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MAGAZINE JANUARY 2018

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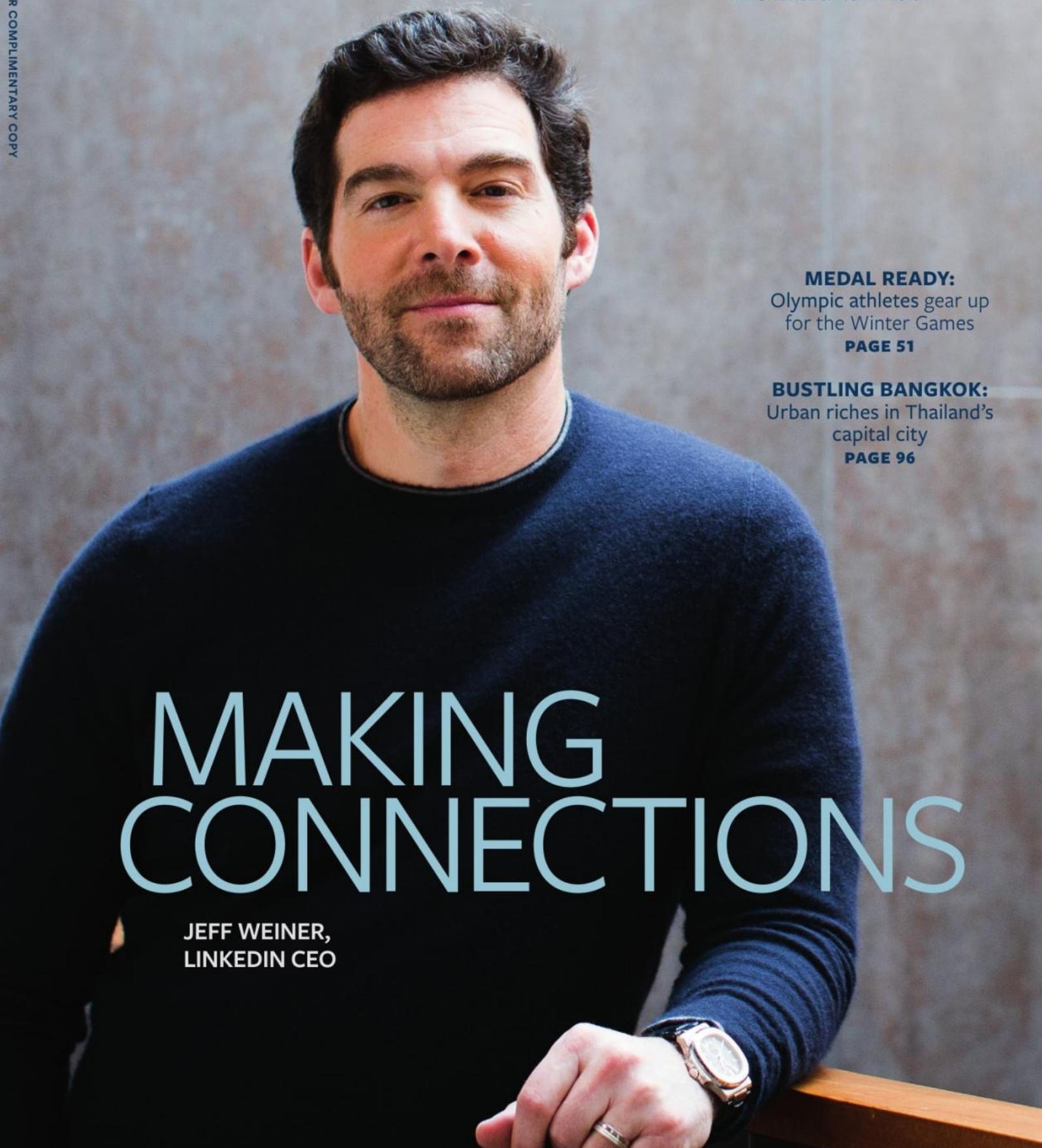
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Urban riches in Thailand's
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MAKING CONNECTIONS

JEFF WEINER,
LINKEDIN CEO



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Meet Vacasa,
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That's Changing the
Vacation Rental Game

Pacific Northwest-based Vacasa
is redefining the \$138 billion
global vacation rental industry
one property at a time

The first thing you should know is the scale at which Vacasa operates. Vacasa's family of companies provides full-service property management for over 7,000 vacation rental properties around the world.

Vacasa guests enjoy the same hotel-like cleanliness and world-class service in unique homes from the Oregon Coast to South Africa.

Homeowners who work with Vacasa can relax knowing they have a trusted partner whose local teams take care of everything for them.

"For the first time since we bought our condo, we feel comfortable that it's being taken care of."

The second thing you should know is that, as a vacation homeowner, Vacasa guarantees you'll make more money with them. They utilize sophisticated marketing techniques to help every guest find the perfect place to stay and their machine-learning-driven pricing algorithm adjusts rates in real time so that homeowners never leave money on the table.

"Our transition was absolutely seamless," says Renae Leadley, a Portland-based executive who transferred management of her Maui condo to Vacasa Hawaii in 2017. "In comparison to our previous managers, we noticed a marked difference. Our condo was impeccably cleaned and all the special touches are so professionally done and very welcoming."

Built on trust

Founded in Portland, Oregon in 2009, Vacasa built a foundation of trust with its customers and quickly began growing its portfolio of vacation homes. Today, the company employs a staff of over 1,700 people ranging from housekeepers and tour bus drivers to software engineers.

Driven by technological advancements, the short-term accommodations sector is growing at twice the rate of the entire U.S. travel industry. For vacation rental homeowners, the process for securing consistent bookings and managing rates has become more complex, increasing demand for a simple, all-in-one property management solution. This is what Vacasa does best.

Full-service solution

Homeowners who don't want their vacation homes to be their full-time jobs are increasingly turning to full-service property managers such as Vacasa, which employs local teams and manages everything from bookings and cleaning to navigating local permits and regulations.

"For the first time since we bought our condo, we feel comfortable that it's being taken care of professionally," says Leadley. "It's been such an amazing experience for us!"



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INSIDE»

Jeff Weiner

LinkedIn's CEO says compassionate leadership derives from a clarity of vision, the courage and conviction to act, and the ability to communicate.

By Eric Lucas

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Jeff Weiner leads the LinkedIn global network.

Photo by Richard Darbonne, courtesy LinkedIn.

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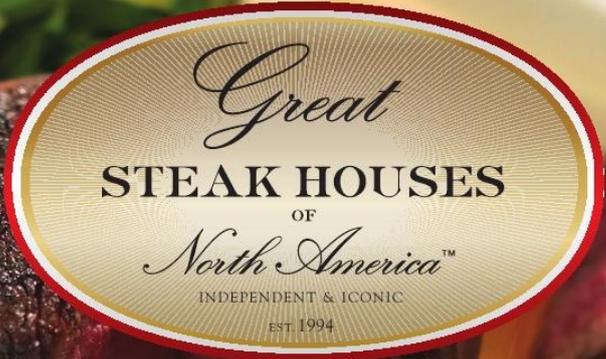
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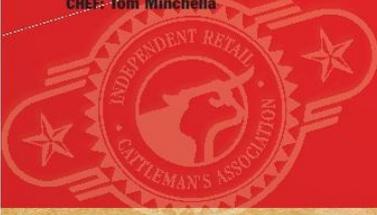
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10 WEEKS TO YOUR BEST YOU!

Working full time, in addition to being a wife and mother of two children, I spend most of my time juggling work and family life. My health and fitness have always been important to me, although I struggled to make them a consistent priority. My Best 10 helped me take everything I knew and put it all together into practice. My goal was to get fit, increase my strength, and change my body composition.

The program was truly excellent. My trainer, Sol, was (and still is) incredible. He took my workouts seriously and customized a program specifically for me. We set goals together and celebrated each milestone. Sol also encouraged me to push myself with strength training. I've lifted weights in the past and felt that unless I spent long hours in the gym, I wouldn't see results. I stand corrected.

My registered dietitian, Shelly, was also amazing. She built upon my passion for cooking and helped me create a nutrition plan that took advantage of that strength. Together we were able to customize the program to fit my needs and lifestyle, and minimize the need to create different meals for my family.

There was also the beauty and pampering part of the program, which turned out to be a fun experience!

Would I recommend the program to other women? Absolutely! Although I was curious about it, I wouldn't have signed up for My Best 10 if it hadn't been for my husband. He encouraged me to focus on myself and knew that I'd be committed once I made the investment. The support of my family, my trainer, my dietitian and my overall commitment to the program contributed to my success by reducing my stress and creating a better balanced life.

I enjoy running, and biking with my family, as well as focusing on my career. I have a huge passion for cooking, especially tasty, healthy food. My Best 10 helped make my health a priority again, a result that I and my family benefit from. Turns out that you can juggle it all!

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WELCOME»



THE PEOPLE PART OF TECHNOLOGY



Brad Tilden,
Chief Executive
Officer

» *Alaska is extremely lucky to be situated on the West Coast and to have a fantastic team of IT folks who give us industry-leading technology that you—our guests—use every day. This month, I've asked our CIO, Charu Jain, who joined us last year, to introduce you to the technology side of our business.* —Brad Tilden

I got excited about technology at an early age. An internship as a software developer further ignited my passion, and soon after, I landed my first job as a programmer trainee—at an airline. Today these two areas continue to motivate me, and I love sharing this passion with others, especially students.

Many students I talk with are surprised to learn that Alaska Airlines, in addition to being an airline, is also a thriving technology company. Our team of passionate, creative and results-driven technology professionals contribute every single day to “Creating an Airline People Love” by providing innovative technology solutions to our employees, as

well as to you, our 40 million guests worldwide—and growing.

We strive to make your travel experience hassle free through such innovations as our highly rated mobile app. We also help you save time by allowing you to print bag tags at home, speeding your trip through the airport. These are just two examples of how technology is making your journey easier. It's helping our employees, too. Our flight attendants use their mobile devices to manage their work schedules, accelerate the boarding process and provide you with that fruit-and-cheese platter you preordered.

Alaska also has a strong commitment to supporting our communities—especially enabling opportunity for young people. I am fortunate to serve on the Foster School of Business Technology Advisory Board, where we work closely with University of Washington students to connect them with career choices and pathways. We also engage future techies and aviation professionals—such as pilots and



Charu Jain,
Chief Information
Officer

» WELCOME

engineers—from diverse backgrounds by volunteering and recruiting with STEM organizations, schools, universities and community colleges to showcase the remarkable careers awaiting them at Alaska, and beyond.

At a recent event, I was energized watching students ask Alaska Airlines employees how we work to revolutionize the airline experience with innovative solutions. Our culture, customer commitment and strong community bonds are key differentiating factors that candidates consider when choosing a career at Alaska. We

want more kids growing up in our communities to have that career choice—and others like it.

In a recent survey by the recruitment website *Hired*, Alaska Airlines ranked No. 6 on a list of companies that technology professionals most wanted to work for in the region. The study found that candidates care more about a company's values than perks.

I'm so proud to work for a company where people play a key role in driving our success. As chief information officer, it is truly an honor to lead Alaska's team of technology professionals,

who bring you features to love about our airline. We know we have a lot more work to do since technology changes so fast. This exciting challenge, our amazing team, and you, our guests, have made my first year with Alaska Airlines so remarkable. Thank you for flying with us. #flytechalaska. —Charu Jain

Be sure to turn to page 72 to read about Jeff Weiner, CEO of LinkedIn, who shares his insight on how LinkedIn leverages technology to create opportunities.

» BIENVENIDO



Brad Tilden,
Jefe Ejecutivo

LA GENTE QUE FORMA PARTE DE LA TECNOLOGÍA

» **Alaska es sumamente afortunada de estar situada en la costa oeste y de contar con un fantástico equipo de personas en el departamento de IT (Tecnología e Informática) que brindan una tecnología líder en la industria y que ustedes, nuestros pasajeros, utilizan todos los días. Este mes le pedí a nuestra directora de informática, Charu Jain, quien se unió a nuestro equipo el año pasado, que les dé una breve actualización sobre su participación en nuestro negocio.** —Brad Tilden

A mí me ha entusiasmado la tecnología desde una edad temprana. Hice una pasantía como desarrolladora de software que encendió aún más esta pasión y poco después, conseguí mi primer trabajo como pasante de programación en una aerolínea. Hoy en día estas dos áreas continúan motivándome y me encanta compartir esta pasión con los demás, especialmente con los estudiantes.

Muchos de los estudiantes con los que hablo, a menudo se sorprenden al saber que Alaska Airlines además de ser una aerolínea, también es una empresa con una tecnología innovadora. Nuestro equipo de profesionales de tecnología, apasionados, creativos y orientados a los resultados, contribuye todos los días a

“Crear una aerolínea que a la gente le encante” proporcionando soluciones tecnológicas innovadoras a nuestros empleados y a ustedes: nuestros 40 millones de pasajeros de todo el mundo (número que sigue creciendo).

Nos esforzamos por hacer que su experiencia de viaje transcurra sin problemas a través de innovaciones como nuestra aplicación móvil de alta calificación. También ayudamos a ahorrar tiempo al permitirle imprimir las etiquetas de su equipaje en su hogar, lo que agiliza sus trámites en el aeropuerto. Estos son solo dos ejemplos de cómo la tecnología ayuda a facilitar su viaje. También ayuda a nuestros empleados, ya que nuestros auxiliares de vuelo usan sus dispositivos móviles para administrar sus horarios de trabajo, agilizar el proceso de embarque y proporcionarles el plato de frutas y quesos que ustedes solicitaron con anticipación.

Alaska también tiene un compromiso firme para apoyar a nuestras comunidades, especialmente el de brindar oportunidades a los jóvenes. Tengo la suerte de servir en el Consejo Consultivo de Foster School of Business Technology, donde trabajamos en estrecha colaboración con los estudiantes para conectarlos con las opciones y alternativas de carreras profesionales. También contactamos a futuros



Charu Jain,
Director de Información

técnicos y profesionales de la aviación (pilotos, ingenieros) de diversos orígenes y generamos oportunidades de voluntariado y participación con organizaciones, escuelas, universidades e institutos comunitarios de educación superior especializados en ciencias, tecnología, ingeniería y matemáticas para mostrar las carreras más destacadas que les esperan en Alaska y más allá.

En un evento reciente, me emocioné al observar a los estudiantes preguntar a los empleados de Alaska Airlines cómo trabajamos para revolucionar la experiencia de la aerolínea con soluciones innovadoras. Nuestra cultura, el compromiso con los clientes y los sólidos vínculos con la comunidad son factores clave de diferenciación que los candidatos tienen en cuenta al elegir una carrera en Alaska. Queremos que cada vez más jóvenes que crezcan en nuestras comunidades puedan tener esa opción, y otras similares.

En una encuesta reciente realizada por el portal web de contratación Hired, Alaska Airlines ocupó el puesto número 6 en una lista de empresas en las que los profesionales de la tecnología más deseaban trabajar en la región. En el estudio se señaló que a los candidatos les importan más los “valores” de la empresa que los beneficios extra.

