycling program that diverts much of the municipal waste.

As a young industry, biofuels need federal support, Plaza says. "Not pockets of innovation—national innovation. Biofuel



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During the program, I lost 30 lbs – and I've kept it off. Although I've enjoyed being fit for most of my adult life, I'd never really learned to push myself to reach my potential. Working with a personal trainer taught me how

to exercise smarter and harder. I started to challenge myself to try new activities to keep my workouts interesting and continued to get results. I even tried dragon boating and found that I loved paddling and competing! I joined a team and began racing all over the Northwest. Later, I joined a second dragon boat team and also an outrigger canoe team. Now, my typical week includes three outrigger practices and three dragon boat practices, which total up to 12 hours on the water.

Even more important, I learned that balance is the key to good health. Prior to 20/20 LifeStyles, I felt as if I carried the weight of the world on my shoulders due to a

combination of stress, lack of sleep, and unhealthy eating. I knew I had to take better care of myself. The program helped me achieve balance in both fitness and other life goals.

Taking better care of myself has given me far more energy and a whole new life. My exercise appointments are as important as any other obligation. I'm also just as dedicated to nutrition, where I still find that meal tracking is mandatory. I feel attractive again, I look good, and it's fun to engage in social activities that I ignored or dreaded in the past. Seven years ago I met the love of my life. We are incredibly happy. Weekends are often spent traveling to various places for competitions and, on a day off, we can usually be found paddling our canoe.

The greatest change is probably my overall well-being. I just feel good. I feel young, energetic, and really alive. Every day is something to look forward to. Being healthy, happy, and in love is truly a wonderful feeling!

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has seen tremendous instability of policy. I like to remind people that the petroleum industry is 120 years old, and is still heavily subsidized today," he says. "We're offering a good solution to produce energy at home, and a pathway to the reduction of greenhouse gases. In future decades, we're not going to be given the luxury of ignoring those consequences and costs."



Distilled Energy

While companies such as SeQuential and Imperium are contributing to the growth of biodiesel, ethanol is still the king of biofuels. Almost all gasoline sold in the U.S. today contains this alcohol at levels up to 10 percent—a mixture known as E10. Corn from the Midwest is America's go-to source for ethanol (as sugar cane is in Brazil), though some biofuel critics suggest that we may be unwisely trading food for fuel. Ethanol can be made from many other feedstocks, including corn stover (the inedible parts of a corn plant), wood or even municipal waste. According to a 2007 Department of Energy study, the combined production and use of corn-based ethanol instead of gasoline reduces greenhouse gas emissions by 19 to 52 percent, depending on the source of energy used to make the ethanol. The production and use of cellulosic ethanol—ethanols made from non-food-based feedstocks such as crop residues, wood residues and other wastes—could reduce greenhouse gases by up to 86 percent.

Sacramento-based Pacific Ethanol Inc. makes its product from a variety of feedstocks—including corn as well as winery wastes, surplus beet sugars and sorghum (a crop with a lower carbon footprint than corn). Paul Koehler, who lives in Portland, founded the company with his brothers Neil—who had already been in the ethanol business for 20 years—and Tom, as well as former California Secretary of State Bill Jones. Two years later, Pacific Ethanol went public; it is now traded on the NASDAQ.

The locations of the company's four biorefineries—one in Oregon, one in Idaho and two in California—are part of its "destination strategy," a model Koehler says sets Pacific Ethanol apart from Mid-

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west producers. The strategy is to have facilities near the destinations of their products rather than their fuel feedstocks. Unlike Midwest ethanol companies located near corn, Pacific Ethanol's facilities, Koehler says, are near cars—in major fuel markets such as San Francisco, Portland and Boise—and near cows (on dairies or ranches that purchase coproduct animal feed from the company).

Koehler says that Pacific Ethanol's coproducts—animal feed and corn oil—account for about a third of the company's revenues. Koehler points to the animal feed his company markets as evidence that the “food versus fuel” criticism of corn-based biofuels is overblown. Much of the nation's corn, he says, is already grown for animal feed, and his company's process still produces that feed along with the ethanol.

The feed Pacific Ethanol produces, at about 70 percent moisture, is heavy. Being close to the cows saves shipping costs and energy—the company doesn't have to dry the feed for shipment. That and production efficiencies, Koehler says, mean that the company uses about one-third less natural gas than other fuel producers. Overall, Pacific Ethanol claims to have among the lowest-carbon ethanol of any commercially available transportation fuel.

In terms of incentives, Pacific Ethanol is again aided by location—and by government policy. California's Low Carbon Fuel Standard creates economic benefits for emission reductions. It requires producers of petroleum-based fuels to reduce the carbon intensity of their fuels or purchase credits from companies such as Pacific Ethanol that produce low-carbon fuel alternatives. The governors of Oregon and Washington—along with leaders in British Columbia—have agreed to align policies with California's, though it's too soon to know what form that alignment will take.

Going forward, Koehler says, the company is exploring operations efficiencies as well as new materials and methods. “It's very much an organic process,” he says. Fine-tuning the sometimes unpredictable process of turning crops into ethanol is one opportunity to improve Pacific Ethanol's product and bottom line. The company is

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also looking at new ways to make fuel.

Koehler looks forward to the day when more of the gas sold in the United States exceeds the 10 percent blend. He feels that widespread use of a 15 percent ethanol blend is possible now, though some lobbying groups and car manufacturers oppose this, citing concerns about engine failures. "It's probably the most tested fuel on the planet, the E15," says Koehler. "The cars can handle it."

Mimicking Molecules


Ethanol and biodiesel have made inroads into world markets for transportation fuels, with plenty of room for growth. At the same time, companies and researchers are investigating ways to make biofuels more chemically similar to petroleum—in a category known as renewable hydrocarbons. One such fuel is "green crude," being developed by San Diego's Sapphire Energy. This oil made from algae is virtually identical on a molecular level to the petroleum pumped out of the ground. This means it can be used for all the same applications as petroleum and has the same energy density—the amount of energy stored within a given volume or mass—as crude from an oil well.

Tim Zenk, Sapphire's vice president of corporate affairs, says there is a simple reason for the similarity between his company's algae oil and petroleum crude: In prehistoric times, petroleum was often some form of algae.

"We validated that we can take the algae we know today and turn it into a pure hydrocarbon, much like Mother Nature did over 300 million years," says Zenk. The difference, of course, is that Sapphire's process is quite a bit faster.

The company, which was founded in 2007, operates a 100-acre algae farm near Columbus, New Mexico—the world's largest demonstration of algal crude-oil production. There, on land that has been fallow since the 1970s because of brackish water, Sapphire grows algae in open pools. At this location, the algae oil production doesn't compete with other land and water uses because the salty, alkaline water is not potable, nor is it

CONTINUED ON PAGE 181



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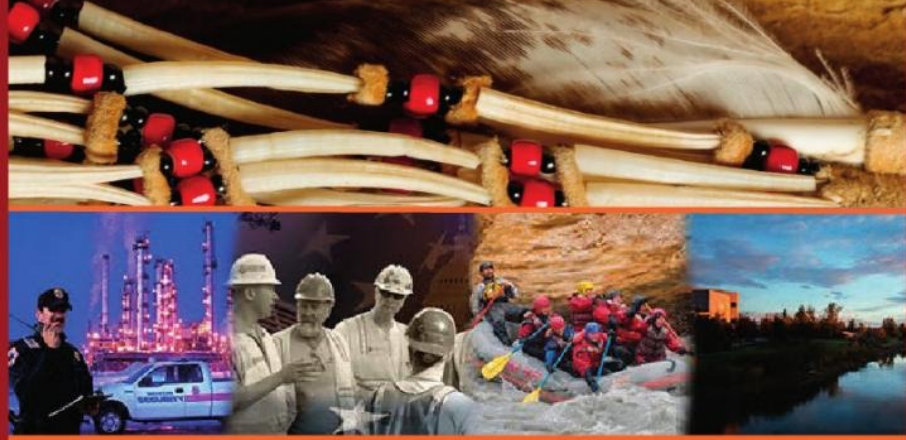
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On the Wild Side

Outdoor adventures in Anchorage are just minutes away

BY MELISSA DeVAUGHN

OUR DAY STARTED SUNNY AND CLEAR, with temperatures in the low 60s: perfect for the long day hike that had been on my to-do list for the past 15 years. It was actually my nephew who finally made the trip happen. He'd visited from Virginia a half-dozen times and always looked up in awe at Pioneer Peak, its jagged top looming over the farm community of Palmer, 40 miles north of Anchorage. We'd drive by on the Old Glenn Highway, and Zach would ask if there was a trail up that mountain, and I'd say, "Yes, and one day I'd love to hike it."

So here we were, 10 years later, Zach Bonham now a young man and me finally realizing a hike a long time in the making.

Pioneer Peak is one of countless accessible adventures just a day trip from Alaska's largest population center, Anchorage. It takes most of the day to reach the summit of Pioneer Peak, at 6,398 feet—it's a difficult climb, but once at the top, you'll feel, literally, above the clouds. Here, snow endures year-round, tucked into shaded spots on the north side. From the top, the view to Knik Glacier is postcard-perfect. The peak, named in honor of the agricultural pioneers who helped settle the Matanuska Valley in the 1930s, starts with a trail at an elevation of 200 feet and never stops climbing.



Right: Tour group Ascending Path provides all the transportation, equipment and guides necessary for guests to explore Spencer Glacier.

Opposite: Zach Bonham stands atop 6,398-foot Pioneer Peak, near Palmer.



Whether you are visiting Anchorage for a few days or a few weeks, for business or pleasure, it is a must that you get out and explore the wildness of Alaska, just minutes from downtown. Indeed, this backyard wilderness is what makes Anchorage such an amazing place.

"Sure, Anchorage is surrounded by wildlife, great trails and great outdoor activities, but really many of those things are in Anchorage as well," notes Jack Bonney, public relations manager of Visit Anchorage. "One minute you're dining at a nice restaurant, the next you're off on a bike ride. You step out of your hotel, and you're a few blocks away from popular fishing spots. It's really the blend of outdoor activities and city amenities all rolled into one."

And you needn't be some buff mountain climber to enjoy Alaska's wilderness. There are many places where common sense dictates having some outdoors experience and proper gear, but for the most part—and with a little help from local experts—you can enjoy a completely accessible, once-in-a-lifetime outdoor adventure in a day or less.

"We tend to have a lot of corporate travelers who maybe have only a half day or a full day on the end of a business trip," says Heather Szundy, co-owner of Ascending Path, a longtime guide company that leads everything from glacier trekking to half-day hikes in local parks. "They are always glad that they took the time to do an excursion with us outside of their conference. It gives them a different perspective on Alaska. Most people are blown away by the wilderness just 20 minutes outside of town."

At Ascending Path, located in Girdwood, about 35 miles southeast of downtown Anchorage, Szundy says, guides track the patterns of area moose and other wildlife, so when they lead a trip they can almost guarantee guests will see not only amazing vistas, but great wildlife, as well.

"We present educational elements on the flora and fauna, local geography, natural history and Native culture so people get an opportunity to

learn about Alaska as well as go for a hike," she adds.

Companies such as Ascending Path offer guided trips all over Southcentral Alaska, but many outings also can be done solo. Whatever your outdoor pleasure, it really is accessible from Anchorage and will not require a month's worth of planning.

"Rather than giving advice about one particular thing to do, we often just tell visitors to plan enough days for Anchorage," Bonney says. "There's simply so much to see and do here."

Following are a few suggestions for some of the best outdoor-recreation opportunities, in a range of difficulty levels, from within Anchorage to just a day trip beyond.



GLACIER TREKKING

SZUNDY SAYS SHE SOMETIMES views her guide job as a gift. She's had clients from such places as the Middle East, the Deep South, and the deserts of Arizona and New Mexico, and some of these people had never seen snow, much less walked on a glacier. She enjoys taking visitors to a place where they can actually feel the ice under their feet, touch the snow and dig a crampon or ice ax into summer-softened ice.

To see a glacier can be an unforgettable experience, but to actually get on one is not without risks.

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Hikers pause for a break along the Winner Creek Gorge Trail near the town of Girdwood.

It's not the type of trip you want to do casually on your own. If you want to get a pretty basic glacier experience, drive to Portage Glacier, just 40 minutes south of Anchorage. There, at the Begich, Boggs Visitor Center, you can arrange for a day cruise to the face of Portage Glacier (www.portageglacier-cruises.com), or follow a roughly two-mile trail to the face of Byron Glacier. Portage Glacier once extended the entire length of the 14-mile-long valley in which it sits, but today the glacier face is a distant vista from the visitor center, run by Chugach National Forest (www.fs.usda.gov/recarea/chugach/recarea/?recid=71943).

Or continue south another 90 minutes to Seward, where Kenai Fjords National Park boasts a nice visitor area at Exit Glacier, an active glacier, in the only road-accessible part of the park. From the parking area, you can hike about a mile to the toe of the glacier, or follow along on ranger-led walks in the summer. A longer day hike is accessible via the Harding Icefield Trail; the Park Service has trail maps available (www.nps.gov/kefj/planyourvisit/harding_icefield_trail.htm).

But to truly appreciate the beauty of a glacier, you really need to be on it. Ascending Path offers one of the most popular trips in Alaska right now, which combines a train trip, kayaking and glacier trekking, all in one beginner-ready package. It's one of those must-do trips that draws visitors from around the globe.

"We take the Alaska Railroad out to Spencer Glacier, kayak out to the face of the glacier, and then we get on the glacier with crampons and explore it," Szundy says. "We combine three of the most popular activities in Alaska into one."

The trip might sound intimidating, Szundy says, but people of varying abilities and ages can handle it.

The daylong trip, limited to ages 13 and older, includes the train ride aboard the Alaska Railroad, a 1.5-mile kayak crossing on picturesque Spencer Lake and a three-hour climb along the glacier (\$359, which includes rail fare, lunch and your guide).

"It's a great educational classroom," Szundy says. "Alaska is so dynamic, and our seasons change so fast with the explosions of plant life. I can hike and see different flora in morning and afternoon."

"And even if the weather is crummy, we still get out there," she adds, "because we emphasize the complete ecosystem, and we're not just focused on the vistas. You can still see a lot, no matter what the weather is doing."



HIKING

EASY » WINNER CREEK TRAIL: Ascending Path offers a five-mile guided day hike on this gorgeous, fern-filled and Sitka spruce-lined trail that leads from the finely appointed Alyeska Resort Hotel in Girdwood. The three-hour day trips (\$69 per person) include information on the forest you hike through—the northernmost rain forest in Alaska. Rain forest, you ask? Yes, it is a rain forest, and the lush greenery is evidence of this habitat. The trail is easily accessible on your own, too (www.ascendingpath.com).

MODERATE » FLATTOP MOUNTAIN: City trail guides call Flattop one of the top visitor destinations for those wanting to "do a hike" in Alaska. It's not an easy hike, but it's short—3.4 miles roundtrip—so even if you hike snail slow, you can get to the top of the 3,510-foot peak. If you don't have a car, Flattop Mountain Shuttle (starting May 1) can get you there and back from downtown for \$22 (www.hike-anchorage-alaska.com/default.aspx).

DIFFICULT » PIONEER RIDGE-AUSTIN HELMERS TRAIL: The Pioneer Ridge Trail is named after one of Palmer's most beloved outdoorsmen: the late Austin Helmers. It's a nine-mile roundtrip that traverses areas of old-growth cottonwood, spruce, birch and alder before opening up to expansive views of the Knik and Matanuska river valleys, the Talkeetna and Chugach mountains, and Knik Glacier. Fiber-glass trail markers are every 200 feet along the trail. The Matanuska-Susitna Borough Parks and Outdoor Recreation division maintains the trail. The route is for experienced hikers only (www.alaskavisit.com/includes/media/docs/PioneerRidge-KnikRvrTrl.pdf).

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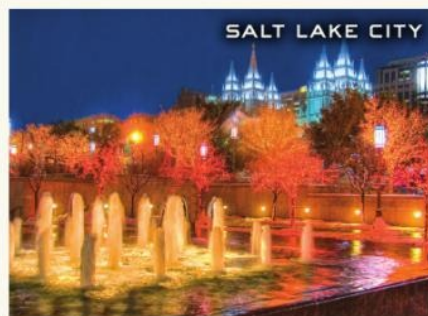
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A pair of cyclists cruise the 12-mile paved pathway of the Tony Knowles Coastal Trail.



MOUNTAIN BIKING

EASY » KINCAID PARK: This can be an easy mountain bike ride—or very difficult, depending upon the course—but novices can start here because it is convenient, well-marked and supported by the local trails group, Singletrack Advocates. Mountain bike rentals are available in Anchorage at Downtown Bicycle Rental (www.alaska-bike-rentals.com). Downtown Bicycle Rental also has maps of the trails at Kincaid Park.

MODERATE » MATANUSKA LAKES STATE RECREATION AREA: The best map to this phenomenal mountain biking area is at www.dnr.alaska.gov/parks/maps/kepler.pdf, and it is a map well worth having. Drive 40 miles north to Palmer, stop to rent a bike at Backcountry Bike and Ski (www.backcountrybikeandski.com), and enjoy scenic, wooded mountain biking on trails that edge this rural farming community. The folks at Backcountry Bike and Ski can also offer trail advice and other riding tips.

DIFFICULT » RESURRECTION PASS: For those who really know their way around a singletrack, the Resurrection Pass trail can be a gem of a long, long day trip. At roughly 39 miles, it starts in Hope or Cooper Landing—you take your pick of ends, although I prefer to start in Hope—and goes over 2,600-foot Resurrection Pass. The drive to the Hope trailhead will take about 90 minutes from Anchorage; be prepared to ride back on the Seward Highway

to your trailhead parking spot or arrange a pickup.

It's not a technically challenging trail, just a long one. The Chugach National Forest has trail information at www.fs.usda.gov/recarea/chugach/recarea/?recid=13398.



ROAD BIKING

EASY » TONY KNOWLES COASTAL TRAIL: This scenic trail—named for former Anchorage mayor and two-term Alaska governor Tony Knowles—winds around the outer perimeter of Anchorage's city limits, along the coastline and into Kincaid Park, one of the jewel parks of the city. Road cyclists can enjoy the scenery, and the challenging hills, but also should travel at a more leisurely pace to allow for the in-line skaters, runners, walkers and others enjoying this city greenway. The trail begins downtown and stretches 12 miles southwest to Kincaid Park. Beware: The last two miles are a grind. See www.muni.org/Departments/parks/Pages/ParkDistrictSW.aspx for more information on the park.

MODERATE » SEWARD HIGHWAY: The headwinds on the Seward Highway can be a challenge, but at least the grade is reasonable. For those who want to get away from the traffic, there is a 13-mile paved path that parallels the highway from Bird to Girdwood. It's very much worth the ride, especially on a sunny day, with the views opening up to Turnagain Arm. Road bikes are available for rent from



Rental kayaks at Eklutna Lake, north of Anchorage, offer visitors a breathtaking view of Chugach State Park wilderness. Some adventurers choose to paddle the length of the lake and bicycle back to their starting point.

Chain Reaction Cycles (www.chainreactioncycles.us/bike-rentals.html) for \$50 a day. The folks there also will help with route planning and side trips if you want to climb some hills.

DIFFICULT » EKLUTNA LAKE: The ride along Eklutna Lake itself is a mountain biker's leisurely outing, but if you're a road cyclist tackling the road that climbs to the lake, you'll have your work cut out for you. The best bike to rent will come from Chain Reaction Cycles in South Anchorage (www.chainreactioncycles.us/bike-rentals.html), but the riding skill—that's all got to come from you. The climb is steep and long—some 10 miles and 1,000 feet above sea level. It's paved, but narrow, and there are a few flat stretches to relieve your legs. But be prepared to climb, and then enjoy the spectacular beauty that is Eklutna Lake. Access is a half-hour north of Anchorage on the Glenn Highway, past Eagle River—Chugiak, to the Thunderbird Falls exit. The best place to park is at the Thunderbird Falls trailhead. Pay your \$5 parking fee (you will get ticketed if you don't) and start riding.



CANOEING/KAYAKING/RAFTING

EASY » TURNAGAIN PASS FLOAT TRIP: Chugach Outdoor Center, based in Hope, just 70 miles south of Anchorage, offers a mild, relaxed float trip on the Granite and Bertha Creek drainages and along the drainages of Six Mile Creek. The outfit offers moderate and advanced trips, as well, but this one (\$85 per person), suited for kids as young as 6, is perfect for the day-tripper who just wants to take in Alaska's stunning scenery (www.chugach-outdoorcenter.com).

MODERATE » EKLUTNA LAKE: Eklutna Lake is one of those close-to-the-big-city getaways that will leave you feeling the wilderness experience. Surrounded by sweeping mountains, the aquamarine waters of Eklutna Lake are ideal for canoes and kayaks. Lifetime Adventures, based in Palmer but set up at Eklutna Lake during



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the summer, offers kayak rentals for use on the lake. Its Paddle and Pedal package is popular (\$85). Paddle from one end of the 6.5-mile-long lake to the other—it will take longer than you think—for pickup at the other end by Lifetime Adventures personnel. There, they will greet you with mountain bikes, so you can ride alongside the lake's eight-mile dirt trail back to your starting point. It makes for an exciting, two-sport, all-day adventure that will leave you breathless. Do beware of winds that can pick up on the lake. It looks like an easy paddle, but can be challenging depending on the weather. You can hire a guide to accompany you for \$130 (www.lifetimeadventures.net).

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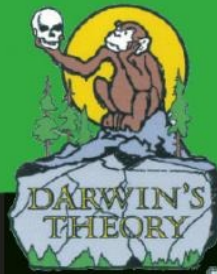
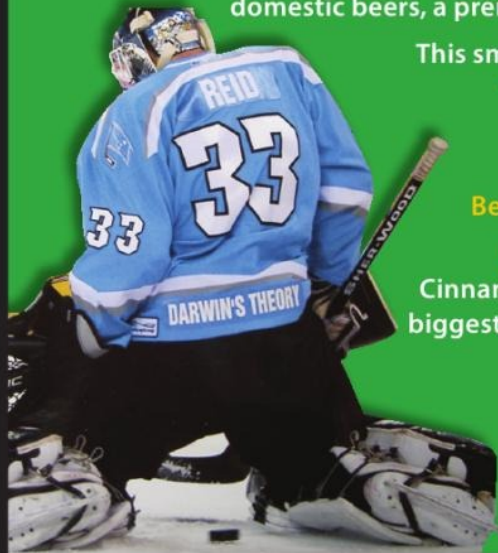
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municipality of Anchorage maintains the trails (www.muni.org), and Visit Anchorage can help you plan a running route (www.anchorage.net).

MODERATE » KINCAID PARK: Many people in Alaska don't consider it running if you aren't on a trail. Trail and mountain running are wildly popular here, and the Alaska Mountain Runners (www.alaskamountainrunners.org) plans a summer-long Grand Prix racing series on area mountain trails. One option is to head out to Kincaid Park, where trails are shared by runners, hikers, mountain bikers and more. Kincaid Park has miles of trail to enjoy—from one-mile loops to 10-mile jaunts on well-marked trails. If you get turned around, just ask for directions. Do beware of moose here. They are not to be approached. Find out more about Kincaid Park trails at www.muni.org/Departments/parks/Pages/ParkDistrictSW.aspx.

DIFFICULT » CROW PASS: If the idea of running a marathon—over a mountain pass and across a river—gets you excited, then this is the challenge for you. Every July, the University of Alaska Anchorage hosts the Crow Pass Crossing, a 24-mile mountain race from Girdwood (35 miles southeast of downtown Anchorage) to Eagle River (20 miles north of downtown)—the race route is over the mountains between the two communities. Experience glaciers, rivers, mountains and more. Do not attempt if you are not a seasoned outdoors runner and athlete.

If you opt for the spectator option, be in Anchorage on July 26 to watch some of the toughest athletes in the Great Land, and beyond, battle it out for bragging rights (www.alaskamountainrunners.org/calendar.htm).

FOR THAT MATTER, a visitor to Anchorage can easily claim bragging rights for any of these truly Alaskan adventures. ▲

Melissa DeVaughn is a freelance outdoors writer living in Anchorage.

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Positive Outlook

Entrepreneurial spirit strengthens Anchorage's economy

BY GAIL WEST

THERE'S A BIT OF MAGIC IN THE MIDNIGHT SUN. Golf at 11 P.M.? Can do. Peonies as big as dinner plates? Can do. Making it easy for entrepreneurs to invent, invest and grow? Can do. In fact, “can do” is the prevailing attitude in Anchorage. Ask Greg Matyas, owner of Speedway Cycles and Fatback Bikes, or Toby Foster, founder of Alaska Distillery.

Matyas previously was a commercial contractor until an accident forced a change in his line of work; Foster was for many years a medevac pilot flying throughout Alaska. The two reinvented themselves as entrepreneurs and from their own pockets developed thriving businesses. Both today export their products to the Lower 48, Canada and beyond.

Matyas didn't have far to turn when he changed careers in 2007—he was already an avid cyclist. Faced with the challenge of Anchorage's short cycling season, Matyas identified Alaska's nascent fatbike movement as an opportunity and created the titanium-based Fatback.

The idea of a fatbike originated in the Anchorage area when a friend of Matyas' created the first fatbike wheel by welding two standard rims together and using two tires. The combined



wheels, used on front and rear, allowed bikes more “flotation” for riding in snow and on soft surfaces such as sandy beaches and gravel banks. By the mid-2000s, the movement was growing, but there was no industry for manufacturing the specialized parts needed for building fatbikes.

“At that time, the bikes made use of existing parts, so that’s where we came in,” Matyas says. Today, Fatback designs and produces parts for fatbikes—aluminum and carbon fiber frames, specialized wheels, tires, cranks and forks—and distributes them all over the world. In 2013, *Outside* magazine raved about the Fatback bikes and Matyas’ retail shop, Speedway Cycles, home of Fatback Bikes.

“These bikes created a winter market for a sport that’s very summer oriented,” Matyas says, “and it really took off.” Of course, fatbikes are good for summer terrain, too—anywhere pavement ends. This market continues to expand and has already sparked offshoot businesses. For instance, one of the businesses produces soft goods, such as bags specifically designed to fit fatbikes. Like the bikes themselves, these bags originate in Alaska but are sold globally.

Similarly, Toby Foster’s Alaska Distillery had local origins. The idea for creating his own vodka began with stories Foster’s grandmother had told him about his grandfather’s moonshine still. With



that piece of heritage in mind, Foster bought a piece of land in 2008, cleared it by hand and built his first distillery. He obtained the necessary permits and licenses; began to teach himself the business, largely by trial and error; and soon started commercial production.

“I thought I’d sell maybe 500 bottles of vodka a year,” Foster says, “but then I sold 500 bottles the first week. My second batch was sold out even before it was completed. It’s been like that ever since. And I’ve gone from my first distillery—which was really a shed with no heat, no electricity—to my current 6,000-square-foot building.”

Along the way, Foster added a full-time job to the Anchorage-area economy and will soon hire three more people full time. “Four, if the volume rises enough,” he says. Foster’s spirits (he also distills gin and whiskey) are distributed in eight states outside of

Alaska and two Canadian provinces.

Of course Alaskans enjoy Foster’s vodka, as well: He produces 14 different types to suit nearly all palates. “Almost every restaurant and bar in Alaska has our vodka,” he says. Choices range from those flavored with Alaska’s wild berries, fireweed honey and birch syrup to a signature smoked-salmon vodka. Foster says his best seller is Permafrost vodka, “rated No. 1 potato vodka in the world.”

Foster credits the success of his spirits to the pure water that goes into them: icebergs that have broken free from area glaciers and float into Prince William Sound, ice that was formed as much as 10,000 years ago, he says.

Left: The Anchorage skyline rises on the edge of Cook Inlet.

Above: The South Anchorage Farmers Market provides an outlet for farmers throughout the area.

Below: Greg Matyas created Fatback Bikes to serve a developing interest in Alaska for year-round bike riding on all kinds of surfaces.



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Toby Foster displays the 14 spirits produced by Alaska Distillery. At right is some of the glacial ice harvested from Prince William Sound that will be melted for production of vodka, whiskey and gin.



CHARLES BAIRD (2)

to fall off, then grew slightly, despite predictions. Unemployment has continued to decline, dropping to an annual average of 4.9 percent in 2013. Anchorage's 4.6 percent unemployment rate for December 2013 was well below the U.S. average of 6.7 percent.

The number of jobs in Anchorage is on a steady rise, but skilled and semiskilled workers are

ANCHORAGE IS A NATURAL for producing entrepreneurs such as Foster and Matyas. It is a city with a long-standing spirit of independence and sense of adventure. And entrepreneurship is an indicator of a larger economic trend for the city, which has been bucking national trends.

The city's population, although the largest in the state, is small in comparison to those of other U.S. cities. Just last year Anchorage's population topped 300,000, with state officials projecting another 1 percent growth in 2014. The average age in Anchorage is the mid-30s, and the city deserves its reputation as a cosmopolitan place. Hmong, Somali and Sudanese, Polynesians, Russians and many, many other ethnic populations contribute to the city's rich flavor. More than 90 different languages are spoken by students in Anchorage's schools.

According to Bill Popp, president and CEO of the Anchorage Economic Development Corporation, the Anchorage economy "continues to grow steadily," and he expects to see a hike of approximately 1,200 new jobs in 2014. "It's important," Popp adds, "to note that growth is being driven by the private sector."

Alaska and Anchorage have, in large part, avoided the ups and downs of the most recent recession that has affected the Lower 48 states. At a time when the nation's housing market was declining, the Anchorage market flattened a bit, but stayed steady. Today, it's healthy and growing again.

Construction also flattened and was anticipated

becoming more and more difficult to find, Popp says. "The growth we're seeing is broad-based, both in entry-level and in higher-paying jobs," he adds. "Businesses are suffering a shortfall in skilled professionals—engineers, health providers, resource extraction and so on. There's a lot of opportunity for skills in any number of fields of work."

One of Anchorage's, and Alaska's, most important economic sectors is oil and gas, and the AEDC predicts a gain of 150 jobs in Anchorage alone in 2014. "With the [tax breaks for oil companies] passed by the state in 2013, we're already seeing increased investments by private companies," says Kara Moriarty, president and CEO of the Alaska Oil and Gas Association. "For every new rig on the North Slope, there are more jobs created in Anchorage to support that rig. There are more jobs created in support-services companies, too."

Oil exploration will continue on the North Slope, while work in the Chukchi Sea, at the northwest corner of the state, will have to wait for the federal government to clarify rules and regulations, Moriarty says. "We do know, though, it's another megafield. Meanwhile, wells in Cook Inlet are still producing, and there is good potential for a gas project in the area. We won't see final approval for about 18 months," she adds, "but that would have a huge impact."

The local construction industry is also projected to see an increase in spending across the state in 2014, estimated at \$9.2 billion total, up 18 percent

from 2013. Linked to that increase in construction are several restaurant chains that are making their initial entrance to Alaska, including Texas Roadhouse and Hard Rock Cafe.

Anchorage residents are also looking forward to the state's first outlet mall, though no construction dates have been set. Predictions are for 250 new jobs.

Cook Inlet Region Inc., one of 12 land-based Alaska Native Regional Corporations created under the Alaska Native Claims Settlement Act, also contributes to the construction increase this year by building a new office tower in midtown Anchorage. CIRI, which has subsidiaries in a wide variety of industries, including oil and gas, construction and energy-and-resource development, represents Alaska Natives in the Anchorage area. Together, the 12 regional corporations and several village corporations employ approximately 58,000 people worldwide, and many of those jobs are in Anchorage. In 2012, CIRI distributed more than \$22 million in shareholder dividends, much of it spent locally.

One business venture in which all Alaska Native Regional Corporations invested is the Alaska Native Heritage Center, opened in 1999 in east Anchorage.



MATT HAGE / COURTESY, ALASKA NATIVE HERITAGE CENTER

Today, according to president and CEO Annette Evans Smith, ANHC is a nearly \$5 million annual business participating in tourism, facility rental, gift-store sales and private philanthropy. The cultural center is designed to share the experience of the state's 11 major cultural groups through storytelling, song, dance, exhibits and demonstrations. As important as spreading the word about the Alaska Native peoples and cultures, however, is passing on traditional knowledge and skills from Native elders to young people. Evans Smith says

Teaching dance to younger generations is one of the cultural initiatives important to the Alaska Native Heritage Center in Anchorage.



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the center operates a national award-winning after-school program for at-risk youth, hiring interns to work summers and teaching them about their heritage.

This year and next, Evans Smith says, the center will celebrate its 15th anniversary, and the center will double the number of interns, dance groups, performers and artists. "These represent all parts of the state," Evans Smith says. "Thirty-six artists will be on-site building kayaks, carving wood and sewing animal skins."

The Alaska Native Heritage Center should be busy this summer, says Jack Bonney, public relations manager for Visit Anchorage, who says the organization is projecting another strong year in 2014. He cites a nearly full convention calendar as an example.

"Some of these conventions are sizable," he says, "including the Council of State Governments, which is bringing 1,800 delegates."

The AEDC sees the city adding 200 new leisure and hospitality jobs this year to serve the increase in visitors.

Many of those new jobs will be in the restaurants that showcase Alaska's—and some of the nation's—finest cuisine. At the core of much of that cuisine is seafood, including salmon, halibut, crab, shrimp, even oysters farmed in nearby Homer. The seafood industry itself is strong again in 2014, predominantly due to good management of its resource, says Mike Cerne, executive director of the Alaska Seafood Marketing Institute. "Long-term trends show the value of seafood has risen 60 percent over the last decade, and there were about 13,000 new seafood-industry

ELIZABETH BEES



One of the Anchorage area's fastest-growing industries is raising peonies for export to flower markets around the world.

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jobs statewide in that time frame.”

In addition to the fish itself, new value-added seafood businesses are popping up, including those making ready-made meals. Cerne adds that fishermen are beginning to follow Iceland’s example, turning industry byproducts into wallets, clothing, even health and beauty products.

CERTAINLY ONE UNIQUE ASPECT of Anchorage’s location is its long summer days and cool nights, and these spur entrepreneurs who like to dig their hands in the region’s rich soil. Harry Davidson and Arthur Keyes are a couple of entrepreneurial farmers who have pushed the agricultural envelope.

Davidson is one of more than 30 peony growers in Alaska who harvest approximately 100,000 peony stems to ship to wholesalers around the world.

“The industry here continues to grow with no end in sight,” he says. “Within three years, there will be close to 1 million cut stems, and in six years there should be 3 million.

“And there’s no concern we’ll saturate the market and compete against each other. The market is so big.”

Davidson says Alaska peonies are so popular because of the growing season. Peonies grown in the far north mature later than others. Most growers outside of Alaska bring their peonies to market in May, but Alaska’s peonies mature in late July, August and September and are prized for summer weddings.

“No one else in the world has them when our flowers come to market, and these are big, bodacious, colorful flowers that are loaded with fragrance,” he says.

The peonies can be grown as far north as Fairbanks and as far south as Homer, but the cut flowers find their way into Anchorage for refrigerated storage prior to shipping, then onto flights destined for major markets around the world. Davidson calls the emerging peony market a captivating Cinderella story.

“It’s a homegrown industry that has caught the imagination of the global floral industry,” he says. “About 90 percent of the flower business has moved from North

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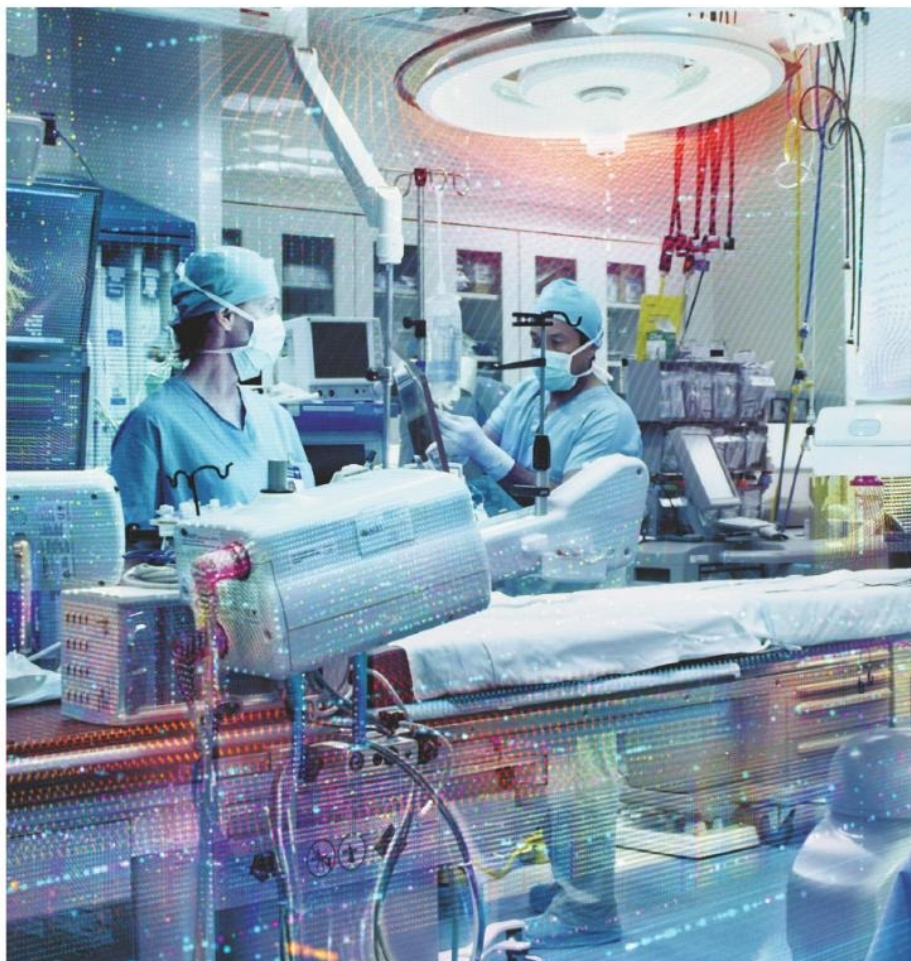
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America to South America, but here's Alaska beginning to grow and export."

Arthur Keyes owns South Anchorage Farmers Market and his own farm. He attests that vegetables grown in the Matanuska Valley are bigger and sweeter than those grown elsewhere. Keyes began by growing zucchini and has branched out into cucumbers, tomatoes, beets and strawberries. His prize, however, is his Yensis onion.

"It's named after the soil," Keyes says. "It's specific to the Mat Valley and comes from the silt created by the Matanuska and Knik glaciers. These Yensis onions are definitely sweet. We have these incredibly long days and cool nights. It's a magical combination, and the sugar content in our vegetables blows the charts away."

Keyes says Alaska's vegetables and berries are a healthier choice. Alaska's blueberries, for instance, have been found to contain as much as three times more antioxidants than blueberries cultivated elsewhere in the United States.

South Anchorage Farmers Market, and farmers markets across the state, are expanding to keep pace with the produce farmers grow, and many include locally grown meat, eggs and flowers. Keyes says last year's peak number of shoppers at his market numbered nearly 1,000 customers an hour. Between his farm and the market, Keyes provides full- and part-time jobs for 15 people.

Farmers markets aren't the only outlets for Keyes and other farmers. Much of their produce comes into Anchorage for transportation to grocery stores in other parts of the state, as well.

Peony growers and farmers are just two segments of the blossoming transportation sector in Anchorage. They help account for 11,300 jobs, projected to grow by 50 jobs in 2014.

Two-thirds of those jobs are connected with passenger or freight transportation into and out of Ted Stevens Anchorage International Airport, and according to the AEDC, the airport ranks fourth-largest in the world for air cargo volume.