Estoy muy orgullosa de trabajar para una empresa donde las personas desempeñan un papel clave para impulsar nuestro éxito. Como directora de informática, es realmente un honor dirigir el equipo de profesionales de tecnología de Alaska que ofrece las opciones que a usted le encantan sobre nuestra aerolínea. Sabemos que tenemos todavía mucho por hacer ya que la tecnología cambia rápidamente. Este emocionante desafío, nuestro increíble equipo y ustedes, nuestros pasajeros, han hecho que mi primer año con Alaska Airlines sea realmente extraordinario.

Gracias por volar con nosotros.
#flytehalaska. —Charu Jain.

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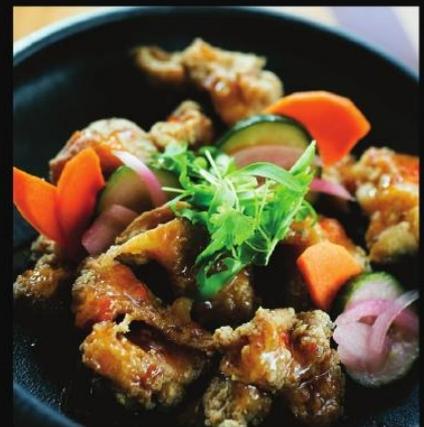
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A man with a beard and dark hair is walking in a city square. He is wearing a brown coat over a red and black plaid shirt and dark blue jeans. The background features a large, ornate building with classical architecture, including columns and arched windows. Other people are visible in the distance, and the ground is paved with cobblestones.

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IN THE KNOW»

WHAT'S NEW: MORE CALIFORNIA CONNECTIONS

» **Alaska Airlines now offers** California flyers more service to the Midwest, Mexico and Hawai'i, with recent route additions that include San Diego–Kansas City, San Diego–St. Louis, San Diego–Mexico City and San Francisco–Kona.

With these additions, Alaska Air Group now provides 38 daily nonstop flights to 30 destinations from San Diego, and more than 130 flights to 42 destinations from the San Francisco Bay Area (daily averages for 2018). The new flights are part of Alaska's overall effort to give guests more options from the West Coast.

"Alaska continues the most significant network expansion in the company's 85-year history," says John Kirby, Alaska's vice president of capacity planning. Of the new international route to Mexico City, he says, "We're



pleased to offer our guests another convenient, cost-effective option to get there from Southern California."

With more than 100 flights a week to Mexico from California, Alaska Airlines offers California flyers more flight options to Mexico than any other U.S. carrier.

To book tickets on Alaska Airlines, visit alaskaair.com.

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• **Marmot Basin** (fly to Edmonton, AB)

• **Mt. Bachelor Ski Resort** (fly to Redmond/Bend, OR) • **Red Mountain Resort** (in Rossland, BC; fly to Spokane, WA) • **Schweitzer Mountain Resort** (in Idaho; fly to Spokane, WA) • **Snowbasin Resort** (fly to Salt Lake City, UT) • **Squaw Valley/Alpine Meadows** (fly to Reno/Tahoe) • **Steamboat Ski Resort** (fly to Steamboat Springs/Hayden, CO)

• **Sun Valley Resort** (fly to Sun Valley/Hailey, ID) • **Whitefish Mountain Resort** (fly to Kalispell, MT).

Promotions are offered by the resorts—check with your resort before you go. ✈



AWARDS FOR BOARD DIVERSITY



» **Alaska Air Group** wrapped up 2017 with multiple honors for the diversity of its board of directors. Among these was recognition at the November 14 Women's Forum of New York Breakfast of Corporate Champions, which salutes companies leading the way to corporate-board gender balance. The event honored Alaska as a Corporate Champion because 40 percent of its board seats are held by women.

"Having a number of women directors contributes greatly to the quality of our board discussions," says Brad Tilden,

In November, Alaska was honored at the Women's Forum of New York Breakfast of Corporate Champions.

Alaska CEO and chairman of the board. "The diversity of perspectives leads to better discussions, better decisions and all-around better results for all of the people who depend upon our company."

Other 2017 awards included:

• **2017 Board Diversity Champion**, presented at the *Puget Sound Business Journal* Director of the Year award ceremony in October.

• **2017 Visionary Award for Leadership and Governance of a Public Company**, presented in May by the Women Corporate Directors Global Institute.

• **2017 Executive Excellence Governance Award** for diversity, presented in February by *Seattle Business* magazine.

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ACCOUNTING WITH CARE

Kari Hunt-Banister, Supervisor of Refunds and Reissues, is a Legend of Customer Service

» “A well-oiled machine” is the description that co-workers give for the Refunds and Reissues Department supervised by Kari Hunt-Banister, a 31-year Alaska Airlines veteran.

And yet, with Hunt-Banister at the helm, this efficient, 11-person accounting department based in Seattle also is clearly dedicated to showing compassion.

“Taking care of customers and co-workers—making sure they’re happy and valued—is my most important measure of success,” says Hunt-Banister.

Recently, a customer’s refund was held up by his bank, and he needed the money to pay for a medication. Hunt-Banister went to bat for him, appealing to her managers for approval to send the customer a check directly from the airline, even though there was no guarantee the bank would reimburse. The care she showed allowed the customer to get his check promptly. And Alaska got the money back from his bank.

Of course, Hunt-Banister is measured by more than compassion, and she is known for being highly organized, too. The Department of Transportation routinely audits airlines to make sure that customer refunds are processed within seven days. On a recent visit, DOT officials were expected to spend a couple of days at Alaska’s Refunds and Reissues Department. But things were so well in order, they only spent about two hours in the office and had nothing but praise for the efficient operation.

Going beyond her job, Hunt-Banister is also known for visiting co-workers who are ill, and for bringing meals or groceries to those undergoing hardship.

Refund Specialist Karen Clutts sums up the appreciation many have for Hunt-Banister’s selflessness: “Kari doesn’t think of Kari first. She has a heart of gold, and everyone around her feels that compassion and caring.” ✂



QUESTIONS & ANSWERS

What is the best thing about your job?

The people I’m blessed to work with. I consider them to be family.

Which people do you admire most?

My sons, Kameron, Kyle and Keaton. I’m their No. 1 fan, in baseball [they all play], as in life. They’ve demonstrated perseverance, hard work, dedication and unconditional love no matter what life has thrown at us.

Where are your favorite places to travel?

Anywhere with sunshine. Hawai’i, the Caribbean ... and Arizona, for baseball.

What do you take along when you travel?

Snacks. Always take them with you!

What are words you live by?

I really believe that you treat people the way you want to be treated.

KUDOS FROM KARI’S CO-WORKERS

“Kari, you and your team are wonderful! Both frontline employees and customers appreciate the efficiency with which refund requests are processed.”

—Liana M., Customer Service Agent, Los Angeles

“Kari, you are absolutely amazing! One of the most remarkable and kindhearted people I’ve known. Always ready to step up and help, or guide anyone seeking your help or advice.”

—Bertha F., Reservations Supervisor, Phoenix

“You are truly an example of the Spirit of Alaska, and I hope that your story inspires all of us to go that extra mile in everything we do and for everyone we serve. Thank you for all you do and for your dedication to our guests, our company and your team!”

—Carolyn G., Concierge, Seattle

“It’s like when your children are in school, and you want them to have the best teacher. Here in our refund department, we have the best. ... Congratulations, Kari!”

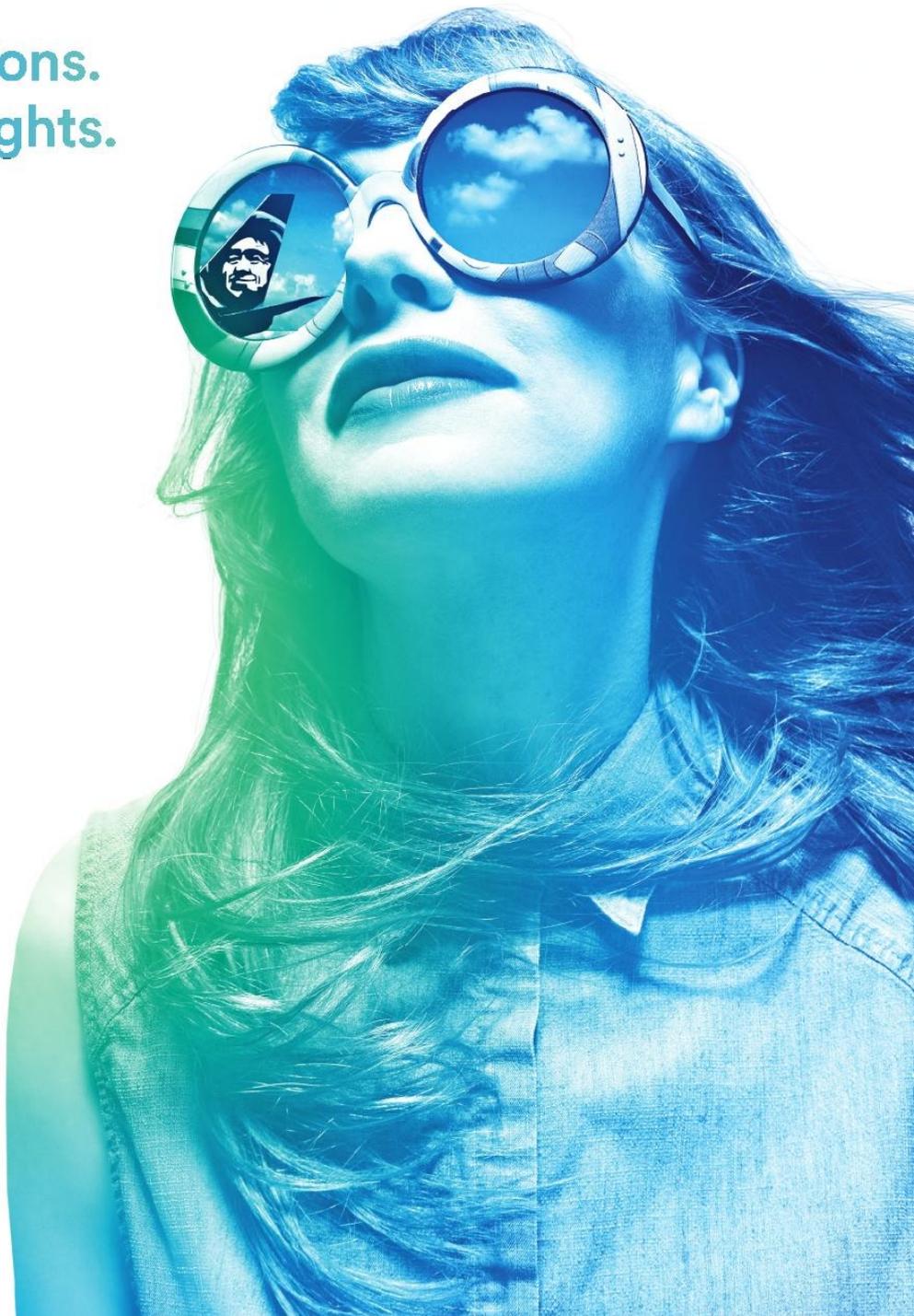
—Cynthia W., Accounting Specialist, Seattle



EACH YEAR, Alaska Airlines recognizes employees, such as Kari Hunt-Banister, as Legends of Customer Service. It is the airline’s highest honor.

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NEW-AGE MIGRATIONS

Alaska Air Cargo ships a surprising array of animals, great and small

» **Penguins journeying** to join a colony in another zoo. Bees buzzing up to Alaska to pollinate crops. Injured eagles needing to get to a raptor rehab center to mend before returning to the wild. These are but some of the animals that have traveled with Alaska Air Cargo. Just in the last year, Alaska has transported a veritable menagerie: 59 woodchucks, 37 falcons, 21 eagles, 8 owls, 7 hedgehogs, a wolverine, a python and many other animals.

Most of the time, it's pet dogs and cats. But canine or bovine, furred or feathered, every animal is precious cargo for Alaska.

When the owners of a zoo and a farm in Washington state both needed reindeer shipped from Anchorage, Alaska Air Cargo put together an easy ride to Seattle for seven full-grown ungulates. Special wooden crates were designed to give the 200-pound reindeer room to stand or lie down on the three-hour flight, but not enough to turn around or kick. The crates were lined with hay for the animals' comfort, and they each had a block of ice to lick to stay hydrated.

Sometimes, Alaska steps in to help move rescued animals in need of help.

Last summer, when a wayward masked booby seabird was discovered weak and emaciated on an Oregon Coast beach, far away from its normal South American range, Alaska arranged to fly the bird from Portland to the International Bird Rescue center in San Pedro, California. The airline donated the shipping cost and took special care of the bird along its journey. The booby gained weight quickly at the rescue center and was later released in Southern California.

In 2013, Alaska transported an orphaned polar bear cub from Barrow to Anchorage for a temporary stay at The Alaska Zoo. Kali is now a 1,150-pound bear at the Saint Louis Zoo.



After Hurricane Harvey ripped through the Houston area earlier this year, Alaska worked with the Oregon Humane Society to help relocate 11 dogs to Portland so they could be adopted into new homes.

The list of unusual creatures that Alaska has shipped over the years also includes a baby musk ox. In 2016, Alaska shipped Hudson, a 3-month-old musk ox, from Fairbanks to Seattle. He was born at the University of Alaska Fairbanks in its Large Animal Research Station, but his mother had rejected him. Hudson has now joined the Arctic Tundra exhibit at Point Defiance Zoo & Aquarium, in Tacoma, which already hosted a fully grown musk ox cow, Mya.

The cargo team spent a lot of time and energy planning a safe and comfortable journey for Hudson, working with staff biologists at Point Defiance to ensure that the crate met all International Air Transport Association requirements and that it would not be too heavy to fly—Hudson had gained 100 pounds in the few months it took to organize the journey.

At the end of the journey, Karen Goodrowe

» **Clockwise:** A penguin from Seattle travels in a pet carrier; Kali, a polar bear cub, was rescued near Barrow, Alaska; crates with reindeer are loaded as cargo; and Hudson, the musk ox calf, enjoys his new home in Tacoma.

Beck, Point Defiance Zoo & Aquarium general curator, expressed her thanks, as many organizations have. "We are extremely appreciative of the caring and compassionate Alaska Airlines staff and crew who helped get Hudson to his new home," she said. "It was clear Alaska went above and beyond every step of the way because they knew that ensuring Hudson's health and safety was their primary duty."

Hudson and Mya were joined later that year by another young musk ox: a 2-year-old female named Charlotte—who flew Alaska.

Whether it's a family pet, livestock or wildlife, Alaska Air Cargo welcomes the chance to transport a variety of animals, but the journey must always be properly planned. For information on how to transport animals, go to alaskaair.com/content/cargo/petconnect. ✈



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SHARING THE LOVE

The charity Loved Twice gives baby clothes to those in need

By Marlene Goldman

» Lisa Klein watched in 2005 the heart-breaking TV coverage of Hurricane Katrina's devastation in New Orleans. One image, in particular, stood out for the Oakland resident: A mother walking through the Superdome with a baby in only a diaper.

Klein, the mother of a 1-year-old daughter at the time, was spurred into action by the image. She answered a church's plea on Craigslist New Orleans for baby clothes.