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traffic through Anchorage, and last month the airline added 60 employees in the state to support its three Bombardier Q400 aircraft that now serve routes from Anchorage to Fairbanks and Kodiak.

PERHAPS ONE OF THE BEST indicators of Anchorage's economic health is the expansion of one of the city's iconic, locally owned groceries, the Natural Pantry Fresh Market. It's grown from the 600-square-foot space where it started in 1976 to occupying a new 45,000-square-foot building in midtown with more than 60 additional employees. That brings the store's total to approximately 100 full- and part-time staff—among them five of the owners' 11 children.

"It wasn't meant to be what it is today," says Vikki Solberg, who co-owns the store and building with her husband, Rick. "But we've been doing this for 37 years, and when our landlord asked for our space, we decided it was time to grow up."

The store offers a variety of natural and organic foods as well as a selection for people with food intolerances. In the new store, the couple installed a gluten-free bakery completely separate from the regular bakery, "different ventilation, walls—everything," Solberg says. There are sandwich and salad bars as well as a "hot bar" with prepared food.

Stores and businesses such as the Natural Pantry have grown with the city and contribute to its cosmopolitan feel. As a place to live, work and play, locals believe Anchorage is unsurpassed.

"It's the most spectacular place on the planet to live," says AEDC's Popp. "Meet a moose in your front yard; go hiking, fishing or climbing in a matter of minutes. We have mountains on one side and water on the other, spectacular sunrises and sunsets, brilliant sunshine. Who can imagine a better place?" ▲

Gail West is a freelance writer living in Anchorage.

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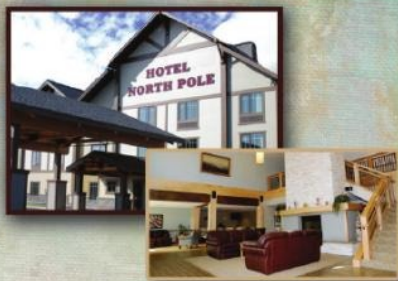
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Fabulous Golf Resorts IN Central Oregon

BY JEFF WALLACH

Standing on the first tee at Tetherow Golf Club, I look out upon a rolling landscape that includes plenty of humps and hummocks, tucked pot bunkers, waving native grasses and a stretch of golf fairway that is as firm and fast as anything I've played in Scotland. ♦ If I'm accurate—or lucky—my drive should careen exactly in the direction of the hole. As on the best Scottish links courses, I can use the terrain to help move the ball forward. Except that I'm not in Scotland. I'm in the gloriously warm high-desert country of Central Oregon, surrounded by snowcapped peaks, sagebrush, lava flows and the other geographical features that make the area a leading Western resort destination. It is also one of the nation's top golf vacation spots, offering 30 excellent venues within 45 minutes of the town of Bend. >>>

COURTESY: TETHEROW GOLF CLUB



In golf's long history, the sport has been influenced the most by terrain, and aficionados travel the globe to experience the rugged mountain courses of British Columbia, the sand belt tracks of Australia, the heathland layouts found throughout England, and other varied locales where topography stamps its imprint on the royal and ancient game.

One of the great aspects of visiting Bend for a golf vacation is that within a few miles you can play rounds at five excellent resorts that offer this same variety. There is even a well-crafted nine-hole course consisting of par 3s. Also, because these layouts are located at an elevation of between 3,000 feet and more than 4,000 feet, players get the bonus of watching golf balls travel about 10 percent farther than they would at sea level.

The following is a look at these world-class golf resorts that allow you to experience a diverse selection of tracks in the Bend area.



Built on the site of a former pumice quarry, the par-3 17th at Tetherow is one of the course's most dramatic and memorable holes.

Tetherow Golf Club

Most courses have a strong connection to golf's Scottish origins. In Central Oregon, this is certainly true at Tetherow, located about four miles southwest of downtown Bend. Designed by Scottish architect David McLay Kidd, Tetherow features wide seas of fescue grass—the same grass used on most Scottish links. It lends the golfing surface a quick, rolling feel and calls for players to show inventive shotmaking. According to Tetherow officials, it is one of the first high-desert courses to successfully import the coastal grass.

Pot bunkers, deep full-size bunkers, odd knobs and occasional knolls must all be negotiated on the way to large tiered greens that require touch and creativity. Because of its ecologically friendly layout, Tetherow is the first in Oregon—and one of 82 tracks in the world—to be named an Audubon International Certified Signature Sanctuary course. One Scottish-accented theme repeats itself at Teth-

erow: Don't necessarily aim at the flagsticks, or even the centers of the greens. For despite its high-desert location, this is a links course in spirit and should be played using the territory to move your ball toward the hole.

Players may have trouble grasping all the nuances of this layout. That is why forecaddies—caddies who don't carry clubs but advise players on correct club and shot selection—are required. Despite having a forecaddie, you will likely make errors either in tactics or execution, which is part of the fun.

The 17th hole on this stunning track presents the best photo opportunity. The hole tunnels through a



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sunken pumice quarry to the smallest green Kidd has so far created. His intention is for players to hit tee shots into the slope behind the green so that the ball will trickle back toward the pin.

With its high degree of difficulty, Tetherow makes for a great match-play venue. So forget about keeping score. Once you toss the pencil, the fun and beguilement will only increase. Eighteen terrific holes await, giving you the chance to say “Blimey!” if you fail to make par.

This month, the resort is planning to open two lodges, which will offer a total of 50 guest suites.

Sunriver Resort

About 17 miles southwest of downtown Bend is Sunriver Resort, located on the site where, about 150 years ago, fur trappers built lodgings in meadows along the Deschutes River.

Today the only traps to worry about in the area are those set by course architects on the property’s 63 excellent and varied golf holes, which are divided into three championship layouts and one nine-hole track suitable for beginners.

At the pinnacle of Sunriver’s collection is Crosswater: 600 acres of target golf reminiscent of the best British heathland courses—if British tracks had views of nearby 10,000-foot snowcapped volcanic peaks. Crosswater dazzles with difficulty as well as design excellence as it crosses the Little Deschutes River more than half a dozen times. The layout is the work of Robert Cupp, who expresses the essence of his golf philosophy through the creation of so-called “risk-reward” situations on many of his golf holes. Some players who spy a yawning bunker or the blue glint of the river may make the mistake of altering their stance to hit as far away from the danger as possible. However, by doing so they risk ignoring one of the principles that course architects rely on: Hitting a good shot closer to the hazard will often result in a bonus to the skilled—or the daring, or at least the lucky—player, whose next shot will be easier than for those playing it safe.

The resort’s other tracks include plenty of challenges. In the 1999 redesign of Meadows, John Fought took a page from some of the game’s great architects and created a number of classic holes that feature faced bunkers, directional bunkers and other elements of both strategic and artistic excellence. Sunriver also boasts Robert Trent Jones II’s excellent Woodlands Course—which is known for its use of water and lava rock outcroppings. For family fun, there is the nine-hole Caldera Links.

Sunriver offers more than stellar golf—namely



cycling, fishing, horseback riding, tennis and various other action sports, including rafting. Visitors to Sunriver’s Sage Springs Club & Spa will find the latest body and beauty treatments. Nearby, the Sunriver Homeowners Aquatic and Recreation Center has two pools, playgrounds and other amenities available for a small fee.

The resort’s 3,300-acre property is also home to the Oregon Observatory, which has the largest collection of telescopes for public viewing—between 12 and 15—in the United States. Next door to the observatory is the Sunriver Nature Center, which has a nature trail and a number of exhibits featuring amphibians, birds of prey and reptiles. Area lodging has greatly improved from the cabins enjoyed by the trappers more than a century ago, with guestrooms, suites and vacation homes.

Black Butte Ranch

Located about 30 miles northwest of Bend, and a short distance from the quaint town of Sisters, you will find Black Butte Ranch, home to two of the best mountain golf venues in the region. The ranch, a residential resort community that includes about 1,800 acres, offers play on Big Meadow and Glaze Meadow—both of which are lined by tall galleries of ponderosa pines and aspens.

Few area golf layouts have benefited more from a well-planned renovation than Black Butte’s Glaze Meadow. Originally opened in 1982, the venue is beloved as one of the earliest golf destinations in the region. In 2012, prolific golf architect Fought undertook a redesign that helped Glaze Meadow take maximum advantage of its setting and live up to its

The par-5 second hole at Black Butte Ranch’s Glaze Meadow Golf Course requires an accurate approach shot to an elevated green.

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potential as a fun walking course that encourages you to take a few chances. He extended the layout to more than 7,000 yards, rebuilding all the greens, and improving lines of play and shotmaking options. Square tee boxes, elevated putting surfaces, deep grass-faced bunkers and enough doglegs for at least two dogs lend it a classic feel.

In 2008, Damian Pascuzzo lovingly renovated Big Meadow, Black Butte's other major track. The layout encompasses more than 7,000 yards of expansive fairways, sweeping cape-and-bay-style bunkering and elevated greens. On the 14th hole, golfers will see one of the best views of Three Fingered Jack, a jagged volcano that can be seen rising beyond the ponderosas.

From the ranch's property, which is full of pools, ponds, bike paths, tennis courts and more, guests can glimpse as many as seven Cascade Range peaks. The resort also includes the full-service Spa at Black Butte Ranch, a fitness center and a family recreation area.

In September, Black Butte will begin an \$11.5 million renovation of the resort's main pool and its recreation facilities. The project includes adding a new restaurant, locker room, fitness facility and retail area. The project is scheduled for completion in June 2015.

Pronghorn

Well-traveled golfers love nothing more than discovering a resort development that shows a penchant for details. That is what you find at Pronghorn, An Auberge Resort. Surrounded by terrain that begs to be explored, Pronghorn compares well with the best golf resorts to be found anywhere in the West, boasting intoxicating views of Mount Bachelor and other area peaks.

The Jack Nicklaus Signature Course, measuring 7,381 yards from the tips, provides a wondrous tour of local geography. Golfers will often find themselves viewing such local landmarks as Smith Rock to the north and the Three Sisters peaks to the west. While the venue reflects typical Nicklaus design complexity and no small degree of difficulty, the golf legend took some risks of his own here, in the



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form of split fairways, blind shots, grassy swales, crowned greens and other architectural intricacies—all of which help create an unpredictable layout.

Built atop an undulating lava flow, the Nicklaus course plays firm and fast with crisp transitions. Pot bunkers dot immaculate fairways. Small tee boxes are located amid islands of natural high desert and wildflowers. Waste areas and rock outcroppings force you to start strategizing from the tees, and canny players will punch run-up shots to the fast, sloping and often water-protected greens.

The resort's second championship track is the private Tom Fazio Course. This 7,462-yard behemoth is considered among the best and most challenging layouts in the area and home to one of Bend's most famous holes—the 187-yard par-3 eighth, in which players are required to hit over an exposed lava tube to reach an elevated green. The resort's impressive clubhouse is designed in the style of the West's great national park lodges.

Guests can rent condominium-style units at the resort, which also includes a children's camp, adventure programs, a spa and a fitness center. The resort is planning to build the 105-room Huntington Lodge hotel, which is scheduled to be completed in early 2015.


Brasada Ranch

The Brasada Canyons Golf Club, a Peter Jacobsen/Jim Hardy–designed layout, is another course that rambles across the foothills of Oregon's Cascade Range. Located at Brasada Ranch, about 20 miles northeast of Bend, the venue is composed of 11 holes that twist through canyons and seven that unfurl across ridgetops, lending an open and airy quality to your round.

Tightly mowed collection areas protect hard, fast greens. The architects employed hazards to define the best lines of play and incorporated a few pin positions that may send you over the edge—literally. A variety of tee sets allow Canyons to provide both the longest and shortest routings in Central Oregon.


During my round here—and against all odds—my playing partner and I both exe-

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cuted perfect tee shots over a cluster of bunkers at the 292-yard par-4 15th hole. The balls bounded toward the green, with my friend's drive coming to rest on the putting surface, 20 feet from the pin. My ball ended up perched on the fringe. What could possibly be more fun than that? And yes, we both ended up with birdies, thanks for asking. We played quickly, in the company of jackrabbits, and hardly saw another golfer all day.

We ended up playing a second round the next afternoon and discovered that some holes were easier from a farther-back set of tees, even with the longer yardage resulting in a few forced carries. We found that the site lines were clearer, fairways were—in many cases—more welcoming, and it was difficult to drive through them and into the rough. Approach distances to the greens also seemed more reasonable. Our conclusion was that lower-handicap players should try playing from both the gold (the third-longest) and black (the fourth-longest) sets of tees—or a combination of the two—to experience everything Brasada Canyons has to offer.

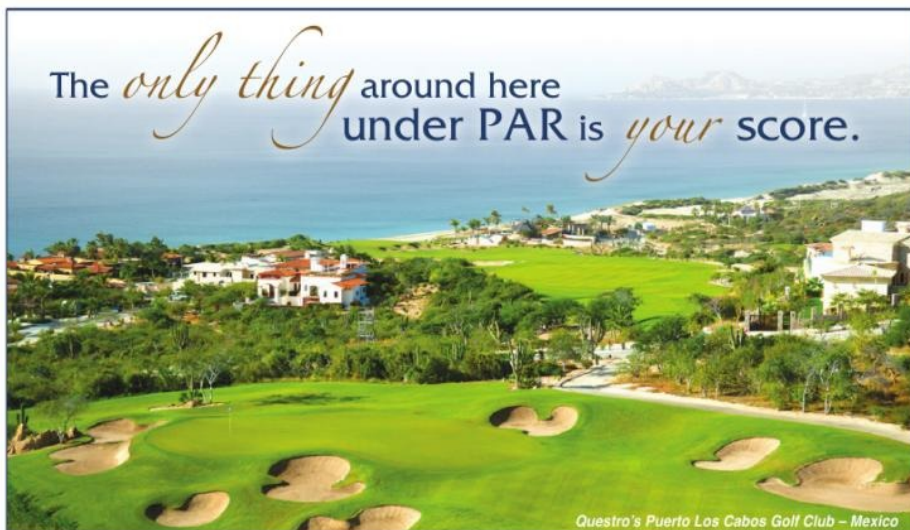
One of Brasada Ranch's greatest charms may be its solitude—the resort is situated in the foothills outside Bend, with views of various snowcapped peaks. It offers suites and well-appointed cabins. Visitors can also enjoy the Spa Brasada, fishing and whitewater rafting tours, helicopter trips, extensive athletic facilities and various other amenities.

I find that playing these unique properties in Central Oregon always makes for a legendary golf trip. Here you can combine great golf with unforgettable outdoor adventures and world-class resorts, all without needing to figure out where you left your passport. ▲

Jeff Wallach is a freelance golf journalist writing from Portland, Oregon.

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Golf Gear FOR 2014

A LOOK AT THIS YEAR'S NEW EQUIPMENT

BY JEFF WALLACH

Since Scotsmen first developed the modern game of golf centuries ago, it has undergone tremendous technological innovations. Initially played with sticks and stones, and then with clubs crafted from hickory shafts and leather balls stuffed with feathers, golf has evolved into a modern game dominated by space-age breakthroughs such as graphite and titanium alloys, and devices that employ GPS and other technologies. ♦ This year's PGA Merchandise Show in Orlando—1 million square feet of golf apparel, balls, clubs, shoes and other gear displayed along an estimated 10 miles of aisles—was dominated by the latest wave of innovations. Well, there *were* a few exceptions, such as the golf tee with a built-in pencil sharpener. Quirky items aside, the following are some of this year's best new products and apparel I saw at the show.

Joining the Club

Topping my personal wish list among the new clubs this year is **TaylorMade's SLDR Driver**—which sports the sleek grace of a jet engine and also sounds like one on the downswing. Created by the company that invented the adjustable driver, which allows players to change both the loft and shot shape, TaylorMade's new driver promotes a high launch angle, lower spin rate and faster ball speed. The club features a 20-gram sliding weight on the sole of the head that shifts the center of gravity (CG) to 21 different positions that promote a fade at one end and a draw at the other. TaylorMade maintains the weight change can provide up to 30 yards of left-to-right shot dispersion. The weight adjustment is fast and easy.

The head is also adjustable to 12 different loft positions. The club's design contradicts the long-held notion that the best CG position in a driver is low and toward the back of the head. The folks at TaylorMade believe that a low, forward CG lessens



TaylorMade
SLDR Driver.



Wilson Golf
FG Tour 100
7 Iron.



Nike VR X3X Toe
Sweep Wedge.

spin and thus increases distance. The club is also beautiful to look at, with its charcoal gray crown, blue sliding weight, and gleaming chrome undercarriage in a compelling shape.

Climbing into the **Ping** company's demonstration van during a thunderstorm at the PGA Merchandise Show gave me a chance to interview Paul Wood, Ping's director of engineering, who is introducing the new **i25 line of metal woods and irons**.

"Golf involves a complicated set of physics problems to solve, all at one-half of a millisecond while the clubface is flexing and the ball is squishing," Wood says. "There are an awful lot of questions still to be answered."

To help solve these physics problems, Ping's i25 line of clubs offers greater distance control for a wide range of players. The longer irons in the set are built bigger and are more forgiving. The shorter clubs are smaller, allowing players to shape different shots and more easily draw or fade the ball.

Ping also is offering a more forgiving driver in a smaller shape. The legendary golf firm doesn't appear to agree with TaylorMade's decision to move

the CG forward. With the i25 driver, Ping goes old-school, using field-tested materials placed in optimal weight configurations—six different materials in the head—to help move the center of gravity to the back. The new driver features a racing-stripe alignment that blends into the background but subtly helps with aiming. Wood also mentioned one of Ping's newest innovations—the Karsten True Roll putter, featuring variable deeper grooves in the center to provide 50 percent better distance control on poor hits.

The small club manufacturer **Tour Edge Golf** is introducing a series of new clubs this year in its **Exotics series**, featuring high-end materials, including titanium, in fairway woods. Tour Edge is also using manufacturing processes such as brazing and laser welding to ensure a high degree of quality.

At the top of Tour Edge's hit parade is the **CB PRO Limited Edition Fairway Wood**—one of the first nondriver clubs to flirt with the \$500 barrier. The club has a unique Slip Stream Sole, featuring wavy metal ridges that help the club power through the turf. The Tour Edge premium beta titanium cup face works with a hypersteel body to maintain maximum speed through impact. It comes with a top-of-the-line Fujikura shaft and an old-school leather cover that looks great in the bag.

Tour Edge also received six honors from *Golf Digest* magazine's Hot List this year. Winners included nearly the entire line of **XCG7 clubs**, except the set's driver. Nonetheless, the big stick is still an excellent adjustable club. It comes in two versions—the beta version features a shorter shaft and is for better players, but still launched even my flailing drives long and straight. The



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Tour Edge Exotics CB PRO Limited Edition Fairway Wood.

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Nike Lunar Control II.



Adidas Adizero One.



Nike Hyper Adapt Wind Jacket.



Devereux Proper Threads collection shirt.

irons have a classic face design and setup for more forgiveness, with an undercut cavity and a sole cavity in the middle, so that the club provides more feel at impact. The company's new **CB PROh** irons allow low- and mid-handicappers to enjoy a classic club that is also forgiving. The set's 2-iron through 7-iron are hollow with a thin forged face. The short irons have a cavity blade designed for precision and trajectory control. They also feature a multimaterial vibration-dampening iron plaque for consistent feel and ball control.

Nike Golf engineers spent the past year perfecting the new **VR X3X Toe Sweep Wedge**, with a stronger, more aggressive groove edge. The new design of the grooves—which are now deeper and closer together—delivers consistency, better ball flight and awesome stopping power on the green. The cast soft carbon steel lends more feel, allowing for more spin and more control, as well as enhancing shotmaking consistency closer to the green. Nike's short-game arsenal features a narrow sole at the heel and a wide sole area toward the toe, making the clubs especially effective out of high rough, wet grass and other difficult lies (don't ask how I know this). Nike also recently released an updated version of its successful **Covert 2.0 Driver** with a 15 percent larger face size that allows for an even faster, more confident swing.

Blasts From the Past

This year, a few companies decided to update some of the most popular models in their histories. This trend includes **Callaway**, which is reintroducing the **Big Bertha Driver**. Named for the World War I German howitzer, Big Bertha changed the face of golf drivers when it was launched in 1991. It was one of the first to feature a stainless steel head when most drivers were still made of persimmon. Nearly 25 years later Bertha is back! However, this version is faster

and more robust, thanks to new adjustable perimeter weighting.

"We didn't bring the name back out of some misguided sense of nostalgia. We brought it back to advance the science of hitting the ball far," says Alan Hocknell, senior vice president of research and development at Callaway.

The new version of this famous club features a forged composite high-strength lightweight crown of a mere 8 grams and a deeper CG that offers more forgiveness and low spin with a lighter swing weight. The new hyperspeed face is lighter and increases ball speeds. It boasts adjustable perimeter weighting and a 20 percent higher moment of inertia, and offers a wider range of draw- and fade-bias options. Bertha's advanced hosel allows players to adjust loft and the angle of the face of the club, thereby optimizing launch, backspin and shot shape. It also comes in a fairway wood featuring a lightweight Hyper Speed Face Cup, which helps deliver higher ball speeds for greater distances.



Sun Mountain Combo Cart.

CLOCKWISE FROM TOP LEFT: NIKE; ADIDAS; SUN MOUNTAIN SPORTS; ADAM SECORE; NIKE

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Another blast from the past comes from **Wilson Golf**. If the game of golf runs in your family, there's a good chance an old set of Wilson Staff tour irons is leaning against a wall in your garage or basement. Inspired by the iconic 1971 "button back" model, the new **FG Tour 100 irons** feature a forged blade with a modern shape, styling and size. They also offer greater consistency with the help of the Fluid Feel bore-through insert, a milled face, score lines and a topline. The triple knurling manufacturing process on the hosel, and the long gold/red/gold ringed ferrule—the band that helps connect the hosel and club head—will remind you of the classic Wilson irons of the past. The forged carbon steel and nickel chrome-plated pieces of gold art on the back of the clubs shine with a mirror finish. The **FG Tour M3 irons** are a more forgiving version for feel players, and rock a matte black finish.

Possibly the best new technological product for golf since the beverage cart is the Game Golf wearable tracking system.

On-Course Technology

Plenty of new technologies promise to replace the range finder that your partner uses three times on each shot to get an exact distance that he couldn't hit the ball to if the fate of the free world hung in the balance.

Possibly the best new technological product for golf since the beverage cart is the **Game Golf wearable tracking system** that includes an integrated software platform to provide nerds like me with all the statistics we need to both relive and actually improve our games. Promoted by PGA Tour pros Graeme McDowell and Lee Westwood, the product consists of a tiny unit that attaches to your belt, as well as

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18 plastic tags that are the size of a dime and fit into the tops of the handles of your clubs. After choosing a club for a shot, you tap the end of the club against the GPS unit on your belt. The product seamlessly records your entire game—unlike my friend Brad, who unseamlessly records everything that happens to him on the course with his iPhone, causing each hole to last nearly as long as the movie *The Legend of Bagge Vance*.

Game Golf allows players to access software after the round and check out performance characteristics of every shot they hit all day, including shot distances and locations (overlaid on a satellite image of the course), club usage, fairways hit in regulation,

putts per hole and more. They can drill into the statistics by shot, hole, round or even season.

GolfBuddy is another promising device that quickly informs you of crucial golf data (in display or spoken form), including distances to target and hazards, views of the green, pin placements, and an account of how far you've walked during your round. GolfBuddy comes in the form of watches, handheld devices and even devices that clip on your clothing. And these items actually speed play by providing information while you're still approaching your ball or setting your bag down to search for the right club.

The **PGA TourCaddie from Shotzoom** is a more traditional, if equally terrific, phone application that uses GPS technology and features a clean, intuitive and easy-to-use interface. For a monthly fee, the course management, scoring and golf instruction app can transform your smartphone into your own personal caddie and instructor, providing real-time distances on more than 500,000 golf holes on 40,000 courses worldwide.

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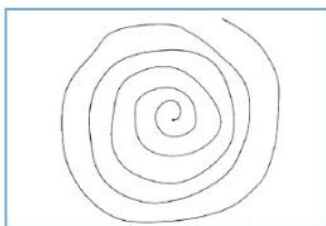
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the six statistical pillars of your game: distance, accuracy, approach, 60-yards-and-in, putting and bunkers. The app even provides club recommendations based on your past performance and has an “aggressive caddie” setting that will offer higher-risk advice, such as encouraging you to cut the corner on that dogleg to get a shorter approach to the green. TourCaddie guarantees that your game will improve after just three rounds. This season the app adds predictive targeting, which takes your scoring history plus GPS information and shows you where previous par and birdie shooters have hit their drives and second shots on the hole.

Walking in Style

Rory McIlroy is currently sporting a new pair of golf shoes—**Nike Lunar Control II**. The lightweight performance shoe features the Lunarlon cushioning system Nike invented for running, a flywire technology that locks the foot down at the moment of impact, and more. For women, there is the FI Impact, which offers greater flexibility, stability and ground feel.

Last year **Adidas Golf's Adizero Tour** was one of the lightest and most comfortable golf shoes in history. This year the new **Adizero One** has slimmed down to less than 10 ounces, and sports three fewer cleats—but includes a new proprietary center cleat. This version looks great in shimmering blues and grays. Adidas designers claim to have pushed the limits of engineering to create a new one-piece fused upper that bonds five different layers of fabric to deliver a consistent glove-like fit—assuming that you sometimes wear gloves on your feet.

Looking Good

Scottish golf course architect, club maker and four-time British Open Champion **Tom Morris** passed away in 1908. However, his family has kept the golfing pioneer's memory alive in the form of a stylish line of golf clothing and a retail shop in the town of St. Andrews, located in the same spot where Morris opened his famed golf shop in 1866. Today, the Tom

Morris brand offers clothing that will perform equally well on a windy links course or while you're sipping single malt at the 19th hole. Check out the 100 percent local cashmere **Montrose Aran Crew Sweater** in a blue that brings the North Sea to mind, or the 100 percent wool **Strathlene Tartan Trousers** with colors chosen to represent heather and the "Auld Grey Toon" of St. Andrews itself, one of the first places modern golf was played. The collection also features fabulous scarves and buttery-smooth leather goods, including weekend bags and old-school golf bags. Many items even feature a profile of Old Tom somewhere on the product.

Nike Golf, which has delivered some of the best-ever waterproof gear for golf, continues overachieving in this category with the Hyper Adapt Wind Jacket.

At the opposite end of the high-tech apparel spectrum, **Ahead** has introduced its new **Thermal Regulation technology** in various styles. The shirts and outerwear help golfers maintain optimal body temperatures in changing weather conditions by using a hollow-shell yarn in the fabrics. When the skin gets hot, the fabric absorbs excess heat, and as the body cools the fabric releases the heat back to the skin. Ahead offers polos, pullovers, hoodies and more in a wide variety of colors and styles for men and women.

This year apparel-maker **Devereux** debuted its **Proper Threads** golf collection, which will be sold at finer clubs, resorts and retailers. The brand, launched in 2013, offers 65 percent pima cotton shirts with a unique pocket design, shape and styling based on the classic looks sported by early





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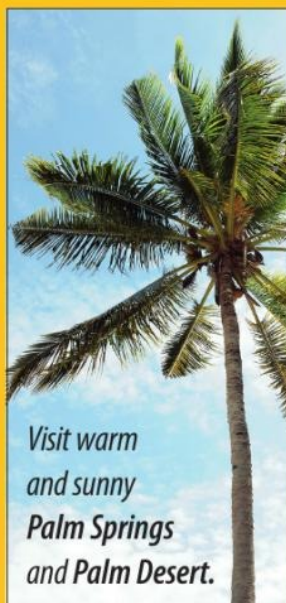
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golf icons such as Ben Hogan and Arnold Palmer. Devereux's high-performance, breathable V-neck sweaters are a great example of the modernization of a traditional golf look.

Nike Golf, which has delivered some of the best-ever waterproof gear for golf in its Storm-FIT line, continues overachieving in this category. This year, it is releasing the **Hyper Adapt Wind Jacket**, a water-resistant and windproof pullover with nylon panels that help make it lighter and more flexible than previous products. The breathable half-zip pullover features mesh panels in the back, a mock neck for added coverage and Velcro sleeve closures.

Best of the Rest

The Mantis Putter is pure stealth—a green-headed flat stick meant to blend in with the putting surface so that it doesn't distract your eye. Based on tracking studies of visual fixations and involuntary movements, the creators at **Mantis Golf** determined that color matters. They created the Mantis with a patented matte-green finish, a well-engineered mallet version with a stainless steel head and a polyurethane face. There is also a new blade putter version.

Sun Mountain has combined the golf bag and pushcart into a single unit with its new **Combo Cart**, which includes a seat with padded backrest, adjustable handle height, three all-terrain wheels and sturdy aluminum construction. The cart features an accessories tray that can hold your GPS device, golf balls and a package of erasers, presumably to help lower your score. Sun Mountain also offers new lightweight, waterproof golf bags in its **H2NO** series.

And finally, for the golfer who already has everything, Oregon-based **Seamus Golf**—maker of a huge variety of high-quality tartan clubhead covers—offers a hand-forged carbon steel **Pitch Mark Repair Tool**. The hefty weapon against ball marks comes with its own tartan-remnant carrying case. ▲

Jeff Wallach is a freelance golf journalist living in Portland, Oregon.

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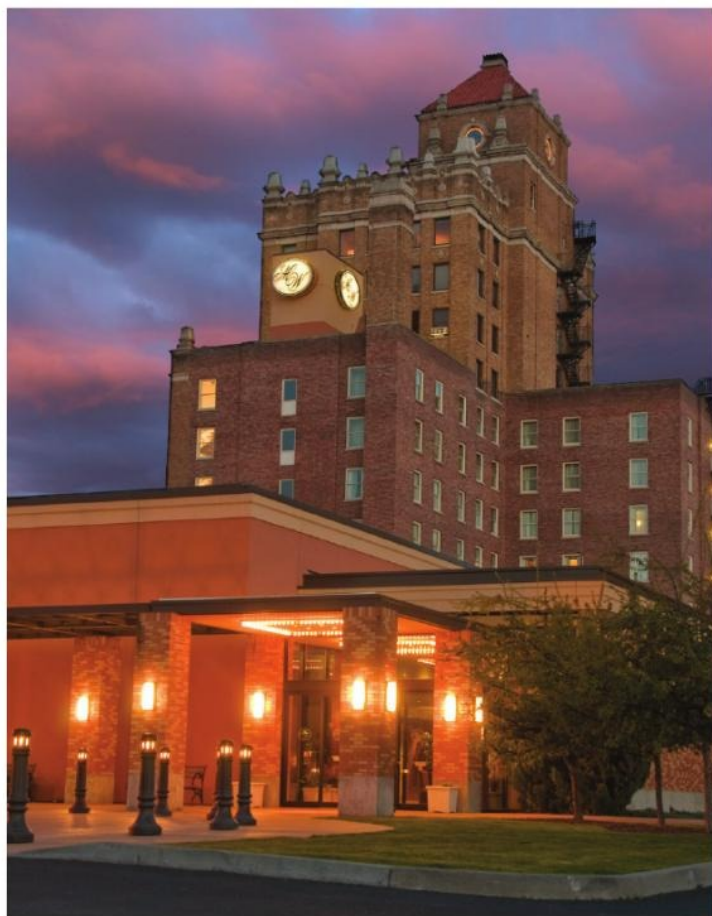
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San Diego Style

Alluring attractions enhance a fun-filled family vacation | By Rob Dunton

A hint of ocean breeze rustles the fronds of palm trees that dot the miles of white sand and manicured grass wrapping around San Diego's **Mission Bay**. Between the trees winds a scenic path where residents and visitors of all ages stroll, skate, bike and jog. The water is a reflective sheet of glass, disturbed only by the spreading wake of a lone speedboat carrying a family and towing a teen who cuts, leaps and flips over the wake on a wakeboard. Closer to shore, a father and daughter paddle on stand-up paddleboards, while teams of women practice rowing crew in their streamlined fours and eights.

The morning air is a crisp 67 degrees. My wife and I and our two young boys climb aboard a low-profile ski boat tied to the dock of the Catamaran Resort Hotel & Spa. We don safety vests as Scott, our captain, starts up the motor. "With more than 2 million people in the county and being the eighth-largest city in America, there's still only one other ski boat out on a Saturday morning. Gotta love it," he exclaims with equal parts awe and gratitude.

Anson, our 4-year-old and designated "co-captain," woke up before dawn, still talking about his thrilling adventures at **Legoland** the day before, and he's ecstatic about the prospect of driving a "turbo lightning super rocket boat" today.



SUSAN M. DUNTON

As we idle away from the dock, I pull on a wet suit, then jump into the bay with water ski in hand. When I shout, "Hit it!" Scott punches the accelerator until we reach about 35 mph. I cut back and forth across the bay, relishing the pristine conditions. When I climb back on board after three runs, 18-month-old Charlie shouts, "More! More!" but I have nothing left. Anson, on the other hand, is delighted I've finally quit, as he has been patiently waiting for his chance to steer the boat from my lap as we putter around the quiet bay.

With more than 70 miles of coastline and a climate renowned for year-round sunshine, San Diego offers visiting families myriad outdoor, aquatic and cultural adventures any day of the year. For the past half-century, first as a toddler, then as a teen and a young adult, and now as a parent, I have enjoyed San Diego's ever-expanding wealth of activities for every member of the family. Many of my fondest memories were etched during vacations here: discovering sand dollars on the edge of the surf and exploring treat shops at the **Hotel del Coronado** while in preschool; searching the **San Diego Zoo** for the zookeeper and the animals that Simon & Garfunkel were singing about back in 1967; planting the seed for a lifetime of scuba diving during visits to **SeaWorld**; riding waves in Oceanside; learning to jet-ski and skateboard in Carlsbad—so many life-shaping experiences that I eventually made San Diego my home.

No matter how diverse the ages and interests of your family, everyone will have a blast visiting San Diego.

Be Amused

Along with its stunning location and famous weather, San Diego is well-known as the home of numerous iconic theme and amusement parks. The granddaddy of them all, the San Diego Zoo, was born out of the exotic animal exhibitions that were part of 1915–16 Panama–



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Left: Rob Dunton carves a turn in Mission Bay. Above: A sailboat cruises before the San Diego skyline. Right: A baby zebra explores its habitat at San Diego Zoo Safari Park. Left: The Dunton family enjoys Legoland.

KEN BOHN, SAN DIEGO ZOO SAFARI PARK



California Exposition in **Balboa Park**. The 100-acre zoo was one of the first to design natural settings for its animals, and its lush, parklike setting makes it a gem. SeaWorld San Diego, the first of its kind, opened on the shores of Mission Bay in 1964. Its 190 waterfront acres offer a wide variety of shows, exhibits and rides, and in celebration of its 50th anniversary, it recently opened Explorer's Reef, in which visitors enter beneath a wave structure and through a coral reef, as if walking on a seafloor. New interactive pathway experiences and more up-close animal encounters, such as the huge "Manta," keep kids of all ages entertained and active for hours, while fun shows such as *Pets Rule!* and *Cirque de la Mer* are fun additions to the famous ocean mammal shows.

The **San Diego Zoo Safari Park**, known as the San Diego Wild Animal Park until 2010, opened in 1972, about 35 miles north of downtown. The lighter crowds and the opportunity to see a blend of more than 2,600 animals, many of them roaming together on 1,800 acres of seemingly open terrain, gives visitors a safarilike experience close to home. Fun additions to the standard admission include taking a caravan safari into the park grounds (most guests ride a tram and view animals from above), and spending the night in a safari tent in a program called "Roar & Snore" that features an after-hours tour of the park, dinner, campfire and breakfast.

For families with younger children, Legoland in Carlsbad will likely be at the top of your list. On our

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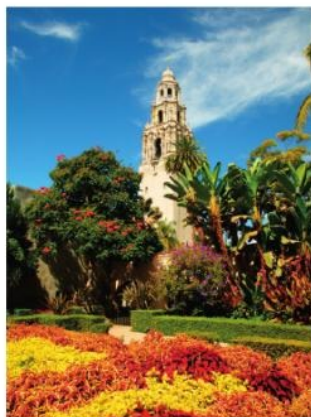
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most recent trip, it was the highlight for our young boys. Upon arrival, Anson wanted to play with the buckets of Lego blocks in the invention area, but with a light nudge, we moved on to discover the park's delightful rides, astounding cityscapes, *Star Wars* miniatures and other Lego creations, all set in a beautifully landscaped locale. With the new Lego Legends of Chima Water Park opening next month, and the Sea Life Aquarium, the Legoland California Resort is a place where a family could easily spend three days, and with the **Village of Carlsbad**, nice beaches and a fine collection of outlet shops nearby, all the better.

Let Us Entertain You

For many families, catching a live game of a professional sports team can be the highlight of a vacation. Sports fans will love San Diego's open-air stadiums that are home to **Padres** baseball (Petco Park downtown; regular season home games March 30–September 24) and **Chargers** football



RON NIEBRUGGE / ALAMY



MAXPHOTO / SHUTTERSTOCK.COM

Above: Petco Park is the home of the Padres. **Left:** Balboa Park is rich with lush, colorful gardens.

(Qualcomm Stadium in Mission Valley; regular season early September through late December). Both stadiums offer more intimate viewing than many larger stadiums found elsewhere, and adjacent trolley stops make it easy to attend without a car.

San Diego's cultural heart is Balboa Park, a 1,200-acre park in the center of the city. The stunning Spanish-Colonial-Rococo buildings are nestled in a lush botanical setting. Named after 16th century Spanish explorer Vasco Núñez de Balboa, the park is home to more than a dozen museums, the **Old Globe Theatre**, **Spreckels Organ Pavilion** and many more attractions, in addition to the San Diego Zoo. Much of the park is pedestrian-only, making it a wonderful place to explore. Street performers can be found regularly along **The Prado**. Bring a blanket and picnic, and enjoy free movies under the stars as part of the Screen on the Green (July and August) in the **May S. Marcy Sculpture Garden**. With the discounted Passport to Balboa Park, you can take up to seven days to explore all

Family-Tested Places to Stay

Accommodations in San Diego cater to the full spectrum of travelers, from oceanfront villas and penthouse suites to modest motels and car camping. Having visited and lived in San Diego over the last 50 years, I've experienced many, and offer up my favorites for families traveling with kids.

Hotel del Coronado: From its classic Victorian styling to its perch on a broad white beach, "the Del" has been a magical destination for visitors since it opened in 1888. For kids, wandering through the hotel is like exploring an enchanted castle. With mild surf, the beach is one of the safest for little ones, and the staff knows how to take care of kids: a great Kids Club, s'mores bonfires on the beach, and yummy Moo Time ice cream. The breakfast buffet at Sheerwater is sumptuous (and



VACCLAV / SHUTTERSTOCK.COM

they'll make chocolate chip pancakes on request). Request rooms in the original hotel, or try the new villas (hoteldel.com).

Catamaran Resort Hotel & Spa: Located on a quiet corner of Mission Bay, the Catamaran is an idyllic retreat at the nexus of two of San Diego's most lively beach communities: Pacific Beach and Mission Beach. Situated where the bay is not much more than a block from the Pacific Ocean, visitors might feel as if they've landed at a luxurious tropical camp with bikes, stand-up paddleboards, pedal boats, surfboards, kayaks, ski boats and sailboats for rent on the premises (catamaranresort.com).