"I had an attic full of clothes," she recalls. "I was in a new mom's group with 15 others. We collected 200 pounds of baby clothes in four days and packed them in boys and girls boxes. It was \$40 to mail them off. It felt amazing."

The word quickly spread, and the clothes kept coming to Klein's porch. "Every time I opened the front door, there were more baby clothes," Klein says.

She began donating the clothing to local organizations and charities. Soon, she had developed a system for collecting and distributing the clothing, and after four years she decided to start a nonprofit.

Klein launched Loved Twice in 2009. The charity collects clothing for the age range of newborns to 12-month-olds by partnering with local businesses, schools, churches and parenting groups to host clothing drives.

Clothing also arrives from drop-off sites at businesses and from the excess inventory at consignment stores. The clothes are organized into boxes, with each box containing 75 garments, enough for a starter kit of clothing for the first year. Loved Twice partners with more than 150 hospitals, safe houses, clinics and homeless shelters around the country to distribute the clothes.

The average household income for the mothers receiving a Loved Twice box is less than \$16,000. Each year the nonprofit distrib-



utes more than 200,000 baby garments.

"Our goal is making sure babies are warm and clean, and that their moms have the funds to do something else, such as buy the baby food," says Klein, who was named a Comcast Hometown Hero in 2008 and Oakland Mother of the Year in 2014. Users of the San Francisco Bay List website voted Loved Twice the 2011 Best Charity in the Bay Area.

Since 2005, Klein and Loved Twice have donated more than 1.6 million garments, keeping much of the clothing out of landfills. The estimated value of the clothing is about \$5.6 million.

Alaska Airlines is one of many companies helping Loved Twice with donations and funding. Recently, Alaska partnered with the Sharks Foundation, the charity arm of the San Jose Sharks NHL organization, to help support the charity.

The companies set up a collection facility

» Loved Twice teamed with Alaska and the Sharks Foundation to collect baby clothes at the Safeway Holiday Ice Rink in San Francisco's Union Square this past November.

for a day at the Safeway Holiday Ice Rink in San Francisco's Union Square presented by Alaska Airlines, and also at a San Jose Sharks hockey game. Alaska raffled off a number of prizes for those who donated clothing or gave cash, including offering four roundtrip tickets to anywhere Alaska Airlines flies. Alaska also donated money to the drive, which collected thousands of baby garments at the two events.

Klein says such partnerships with corporations are crucial to her charity's success and it is part of what keeps her going.

"I never signed up to start a nonprofit," she says. "But the reason we're still here is that so many people are willing to help." ✈



DUSHYANT

LOST 27 POUNDS

A Better Quality of Life

Ever since sustaining an injury while moving houses 12 years ago, my body hadn't felt the same. I had been troubled by chronic pain in my back and hips, and suffered from headaches. While swimming, even a gentle turn in the water could cause me to throw out my back.

After my injury, my chiropractor had stabilized my back pain, but my treatment had slowed down. He referred me to a medical doctor who put me on an elimination diet to identify the foods that were causing inflammation in my body. As a result, I lost 10 lbs. over six months. At this point, both doctors recommended that I become more physically active to make further progress and become stronger. I also wanted to continue the weight loss. I knew I could trust 20/20 LifeStyles. I had known about the program for many years. In fact, I went to the informational seminar 12 years ago and then went back twice more after that. Plus, a good friend of mine had been through the program with inspiring results. I wanted the same for myself.

It's incredible how your body compensates when you have an injury. Due to my back pain, my hips were out of alignment. My trainer, Ben, showed me corrective and strengthening exercises. He encouraged me to move as naturally as possible and made me aware when I was being too guarded. I became much more conscious of proper body mechanics. Ben did an amazing job at finding the right exercises to isolate my glutes and strengthen my core. My whole body now moves much more fluidly because I've strengthened surrounding muscles. I look forward to hiking again, playing squash and tennis, and trying martial arts.

My dietitian, Lynne, was instrumental as well. If I'm not feeding my body the right foods, then no matter how hard I exercise, I'm not going to achieve the same results. I used to eat a lot of carbs and now I'm satisfied with other options. My nutrition plan is sustainable and satisfying. In fact, I find it quite enjoyable to find new recipes and modify them according to 20/20 LifeStyles guidelines.

The program was not just beneficial for the physical benefits, but also the mental clarity you gain with exercise and a healthy diet. It was also helpful to have the connection with other 20/20 LifeStyles participants and know that other people have their own struggles.

After 12 years of "window shopping," I'm so glad I was finally able to complete the program. 20/20 LifeStyles wasn't just about weight loss. It was about creating a better quality of life for myself and my family.



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FLASHBACK TO THE EIGHTIES

CNN's *The Eighties* recounts the stories of a decade that shaped much of what the country is today

» **Many onboard this aircraft** may be experiencing flashback moments. Where were you when The Wall came down? Were you an early adopter in the digital revolution? Do you remember the names Charles Keating and Michael Milken? Junk bonds and the refrain "Greed is good"? Did you dance to *Thriller*? And who shot J.R., anyway?

The 1980s were a decade of innovation in science, technology, medicine and entertainment, from NASA's Space Shuttle program to the AIDS epidemic to the PC. A generation of Americans was raised on television, and Wall Street brokers were declared Masters of the Universe. Two-term President Ronald Reagan left a legacy that continues to influence modern politics and international relations.

This month, Alaska Airlines' streaming entertainment system, Alaska Beyond Entertainment, features the CNN documentary miniseries *The Eighties*, which brings the decade to life in eight episodes. Important events are all captured from film and video recordings of the time, as the events were unfolding and appearing on the evening news—the three major networks and CNN, another product of the '80s. This time around, the news is put in historical perspective. Who knew at the time what AIDS would become, or how essential the internet would become to our daily existence?

The project started with discussions among Tom Hanks and Gary Goetzman, and documentarian Mark Herzog, about a potential exposé of the JFK assassination, which eventually devel-



oped into a full miniseries, *The Sixties*, aired on CNN. The docuseries now also includes the *The Seventies* and *The Nineties*, in addition to *The Eighties*. Alaska Airlines plans to present each of the series in coming months. ✈



EPISODE BY EPISODE

Raised on Television (two episodes)

It was a decade of prime time soaps (*Dallas*), adult drama (*Hill Street Blues*) family sitcoms (*The Cosby Show*) and talk shows (*Oprah*). New networks (MTV, CNN and Fox) changed what we watched; the VCR changed how we watched it.

Video Killed the Radio Star

Michael Jackson released "Thriller," the biggest selling album of all time; Madonna created a persona just as important as her music; and Public Enemy exhorted fans to "Fight the Power." And there was a new visual component to it all, courtesy of MTV.

The Fight Against AIDS

A mysterious and lethal illness developed into a pandemic with enormous political and cultural consequences. AIDS is a story of ignorance and heartbreak, but also one of compassion, courage and dedication.

The Reagan Revolution

Rarely has one person defined an era the way Ronald Reagan did the 1980s. This episode examines the personalities and events of Reagan's two terms in the White House. He was a transformational president who enjoyed extraordinary popularity with the American people.

Greed Is Good

After the economic hardship of the 1970s, perhaps a period of excess was inevitable. Wealth and materialism assumed a dominant place in American culture and politics. It's a decade of junk bonds, S&L bailouts and pervasive Wall Street corruption.

Tear Down This Wall

The 1980s began with renewed confrontation between the two nuclear-armed superpowers. The ascension of Mikhail Gorbachev in Moscow ignited an astounding chain of events that culminated in the dramatic conclusion of the decades-long Cold War.

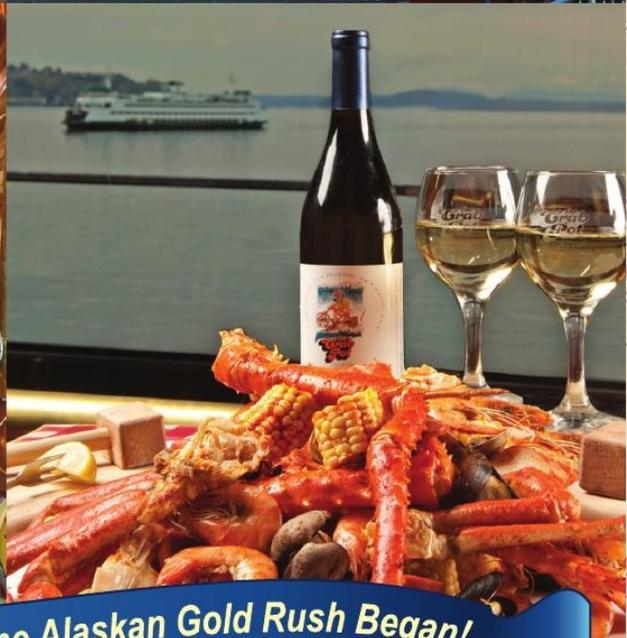
The Tech Boom

The personal computer, internet and video-games all became part of daily life. Bill Gates and Steve Jobs took their places among the great innovators in history. The exploration of space continued with the Space Shuttle, but not without a heartbreaking cost. ✈

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PHOTO BY MARIA TILDEN



Alaska's Brad Tilden, left, and Hawaiian's Mark Dunkerley enjoyed an afternoon flying a historic plane that has served in both their airlines' fleets.



FLYING HISTORY

» Two aviation geeks met up recently to fly an old plane. That's not usually noteworthy, except the pilots were Alaska Airlines CEO Brad Tilden and Hawaiian Airlines CEO Mark Dunkerley. And the aircraft—a 1929 Bellanca CH-300 Pacemaker—had flown for both airlines.

Nearly 90 years ago, this was the first aircraft in Hawaiian's fleet. A few years after that, the plane served in the fleet that would become Alaska Airlines.

It's a special connection between two pioneering airlines named for states that are uniquely reliant on air travel.

Tilden and Dunkerley are both general aviation pilots. Tilden was visiting Honolulu in November to celebrate Alaska Airlines' 10 years of service to Hawai'i, and Dunkerley

invited him to take a spin in the vintage plane.

Back in 1929, the Bellanca was the first aircraft owned by Inter-Island Airways, the company that would become Hawaiian Airlines. The Bellanca was used for Honolulu sightseeing tours to help promote air travel—at a cost of \$3 per person.

By 1935, the plane was in the state of Alaska, where it flew for McGee Airways and Star Air Lines, two of the airlines that eventually became Alaska Airlines. Alaska Airlines eventually sold the plane in 1949.

In 2009, Hawaiian Airlines reacquired the Bellanca and restored the plane to flying condition for the company's 80th anniversary, celebrated that year. The airplane is now one of only two Bellanca Pacemakers in the world that still fly. ✈



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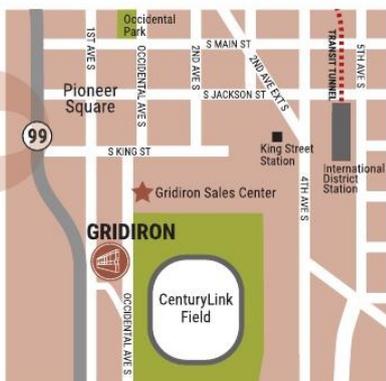
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HEALTHY AND DELICIOUS

Eating well without skimping on flavor

By Tom Douglas



» If you're feeling the need to eat healthier after indulgent holiday feasting, you don't need to do it by settling for tasteless, fanatically fat-free dieting. By cooking smart and eating in moderation, you can still enjoy many of the most delicious foods on the planet.

There are many opinions about what's "healthy," and I'm not a doctor of medicine. But I practically have a Ph.D. in T-A-S-T-Y! And I have some understanding of ways to eat healthier.

January is a fine time to start putting energy into portion control and recipe discipline. Look for simple wins. If you're going to have dessert one night, maybe drop bread and butter from the menu. If you can't drag yourself away from a burger, skip the fries and add a salad. This sort of effort will go a long way toward shaving calories while letting you eat foods you desire. And you can get creative with healthful ingredients. Indeed, some of my favorite "diet" foods have become staples in my kitchen year-round.

Let's start with wild-caught Bristol Bay sockeye salmon—which I cook in a Chinese bamboo steamer over an aromatic brew of white wine, star anise pods, orange peel and coriander seeds. Put this brew in a pan with the steamer basket on top. Then place a salmon fillet on a plate with a deep-enough well (one-half inch to one inch) to hold the fish and what will become a sauce. Over the top of the fish, add a few slivers of fresh ginger, wisps of green onions, a couple drops of toasted sesame oil, generous dashes of soy sauce, a pat of butter and a splash of sake or Chardonnay. The plate

then goes into the steamer basket. To avoid overcooking the salmon, insert a meat thermometer into the fillet's center. The temperature should be 120 F for a translucent warm center or 130 F for fish that is cooked through. Once the fillet is cooked, you'll also have sauce to drizzle over steamed brown rice. To this dish, I add baby bok choy, wilted with garlic slivers.

Another "health" food that I love is a bit unusual, but perfect in winter: stuffed savoy



Stuffed savoy cabbage rolls.



**» ON POINT
FRESH TAKES**

cabbage rolls. Core a large head of cabbage and place the whole head upside down in a pot of boiling water to allow for the cabbage leaves to separate. This should take no more than a few minutes. Then set the head aside to cool.

In my stuffing, I use equal parts ground lamb, ground turkey and ground veal, but any meat or fish combination will work. Add to this cooked wild rice, porcini mushrooms, onion, garlic, herbs, eggs for binding and a touch of chipotle Tabasco (one of my favorite secret ingredients for its spice and smoky quality). Mash all this deliciousness into a paste that will look much like a meatball or meatloaf preparation. Then spread your cooked leaves open and cut approximately 2 inches out of the tough, thick part of the stem/spine. Place a scoop of filling on each of the leaves and roll it up. I put the rolls seam sides down into a braising pan, and cover them with tomato sauce or crushed tomatoes (other sauces are possible, too).

Cover and cook at 350 F for about an hour until the centers are cooked through to 150 F. Serve steaming hot, drizzled with a touch of extra virgin olive oil.

My final suggestion for your January health kick is to make a warm salad of winter greens and reds, laden with wild shrimp, dry-packed scallops, Monterey squid or a mixture of all three. For the salad base, use hearty greens such as escarole, shredded kale or curly endive, and spike this with colorful bitter radicchio. Now raid your pantry for anything that looks good to bring the salad together. Some of my favorite additions are sliced boiled potatoes, deviled eggs, toasted almonds, pickled beets, dried figs, kalamata olives, Mama Lil's pickled peppers and fresh herbs such as basil or mint. To cook your seafood, set your saute pan over your hottest burner and add a few tablespoons of olive oil. As soon as you get a light swell of smoke, drop in your seafood and quickly sear

it. Remove this with a slotted spoon to a resting plate and turn the heat to low. To the warm pan and the residual juices of the seafood, add your favorite vinaigrette essentials, such as Dijon mustard, lemon juice, minced shallots and extra virgin olive oil. Whisk this together. Then add your seafood back to the pan and pour the whole thing over bowls of winter greens. Finish with some healthy grinds of black pepper and voilà! A diet never tasted so good!

Food that is good for you doesn't need to be inedible or unappetizing. Instead, utilizing what's fresh in winter can lead you to new culinary adventures, techniques and recipes that are healthy and delicious. Cheers! ✎

James Beard Award-winning chef Tom Douglas owns 16 restaurants and eateries in Seattle. He partners with Alaska Airlines to bring his iconic flavors to the inflight experience.

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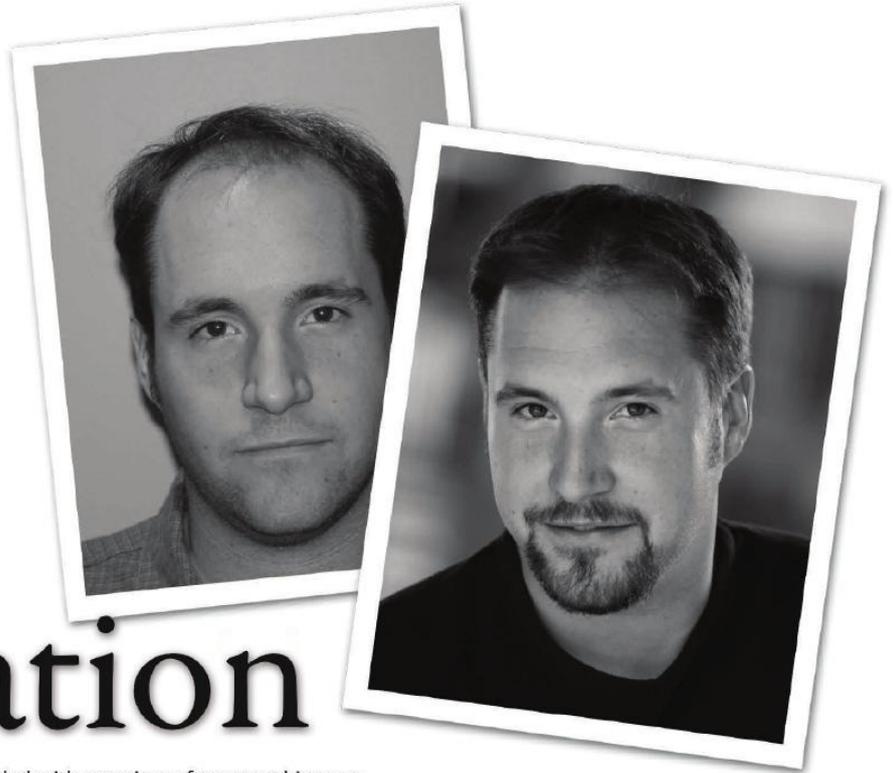
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Founder of Hair Transplant Seattle

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

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

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

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

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

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

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



Eyebrow Transplantation
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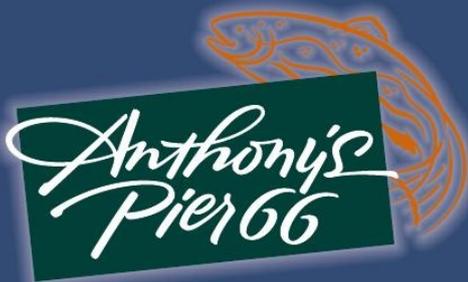
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A view of Lake Tahoe from Heavenly Mountain Resort.



THE BIGGEST LITTLE HOMETOWN IN THE WORLD

By Bridget Veltri



*Home means Nevada,
Home means the hills,
Home means the sage and the pine.
Out by the Truckee, silvery rills,
Out where the sun always shines,
Here is the land which I love the best,
Fairer than all I can see.
Deep in the heart of the golden west,
Home means Nevada to me.*

—The chorus of *Home Means Nevada*, the official state song, written by Bertha Raffetto

» **Where you grow up** isn't always where you end up. That was the case for me. I was born and raised in Reno, Nevada. I left for college, then returned after graduation for another short stint in the Silver State before leaving again.

I have always been proud to be from Reno, and I appreciated the idyllic childhood the city provided,

complete with four seasons, big backyards, summer days spent floating down the Truckee River and plenty of time at Lake Tahoe. And since Reno is only about half a day's journey from my current home in San Francisco, I visit frequently.

But although I grew up in Reno and have seen it many times on visits, it was only recently that I really saw Reno as it is today, and fully realized how much the community has changed. I was impressed by the strides the city has taken as a travel destination. For instance, in the area now called "MidTown"—once not much at all—I was astonished to see all of the new businesses, bars, restaurants and entertainment options, and eager to explore them.

Stereotypes of Reno have always bothered me. In college, when I would tell someone I was from Reno, I would often be met with a joking response, "Like the TV show *Reno 911!*?" No, not like that. True, Reno is a promising spot if you're looking to quickly tie or untie

**» ON POINT
VIEW**

the knot, and, like any city, it has its share of problems. However, for the most part, Reno rocks. It's where neon lights meet nature. You can enjoy nightlife in the evening and the next day experience great outdoor activities, such as skiing, hiking and biking, or water-sports at lovely lakes such as Tahoe, Donner and Pyramid.

Reno is also less than 30 miles north of Virginia City, which was established in the mid-19th century as a major gold- and silver-mining town, and is now a popular attraction, with sites such as the Mark Twain Museum (the famous author was a writer for Virginia City's *Territorial Enterprise* newspaper).

While I've traded the *clang clang clang* of Reno's slot machines for that of San Francisco's cable-car bells, I've now noticed that Reno's casinos are an excellent option for gaming, and Reno also has nongaming properties, such as the Whitney Peak Hotel, with a world-

It's where neon lights meet nature. You can enjoy nightlife in the evening and the next day experience great outdoor activities.

class climbing wall, and the Renaissance Reno Downtown Hotel, which offers visitors a bocce court.

The region is also home to numerous fun events, such as the Reno Rodeo, the National Championship Air Races, the Street Vibrations motorcycles and music rally, the Hot August Nights classic-car and rock 'n' roll festival, the monthlong Artown celebration of the arts, and The Great Reno Balloon Race, in which up to 100 hot-air balloons ascend into the morning sky.

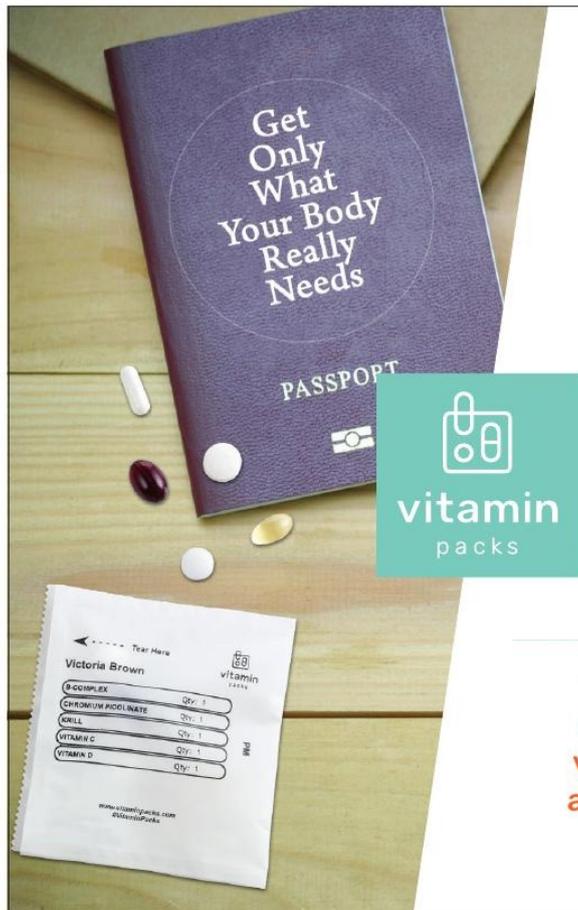
In my travels around the country and across

the globe, I've met people who don't know exactly where Reno is on a map, but they do know that it's "The Biggest Little City in the World"—as proclaimed in the famous Reno Arch—and it really is. Reno offers big-name entertainment, yet when the need arises, it rallies as a community in the same way you'd expect from a small town.

Perhaps, like me, you feel a strong connection to the place where you grew up, and you cherish your childhood experiences there. Or maybe you kind of took your hometown for granted until you suddenly realized how much it had to offer as a vacation destination.

But even though I am now one of the visitors, home will always mean Reno, Nevada, to me. ✕

Bridget Veltri is a San Francisco-based freelance writer and blogger.



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TRAVEL RESOLUTIONS

By Johnny Jet

» **Is it just me**, or is it hard to believe that it's already 2018? At the beginning of every year, a lot of people make New Year's resolutions that involve travel. But after a few weeks, there always seems to be a reason—whether financial, schedule or otherwise—not to keep those resolutions. I'm here to share my tips on how you can afford to travel, plan a trip and make 2018 your year to get going!

Make a personal goal

One of my travel resolutions each year is to visit at least one new country. I started out slow because my first trip outside of the United States (besides Canada and Mexico) wasn't until I was 23. I'm now at close to 100 countries, and I'm only in my 40s. If I can do it, then you can do it, too.

Expert tip: One easy way to rack up a lot of countries and at least get a feel for them is to go on an ocean or river cruise. You don't have to pack and unpack each day, and you can decide which places you want to go back to and spend more time in.

Save up

If you think you can't afford to travel, think about some of your frivolous expenses. Do you buy expensive coffee every morning instead of making it at home for a fraction of the price? If you saved that \$4 a day, it would add up to \$120 a month, which is \$1,440 a



year. Another way to save in your everyday life is to limit your meals out. When you do go out to dinner, don't drink alcohol or order appetizers or desserts. Instead, get water and an entree. You will still have the same dining experience, but you will save a lot of money ... and calories! Plus, by saving more in your daily life, you can enjoy those luxuries while traveling.

If you're serious about saving money for a trip, then open up a savings account. It will quickly add up. Many banks will automatically withdraw a certain amount from one account and add it to another account, which can make saving even easier.



Find a travel buddy

Having a loved one or a friend to plan travel with can keep you on track. However, don't rely entirely on your friend going with you, because if they have to cancel, you don't want that to ruin your trip. And traveling solo can be quite satisfying. If traveling alone, I'd choose a place where there are plenty of other solo travelers, rather than a romantic destination full of couples. It's also a good idea to research safety and security, and to take precautions such as registering with the U.S. Department of State's Smart Traveler Enrollment Program, and sending your itinerary to a friend.

Use social media

I recommend signing up for newsletters from travel bloggers, travel agencies, hotels and airlines (you can sign up for Alaska's email deals at alaskaair.com/deals/EmailDeals-Signup), and following them on Twitter or Facebook, because they

can alert you to any great deals. (Ahem, my free newsletter can be found at johnnyjet.com, and my social handles are @JohnnyJet.)

Be sure to price out package deals, as well, since oftentimes it will be easier to find cheaper prices by combining air and hotel, or air and a car rental, instead of purchasing each of them separately.

Use a loyalty program

If you join a loyalty program such as the Alaska Mileage Plan, you may soon be able to redeem miles earned on flights with Alaska Airlines and any of its partner airlines—as well as miles earned on everyday purchases with its Visa Signature card—for free flights for your next trip (alaskaair.com/mileageplan). ✈

Johnny Jet is a Los Angeles-based travel expert who visits 20 countries each year. Read more of his travel tips at johnnyjet.com.

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THE FEED »



NEW ORLEANS' CARNIVAL SEASON MARCHING IN

» As the city of New Orleans commemorates the 300th anniversary of its 1718 founding by Jean-Baptiste Le Moyne de Bienville, the 2018 Carnival and Mardi Gras season promises to be one of the greatest in the city's history. In addition to the usual series of parades and parties—which

begins Jan. 6 with the Joan of Arc Parade and culminates on Feb. 13 with Mardi Gras—visitors this year will be welcomed with special tricentennial events, such as themed fireworks on Jan. 6. Traditions such as marching bands and displaying the colors purple, green and gold—representing justice, faith and power—will also help mark the season.

For more information on Mardi Gras, visit mardigrasneworleans.com. For more on the New Orleans tricentennial, visit 2018nola.com.

—Madeline Sargent

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SUPERCROSS TITLE UP IN THE AIR

» In 2017, supercross racer Ryan Dungey won his fourth championship title—and his third in a row—at the American Motorcyclist Association Supercross Fédération Internationale de Motocyclisme World Championship series. Ten days later, he retired at the age of 27, leaving this year’s supercross series without a defending champion.

From Jan. 6 to May 5, the supercross championship series will take place in 16 U.S. cities, beginning in Anaheim, California, and ending in Las Vegas. Other stops include Houston, Jan. 13; Oakland, California, Feb. 3; Tampa, Florida, Feb. 24; and Salt Lake City, April 28.

Each dirt track, featuring jumps and obstacles such as whoop sections (washboardlike features in which riders skim along the tops of bumps) is built with the flavor of the city in mind. For example, riders may see a Space Needle replica on the course during the Seattle race on April 7.

The championship series in the 450SX Class consists of 17 events (Anaheim will host two events) at which riders on 450cc four-stroke motorcycles earn points based on their finishing times. The top scorer over the course of the season wins the title.

Riders to watch this year include Germany’s Ken Roczen, who finished second in 2016, and Colorado’s Eli Tomac, who took second place in the 2017 championship series.

The series also includes the 250SX Class, which features



mostly younger riders on 250cc four-stroke motorcycles.

This year marks the introduction of new races, including the Supercross Triple Crown, which will take place in Anaheim, Jan. 20; Atlanta, March 3; and Minneapolis, April 14. Riders in both classes will compete to have the fastest combined times in all three cities.

At each of the 17 championship series events, a Pit Party precedes the on-track action and allows fans to see bikes up close, talk to mechanics and meet favorite riders. For more, visit supercrosslive.com. —Avalon Ashley

» Riders charge over a track in Las Vegas during an event in the 2017 Monster Energy AMA Supercross FIM World Championship.

ALOHA ARTS

» String flowers around banana leaves to create your own *haku lei*. Watch Honolulu artist Maho Shaw inlay boxes with a wood veneer. See members of the Makaha Quilters create symmetrical floral patterns. The Pacific Island Arts Festival, held from Jan. 20 to 21 at Honolulu’s Queen Kapi’olani Regional Park, features more



than 75 artisans. In addition to leis, woodwork and quilts, ceramics, fiber arts, jewelry, photography, acrylic and plein

air landscape paintings, and other crafts will be displayed. Works made at the festival will be sold.

Live entertainment includes native Hawaiian singer Ku’upio Kumukahi and dancers from Hālau Nohona Hawai’i, who perform a modern style of hula. ‘Ukulele artist

Ryan Tang will also play.

Near the festival, attractions include the Waikīkī Aquarium, one of the oldest public aquariums in the United States, and the Honolulu Zoo. Visitors can also hike to the Diamond Head crater for views of Kapi’olani Park and Waikīkī.

For more information, visit icb-web.net/haa/index.html and click the Facebook tab.

—Bayle McComb

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HOOP DANCE

» **A performer twists hoops** and appears to interlock them into a sphere. Another performer stretches her arms, flapping butterfly wings made of carefully arranged hoops. This is all part of the artistry demonstrated at the 28th Annual World Championship Hoop Dance Contest, Feb. 10–11 at the Heard Museum in Phoenix.