Paradise Point Resort & Spa:

A virtual island nestled in Mission Bay, Paradise Point is a private 44-acre enclave located minutes from downtown and Mission Beach. Tropical rooms and bay-front bungalows, a waterparklike swimming pool, a mile of private beach and plenty of water toys for rent make this a quiet hideaway resort in the heart of San Diego (paradisepoint.com).

Crystal Pier Hotel: One of the few places in America where you can sleep over the ocean, these



COURTESY: CATAMARAN RESORT HOTEL & SPA



COURTESY: PARADISE POINT RESORT AND SPA

petite cottages are built above the sand and water on the pier at Pacific Beach. Don't expect luxury or a lot of privacy. In return you'll enjoy a wealth of charm, ocean breezes and easy access to everything in PB. Booking can be as long as 11 months in advance; two- to four-night minimum depending on the season (crystalpier.com). —R.D.

Clockwise from left: The Hotel del Coronado; surreys on Paradise Point Resort & Spa pathways; and a pier at the Catamaran Resort Hotel & Spa.

14 museums (most open daily except Mondays).

The San Diego area is also home to a rich collection of music, concerts and live theater. The Old Globe hosts three different theater spaces. For summertime theater outdoors, check out the 605-seat Lowell Davies Festival Theatre, home to The Old Globe's Shakespeare Festival: this year, *Othello* (June 22–July 27) and *The Two Gentlemen of Verona* (August 10–September 14). If you'll be visiting this fall, catch *Dr. Seuss' How the Grinch Stole Christmas!*, a fun musical presented November 15–December 28.

The **La Jolla Playhouse** develops many world-



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premiere productions, many of which move on to Broadway. The **San Diego Civic Theatre** and the **Balboa Theater** host many touring Broadway musicals as well as the **San Diego Opera**. Visiting families with adult children might enjoy music venues such as the **House of Blues** downtown, **Humphreys Concerts by the Bay** on San Diego Bay and **The Belly Up** in Solana Beach, all of which spotlight terrific live musical talent.

By Sea

If you and your family like to be near, on or in the water, you'll be in good company in San Diego. So many miles of coastline mean you can select a beach to your liking: **wide-open beaches**, such as Coronado, La Jolla Shores, Ocean Beach ("OB"), Pacific



COLOURIA MEDIA / ALAMY

Above: Guided kayak tours follow the rocky shores of La Jolla. Left: Hiking trails weave across Fiesta Island, in Mission Bay.

Beach ("PB") and Mission Beach; **charming coves** including La Jolla Coves, Windansea and Birdrock; or beaches framed by **dramatic bluffs**, such as Point Loma, Solana Beach and many others. Those seeking R & R can sunbathe, read a book, play Frisbee or volleyball, or just sit and watch the waves roll in.

More-active families can sign up for kayak tours around La Jolla Cove, rent sailboats and personal watercraft on Mission Bay and San Diego Bay, or get out on the ocean on a whale-watching tour. Stand-up paddling and surfing lessons are available year-round at all the wide-open beaches noted above. Local surf camps allow for multiple-day sessions and deeper skill building (and more R & R for the parents). Fishing off the **Ocean Beach Pier** (one of the longest piers on the West Coast) or Pacific Beach's **Crystal Pier** is a relaxing way to bond with your kids, or you may want to explore the tide pools of **Cabrillo National Monument** in Point Loma. Buy a bundle of firewood and ingredients for s'mores and enjoy a family bonfire on Shelter Island, which has great views of downtown and provides the opportunity to listen in on shows at the Humphreys amphitheater. Or visit **Fiesta Island** on Mission Bay—in summer, you'll get a free fireworks show, courtesy of SeaWorld, around 9 P.M.

Mission Bay offers endless daytime possibilities, as well. Along with grassy picnic areas and life-guarded beaches, there is a designated kite-flying area and a pond for remote-controlled model boats. Around the bay are barbecue grills, bathroom and shower facilities, and popular fire rings. Watercraft of all types are

FAMILY-TESTED PLACES TO DINE

Dining out with kids—done right—can be a memorable experience. Thankfully, San Diego has many kid-friendly restaurants; here are some of my favorites.

Corvette Diner: This high-energy restaurant may be one of the highlights of your trip: The 1950s nostalgia, live DJ, balloon artist and adjacent arcade are just the beginning. Waiters dance (and invite your kids to join), food and service are

good, and the diner is an absolute hoot. A popular spot for local families and visitors alike. They do not take reservations, and the wait can be long—but worth it (cohnrestaurants.com/corvettediner).

Souplantation: A high-quality soup/salad/pasta and muffin buffet chain that started in San Diego. Locals flock here after soccer matches and swim meets. Well-lit, not loud, great service, and all you can eat at a very fair price (souplantation.com).

Stone Brewing World Bistro and Gardens: My kids like the bocce ball courts. Known for the handsome indoor and outdoor seating, handcrafted beer and great food (stonelibertystation.com).

Kaminski's BBQ & Sports Lounge: A family-run business with tasty barbecue, a nice "little piggy" kids' menu, and a comfortable, welcoming atmosphere for families (kaminskisbbq.com). —R.D.

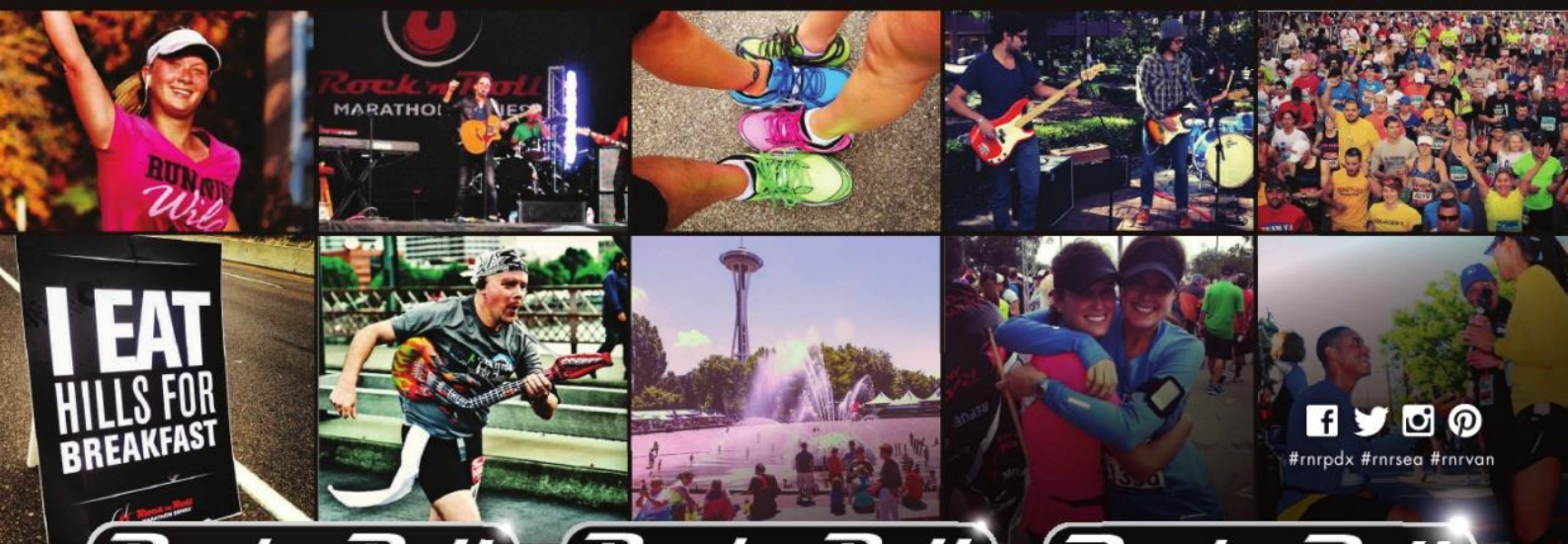


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available for rentals and for lessons: sailboats, catamarans, powerboats, kayaks, windsurfing boards, personal watercraft and even a new Jetlev water-propelled jetpack—all at the Mission Bay Sportcenter (www.missionbaysportcenter.com).

For a fun and historical excursion, tour the **USS Midway Museum** on San Diego Bay along the downtown waterfront. In addition to exploring the aircraft carrier, visitors can check out 29 different aircraft displayed onboard, and try flight simulators and other interactive exhibits.

Also on the downtown waterfront is the **Maritime Museum of San Diego**, easily located by the tall masts of the *Star of India*, the oldest active sailing ship in the world. The museum celebrates the history and local heritage of sailing and steam ships, and includes a number of vessels. You can also book a four-hour sail aboard the tall ship *Californian* (www.sdmaritime.org).

For a quick trip across the bay, catch the ferry to Coronado, or take a water taxi (619-235-TAXI) from downtown to Glorietta Bay, then walk across the street to the Hotel del Coronado and Coronado Beach.

By Land

For families who enjoy land as much as sea, there are weeks of activities to explore on shore. **Old Town San Diego State Historic Park** is a fascinating portal into the early history of California and the city, and includes many historical 19th century buildings to explore. **Seaport Village** is a quaint collection of 50 shops for all ages, with a dozen places to eat and a delightful carousel located on the edge of San Diego Bay. The **Gaslamp Quarter** and **Little Italy** are lively historical neighborhoods in downtown, offering a variety of dining and shopping options, with entertainment

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venues that come alive at night, particularly in the Gaslamp.

One of the most memorable experiences of my life was taking a tandem **paragliding** ride off the cliffs of La Jolla, just north of San Diego, at the **Torrey Pines Gliderport** (www.sandiego-freeflight.com/jm170). Experienced tandem pilots carry passengers of all ages. The experience feels like flying in a dream and is a thrill of a lifetime.

Close by is the **Birch Aquarium at Scripps**, and up the coast are eight miles of stunning coastal trails for hiking along the bluffs of **Torrey Pines State Reserve**. If your kids are skateboarders, they will be delighted to learn there are 33 **skateboard parks** in the county (bring your own board, helmet and protective gear). Other great options for teens include paintball (www.sdpaintball.com), laser tag and volleyball (many permanent nets are set up in **South Mission Beach** and open for pickup games). For old-time fun head to the **Mission Beach** boardwalk and enjoy a body-rattling wooden roller coaster and boardwalk games at **Belmont Park**. The views from the roller coaster are impressive, and it's easy to rent gear at stores nearby to ride the waves, or to cruise the boardwalk on bikes, in-line skates or other wheeled cruisers.

Whether you are interested in the beach or watersports, history or culture, world-class amusement parks or just some rest and relaxation, San Diego is a family-friendly destination that will leave each of your family members with a lifetime of memories and stories to tell. ▲

Rob Dunton is a freelance travel writer and photographer now based in Santa Barbara.

Alaska Airlines serves San Diego daily. Find information or book tickets at alaskaair.com or call 800-ALASKAAIR.

Recommended Websites:

Go to sandiego.org for current listings of activities and events throughout the year, and sdfamilyfun.com for listings of family-friendly restaurants, venues and attractions year-round.

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Morningstar Large Cap Value Ranking (based on total returns)

December 31, 2013	1 Year	5 Year	10 Year
BVEFX Percentile Ranking %	10th	21st	9th
Number of Funds in Peer Group	1,213	947	617

Annualized Performance

December 31, 2013	1 Year	5 Years	10 Years
BVEFX	36.40%	17.42%	8.72%
Russell 1000 Value	32.53%	16.67%	7.58%
S&P 500	32.39%	17.94%	7.41%

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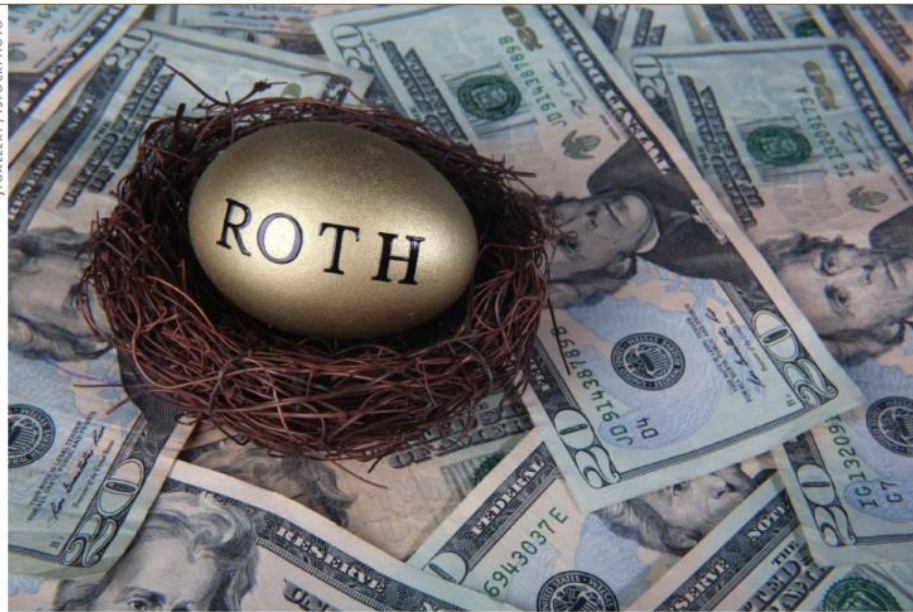
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The statutory and summary prospectuses contain information about the Fund, including investment objectives, risks, charges and expenses, which should be considered carefully before investing. You may obtain a current copy of the Fund's statutory or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

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The Roth Difference

By M. Sharon Baker

Certified Financial Planner Jeff Rose met with 60 students at Southern Illinois University to talk about their financial futures. ■ When speaking on the topic of individual retirement accounts (IRAs), he took a quick poll: Who in the room had heard of a Roth IRA? He was shocked when not one student raised his or her hand. Rose was so stunned that he asked the question again. ■ “How could it be that I was talking

about one of the greatest savings tools for any young investor, and not one of these 20-somethings had any clue what it was?” reflects Rose, a 36-year-old Carbondale, Illinois, resident who opened a Roth IRA at age 23. “What I love about the Roth is the tax-free money aspect of it. I think that’s huge. It’s something people don’t really digest, especially those of my generation and younger.”

The college seniors Rose addressed weren’t the only people with little or no knowledge of the Roth IRA. Even many older investors find the complicated IRA retirement options difficult to understand. A 2012 survey by T. Rowe Price, an investment-management company, revealed many people were uncertain about the differences between a Roth, created by

Congress in 1997, and a traditional IRA, which was first made available in 1974.

Rose and other financial planners are trying to educate investors about the Roth because of its tax advantages. Recent rule changes allowing high net worth individuals to roll over money from a traditional IRA to a Roth IRA have also helped it gain a new level of popularity.

The creator of the financial blog site Goodfinancialcents.com, Rose persuaded 140 bloggers to write about the Roth’s virtues on a single day, landing attention from such media sources as Reuters, *The Wall Street Journal* and Yahoo Finance.

Rose’s efforts were at best a minor spike in the popularity of the Roth, which has languished in the shadow of its much more popular sister vehicle, the traditional IRA.

According to the most recent figures available from the IRS’ *Statistics of Income Bulletin*, about 16.6 million people had a Roth account in 2010. The accounts held investments worth about \$355 billion. In comparison, the IRS reports that about 42 million people had a traditional IRA that same year, holding investments worth about \$4.3 trillion.

ROTH BASICS


Many financial planners continue to sing the praises of the little known and often misunderstood Roth IRA. Like Rose, they say that the account’s tax advantages should not be overlooked, especially if investors believe they may be paying more in taxes in the future.

The Roth IRA was created by and named for Delaware Senator William V. Roth Jr. The 34-year member of Congress was also known for leading investigations into wasteful spending by the Internal Revenue Service, the Pentagon and the Treasury Department, but his most lasting contribution may prove to be the retirement account that bears his name.

The Roth differs from a traditional IRA and most 401(k) programs in that individuals contribute after-tax income to a Roth. At first glance, this may seem like a strike against it, because many investors use the tax break they receive from putting pre-tax dollars into a traditional IRA or a 401(k) retirement account as one way to lower their income and decrease their tax bills.


However, the main advantage of the Roth is that rather than getting a tax deferral for money put into the plan and being taxed upon withdrawal—as with a traditional IRA or a 401(k) plan—most distributions from a Roth are tax-free.

“Both the traditional IRA and the Roth grow tax-free,” explains Dave Drews, CFA, CPA and client manager at Cornerstone Advisors Inc. in Bellevue, Washington. “The difference is that when you take the money out of the traditional IRA, it is taxed as if it were earned in that year. The



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Roth is not taxed at all because the contribution was taxed before it went in."

Currently, individuals may contribute a total of \$5,500 to their IRAs, whether they have a Roth, a traditional IRA or both. Another \$1,000 as a "catch-up" contribution may be added to the contribution total for those who are 50 or older. In addition, individuals can also contribute a total of \$17,500 (\$23,000 if they are 50 or older) to a 401(k). Individuals may begin withdrawing money from either a traditional IRA or a Roth account without any financial penalty after age 59½, as long as the account has been open for at least five years.

One main difference between the two accounts is that there are no distribution requirements with a Roth IRA as long as the owner of the IRA is alive, whereas the traditional IRA requires individuals to begin minimum distributions after they reach 70½. The distribution amounts are based on the total amount in their retirement accounts divided by IRS estimates for their remaining life expectancy.

Financial planners such as Drews and Rose tout the Roth IRA's flexibility. Here are a few of the reasons:

- Unlike a traditional IRA, contributions can be made to your Roth IRA after you reach 70½.
- You can leave money in your Roth IRA as long as you live.
- You may be able to pass your Roth IRA to your direct heirs tax-free.

"There's not a whole lot to complain about with the Roth," Drews maintains. "It is really a very interesting tool and has characteristics that are more attractive than the traditional IRA."

GOOD FOR YOUNG INVESTORS

The Roth is an especially good option for young investors, who most likely are not in high-income tax brackets, to invest at low tax rates, and avoid paying higher future taxes when they retire.

While no one knows for sure, many financial planners say there is a strong probability that tax rates will rise in the future, making investing taxed income today a savvy financial move.

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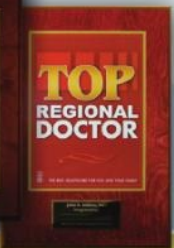
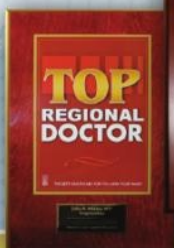
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is one of a number of firms that offer online investment calculators that allow you to compare the difference between investing with a traditional IRA and a Roth IRA. In this case, we will create the example of Bill, who is single, 35, and making \$60,000 a year—placing him in the 25 percent tax bracket. If Bill contributes the maximum amount of \$5,500 per year for the next 30 years to a traditional IRA, earning an average return of 8 percent per year, the online calculator estimates that he will end up with a nest egg of about \$641,000 at age 65.

Estimating Bill's tax rate at retirement to be 28 percent, his tax bill for the IRA would be about \$155,000. Scottrade's calculator estimates that a portion of Bill's annual IRA contribution is tax deductible, making his final tax bill about \$90,000. So, the value of his IRA would be about \$551,000. If our friend Bill were to invest the same amount of taxed money to a Roth IRA, he would have the full amount of \$641,000 at the age of 65. Investors should keep in mind that the financial estimates from online calculators may vary and are for informational purposes only.

Despite its tax advantages, many high-income earners are shut out of annual contributions to a Roth IRA. The IRS allows individuals to fully contribute to a Roth if they earned \$112,000 or less. Couples who file jointly with the IRS can contribute the full amount to a Roth if they earned \$178,000 or less during 2013. Investors have until April 15, 2014, to complete their 2013 contribution. However, Roth eligibility is phased out for individuals and joint filers with higher incomes. In 2014, the income eligibility level for individuals to fully contribute is raised to \$114,000. For couples the figure is raised to \$181,000.

CHANGING THE RULES

One of the reasons that more money has flowed into traditional IRAs is that most wealthy and high-net-worth individuals have, until 2010, been blocked from opening a Roth account.

While the IRS continues to restrict high earners from contributing to a Roth, in

2010 it lifted any income limits on rolling over a portion or all of a traditional IRA to a Roth IRA. The only catch is that taxes must be paid on the money that is converted to a Roth.