Men and women compete equally for the title of World Champion Hoop Dancer, with divisions determined by age instead of gender. Competitors are judged on five criteria: precision, timing/rhythm, creativity, showmanship and speed. The art of hoop dance honors the cultural traditions of multiple Indigenous communities throughout the United States and Canada. While hoops have long been part of Indigenous healing ceremonies, modern hoop dance emerged in the 1930s, when Tony White Cloud, of Jemez Pueblo in New Mexico, began incorporating multiple hoops in his dancing. For more information, visit heard.org/event/hoop. —*Bayley McComb*



2017 World Teen Champion Nanabah Kadenehii (Diné).

Talented Tomorrow

Allan Rayman might be losing his low profile. In 2016, the Canadian musician, who is known for his mysterious persona, signed with Communion Records—the label co-founded by Mumford and Sons keyboardist/vocalist Ben Lovett—and in 2017 Rayman was interviewed by *Billboard* shortly before the release of his second album, “Roadhouse 01.”

Now, the indie R&B singer/songwriter is one of about 40 musicians playing at Chicago’s Tomorrow Never Knows festival, Jan. 17–21, which has a history of showcasing artists before they get national recognition. For instance, Bon Iver, known for the song *Skinny Love*, played the festival in 2008 prior to winning a Grammy Award in 2012 for Best New Artist.

Acts range from the 7- to 17-member Portland-based indie folk band Typhoon to the two-piece Los Angeles-based punk band No Age, which has three LPs on Sub Pop Records. The festival also features comedians such as Josh Fadem of *Better Call Saul* and other shows. Venues for festival performances include The Hideout, Lincoln Hall (shown below), Metro and Schubas. For more, visit tnkfest.com.

—*Madeline Sargent*



INSPIRED ART IN NYC

» **In 1953, artist Joseph Cornell** (1903–1972) happened upon a collage in a Manhattan gallery. The 1914 *The Man at the Café*, by Cubist artist Juan Gris, captivated Cornell’s attention so much it inspired his own work over the next 15 years. Pieces he created as a result included 18 shadow boxes, two collages and a sand tray. Now, Cornell’s Gris-inspired art, as well as the 1914 Gris collage that started it all, will be displayed in “Birds of a Feather: Joseph Cornell’s Homage to Juan Gris,” at the Metropolitan Museum of Art in New York City from Jan. 23 to April 15.

The exhibit’s title refers to a white-crested cockatoo, which often appears in Cornell’s work. Birds are a significant motif throughout Cornell’s oeuvre, as they represented escape for the reclusive artist.

Cornell helped pioneer a style called Assemblage, which is a type of artistic creation that



» **Homage to Juan Gris, 1953–54, by Joseph Cornell, appears in the exhibit “Birds of a Feather.”**

involves the incorporation of found objects into a composition, thus imbuing those objects with a greater significance. Cornell arranged old photographs, dime-store trinkets, and objects that caught his eye at antique stores and flea markets into pseudo-Surrealist scenes. His work inspired several styles, including Installation Art and Pop Art, and was admired by figures such as Andy Warhol. For more information, visit metmuseum.org.

—*Kristen Gustafson*



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SMOOTH SOUNDS IN SITKA

From Feb. 1 to 3, Sitka, Alaska, will sound a lot like New Orleans, Detroit and other jazz hubs as top music artists such as saxophonist Brian Hogans and the Myron McKinley Trio play at the Sitka Jazz Festival. Other guests at the 23rd-annual event include vocalist Michael Mayo and music educator Gary Pratt.

Evolving from Sitka High School's Jazz Nights, the festival remains tuned to its roots in music education. Professional musicians will provide attendees with lessons on topics such as improvisation and jazz history, and each afternoon, groups of high school-age musicians will perform. In the evenings, the All-Alaska Jazz Band, which is composed of the state's best high school jazz students, will take the Sitka Performing Arts Center stage alongside professional jazz artists. Alaska Airlines is a sponsor of the Sitka Jazz Festival. Visit sitkajazzfestival.com for more information. —Kristen Gustafson



Bijon Watson plays at the 2017 festival.



MARQUEE DEBUTS AT THE PREMIER SUNDANCE FILM FESTIVAL

» **The apocalypse provides all** the seclusion one hermit could ever want—until a second survivor emerges and seeks companionship. That's the premise behind *I Think We're Alone Now*, starring Peter Dinklage and Elle Fanning. The film, making its world premiere at the Sundance Film Festival, is among the 110 films from 29 countries showing in Park City and Salt Lake City, Utah, Jan. 18–28.

Sundance has been an annual destination for film buffs, filmmakers and actors since 1985, when Robert Redford's Sundance Institute took over what had been previously known as the U.S. Film Festival.

Other premieres this year include *Blaze*, about country musician Blaze Foley and directed by Ethan Hawke, and *The Kindergarten Teacher* (above) with Maggie Gyllenhaal playing a New York City teacher who helps to cultivate one of her students' creative talents.

The New Frontier section of this year's Sundance features works by artists and innovators exploring new media, including virtual reality and artificial intelligence. For instance, *Elastic Time* is a mixed-reality interactive documentary about space and time and is narrated by astronomer Tony Stark. Visit sundance.org for more. —Kristen Gustafson



This Russian wolfhound was the 2017 Reserve Best in Show.

In PDX, pups compete to be top dog

» **Shiba Inus. Siberian Huskies.** Shetland Sheepdogs.

The Rose City Classic, Jan. 17–21, features 193 different breeds. But only one of the more than 3,000 competing dogs can earn the title Best in Show at the event, which is billed as the West's biggest dog show series.

As owners parade their pups through the Portland Expo Center, judges analyze characteristics such as the dogs' temperaments, health and personalities, and the sheen of the dogs' coats to determine an eventual winner.

In addition to the traditional competition, the Rose City Classic includes some uniquely Portland touches. Canine Good Citizen Testing helps teach manners to puppies, and a student art showcase features dogs drawn in outfits ranging from Renaissance garb to kilts. Other events include a Meet the Breeds Showcase and a Junior Showmanship competition that involves young pet owners (sometimes only as tall as their dogs). Visit rosecityclassic.org for more information. —Avalon Ashley

CLOCKWISE FROM TOP LEFT, BOBBI JORDAN; SUNDANCE INSTITUTE; PHOTOS BY ELAINE

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SHAUN OF THE SHRED

A halfpipe hero prepares for the 2018 Winter Olympics

By Jill K. Robinson

» **Legendary snowboarder Shaun White** grew up near Southern California beaches, and admits that he started out as a coastal kid.

“When I was younger, I didn’t really like being in the mountains,” White recalls. “I didn’t dig the cold.”

White, now 31, shook off his aversion to mountains long ago, and he is now a world-renowned master of boarding on street and snow. A two-time Olympic gold medalist in the men’s snowboarding halfpipe, White is also a professional skateboarder—he is the winner of a total of 23 Winter and Summer X Games medals in snowboarding and skateboarding. And, although he has eyes on skateboarding at the 2020 Tokyo Summer Olympics (in a yet-to-be-announced competition), his immediate sights are set on snowboarding in PyeongChang in February.

White has refined his focus for these Olympic Games. Despite competing in halfpipe and slopestyle in the past three Olympics, he’ll compete exclusively in halfpipe in 2018, after a 2014 Olympics that found him withdrawing from slopestyle and coming in fourth in halfpipe—out of the medals.

“Last time, [I trained for] halfpipe and slopestyle, and it was really tough,” White says. “Every time I’d learn a trick in one of them, I was excited, but there was a moment of realization that I was neglecting the other. It was back-and-forth frustration. I left those Olympics empty-handed.”

So White has been training hard. When he was growing up, he spent his winter mountain time at Mammoth Mountain, Snow Summit and Bear Mountain—all in California—and these places still hold a special place in his riding schedule. He’s now an athlete and ambassador for the three resorts. “Mammoth has always been progressive with [building] great snowboard parks, and they were one of the first mountains to do that,” says White. “I was thankful to have access to the premier halfpipes, jumps and rails—all the things I would eventually deal with in competition.”

In February 2017, the halfpipe World Cup season concluded in PyeongChang, with the final stage (where White placed second) serving as a test for the 2018 Olympics venue. “Being at the test event gave me experience with the halfpipe there, which allows me to mentally prep for the Olympics,” White says. “Every halfpipe you compete in is

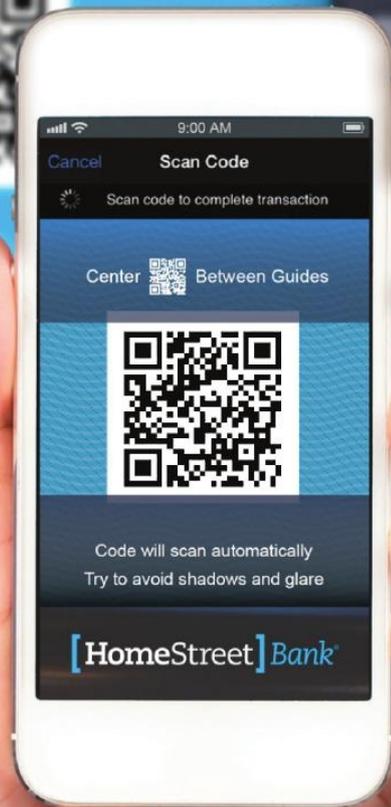


different. You do certain tricks, and in the back of your head, you’re making mental notes.” Without training on the PyeongChang halfpipe, he says, he can still use his memory of it. “You compare [your training performances] to how a trick came off in the halfpipe in Korea so you know if you need to work on it,” he says. “You have to base it off memory and build a visual road map.”

This time around, with knowledge of South Korea’s venue and a renewed focus on his preferred event, White feels he’s ready. “I’m focusing on the halfpipe because it’s what I like to do—and I feel like [it gives me] the best chance of winning.” ✂

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WESTERN HOPEFULS

» **Keep your eyes** on the following athletes from the American West. You just might see them in medal ceremonies at the Winter Olympics in PyeongChang in February.

Erik and Sadie Bjornsen

Event: Cross-country skiing.

Hometown: Winthrop, Washington.

Erik and Sadie Bjornsen—who are brother and sister—grew up cross-country skiing on the Nordic ski trails of Washington state’s Methow Valley. Six years ago, they both relocated to Anchorage, Alaska, to pursue their athletic dreams. The move seems to have paid off.

“In order to prepare for World Cup and Olympic racing, I spend somewhere around 850 hours a year in focused training,” Sadie says.

She competed in the 2014 Winter Olympics, finished with solid World Cup points in the last three seasons, and placed well in various individual races and team relays, including a 2017 World Championship bronze in the team sprint classic event. “Looking ahead to the Olympics in PyeongChang, my goal is to win an Olympic medal, which has never been accomplished before by an American woman in cross-country skiing,” she says.

PyeongChang will be Erik’s second Winter Olympics, as well. In Sochi, his accomplishments included a fifth-place finish in the classic team sprint at the World Championships last season in Finland. “My goal for the 2014 Olympic Games was to learn as much as I could so that when I head back this February, I could be ready to compete for a medal,” he says.

Must-have travel items: *Erik:* “The one non-essential item I treat myself to is my noise-canceling headphones.” *Sadie:* “My own pillow, American coffee and an AeroPress coffee maker, a picture of my family and my fiancé to hang above my bed, noise-canceling headphones for when I need to get in my own head, and a stuffed animal to always have a friend.”



» **Sadie and Erik Bjornsen, top left and right, are brother-and-sister Nordic skiers with high aspirations. Aaron Tran, above, hopes for a medal in short track speedskating. Maddie Bowman, right, is already a decorated halfpipe freeskier.**



Aaron Tran

Event: Short track speedskating.

Hometown: Federal Way, Washington.

Visits to the 2010 and 2014 Winter Olympics as a spectator intensified Tran’s yearning to skate short track in 2018. With top-10 finishes in the 5,000-meter relay at the 2015–16 and 2016–17 World Championships, Tran heads into the Olympic season with credentials. His dream is to bring a medal home from Korea.

Precompetition music: “One morning I could be listening to *Can’t Stop the Feeling!*, then the next I could be listening to Beethoven.”

Maddie Bowman

Event: Halfpipe freeskier.

Hometown: South Lake Tahoe, California.

With seven X Games medals since 2012 and an Olympic gold medal from Sochi, Bowman is one of the world’s most decorated female freeskiers. In 2016, Bowman made a successful return from injury the previous year.

“My goal for PyeongChang is to go, enjoy my time and be proud of my skiing,” she says.

Precompetition music and snack: “I really like to listen to Beyoncé, and I love Clif Bar’s Clif Kid Zbars.” ✈ —J.K.R.

MORE TO WATCH:

■ **Lowell Bailey**, biathlon. At the 2017 World Championships, became the first U.S. athlete to win a world title in his event.

■ **Chloe Kim**, halfpipe snowboarding. At the 2016 U.S. Grand Prix, was the first woman to land back-to-back 1080s, and scored a perfect score of 100.

■ **Hilary Knight**, hockey. With the U.S. women’s team, won silver medals at the 2010 and 2014 Winter Olympics, scoring three goals in five games in 2014.

■ **Mikaela Shiffrin**, alpine skiing. Defending women’s slalom Olympic gold medalist. Won her first women’s World Cup Overall title in 2017.

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DAY 1

» I was glad to get this family photo at Whitefish Mountain Resort. The powder was fresh, and the views of Whitefish Lake and the surrounding area were stunning.



Residing in Seattle, Washington, Nick Becerra is a photographer and family man with a taste for adventure. Capturing images from the mountaintops is no easy job, but Becerra knows just how to bring those beautiful views to the small screen. He and his family traveled to the Whitefish, Montana, region as part of Alaska's #Weekend-Wanderer series and posted from snow-covered slopes and along crystalline lakes. For more #WeekendWanderer posts, be sure to follow @alaskaair on Instagram.

blog.alaskaair.com

WHITEFISH IS A WONDERLAND

» **Friday morning found us** up early and heading toward Whitefish Mountain Resort for a full day on the slopes. Zoe, 6, did her first-ever blue run, and Ethan, 12, and Mindy and I took turns finding powder stashes in the West Bowl. As the lifts were closing, my family and I took one more run, feeling as if we were skiing and riding into the sunset. Our weekend adventure of winter fun was only just beginning.

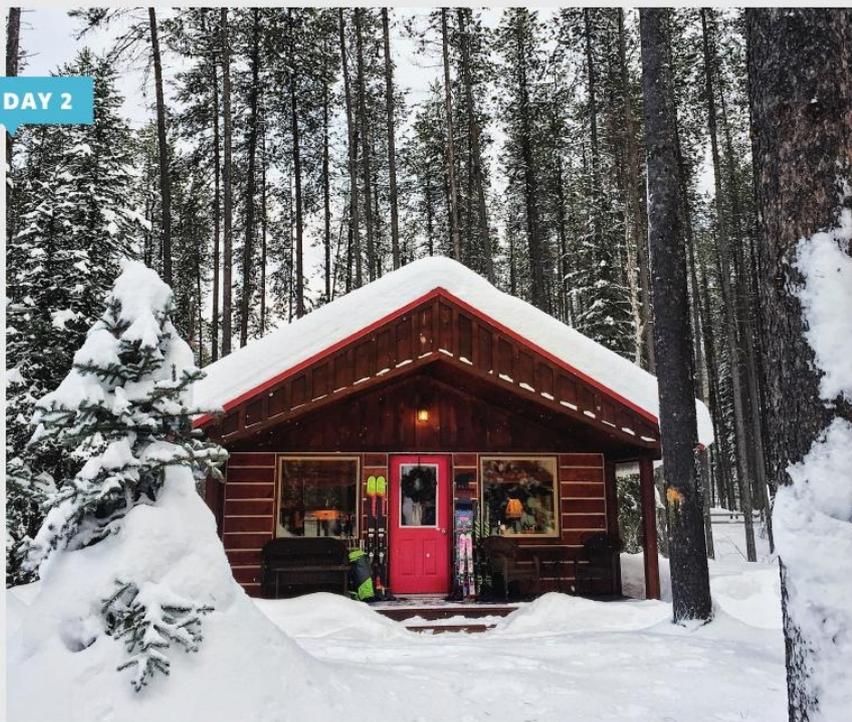
One of our favorite outings was a morning snowmobile tour, which we impulse-booked during our trip. The two-hour excursion began with a brief safety lesson from our Swan Mountain Snowmobiling guide. Then Mindy and I each took one of the kids in supplied double snowmobiles for the 45-minute drive up the trail. On the way, sun glinted through pine

limbs, and at the top of Desert Mountain we were met by a pure blue sky.

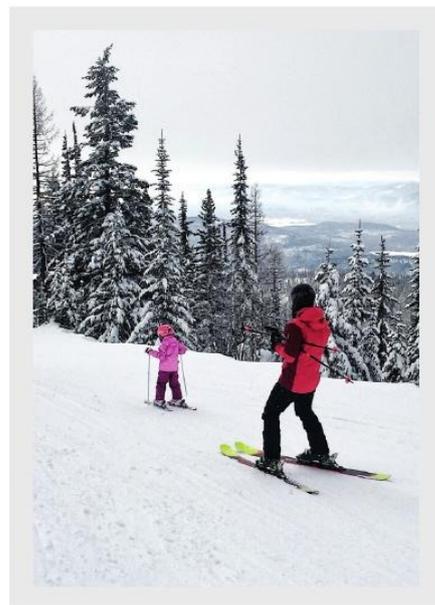
The weekend's most serene experience was snowshoeing in Glacier National Park along the shores of Lake McDonald. Rugged peaks lined the end of the crystal-clear lake, and the golden light melted into a brilliant sunset that seemed to set the mountains aflame.

We also spent a quiet afternoon in the charming town of Whitefish, where we dined at Buffalo Cafe and grabbed drinks at Montana Coffee Traders. Warm beverages in hand, we strolled along Whitefish Lake, which was topped with ice fishers dropping their lines into cut holes. I'd never seen ice fishing in person before, but that's Whitefish—showing off another great way to enjoy winter.

DAY 2



⚡ We loved our cozy digs at *The Reclusive Moose Cabins* near *Glacier National Park*.



⚡ From cruisers to steeps, *Whitefish Mountain Resort's* 3,000 acres and 105 marked trails kept the whole family entertained.

DAY 3



⚡ It was a perfect morning for a snowmobile ride up and down *Desert Mountain*. At the top, we looked out at some of *Glacier National Park's* beautiful peaks.



⚡ Ten miles long and nearly 500 feet deep, the glacially carved *Lake McDonald* is the largest lake in *Glacier National Park*. With sights such as this, the *Whitefish* region stole my heart.



John Schweiker

TITLE: Account Executive

LOCATION: Anchorage, Alaska

DATE HIRED: June 12, 1984

NOTES: A 2016 Presidential Award winner. Active in the Big Brothers Big Sisters of Alaska. Big Brother to 2nd Lieutenant Pedro Peña, USAF, since he was 8 years old. Lives happily with his wife Nancy and their cats, Princess and Abby.

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Stone Brewing's outdoor patio.



San Diego Comic Art Gallery.



A LIBERTY STATION STROLL

By Archana Ram

» Originally a Naval Training

Center built in 1923, Liberty Station is now a lively complex in San Diego's bayfront Point Loma neighborhood that showcases shopping, dining and cultural activities in focused, walkable districts. Spanish Colonial Revival buildings that once housed U.S. Navy recruits now host a mix of residences and stores, with families, couples and other visitors strolling the streets, walkways and indoor hallways of its retail spaces.

Liberty Station encompasses 361 acres, but I suggest focusing your exploration in the Arts District, Liberty Station's northernmost segment. At the stylish boutique Moniker General, you'll find locally made leather goods, candles and accessories, plus a bar that serves cocktails, coffee and small plates. Across the street, Liberty Public Market is an eclectic indoor marketplace of more than 30 local vendors, offering flowers, gifts, and

food and drink ranging from fresh tacos to local coffee roasts. Take your food outside to the comfy patio lined with seating at wooden tables.

Next door is Stone Brewing World Bistro & Gardens—Liberty Station. It's an expansive space with a huge family-friendly patio that includes a bocce ball court. The iconic SoCal craft-brewing company features good variety but is particularly well-known for its IPAs.

Walk down a covered walkway under grand archways, and you'll come to Kid Ventures. This indoor activities center is big on play-based learning, with an interactive pirate ship, obstacle courses and art classes. There's a mock farmers market for children to visit.

Kids (and grown-up kids) will also get a kick out of the San Diego Comic Art Gallery, curated by Teenage Mutant Ninja Turtles co-creator Kevin Eastman. Exhibits rotate, but there are

permanent displays of original TMNT sketches and a re-creation of Eastman's studio.

Adults can cap an evening walk with a nightcap. The sleek bar at Soda & Swine, the trendy, meatball-themed eatery, pours wines, craft beers and classic cocktails. If you're hungry, try a featured plate or sandwich such as The Swine (with smoked pork meatballs) or The Grain (with quinoa, pesto and feta). And don't pass up the house-made pie with soft-serve ice cream. It's a sweet way to end your stroll. ✈

■ **There's more fun on foot to be had in San Diego—at Balboa Park.** The 1,200-acre green space just 1.5 miles north of downtown includes museums, trails, gardens and the renowned San Diego Zoo (sponsored in part by Alaska Airlines). Throughout February, pick up a Museum Month Pass at any area Macy's store to enjoy half-off admission at more than 40 participating cultural institutions in Balboa Park and around town. —A.R.

REMEMBER WHAT
TRUE ADVENTURES
ARE LIKE IN A PLACE
YOU'LL NEVER FORGET



Glen Alps



*Borrego Palm Canyon
Nature Trail, Anza-Borrego
Desert State Park.*

A DESERT OASIS HIKE

By Jill K. Robinson

» **The open spaces,** dazzling sunlight and peaceful moments to be found in Anza-Borrego Desert State Park fill first-time visitors with awe—and keep repeat visitors spellbound. California's largest state park—about an 80-mile drive northeast of San Diego, depending on your route—is beloved for natural features that include soaring desert vistas, vibrant palm oases, multichromatic seasonal blooms and peninsular bighorn sheep—which were called *borregos* by Spanish explorers.

The park's 600,000-plus acres offer a wealth of hiking on hundreds of miles of trails and dirt roads, as well as in off-trail areas open to exploration. The park's most popular hike starts a mile from the visitor center and feels like a journey from the desert to the tropics. The Borrego Palm Canyon Nature Trail is a relatively easy, 3-mile roundtrip hike. The rocky canyon, strewn with spindly ocotillo plants and rotund barrel cacti, climbs (with an elevation gain of about 700 feet) to one of the last naturally occurring groves of California fan palms.

The trail begins at the Borrego Palm Canyon Campground (\$10 day-use fee) and winds among boulders. If you look closely, you may find signs of desert life such as Gambel's quails and Costa's hummingbirds. During a peak bloom (which can come at any time between February and April), the trail can be flanked by wildflowers. Patches of green expand along the canyon's creek, and the sound of water grows from a lulling trickle to the rush of a waterfall in the shade of desert willows. Along the way you can see tree trunks wedged among boulders, carried there by water during flash floods (to be safe, check conditions in advance).

Eventually, the rocks give way to the shade of the oasis, with fan palms soaring overhead, clad in shaggy palm-frond skirts. The cool shade and water are alluring to people as well as to wildlife. Canyon residents such as coyotes and rabbits visit regularly, and the famed bighorn sheep sometimes meander down the dry cliffs for a respite in the lush landscape. Scan the ridges, and you may be lucky enough to spy bighorns making their way through the desert. ✈

DATING CONNECTIONS

It's Just Lunch Clients

RICK SWANSON
Technology
Partner
EDUC: MS,
Computer
Science, VA
Tech
INTERESTS:
Cooking,
travel, tech

KRISTINA KERN
Founder,
Stella*s
PopKern
EDUC: BBA,
UKY
INTERESTS:
Travel, skiing,
food



DATING. UNPLUGGED!

CLICK, TAP, SWIPE, REPEAT. IT'S ALL SO... IMPERSONAL. ONLINE DATING WAS SUPPOSED TO MAKE FINDING SOMEONE EASIER, SO WHY DOES IT FEEL LIKE SUCH A CHORE?

▶ With a career that took up a lot of his time and energy, online dating had begun to feel like Rick Swanson's second job. He spent hours filtering through online dating profiles but time after time, the spark just wasn't there. That's when Rick saw an ad for It's Just Lunch (IJL) in an airline magazine and decided to give matchmaking a try.

Today, Rick credits It's Just Lunch with introducing him to the love of his life, Kristina.

Life before It's Just Lunch?

Kristina: I just found the whole online dating thing completely unmanageable and daunting. I wanted someone who knew me to "fix me up" and when a friend suggested IJL, I did some research and found it to be the right "match" for me.

▶ **It's Just Lunch Matchmakers:**



MELISSA BROWN SARA DARLING JULIE LOPEZ

What was working with a matchmaker like?

Rick: The interview process was really valuable. Sandra, my matchmaker, was genuinely interested in learning about me. She really wanted to understand what I was looking for in a woman, what I found attractive, what I found interesting, what intrigued me. We talked about my work, my outside interests, etc. When someone is leading you through the process, it makes you think. Sandra got me to reflect honestly on what I was looking for.

Best part of the IJL experience?

K: It was super easy because IJL arranged the dates. All I had to do was get ready and meet at the restaurant. And unlike online dating, I felt that my dates were interested in meeting quality people, not one-night stands. Your matchmaker calls you up with a

match and then gives you the details of the date. All you have to do is show up and have fun!

What makes you two a great match?

K: He's comfortable in his own skin. He loves the fact that I am confident! I can just be who I am, and I've never felt so at ease with anyone else.

Advice for singles considering IJL?

R: Dating is a real challenge in our fast paced, always connected, and frequently impersonal world. Having a real person on your side, helping to find the right partner is a huge plus.

The success of It's Just Lunch is built on creating high quality matches in low pressure situations. **In 26 years, they've set up millions of first dates. Get in touch at 800-858-6526 or itsjustlunch.com.**

"Finding a match takes a lot of work – but let it be my job. Then you can go have the fun." —Melissa Brown

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DATING TRENDS

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1.5X
Men are 1.5X more likely to "friend" someone within one week of a first date.

3/4
Of singles love getting a text after a good first date.

44%
Of singles wait until after a first date to do online research on their potential partner.

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ZEST FOR PASTRIES

By Naomi Tomky

» With the arrival of winter, we tend to desire warmth, coziness and all things baked. Putting biscuits in the oven, spreading butter on fresh bread and keeping the cookie jar stocked become forms of comfort. But we also need some sunny brightness, which can come in the form of adding citrus to baked goods.

Amy O’Connell, the owner and baker at Beach Bakery in Seattle, uses the wide assortment of oranges that come into season as the centerpiece in her orange-currant scones and as a background in her blueberry-ricotta muffins. “Because pastries bake so long, they can turn out one-note,” as one flavor can overpower the others, she says. Citrus is her solution, giving a more well-rounded result and accentuating other flavors.

To get the most out of winter stars such as Cara Cara and blood oranges, she recommends juicing everything by hand with a

reamer, as she does, and also utilizing the zest. “The juice flavor bakes out a bit; the zest stays strong through the baking process.”

Seattle-based pastry chef Clare Gordon, who was named a Rising Star Pastry Chef by the Star Chefs website in 2015, prefers to use her winter citrus in a slightly different way: “I’m a big fan of marmalade,” she says, adding that it’s an underappreciated way of adding flavor to pastries. She, too, likes blood oranges, as well as the intensely fragrant bergamot, recommending a good bergamot blanching before use to keep from leeching any bitterness into the spread. The lengthy cooking process for jams tends to dampen the brightness of citrus, so Gordon saves a little of the juice to add right at the end of the process.

For her, using citrus is all about keeping the flavors fresh, whether as a marmalade or a citrus stock, or when slow-poaching the fruit in

simple syrup. But mostly she sees citrus as a natural pick-me-up throughout the season: “It’s a great source of vitamin C, and lots of colors keep the food cheerful.” ✂

BLOOD-ORANGE CURD

Amy O’Connell, Beach Bakery
Yields 2 cups

- 1 cup blood-orange juice
- Zest of two oranges
- 1½ cups sugar
- 4 whole eggs
- 3 additional egg yolks
- Pinch of salt
- 4 ounces (1 stick) butter



Whisk the first six ingredients in a double boiler, stirring constantly until thickened, then strain. Stir in butter until melted. Refrigerate until fully chilled, then spread on scones, muffins or pound cake.

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COZY COCKTAILS

By Brad Japhe

» A hot cocktail can warm you from the inside out. And though many of us have dabbled in Irish coffee, toddies or even hot buttered rum, the category extends well beyond these basic entries.

One of the first hot cocktails was pioneered by Jerry Thomas—widely regarded as the father of American mixology. In the first cocktail manual published in the United States, *The Bar-Tender's Guide* (1862), the flashy San Francisco barman recorded his recipe for the blue blazer: a combination of sugar, boiling water and Scotch whisky, which he'd light on fire and transfer back and forth between metal mugs at arm's-length, resulting in a flaming stream of azure. You can still find the blue blazer on menus in its city of origin (Spruce Restaurant pours a heightened version, with high-quality Scotch, for \$18), although few bars use the traditional preparation.

Down the coast in Los Angeles, Gabriella Mlynarczyk, bartender at Accomplice Bar, emphasizes flavor in her heated offerings. She's currently serving glögg—an aromatically enticing combination of red wine, allspice and aquavit. "Glögg is a traditional Swedish drink," she explains. "Here it gets a tropical push from Falernum [a sweet spiced Caribbean syrup] and pineapple." It's soothing and a cinch to make at home. Mlynarczyk points out that many heated drinks require nothing more than a kettle for steeping. "You can also tie up the aromatics in a cheesecloth and use a regular stovetop pot."