The new rules have changed the financial playing field, says Kristi Mathisen, managing director of tax and financial planning at Laird Norton Wealth Management in Seattle. The changes have spurred high-net-worth investors to move some of their holdings into Roth accounts.

"The opportunity to convert a retirement plan or IRA into a Roth IRA is now available to almost everyone," Mathisen says. "Under prior laws, the right to convert an IRA into a Roth account was limited to those with incomes of \$100,000 or less, and was never available to those who chose to file their income taxes as married, filing separately."

Mathisen says that in 2010, a number of her clients expected tax rates to increase and began converting various amounts to a Roth IRA, and that process continues to this day. "As age 70 knocked on the door, some of my clients were going to be required to take sizable withdrawals that would incur considerable taxes," Mathisen says. "They were also concerned that their heirs might have to pay income and estate taxes on any future inheritance."

In the wake of the national recession, the stock market has rebounded dramatically since 2009, which means that those who converted some of their IRA holdings to a Roth in 2010 not only enjoyed a lower tax rate, but also—if the Roth contributions were invested wisely—saw strong growth in their retirement accounts. "It is a planning problem for people because [the mandatory IRA withdrawal] is an expensive way to access your money," Mathisen explains. "We talk about Roth IRAs all the time with those that have sizable retirement plans, because it can be a nice way to balance assets between taxes yet to be paid and assets already taxed."

Readers are advised to always seek the advice of financial experts when planning their retirement or opening an IRA. ▲

M. Sharon Baker is a Seattle-based writer.

An Insider Look at Dating in the Modern World

Why does dating often times seem so difficult and daunting? With all the dating websites and social networks out there, you'd think it would be easier than ever for singles to meet someone special. But that's not the case. Meeting the right people seems harder than ever. To get the latest on real-time dating trends, we caught up with Melissa Brown, one of the many dating experts at *It's Just Lunch*.

Q: So what does today's dating scene look like?

A: Dating today is an interesting paradox: we're more connected than ever through social media and online networking, yet we're also more disconnected than ever. Today's technology makes communication faster, but I'm not sure it's better. You can't make a genuine connection with someone by texting, emailing or friending. When you meet someone in person and share a meal together, you see how that person interacts with you and the people around you. You observe their body language and how they carry themselves. That's where the true chemistry happens: face-to-face, one on one. At *It's Just Lunch*, our focus is to get people out from behind their computers and out making connections with real people.

Q: What's the biggest frustration singles have with modern dating?

A: I hear the same thing over and over: "it was like a second

job spending all that time looking over online profiles trying to find someone who could be a match". It just takes all the fun out of dating. Most singles don't have a problem finding dates, but they can't find "good" dates. After a round of bad matches and a busy schedule, it's easy for one to feel like giving up on dating all together.

Q: So why do people come to you at *It's Just Lunch*?

A: People hire specialists such as financial advisors and personal trainers to handle so many aspects of their lives, so why not use a professional to help you find someone special. We specialize in dating—we've made more than two million matches over the past 22 years!

Q: What differentiates *It's Just Lunch* from other dating sites out there?

A: We believe that the best way to get to know someone is face-to-face. We meet every IJL client in person to get a feel for his or her personality, preferences and relationship goals. In addition, our clients meet their dates face to face at a local restaurant. All they have to do is show up and have fun meeting someone new. No wasted time with emails, winks and on-line chats.

Q: Does it work?

A: Answer: 22 years, 150 cities and over two million first dates. Get in touch with *It's Just Lunch* at 800.858.6526 or ItsJustLunch.com.

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Bonaire's vibrant Caribbean hues color the buildings of Kralendijk and the island's waters.

Dutch Treat

Bonaire blends aquatic delights and Caribbean culture

by Ted Alan Stedman

I'm a beginning windsurfer marveling at an international flotilla of brilliantly colored sails zipping across the 84-degree emerald waters of Bonaire's Lac Bay. This happens to be one of the top sailboard venues on Earth, and pros are showing off with impressive aerial acrobatics and other freestyle moves defiant of gravity, but for neophytes such as me the 8-square-mile natural bay is also a forgiving aquatic playpen

for windsurfing wannabes who initially sail, flail and flop. The water's barely 3 feet deep in spots; the breeze is steady and warm; the bottom is a fine sand that looks soft as sugar.

I'd begun by paying close attention to

Iris Jasperse, my tanned, effervescent Dutch Caribbean instructor athletically molded by a life of sea, sand and tropical breeze on this arid island 50 miles north of Venezuela.

"Don't worry, I'll teach you beach

starts, then water starts," Iris reassures with her uptick Bonaire accent, which sounds like, say, Cockney spoken by a reggae singer in Amsterdam. "This is shallow water. If you fall, just say 'hi' to all the pretty fish, stand up and try again."

Any fantasy that my old Southern California surfing days would help me become Iris' star pupil is quickly sunk. Windsurfing isn't surf-surfing. It's not an "if" I fall proposition, it's "when," and I thoroughly perform the latter as Iris patiently dotes over me with encouraging instructions.

"Remember, you want an optimum mast-foot position, and watch your balance," she reminds me. Eventually I find the sweet spot and manage an upright posture, both legs equally weighted so the board trims and freely moves across the water.

Suddenly, I'm exhilarated. Even giddy. After a half hour, my sail is full, the board trim and I'm in control scooting unassisted across this spectacular Caribbean bay. Thanks, Iris.

A few exhausting hours later I melt into a sandy lounge chair at the nearby Gilligan-esque Beach Hut, sipping some colorful cocktail while taking in the stellar ocean view. I order their chicken satay, an island staple of grilled chicken on bamboo skewers drenched in a luxuriant peanut-and-coconut cream sauce. It's a sensory feast—the commingling aromas of salty surf spray, satay and coconut-scented sunscreen, the potent sweetness of rum and the rhythmic soundtrack of gentle waves lapping the shoreline. With windsurfing under my belt, I'm ready for Bonaire's other outdoor enticements, the activities that lure many of the roughly 70,000 annual stay-and-play visitors here.

As the middle entry in the so-called ABC islands of the Leeward Antilles, at the far southern foot of the Caribbean within 50 miles of South America and in line with Aruba and Curaçao (both better-known),

Bonaire is the laid-back member of the Dutch triplets. The Netherlands has had continuous possession of the 24-mile-long, boomerang-shaped island since 1816, when Spain ceded the island; thus the Spanish elements in the local dialect, Papiamentu. In 2010 Bonaire separated from its more developed Dutch Caribbean siblings by voting to become a "special municipality" of the motherland. Officially, it's an overseas territory of the European Union; the dollar is the official currency, though you can easily spend euros here too.

The dry, breezy island of 16,500 residents vibrates with color above and below thanks to its whimsically hued Dutch colonial architecture and the encircling national marine park protecting Technicolor reefs famed for shore diving. Its cactus-studded interior landscape is largely undeveloped and dotted with limestone caverns, while pink flamingos, iguanas, parrots and roaming feral goats and donkeys give the island a pleasant *Animal Planet* ambiance.

In the compact capital of Kralendijk, there's a casual island culture with trendy shops, restaurants and a modern marina. Visitors come here to enjoy the land and sea—chiefly the latter—mega-resorts are conspicuously absent, and unlike Curaçao

or Aruba, casino gaming is limited to a few small stakes tables and slots. It is best known in the outside world as a dive destination.

Diver or not, any visitor here at least flirts with the idea of exploring the reefs below—the

Lac Bay is rated one of the top spots on the globe for windsurfing.



main calling card. Bonaire tourism had its jump start in the 1960s when dive pioneers such as Captain Don Stewart proclaimed the fish-filled reefs among the best in the world, ushering in escalating measures of marine preservation: turtle protection in 1961; prohibition of spearfishing in 1971; protection of all coral a few years later; creation of a permanent, anchor-free mooring system in 1978; and eventual establishment of the Bonaire National Marine Park in 1979.

Captain Don's other legacy is visible above, at his namesake Habitat dive center and resort, where I meet the octogenarian during a weekly live-music happy hour for guests and island locals.

"We knew we had to protect the reef from development, fishing and pollution," he tells me with a twinkle in clear blue eyes that speaks of his pride. "It's the best reef in this part of the Caribbean."

The next morning I put that assertion to test, scuba diving with others not more than 50 yards from shore where the lime green shallows plummet into a cobalt abyss. Since spearfishing was outlawed so long ago, reef fish are unafraid of bubble-blowing aliens in their midst. Together with the great visibility and lack of current, it's a dive experience worthy of an IMAX film.

We see squadrons of 5-foot silver tarpon strafing schools of hapless baitfish. Toothy parrotfish are not only plentiful but audible as they munch coral and produce sand from their aft ends. Schools of yellow

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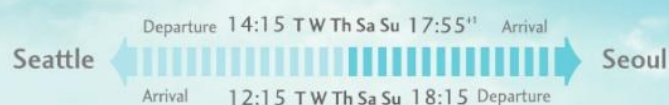




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snapper lazily hover beneath shafts of dappled sunlight, seemingly oblivious to our presence. Every inch of the reef is alive with colorful corals, sponges and creatures that slither, slink and swim. As the group turns shoreward, our dive guide points toward a 300-pound loggerhead turtle casually finning by—a beneficiary of Bonaire's zealous marine preservation.

Another Bonaire signature activity is cave exploration. Over a period of 10–20 million years, crustal uprisings brought to the Earth's surface ancient reef deposits that formed the limestone layers evident today. As global sea levels seesawed, salt water sculpted grottos, chambers and tunnels in the porous limestone, creating an elaborate matrix of caves with small, inconspicuous entrances.

I'm learning this geology lesson as I gear up with Leo Hoogenboom, my affable, confident Dutch expat guide who leads tours inside several of Bonaire's cave systems accessible from inland entrances.

"The main thing is to be careful with what you touch," he says, pointing out spiny shards of limestone that can slice inattentive tourists. "I haven't lost a client ... yet!" he playfully declares.

We rappel first into an ochre-hued dry cavern whose entrance is virtually camouflaged by cactus and yucca. Inside, we power up our helmet headlamps and care-

fully thread through a gallery of stalactites and stalagmites. It's plenty eerie, complete with bats. Let your imagination run, and the forms of goblins and ghouls seem to materialize in a labyrinth of chambers that become dungeons. We carefully extract ourselves from this underworld, embark on a short drive to another nearby patch of tall cacti, and enter a portal leading to Leo's treasured inland "wet" cave.

"Very nice, eh?" he says when we descend far enough to reach the pristine cave lagoon. Minus fins that would stir up sediment in the gin-clear freshwater, we snorkel with flashlights into a phantasmagoric world that's utterly serene, save for the occasional chirps of bats and the drips of ceiling water that continues to shape the limestone columns.

PISCINE PRESERVE

Bonaire's National Marine Park was one of the world's first such preserves and incorporates most of the island's near-shore waters; 50 species of coral and 350 fishes are found here. It has been proposed for designation as a World Heritage Site.



Caribbean flamingos flock to Bonaire's Washington Slagbaai National Park to feed and breed.

WHEN YOU GO

GENERAL INFORMATION

Tourism Corporation Bonaire
www.tourismbonaire.com

LODGING

Sorobon Beach Resort (10 Sorobon, Kralendijk; 599-717-8080; www.sorobon-beachresort.com) Just steps from Lac Bay, the chalets here adjoin lush gardens with native birds and a private stretch of white sand beach. Guests can enjoy nearby snorkeling, kayaking and windsurfing.

Captain Don's Habitat (103 Kaya Gob. N. Debrot; 800-327-6709; www.habitatbonaire.com) Favored for its dive outfitting, Don's bungalows, villas and suites overlook the offshore island of Klein Bonaire. It's also popular for al fresco dining and weekly live entertainment.

DINING

Patagonia Argentinean Restaurant (Lighthouse at the Harbour Village Marina, Kralendijk; 599-717-7725) Considered Bonaire's best steakhouse, Patagonia serves up spicy meat and fish entrées accompanied by an extensive wine list.

Beach Hut Bonaire (Kaya Sorobon 4; 599-701-6500; www.thebeachhutchbonaire.com) Shrimp salads, local goat cheeses and juicy burgers are favorites at this palm-shaded cafe that's also popular for sipping frilly drinks while watching Lac Bay windsurfers just yards away.

ACTIVITIES

Flow Bonaire Cave Tours (Kaya Gob N. Debrot 103, Kralendijk; 599-788-4636; www.flowbonaire.com) This respected adventure operator leads tours such as an underground lagoon excursion for snorkeling among stalactites and stalagmites.

Mangrove Center Kayak & Snorkel Excursions (Kaminda Lac 140, Kralendijk; 599-780-5353; www.mangrovecenter.com) Although it's also a research and conservation facility, the center's guided kayak/snorkeling tours are fun ways for visitors to learn about the ecology of the mangrove forests of Lac Bay.



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— Scott and Lela Rosen
The Duck Inn, Soldotna

Tiny blind translucent shrimp scurry into underwater crevices, sensing our presence through vibrations. Leo plunges deep into a distant, dark chamber, emerging after 20 seconds like an apparition from Middle Earth. “I can hold my breath for two minutes and know the cave like the back of my hand,” he reassures us after a big exhale at the surface. Good to know.

At 112 square miles, not all of Bonaire's attractions involve salt water or caves. On a dry-out day, I rent a car and tour north from Kralendijk to Washington Slagbaai National Park, a remote 14-acre nature sanctuary with a full complement of parrots, parakeets, iguanas and its star attraction, pink flamingos.

There are only four places in the world where Caribbean flamingos breed in large numbers, and Bonaire is one—celebrated by endless flamingo T-shirts and other flamingo kitsch available in town. When I reach the park's Goto Meer, I see hundreds of statuesque birds preening, standing on a single spindly leg, and poking into the water for brine shrimp that give them their characteristic color. Couples mate for life, nesting a single egg once or twice a year. At three months old, the chicks make the 56-mile flight to Venezuela when food becomes scarce on Bonaire. As social colonies, they're watchful and timid of intruders, including the two-legged tourist coming their way. Rather than stir the colony, I keep my distance and let my 400mm camera lens do the rest.

Over my final few days I seek out Bonaire's other must-see attractions. In the quaint, quiet inland settlement of Rincón, established by the Spanish in the 16th century, I discover the origin of a renowned local distilled nectar made from the kadushi cactus—a tall, fluted specimen reaching 30 feet high that populates the island in the absence of trees. The trademark Bonaire liqueur is handmade in small batches at the Cadushi Distillery, located in an eclectic movie theater-turned-tasting room operated by owner/distiller Eric Geitman.

“Join us for a drink?” Eric implores. It's after noon, it's scorching hot, and before I know it I'm appreciating the finer aspects

Puzzle on page 182.



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of a rainbow coalition of distillations representing various Dutch Caribbean islands. Working with native botanicals from each island, he distills signature liqueurs such as Kukui of Aruba, with roasted agave leaves, and Spices of Saba. My favorite is a refreshing cold drink called Awa di Lamo-enchi, a citrusy lime-and- tonic concoction made with the cactus-based Bonaire liqueur, Cadushy. As the tropical sun sears, I sip this perfect liquid antidote in the shade of a magnificent scarlet-orange tree.

Soon my rumbling stomach leads me to the funky collection of colorful weathered structures, tables and plastic lawn chairs comprising the Rose Inn—the mid-island go-to for those seeking down-home local foods. The earthy, family-owned Rincón eatery is run by Rose herself, and she serves comfort food, Caribbean style. Traditional lunches of *funchi* (polenta) and pan-fried wahoo or chicken served with rice, beans and fries are the tamer main-stays. What jumps off the menu for me are the bolder *stoba* dishes: spicy Caribbean stews of goat, fish, and a local delicacy legendarily reputed to be “invigorating”—iguana. In the sun-dappled shade of flowering trellises with bright yellow bananaquit birds chattering nearby, I savor the goat stew with flour tortillas and *pico de gallo* while Latin-flavored Tambú music filters from outdoor speakers.

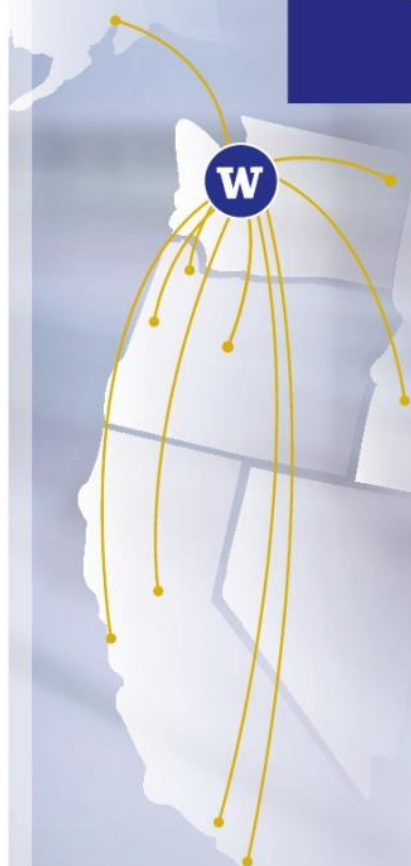
In late afternoon I’m drawn back to the coolness of the sea and launch a kayak inside the protected mangrove forests bordering the northern fringes of Lac Bay. Far from the windsurfers, my Mangrove Center kayak guide Elly Albers alternately explains the ecology of the mangrove forest while calling out the fish, birds and other inhabitants of the maze of islets.

“Most people think of mangroves as swamps. Not so!” Elly declares. As a naturalist and manager of the educational center, her mission is singular: to foster awareness of the important functions mangroves provide to coastal ecosystems and estuaries where flamingos, fishes and other animals breed and feed. Essentially, they are saltwater old-growth forests.

We paddle through long, tranquil tunnels created by

CONTINUED ON PAGE 162

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FROM PAGE 159 mangrove canopies, eventually arriving at a small open lagoon where we snorkel among juvenile barracuda, snapper and other fish that use the mangroves as a nursery to evade larger predator fish. After years of near-daily outings with tourists like me, Elly still exudes wonderment at it all. "Beautiful, isn't it? I can't think of a better place to be," she avows.

When my final night arrives, I discover that my cave guide Leo pulls double-duty by hosting a fluorescent night dive. "Many sea organisms have fluorescent pigments in their bodies that glow under ultraviolet light," he explains as I suit up with a half-dozen other curious nocturnal adventurers. He hands me a UV light and special lens fitted over my mask, and with colored, luminescent LED light wands attached to our snorkels, we take the plunge in the calm shallows.

It's a mesmerizing experience seeing sponges, corals and other sea creatures emit an otherworldly glow under our UV lights. And I discover the answer to one of life's perplexing questions: fish DO sleep. Proof is a parrotfish lying down on a bed of coral, enveloped by a transparent bubble of its own mucous that keeps its wafting scent from alerting would-be predators.

Our group hovers along the surface, with occasional heads popping up to ask Leo what we're looking at below. It's a whimsical spectacle, the neon-hued snorkels silently meandering like luminescent submarine periscopes under a wonderfully starry Caribbean sky. Waterlogged skin becomes our cue to head shoreward, and we slowly swim in the darkness toward the distant sound of laughter—vacationers onshore enjoying the balmy Caribbean eve. The sights, sounds, smells and textures of the water all compose a scene that is quintessentially Bonaire. ▲

Ted Alan Stedman is a Denver-based travel and adventure writer.

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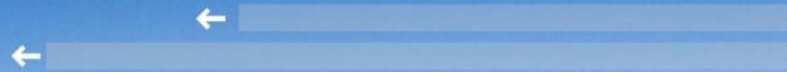
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2014 Ford Focus Electric.

Small Wonders

By Bengt Halvorson

If you like the idea of having a small car for your commute and city errands, and you're a penny-pincher, it may be time to go electric. After driving a number of new electric variants over the past year—including the Chevrolet Spark EV, Fiat 500e, Honda Fit EV, Smart Electric Drive and Ford Focus Electric—I can emphatically endorse such a move. These models are typically stronger and more responsive—as well as smoother and

quieter—than their gasoline counterparts.

Factor in that they cost only about a quarter of the amount per mile to run (electricity versus gasoline, at today's average costs), and these cars appeal to drivers of all budget levels.

And that is what makes the latest lineup of affordable small electric cars so tantalizing—and right on the mark for the no-compromises cost-cutting that commuters might find so appealing in a small car.

Prime example: the Fiat 500e. It builds on the already exquisite, urban-chic function and form of the Fiat 500 minicompact, but adds a smooth, responsive and super-quiet electric powertrain that makes it even more enjoyable to drive in low-speed city environs than the high-performance Fiat 500 Abarth gasoline version. The 500e's

83-kilowatt electric motor provides a strong kick right where you need it for city driving—up to about 40 mph. It performs well at speeds above that, too. Driving range is a commendable 87 miles on a full charge. The 500e is definitely heavier than the 500 or 500 Abarth—and that puts it at a natural disadvantage for ride and handling—but engineers have done a phenomenally good job of tuning this model for normal drivability as well as making it a blast to drive on a curvy mountain or canyon road.

The 2014 Chevrolet Spark EV is another example of an economical urban hatchback that's arguably been made a lot better by going electric. It gets a 21-kWh battery pack neatly packaged under its rear floor, where the fuel tank and exhaust system would otherwise be, and it has an electric motor

system that produces 140 horsepower and a shocking 400 pound-feet of torque. That's more torque than some muscle cars—and it makes the Spark EV almost unbelievably strong and perky from stoplights. Yet the Spark EV can go an EPA-rated 82 miles on a charge, and it's officially the most fuel-efficient vehicle of any kind for sale on the U.S. market, if you go by its 119-MPGe (mile per gallon equivalent) rating.

Likewise, we'd almost certainly choose the Smart Fortwo Electric Drive over the gasoline version of this cute two-seat minicar, which looks the same whether in Electric Drive or conventional form. Thanks to the Fortwo's rear-wheel-drive, rear-engine layout, the company has managed to preserve this model's low, flat cargo floor even with the addition of a battery pack and electric-drive components. You also have a choice between hardtop and cabriolet models—making it the only electric convertible currently offered in the United States. The Electric Drive does, indeed, drive better than its gasoline counterpart, with a strong, silent rush of power, especially at lower speeds, and none of the bobbing motion that accompanies gas versions of this tall, and very short, model. The Smart Electric Drive can be fully charged in six hours or less, on a 240V charger, and go an official 68 miles on a charge.

The Honda Fit EV is essentially a Honda Fit Sport, but fitted with an all-electric motor system and lithium-ion battery pack. Its 92-kW motor can deliver 188 pound-feet of torque—the key to what makes it feel much stronger than the 117-hp, 1.5-liter four-cylinder gasoline engine in other versions of the Fit. And it's very smooth, with multiple modes (up to a very lively Sport mode that turns the gauges red). With a 240V charger, the Fit can be replenished to a full charge in around three hours, and it can go an official 82 miles on a charge.

The only one of this group that I haven't yet driven is the Toyota RAV4 EV, but it's the largest one, with the longest driving

range—up to 120 miles, thanks to a big 42-kWh battery pack. Performance is reported to be especially good here, with this family-size vehicle's powertrain engineered by California's Tesla Motors.

Unfortunately, these cars are not yet widely available in the United States. Most of them are limited to some West Coast markets, and some to California only. For instance, the RAV4 EV is sold only in California, and dealerships will get just 2,500 vehicles split over three model years. The Chevrolet Spark EV is available only through dealers in California and Oregon, and GM delivered 530 of the cars during the second half of last year (they were first available in July). Honda is still planning to build just 1,000 Fit EVs, split over two model years (2013 and 2014), and offered mostly in California and Oregon. Fiat is keeping its 500e sales to California only, and it won't confirm how many it has built or sold to date—although it's in the vicinity of the other vehicles.

Why are there so many automakers producing models with such limited avail-

ability? Simply put, they're a product of regulation. A California Air Resources Board (CARB) mandate requires that major automakers sell a certain percentage of zero-emission vehicles (ZEVs)—such as all-electrics—to be allowed to sell the rest of their vehicles in the state.

To some degree, these are so-called "compliance cars" that exist specifically to meet these California requirements. Yet on the flip side, the requirements are bringing to market a number of different vehicles that we might not have known otherwise. We'll be able to see how much demand there is, and how price will affect that demand in a broader range of markets in the future.


Meanwhile, an ongoing federal tax credit can really increase the appeal and affordability of an electric vehicle. Cutting up to \$7,500 off your tax bill, the credit pushes the entry price of these vehicles down into price ranges that are comparable—or at least close—to those of their gasoline counterparts. Additional state incentives, such as those offered in Califor-

nia and Georgia, can cut the effective cost of a new electric car even further.

With automakers able to claim the federal tax credit and wrap it into financing for a lease, this past year these cars have been offered at some bargain lease rates—as low as \$139 a month. Other models have leased for \$199 a month on a three-year lease with several thousand dollars down. So even if you're not the type to lease, it could pay to consider it.

Ford's strategy for its Focus Electric is somewhat different. It's not placing a limit on the number of units it builds, and so far sales have been well below the company's original target of about 10,000 per year. But the model is available in all 50 states, as well as Canada. To compete in the emerging EV market, Ford cut the Focus Electric's price for 2014 by \$4,000, to \$36,000—permitting better lease deals and now making the price, considering the federal tax credit, no more expensive than a well-optioned gasoline Focus.

Likewise, Nissan this past year released a lower-priced base *CONTINUED ON PAGE 181*



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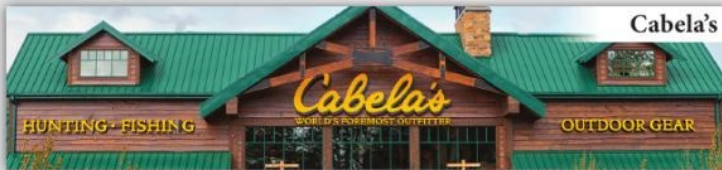
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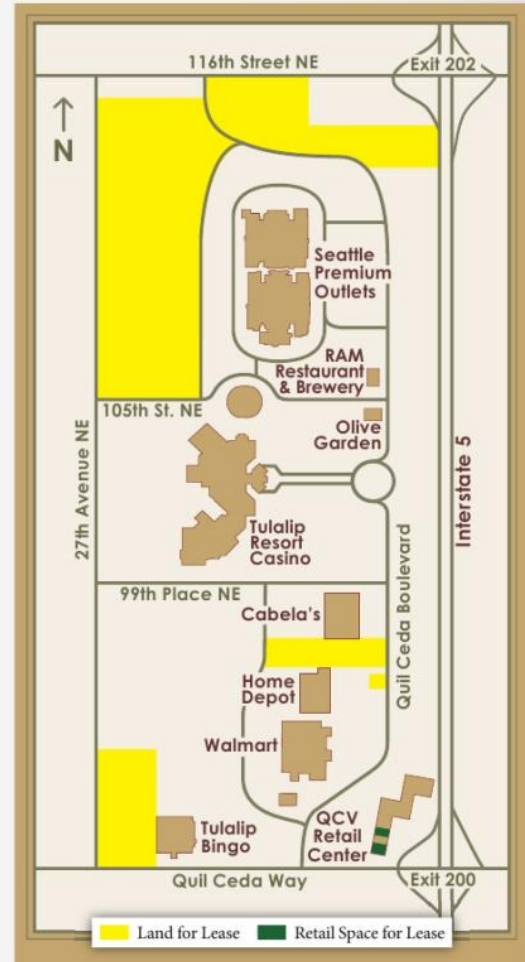
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TABLE OF CONTENTS

A2–3	Mileage Plan™ and alaskaair.com	A9	Our Fleet and Baggage Guarantee
A4	Onboard Amenities	A10	Terminal Maps
A5	Inflight Entertainment and Wi-Fi	A11	Customs and Immigration Information
A6–8	Route Maps	A12	A Guide for Air Travelers



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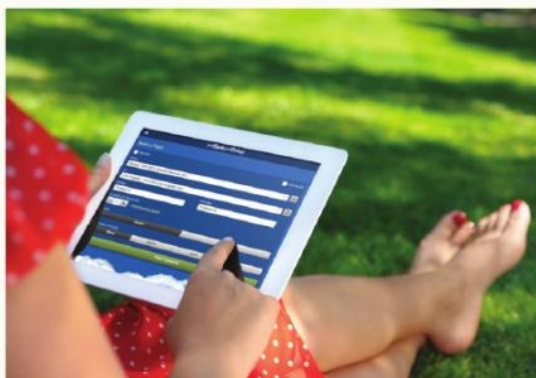
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- Purchase tickets
- Track your trip details
- Access Mileage Plan information
- View and change seat assignments
- Check in and access your mobile boarding pass



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.

JET TEXT MOBILE CLUB

Text ALASKA to 44227 to receive text alerts on our deals and offers.

Message and data rates may apply. Maximum of four messages per month. Text HELP to 44227 for help. Text STOP to 44227 to opt out. Terms and Conditions at <http://bit.ly/JetText/>.



LET'S BE SOCIAL

Connect with us on Facebook and Twitter.



MVP, GOLD AND 75K STATUS

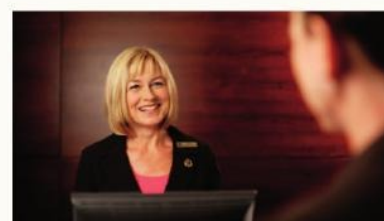
We know what it takes to be a road warrior, so the more you fly with us, the more we can take care of you and make your experience as comfortable as possible.

Gold and 75K benefits include:

- Unlimited complimentary upgrades
- Express security lines
- Initiation fee waived for Board Room membership
- Bonus Flight Miles
- One complimentary alcoholic beverage per flight

Elite status level miles/year:

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



BOARD ROOM

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

ONBOARD AMENITIES



For Purchase \$6 USD

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

Premium Liquor \$7 USD

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

Complimentary

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

Premium Wine \$7 USD

Canoe Ridge Exploration Merlot
Canoe Ridge Exploration Pinot Gris



Premium Beer \$7 USD

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



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

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

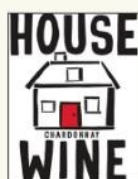
* On flights to Hawai'i only.

FIRST CLASS

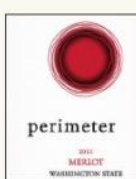
Passengers seated in First Class are always treated to our special brand of customer service. Enjoy our distinctive menus, a dedicated flight attendant, a convenient lavatory and complimentary use of an Inflight Entertainment Player when available.

WINES OF THE MONTH

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



House Wine Chardonnay
Washington
Aromas of vanilla and ripe pear invite a sip that is followed by a sumptuous array of peach, pear and green apple flavors with vanilla and hints of toast.



Perimeter Merlot
Washington
This Merlot leads with cherry and vanilla, is spiced slightly with clove, and lingers with strawberry on the finish.



ONBOARD RECYCLING

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

INFLIGHT ENTERTAINMENT

Put Hollywood in the palm of your hand

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



BLOCKBUSTER HITS



The Hunger Games: Catching Fire

PG13; 2:26

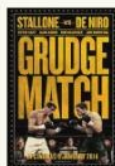
Katniss is home after winning the 74th Annual Hunger Games along with fellow tribute Peeta. But winning means they must embark on a Victor's Tour. Along the way Katniss senses a rebellion that could change Panem forever.



The Secret Life of Walter Mitty

PG; 1:54 (available with English subtitles)

A daydreamer escapes his anonymous life in a world of fantasies. When his job is threatened, Walter begins a journey more adventuresome than anything he's imagined.



Grudge Match

PG13—edited; 1:53 (available with English subtitles)

The Kid and Razor, two local Pittsburgh fighters, end their careers suddenly in 1983. Thirty years later, their grudge match erupts into a hilarious melee that instantly goes viral, triggering a must-see television event.



The Hobbit: The Desolation of Smaug

PG13—edited; 2:41 (available with English subtitles)

The second in a trilogy of films, *The Hobbit: The Desolation of Smaug* continues the adventure of Bilbo Baggins as he journeys with a wizard and 13 dwarves on a quest to reclaim the lost dwarf Kingdom of Erebor.



The Book Thief

PG13; 2:01

A young girl named Liesel embarks upon a journey marked by discovery, courage, friendship—and the power to triumph over the most daunting obstacles.

MORE THAN 70 POPULAR MOVIES

- All-Time Favorites
- Oldies But Goodies
- Disney Kids

TV SHOWS

- 20 Network Favorites
- Next Stop Travel Show 
- TV About Movies 

MORE

- Music & Music Videos
- Discover Hawai'i
- Sports
- Health
- Discover Alaska
- Internet Access (\$7.95)

PRICING

- Flights scheduled 4.5 hours or longer: \$10 onboard
- Flights scheduled 3.5–4.5 hours: \$8 onboard
- Reserve at alaskaair.com 24 hours prior to departure
- Complimentary—First Class on flights scheduled 3.5 hours or longer

INFLIGHT WI-FI

Gogo® Inflight Internet is available on nearly all Alaska Airlines 737 aircraft, including all aircraft flying transcontinental routes. Only eight of the airline's Boeing 737s do not offer Wi-Fi—our Freighter and Combi (part-passenger/part-freight) aircraft and two 737-400s. With Gogo you can:

- Surf the web and check email
- Access your VPN
- Enjoy free access to alaskaair.com

Please refer to the card in the seatback pocket for pricing and availability information and sign-up instructions. Flight attendants will indicate when Gogo is available.



In the air or on the ground, visit gogoair.com for flexible pricing options and subscriptions.

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.

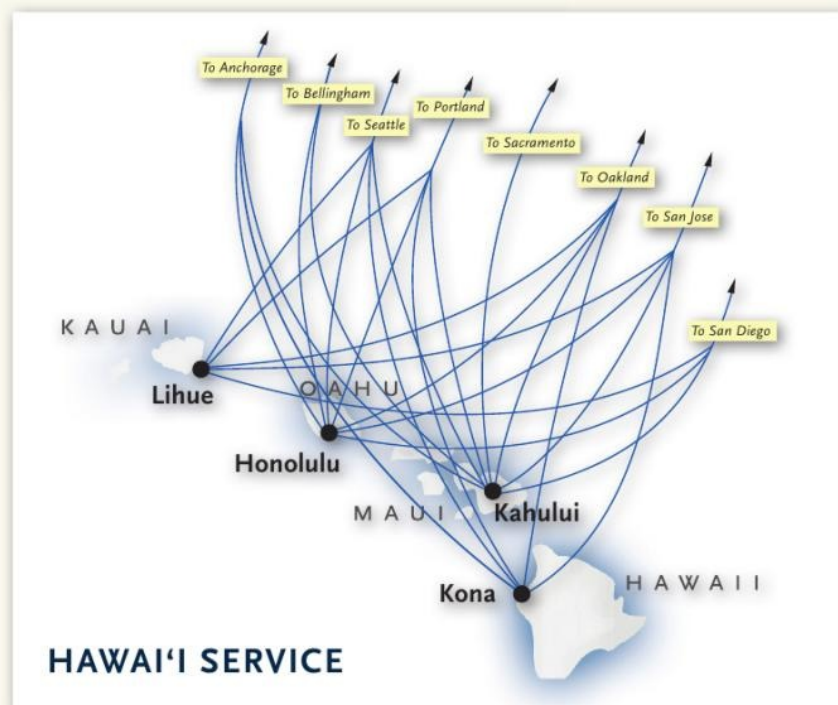
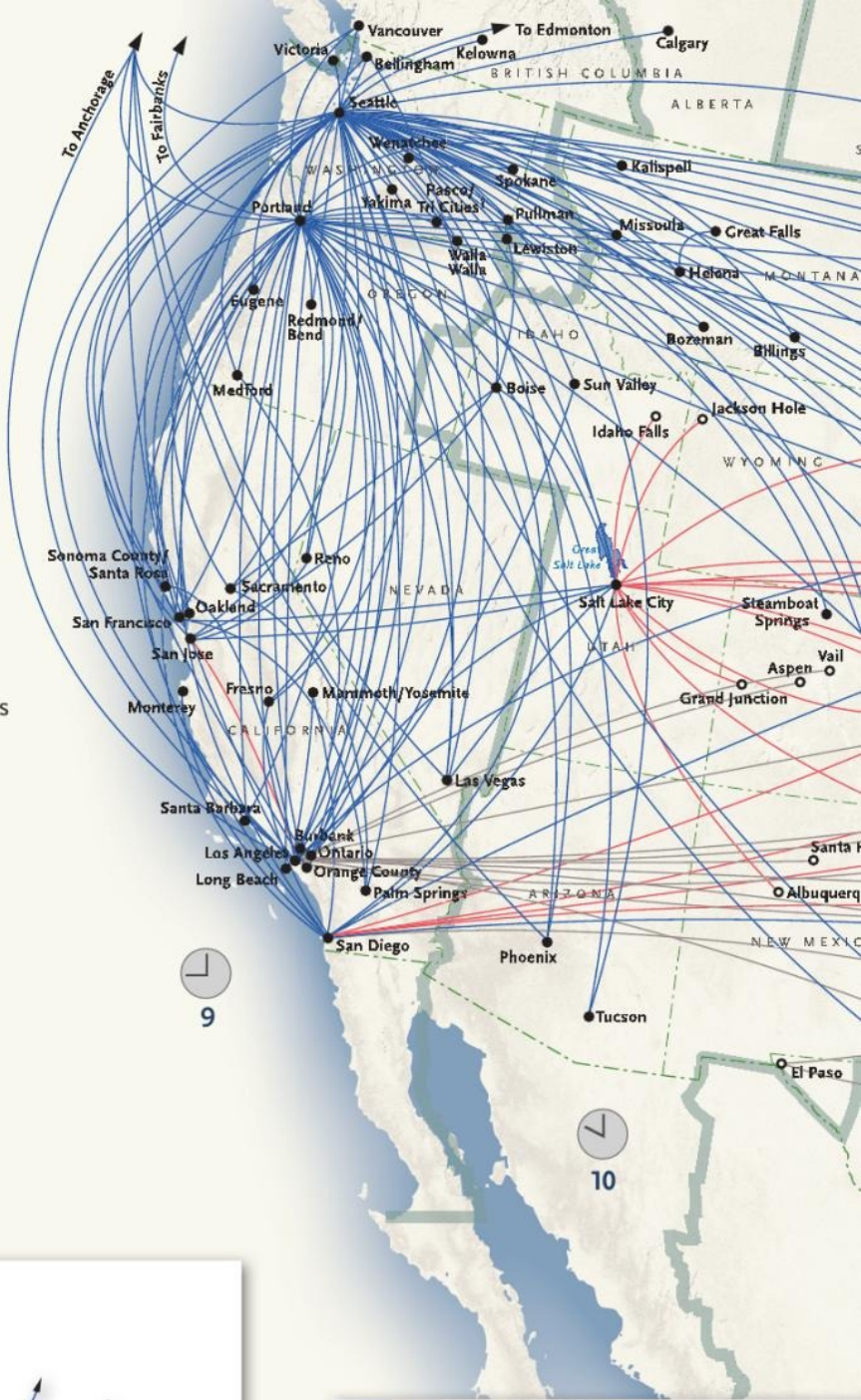
LEGEND