Entertaining consultant Lindsay Eshelman recommends using a Crock-Pot to prepare a half-dozen servings at once. She amplifies the mineral-rich, milk-chocolate notes of Gem&Bolt mezcal in a spin on a Mexican staple, hot cocoa (recipe at right). ☘

TULUM HOT COCOA

Lindsay Eshelman

Yields 5–6 servings

3 cups almond milk
1½ bars semisweet chocolate (about 2¼ ounces), broken into chunks
6 tablespoons cocoa powder
2 tablespoons pure cane sugar
8 ounces Gem&Bolt mezcal
⅛–¼ teaspoon cayenne pepper
Ground cinnamon and whipped cream

Combine almond milk, chocolate chunks, cocoa powder and sugar in a Crock-Pot. Cook on high for 30 minutes or until chocolate is blended into the milk. Stir with whisk. Turn Crock-Pot to low setting, and stir in mezcal. Add cayenne to taste. Simmer for about 10 minutes on low before serving, or keep on low to keep cocktail heated. Garnish with whipped cream and cinnamon.

GYM-DANDY

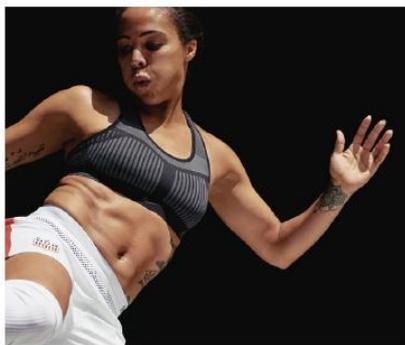
Fashionable clothes for fitness

By Andrea Thomas

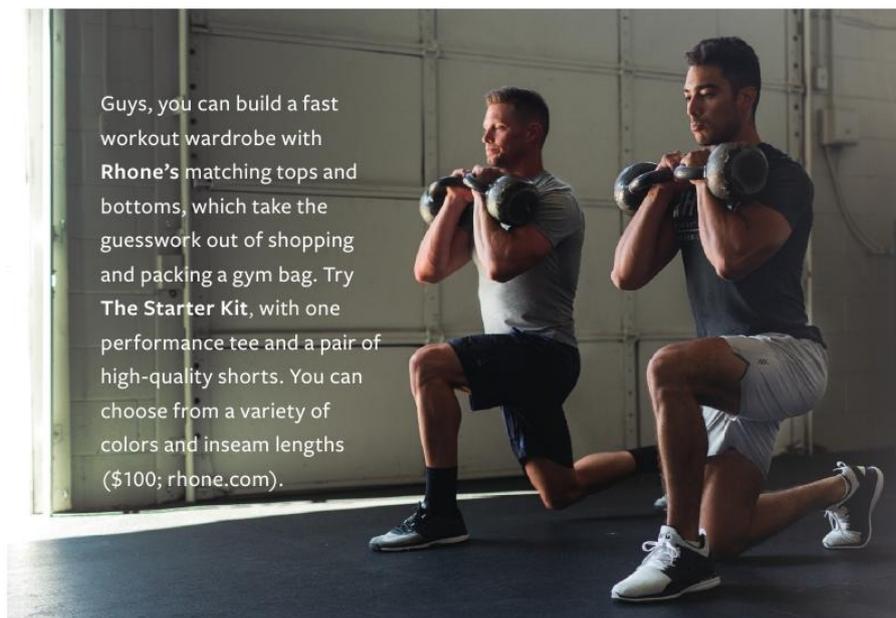
» Whether you're embarking on a New Year's resolution to get fit or you practically live in the gym, new gear can give any workout a boost. Recharge your exercise sessions with goods that combine function and flair.



With an upper reminiscent of a sweater and a cushioned midsole, **Athletic Propulsion Lab's Techloom Pro** sneakers were created for maximum comfort. The unisex trainers' weave of performance material is designed to provide support, flexibility, breathability and strength (\$140–\$160; athleticpropulsionlabs.com).



Wrestling into a sports bra can feel like a workout itself. Not so with **Nike's FE/NOM**, a lightweight, seamless sports bra that takes the tugging out of suiting up. It's made from the brand's Flyknit technology, a strong but lightweight yarn woven to offer targeted support for high-intensity exercise (\$80; nike.com).



Guys, you can build a fast workout wardrobe with **Rhone's** matching tops and bottoms, which take the guesswork out of shopping and packing a gym bag. Try **The Starter Kit**, with one performance tee and a pair of high-quality shorts. You can choose from a variety of colors and inseam lengths (\$100; rhone.com).



In a gym full of uniform black tights, **Zella's Wonder High Waist Leggings** let you stand out—and squat, dance and stretch. They come in an attractive block-pattern print, and with a wide no-slip waistband, supportive fabric and chafe-proof flat seams, the leggings are designed to feel as good as they look (\$65; nordstrom.com).

Put a **bkr Spiked Tutu water bottle** on your handlebars, and you can turn heads along with wheels in spin class. The silicone spikes give the glass bottle's sleeve a modern, fun look and make it easier to grab, even with sweaty hands. The bottles are also BPA-free and dishwasher-safe (\$40–\$55; mybkr.com).



With a shiny silhouette and roll-top closure secured by military-style clips, **Herschel Supply Company's Coast Duffel** upgrades the ubiquitous gym tote's style. The duffel is made of water-resistant tarpaulin fabric, with a waterproof external zip pocket and seatbelt-quality handles, so its functionality matches its looks (\$129.99; herschel.com).

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GET FIT, GET SMART

Tech-enhanced fitness gear optimizes workouts

By Kacie Kaufman

» With recent developments in wearable technologies, athletic gear and accessories, daily-grind workouts can be transformed into interactive “smart” fitness adventures. Incorporating aspects of gaming, artificial intelligence and adaptive software, the following tools and gadgets can help you get tech assists on your New Year’s resolutions.

Lattis Ellipse Smart Bike Lock:

Use this technologically equipped device to make exercise by biking to work and other places safer and more appealing. The Ellipse Smart Bike Lock, alongside its associated app, enhances safety and security, with features such as anti-theft detection, crash alerts, solar charging, encryption and keyless unlocking with the use of a designated smartphone (\$199; lattis.io).



LifeBeam Vi AI Personal Trainer: These specialized headphones feature a simulated personal trainer named Vi that uses artificial-intelligence capabilities and adapts feedback to personal fitness levels and individual progress. Flexible, sweatproof ear buds provide crisp harman/kardon sound quality for music, as well as audio coaching and encouragement for challenging workouts (\$199; getvi.com).

MORE FITNESS TECH

Hexoskin Kits: High-tech shirts (for men, women and youths) sync to a recording device and app to track biometric data (\$399 for full kit; \$169 for shirt only; hexoskin.com).

Runtastic App’s Story

Running: This app option puts you in running-centered audio tales to inspire you on interval runs (99 cents per story; free with premium membership; runtastic.com).

Under Armour Speed-Form Gemini 3 Record-Equipped Shoes:

With or without a phone, these smart shoes track and store fitness data (\$95.99; underarmour.com).



Lumo Run: This small, water-resistant sensor clips onto the back of a waistband to help you analyze and improve upon your running form. Based on the information it collects, the tracker and its associated app provide coaching during a workout, and recommend personalized exercises for warmups and cooldowns (\$99.99; lumorun.com).



Gululu: Being well-hydrated is fundamental for any workout. Help active young people form healthy hydration habits with this interactive water bottle. A digital screen on the bottle’s face features a 3-D animated pet that grows as users drink. Gululu also allows games, interaction between friends with bottles, and tracking by parents (\$129; mygululu.com).



Sensoria Fitness Socks and Anklet: These sensor-infused socks, paired with a clip-on ankle and smartphone app, track typical data such as speed and steps, and also record valuable info about foot-landing patterns to help improve running form (\$199 for ankle and two sock pairs; socks and ankle also available separately; sensoriafitness.com).

Restore Your Look Restore Your Confidence with Larson Medical Aesthetics



I'm in my 20's. I noticed my face was changing with exercise, weight loss and a lean diet. I had a dent in my cheek, hollow temples and I looked tired. I didn't look like myself. I had talked to plastic surgeons that wanted to do surgery but I knew there had to be something better. Then I found Margaret who changed my life with the non-surgical Bellafill® treatment. Margaret is an amazing injector with an artistic eye. I am so happy with the results and the care I received at Larson Medical.

Christine



I'm in my 30's. I am a mother of 3 teenagers and a personal trainer who works out a lot. I noticed a thinning and sagging of my face. I looked tired and sad. Margaret introduced me to Bellafill®, the longest lasting filler, and restored my face without surgery. Now I look refreshed, healthy and happy. I would never go anywhere else.

Vonnie



In my late 40's. I am an outdoors person and passionate about water and snow skiing. All that sun took a toll on my face. I looked more tired and had asymmetry (crooked and downward lines) that I didn't like. After some research I found Margaret who is an expert injector of Bellafill®. Margaret is a master injector and true artist. With Bellafill® she brought symmetry to my face. She was able to give me a nonsurgical facelift by replacing lost volume that naturally occurs with aging. I feel and look more confident and healthy. I am very happy with the results.

Heidi



Margaret L. Larson
ARNP, MSN, FNP-C

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SNOW MOBILES

Vehicles made for winter weather double down on comfort and traction

By Bengt Halvorson

» **Be Prepared.** As you head out onto the roads this winter, the Scouts' motto applies not just to your mindset and what you pack, but to which vehicle you choose in the first place. The following automobiles have been specially developed to be ready for slippery and snowy driving conditions.

Volvo XC60

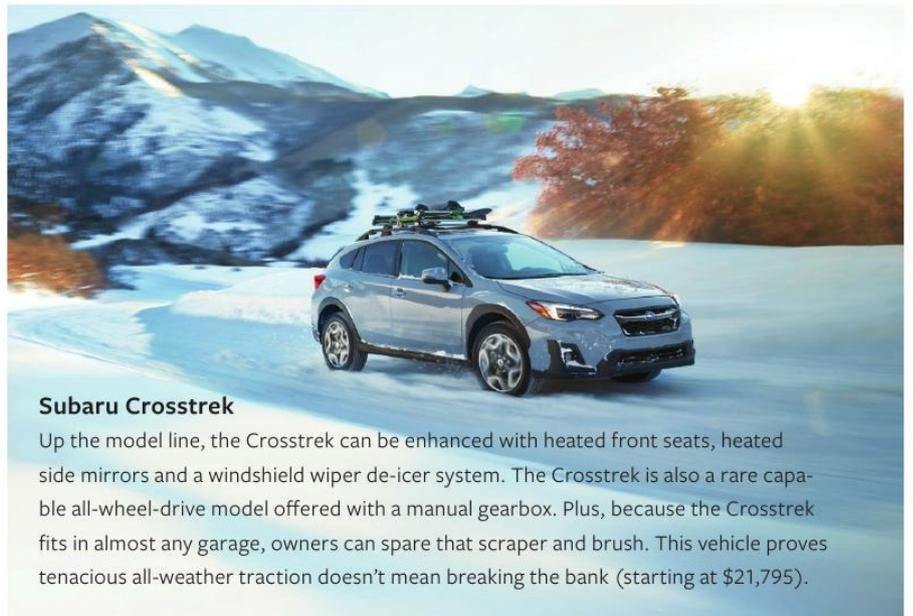
Volvo hails from Sweden, a country capped by the Arctic Circle. So it's no surprise that the redesigned XC60 is unfazed by snow and sleet. Its system always engages all wheels, and four-zone climate control keeps everyone cozy. Opt for heated wiper blades, a heated steering wheel and a nozzle system that keeps the headlights clean (starting at \$41,500).

Mazda CX-5

Mazda claims to have a dynamic advantage in the snow thanks to its i-Activ all-wheel-drive system. Its complex algorithms study a total of 27 different inputs and behaviors—even wiper use—to redirect power to where it might be better used. Mazda considers its system a triumph if you don't even know when it's working (starting at \$24,150).

Chevrolet Traverse

Chevrolet's up-to-eight-passenger Traverse is a year-round multitasker. It can tow 5,000 pounds, and on slippery roads a snow mode will gently send more engine power to the rear wheels. The entire lineup has three-zone climate control, and top Premier and High Country trims include heated outboard second-row seats (starting at \$29,930).



Subaru Crosstrek

Up the model line, the Crosstrek can be enhanced with heated front seats, heated side mirrors and a windshield wiper de-icer system. The Crosstrek is also a rare capable all-wheel-drive model offered with a manual gearbox. Plus, because the Crosstrek fits in almost any garage, owners can spare that scraper and brush. This vehicle proves tenacious all-weather traction doesn't mean breaking the bank (starting at \$21,795).



FEATURES THAT PAVE THE WAY FOR BETTER WINTER DRIVING

All-wheel drive. Made for varied driving conditions, some AWD systems even have a snow mode. Most have the capability to reroute power quickly to the wheels that need it—before the tires start spinning and you get stuck.

Ground clearance. Especially important if you need to head out to work—or to the slopes—before the plows get to freshly fallen snow. Go with 8 inches or more of ground clearance.

Heated everything. Heated seats and a heated steering wheel may seem frivolous, but everything heated makes winter driving a little easier. Heated windshields, wiper de-icers and heated washer nozzles can help keep you safe.

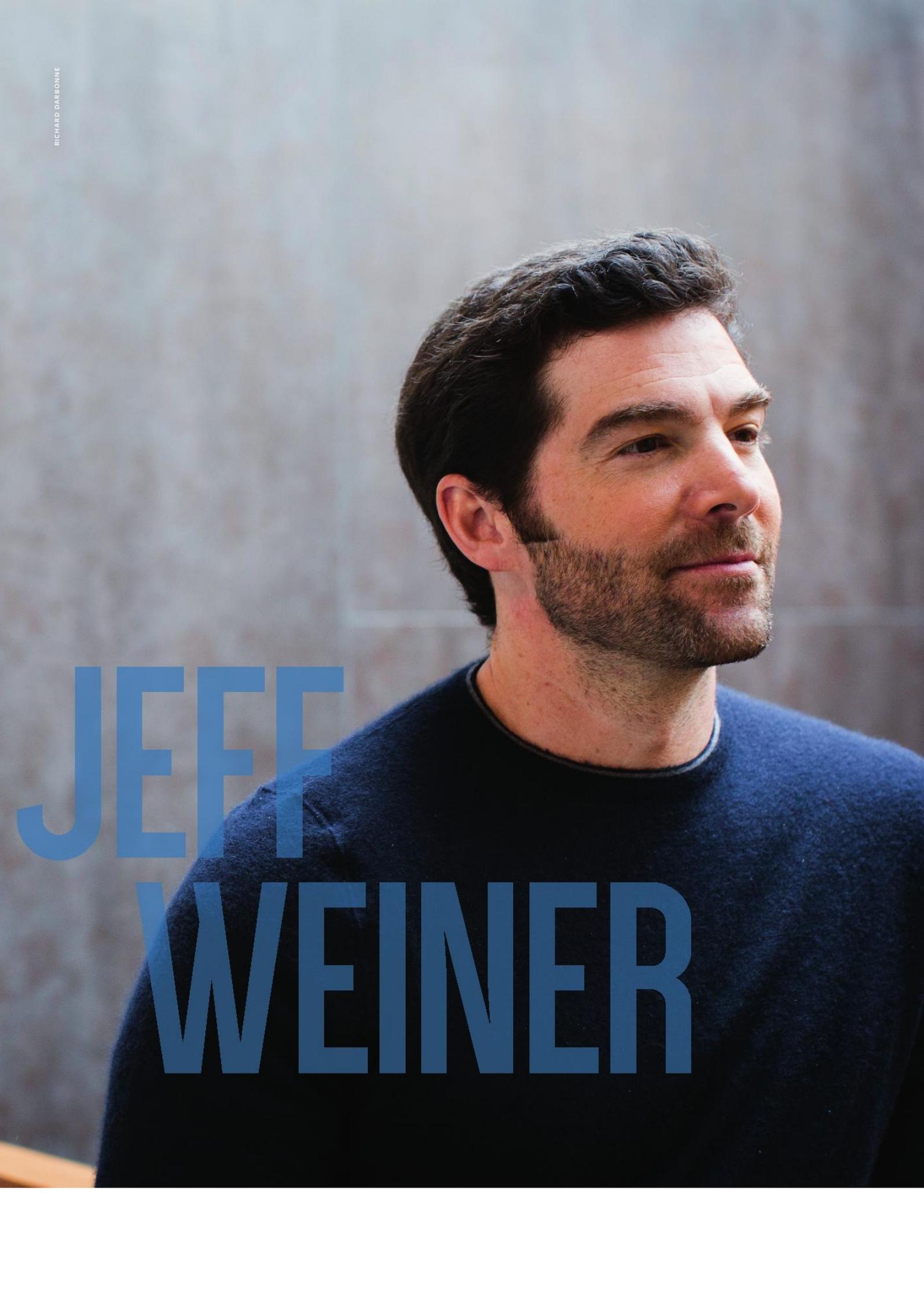
Winter tires. There is no substitute for real winter tires. In addition to the traction pattern, winter tires are made of a special compound that stays stickier—and grippier—in subzero temperatures.