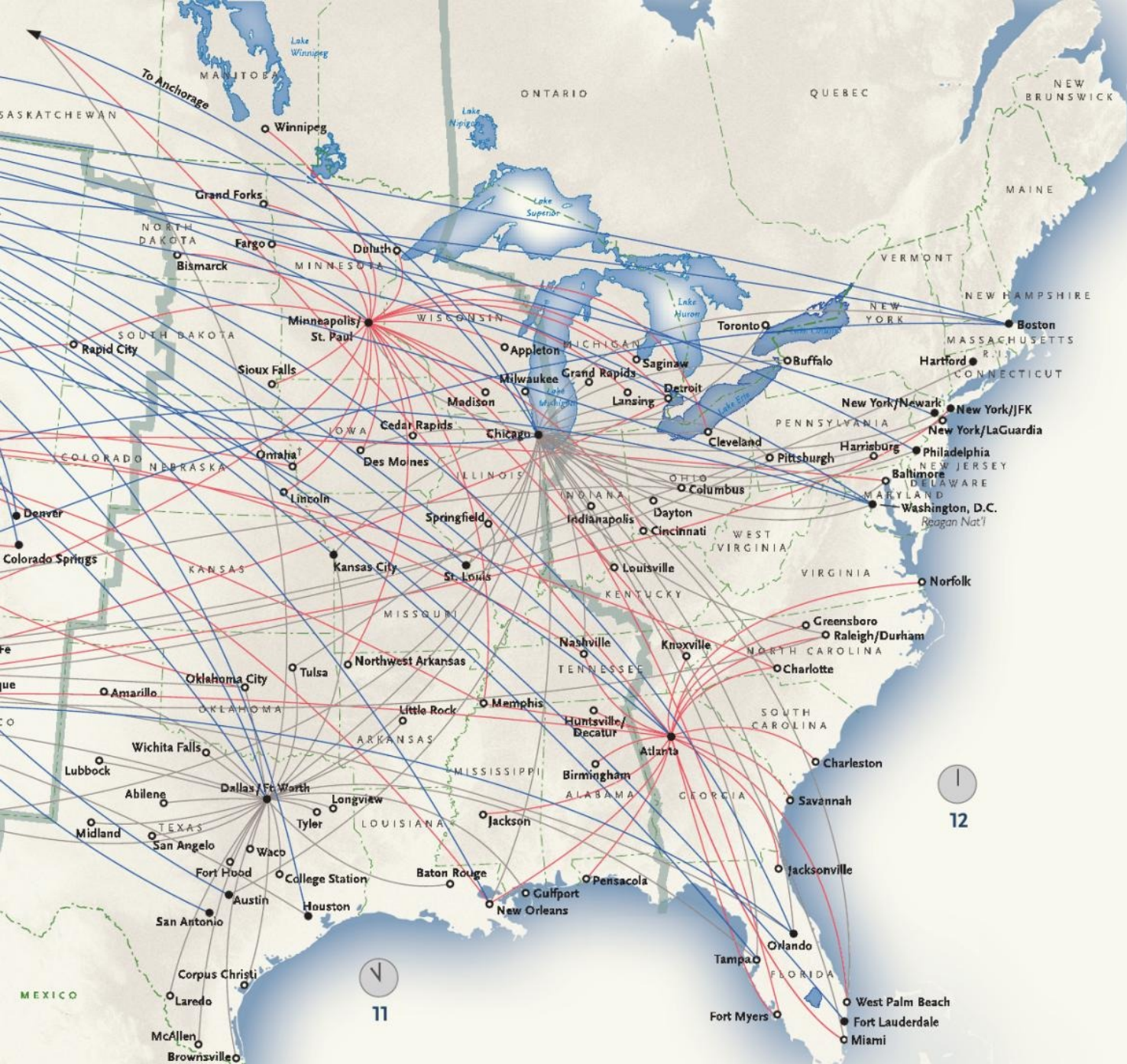
Routes served by:



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
Portland–Kali spell	June 9, 2014
Salt Lake City–San Diego	June 10, 2014
Salt Lake City–Los Angeles	June 11, 2014
Seattle–New Orleans	June 12, 2014
Salt Lake City–San Jose	June 12, 2014
Salt Lake City–Boise	June 16, 2014
Salt Lake City–Las Vegas	June 16, 2014
Salt Lake City–San Francisco	June 18, 2014
Seattle–Tampa	June 20, 2014
Seattle–Detroit	September 4, 2014

ALASKA



ALASKA MILEAGE

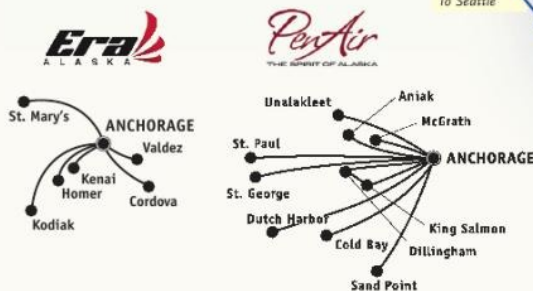
Between	Mileage
Anchorage &	
Cordova	160
Kodiak	252
Fairbanks	261
King Salmon	289
Dillingham	329
Bethel	399
Nome	539
Kotzebue	549
Juneau	571
Prudhoe Bay	627
Ketchikan	776
Dutch Harbor	792
Seattle	1448
Portland	1542
San Francisco	2045
Los Angeles	2375
Honolulu	2776
Chicago	2847

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

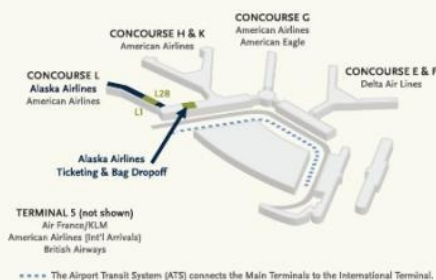
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



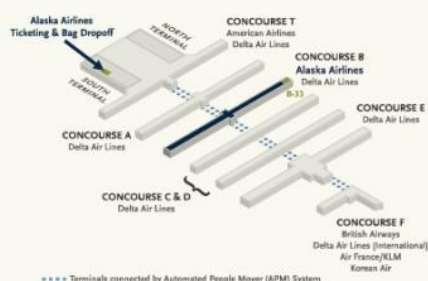
Chicago O'Hare International Airport (ORD)



Los Angeles International Airport (LAX)



Atlanta International Airport (ATL)



Seattle/Tacoma International Airport (SEA)



Portland International Airport (PDX)



San Francisco International Airport (SFO)



Helpful tips upon landing at SFO from Mexico:

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

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

- De ser necesario, pase por aduana de los EEUU con su equipaje que documentó.
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su derecha.
- Empaque seguramente todos los líquidos que adquirió en la tienda libre de impuestos (duty-free) en su equipaje documentado, para evitar ser confiscados por Seguridad (TSA). Después entregue su equipaje al agente de Alaska Airlines en los mostradores, justo afuera de aduana en la Terminal Internacional.
- Proceda directamente al fondo del pasillo y de vuelta a la izquierda hacia los pasillos de conexiones de la Terminal Doméstica 1.
- Deberá llegar hasta donde se encuentran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska Airlines usa las salas 20 y 22.
- El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterriza, es de 40 minutos.

CUSTOMS AND IMMIGRATION

Customs and Immigration forms are distributed by flight attendants during your flight. Prior to landing, complete all forms that pertain to you, following the tips below. Completed forms are presented immediately upon entering the International Arrivals building.

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

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

- One form per person or one per family with same address
- Lines 5, 6—If not using a passport, leave these lines blank
- Line 9—Enter "AS" for Alaska Airlines
- Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

Datos de ayuda

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



TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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



DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

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

FMM

Who must complete this form?

All travelers except citizens of Mexico

¿Quién debe completar esta forma?

Todos los viajeros, excepto los ciudadanos de México



TO 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.



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico



FEM PARA MEXICANOS

¿Quién debe completar esta forma?

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

Datos de ayuda

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

MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations

Within the U.S. and Canada:

800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:

800.858.5525

From Mexico:

001.800.252.7522

Alaska Airlines Vacations:

800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight



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

FROM PAGE 166 model of its Leaf electric car to compete more directly with the compliance-car deals. While manufacturers of more expensive EVs such as the BMW i3 and Tesla Model S have been impacted little by the newer electric entries, the additional EV options available are certainly an advantage for shoppers.

If you're lucky to live where these vehicles are available, you'll find that they provide some interesting opportunities for a second or third car in the household. Most Americans drive only about 35 miles per day on their daily commute. That's well within the comfortable driving range of any of these models, even when you're running the heating or air conditioning.

By the way, this niche market isn't cooling off anytime soon. In fact, there's a second generation of all-electric models on the way, including the Kia Soul EV and Volkswagen e-Golf—both slated to arrive later this year. Kia has already said that the Soul EV will be able to go 80 to 100 miles on a charge, while VW claims a range of about 100 miles for the e-Golf.

Although these small electric cars are available on a limited basis, they raise questions about what might happen without the incentives. They present a new kind of driving experience, and help refine our impressions of what a cost-conscious commuter car ought to be.

If you remember what we used to call economy cars—yes, the buzzy, boomy, slow small cars that sacrificed so much for efficiency—you'll understand what a game-changer these cars are. As a second or third car, exclusively for commuting or around-town errands, the latest crop of small electric cars is a nice step up.

Already, customers have lined up for some of these models, with the Fiat 500e rumored to be sold out, and reports of waiting lists for the Honda Fit EV. If automakers can continue to produce small wonders like these, and keep prices low enough once tax credits expire, the pejorative sense of an "economy car" might truly be a thing of the past. ▲

Bengt Halvorson is an independent automotive journalist writing from Portland, Oregon.

FROM PAGE 90 useful for agriculture.

"Using freshwater to produce energy is a nonstarter," Zenk notes. "Freshwater is rarer than crude oil." The gaseous carbon dioxide Sapphire feeds its algae would float away into the atmosphere were it not for the alkaline quality of the water, which turns the CO₂ aqueous. The conditions suit Sapphire's algae.

"All the algae do is consume CO₂, multiply and divide," Zenk says. "Every hour of every day. It's agriculture. Just a new form of agriculture."

To perfect the process of generating oil from algae, Sapphire works with researchers from Seattle's Institute for Systems Biology, from the University of California at San Diego, and from dozens of labs around the country.

A peer-reviewed study conducted by scientists from the University of Virginia, the Scripps Institute of Oceanography in La Jolla, California, and other organizations (including Sapphire Energy) showed that producing and using algal fuels might lead to a 68 percent reduction in greenhouse gases when compared to the extraction and use of petroleum. This factors in the benefits of biofuels on the production end. As with other biofuel feedstocks, algae consume CO₂ as they grow, offsetting some of what is emitted at the tailpipe.

Today, Sapphire is producing three barrels (126 gallons) of green crude a day, using 20 acres of its pond facility. The next phase, to be completed next year, will increase that production to 25 barrels per day. Zenk says the company's goal is to produce at least 5,000 barrels a day by 2018. That, he says, would require a 15,000-acre algae-pool complex, comparable in size to a medium to large corn farm. While a corn farm yields about 420 gallons of ethanol per acre per year, Zenk says, algae ponds such as Sapphire's may produce 5,000 gallons of oil per acre per year (with a higher energy density to the fuel, as well). Because of the fuel's similarity to petroleum, Sapphire claims that green crude is compatible with existing infrastructure (including pipelines, distribution centers and vehicles). The company recently partnered with Phillips 66, the oil refiner, to

analyze Sapphire's oil. The hope is that data from this analysis will allow refiners to process Sapphire's green crude alongside petroleum.

Sapphire may have a long way to go to have significant impact on America's transportation fuels, though a 2011 study by the Pacific Northwest National Laboratory in Richland, Washington, put the potential for oil production from American-grown algae at 21 billion gallons a year (a figure that would require a large amount of water and land use, though these needs would vary by region).

"We have the ability to produce highly dense fuels and reduce greenhouse gases all at the same time," Zenk says.

Fueling the Way Forward

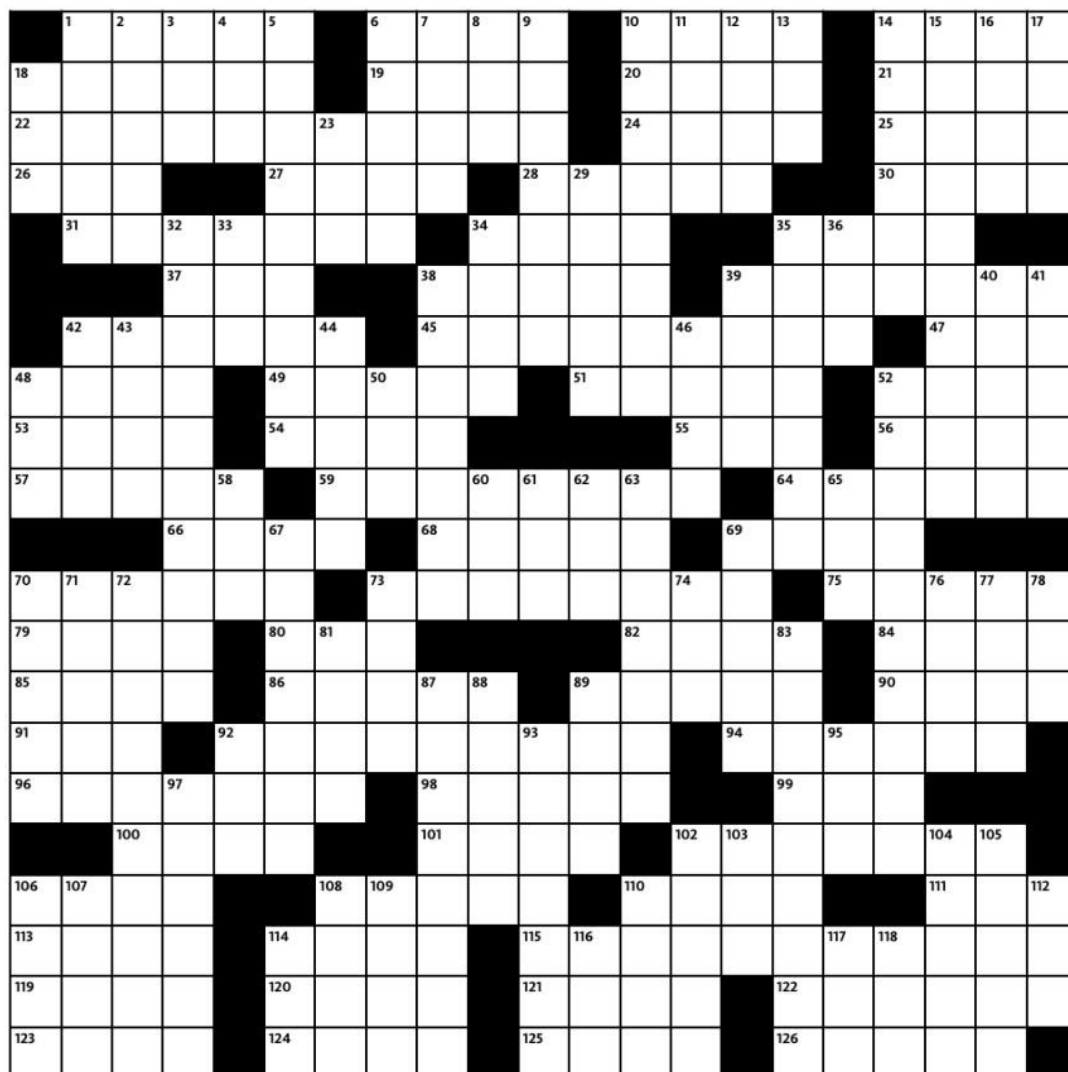
Sapphire's algal crude, Pacific Ethanol's fuel, and the biodiesels of such companies as Imperium and SeQuential are just a few of the fuels in a diverse and dynamic biofuels sector. Producers around the world are making biofuels from an ever-growing array of feedstocks and processes—each with different performance, economic and environmental characteristics. Of course, these various biofuels, taken together, still represent just a small part of the world's fuel use today. Even so, developing and using more and better biofuels is a concrete way to make transportation greener and more economically secure.

For clean-fuels advocate Mary Solecki, of Environmental Entrepreneurs, biofuels' upside is big, and so are its challenges. One obstacle, she says, is the public's limited familiarity with the fuels. "So many people understand renewable energy when it comes to solar and wind," she says. "But in reality, so much more of our economy is underpinned by our use of fuels. We have only one really large option in the United States today: petroleum." The risks and rewards for biofuel producers, she says, are high. "They're going to become the next Rockefellers, but for every success, there could be some failures. That doesn't mean we should stop trying." ▲

Eric Gold is a Portland-based freelance writer.

ACROSS

- 1 Lorca's land
6 Strikebreaker
10 Football feint
14 ____ Scott
18 "____ compare thee ..."
19 Comedy great
20 Old
21 Hercules's love
22 *The Precipice* by ...
24 Entreaty
25 Afresh
26 Uno e due
27 Topnotch
28 Slowpoke
30 6/6/44
31 Golden syrup
34 Mr. Uris
35 Graf von ____
37 Broadcast
38 *Laugh-In* regular
39 Ran a con on
42 Paper box
45 *The Sentry* by ...
47 Mrs. Morgenstern
48 Ship part
49 State of matter
51 Ms. Marie
52 Family
53 Lined up
54 Phase
55 Standee's lack
56 Senora's soul
57 Glossy
59 Said again
64 Way out
66 Mislaid
68 Star of *Doctor Jim*
69 Pack-animal's cry
70 Shakespearean peasant
73 Antepartum
75 *Gotcha!*
79 Will-____-wisp
80 Terre Haute campus
82 Type of earring
84 Dijon dad
85 Some Amerinds
86 Former Turkish official
89 Straw blanket?
90 French waters
91 Hat
92 *The Termite* by ...
94 Stringed instruments
96 Triangle type
98 Playground feature
99 Irish sea god
100 Chief
101 Tree type
102 June Foray voiced her
106 Portico
108 Mr. Lopez
110 Frat-party formalwear?
111 Sphere
113 Rotate
114 Oaf
115 *The Elopers* by ...



- 119 Or ____!
120 Ex-isle?
121 Tiny Tim's collection
122 Hound hotel
123 Mourning band
124 Pastoral poem
125 Construct
126 Go bad

DOWN

- 1 Garment
2 More wan
3 Potent potable
4 Adjective suffix
5 *The Cruciverbalist* by ...
6 Gleamed
7 Inlet
8 Copy
9 Amok
10 From Fujisawa
11 Tropical fruit
12 Ship part
13 Ms. LeShan
14 Tiara
15 *The Loggers* by ...
16 Zeno's home
17 Moist, in the morning
18 Ready
23 100 cts.
29 Three trios?
32 *The Wildcats* by ...
33 Eyot
34 Praise
35 New Englander's auto accessory
36 Insubstantial idea
38 Sailing vessel
39 Yemeni city
40 Dutch exports
41 Mr. Andrews's namesakes
42 Play a winter game
43 Century plant
44 French possessive
46 Retained
48 Holds
50 Jackie O's sister

- 52 *The Extras* by ...
58 Ms. Stark
60 "Able was I ____ ..."
61 Glume appendage
62 Primo mom?
63 Become lively
65 Space
67 Periodic payment
69 United groups
70 Becomes aloof
71 Garret
72 *The Equestrienne* by ...
73 Nudge
74 Popular ISP
76 Time span
77 Shank
78 Spell
81 ____-Coburg-Gotha
83 *The Gasoline* by ...
87 Port Charles hub
88 Beat
89 Ecbatana resident
92 *The Crying Game* star

- 93 Least
95 Herbal drink
97 Wasn't upright
102 Din
103 Gone by
104 Egypt's Mubarak
105 Russian co-op
106 Simmer
107 California bulrush
108 Ratted
109 Corundum variety
110 Kirk's voyage
112 Power-ratio unit
114 Hilo handout
116 Alias inits.
117 Sarge's syllable
118 365 dias

SOLUTION ON PAGE 158.

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A photograph of four people (three men and one woman) celebrating enthusiastically at a casino table. They are all smiling and shouting with their mouths open. The man on the left is wearing glasses and a striped polo shirt. The woman next to him is wearing a plaid shirt. The man on the right is wearing a striped button-down shirt. The woman in the foreground is wearing a bright blue ruffled top. In the background, there are blurred images of casino games and slot machines.

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Dewdrops reflect colorful spring blossoms.

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