—B.H.



RICHARD DARBONNE

JEFF WEINER



Clarity Conviction Communication

LinkedIn's popular CEO
leads with compassion

By Eric Lucas

ONE DAY IN MAY 2011, Jeff Weiner stepped up to perhaps the highest-profile business stage in the world, the New York Stock Exchange, and rang the opening bell to begin the first day of public equity trading for the social media company he heads, LinkedIn. It was an exhilarating moment, culminating years of preparation and propelling the company into the top ranks of online enterprises.

That evening, rather than stay in New York to celebrate, Weiner hopped on an overnight flight to California so he could be at LinkedIn headquarters for a brown-bag presentation to the company's workforce. The topic: Weiner's favorite nonprofit organization, DonorsChoose.org, which provides a platform for individual contributors to support specific classroom projects across the United States.

"I told Jeff, 'You should stay in New York. Get a decent night's sleep,'" recalls DonorsChoose.org CEO Charles Best. "'We can do the lunch meeting at LinkedIn without you.' He said, 'No, I'm fine, and this is important.'"

That sort of commitment to what he believes in is the core of Weiner's leadership style—a style that is bringing him increasing attention as one

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Leaders inspire others to achieve shared objectives, Weiner says.

of America's rising young corporate leaders.

"Clarity, conviction, communication. Those are the elements of leadership," Weiner says in appearances on national media, in business-school presentations, and in personal interactions as a high-tech manager and executive practicing what he calls "compassionate leadership." He believes an effective leader must have clarity of vision, courage of conviction, and the ability to communicate both.

That philosophy is what drove Weiner, just a few years after the heady days of LinkedIn's stock offering, to stand before employees to discuss an event almost the opposite of that first day of trading. Reacting harshly to a less-than-rosy earnings report, Wall Street hammered the stock—it lost 45 percent of its value in one dark week in early 2016. Weiner told his workers that, while

People who trust each other to do the right thing have a competitive advantage.

it was a new experience for LinkedIn, many other companies had experienced similar shocks in the equity market, and life would go on.

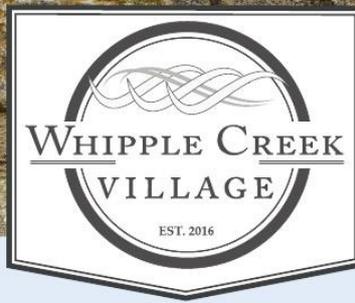
"We are the same company we were the day before our earnings announcement. I am the same CEO I was; you are the same team. And most importantly, we have the same vision, mission and sense of purpose, in terms of our ability to create economic opportunity. None of that has changed," he told more than 9,000 LinkedIn workers in California and around the world, striding a stage at the company's Sunnyvale headquarters. He told staff that the company's business is based on a purpose he believes can be both economically viable and socially beneficial.

"The creation of economic opportunity and increasing socioeconomic stratification will be the defining issue of our time," he said. "There is no company anywhere in the world better positioned to help individuals and the people they care about navigate these uncertain times.

"If we do that, our valuation will take care of itself."

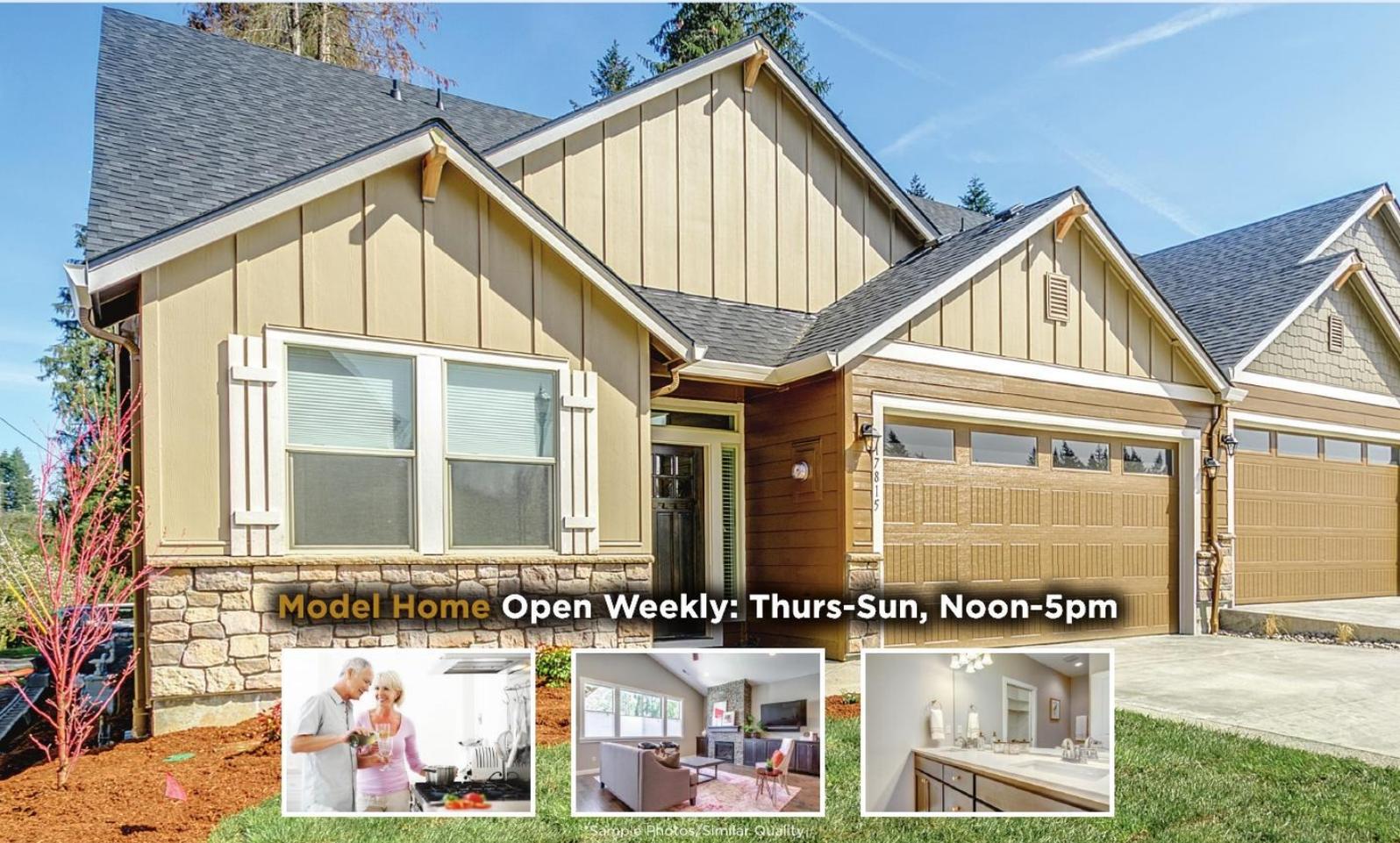
A few weeks later, he deferred his \$14 million stock bonus, asking that it be redistributed to LinkedIn employees.

Though he is just 47, Weiner has more than two decades of experience in the high-tech industry, having started work in the now-mythical early days



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of the web, 1994, at Warner Brothers. He had just earned a bachelor's degree in economics from the University of Pennsylvania's prestigious Wharton School and been hired on at the Hollywood studio. During a meeting, Warner Bros. executives were discussing the company's strategy to address the new internet phenomenon and were looking for volunteers. Everyone in the room looked around at each other, until Weiner spoke up.

He told the group he'd gotten an AOL account in early 1994, and had been following discussions on Motley Fool—an admittedly scant background but he figured he knew as much about the internet as anyone at Warner Bros. Weiner produced the company's first internet business plan in July 1995 and became vice president of WB Online.

After Warner Brothers, stints at a couple of large hedge funds were followed by almost eight years at Yahoo, where he became executive vice president of the company's Network division, with responsibility for many of the company's consumer-facing products.

Then, in a classic example of the more-traditional form of networking, an acquaintance suggested that Weiner meet LinkedIn founder and then-CEO Reid Hoffman. They had dinner at San Francisco's famous Boulevard restaurant, and in 2008, Weiner joined LinkedIn as interim president.

In June 2016, as CEO of the company, Weiner announced to employees that Microsoft would purchase LinkedIn for \$26.2 billion in a deal that would not only keep Weiner at the helm but also have Microsoft stand back from the business and creative culture that Weiner had cultivated.



Jeff Weiner, left, with LinkedIn founder and internet entrepreneur Reid Hoffman.

Management is telling people what to do. Leadership is inspiring them to do it.

IN PERSON, Weiner is disarmingly low-key, adding a dark-gray zip-up sweater atop the de rigueur Silicon Valley black T-shirt business uniform on his spare frame. He cites statistics readily. The key for LinkedIn, he says: There are 780 million professionals in the world, and not only does Weiner believe all of them should be on LinkedIn, he has a plan far more expansive than simply racking up membership numbers. He calls it an “economic graph,” and predicts that experiential skills will be just as valuable as academic degrees in what futurists are labeling the “Fourth Industrial Revolution.”

Weiner talks about a database that would map the global economy, starting with the planet's 3 billion workers, 60 million companies and 20 million digitally accessible jobs. The database would add in every skill, from garden design to nuclear engineering; every degree or certificate; every educational institution. The idea would be to share all that knowledge, connecting, say, software engineers in Detroit with a world of job opportunities.

“We'd have a real-time, comprehensive snapshot of the global workplace,” he declares. “We could lift and transform the world economy.”

Couple that global business vision with his approachable manner and understated charisma—and add in his “compassionate leadership”



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philosophy—and it's clear why Weiner has become a frequent guest on news and talk shows, articulating an elegant and refreshing Silicon Valley executive ethos. MSNBC, CNBC, *Business Insider*, Bloomberg, NBC's *Today*, *Time*, *Money*: They all want to talk about his leadership style. Weiner is often listed among the best executives in America—such as in *Forbes* magazine's ranking of America's 20 Favorite Bosses.

When there's a report on high-tech executive misbehavior, there's CBS News' Gayle King asking "this unique CEO" to describe what compassionate leadership means. Weiner responds that it's essential to try to understand the other person's perspective, even under difficult circumstances, such as termination.

And he forthrightly discusses his own shortcomings. "I've learned that I need to tone down my intensity," he tells King, amiably.

Is he a kinder, gentler executive role model in an industry famous for its take-no-prisoners leaders?

"Well, kinder, yes," notes Best at DonorsChoose.org. "Gentler? He's got way too much energy."

Best and Weiner have worked together since 2005, when Weiner was gifted a DonorsChoose.org certificate that prompted him to direct funds—he chose to donate books—to a classroom project. After dozens of students wrote him thank-you letters, Weiner called Best, asking for a quick after-work meeting.

"That 'quick' meeting turned into a several-hours conversation," Best recalls. "Jeff's rigorous probing into whatever he is interested in goes beyond anyone else I've ever known. That's the only three-hour conversation I've ever had with anyone."

Subsequent to their meeting, Weiner was asked to join the

DonorsChoose.org board of directors, where he continues to serve.

“Maybe he’s less intense now,” Best concedes. “Now, though, I’d say he’s also a deep listener. He’s coupled his intensity with kindness.”

When Weiner made a large donation to DonorsChoose.org last year, he requested that it be used for classroom projects focused on teaching pupils compassion.

Weiner’s attention to detail is a key facet of his executive abilities that a former colleague remembers from their days at Yahoo.

“Jeff isn’t an engineer, but his passion for building a perfect, high-impact product drove him to be the person who always will file the most bug reports,” says Qi Lu, now chief operating officer at the giant Chinese internet company Baidu. “The depth and breadth of the respect Jeff has among the engineers that I have worked with is unseen for a non-engineer executive.

“Add to that his incredibly deep and irrepressible passion for people and for the good cause that will make the world a better place, and Jeff is simply amazing as a leader.”

ASKED HOW A LEADER conveys conviction and compassion in the workplace, Weiner says both verbal communication and active modeling are important. “Every leader has their own style; I hope I succeed at both,” he observes. LinkedIn’s weekly all-hands meetings often feature the company CEO; he also travels to LinkedIn offices overseas, which range from Stockholm to Singapore.

“What I do know is this: No one pays attention to leaders who say one thing and do something else.”

Weiner’s own example for this comes from a regular senior-leaders meeting at LinkedIn a few years ago.



A mission consists of measurable objectives. A vision consists of dreams.

The CEO dove into the long-term-planning agenda with an elaborate spreadsheet-style presentation covering the company’s revenue, membership and income goals. During the lunch break, he joined a table with a number of his senior leaders to discuss feedback. That’s when one of the leaders spoke up. Concerned that Weiner had begun the meeting discussing numbers, the leader asked if the company’s mission had changed. He shared that he had joined LinkedIn first and foremost for its purposeful vision. Other employees at the table voiced similar concerns.

In the second half of the meeting, Weiner says he shared that feedback with the entire group and reiterated the company’s mission. It was an issue of communicating a clarity of vision and courage of conviction. He says he learned a lesson, to never take that understanding for granted, and he now starts every meeting with the company’s mission and vision.

In a world where even a slight decrease in earnings can hit a company’s stock like a thunderbolt, LinkedIn’s corporate culture remains forthrightly values-oriented. Transformation, integrity, collaboration, humor and results are the ideals that inform the corporate-culture workbook. For “integrity,” the explanation is refreshingly blunt: We don’t believe the ends justify the means. We expect employees to do the right thing. Period.

“At LinkedIn, it’s not what, it’s how,” Weiner explains. “We’re here to create economic opportunity for every member of the global workforce. That’s the mission I was reminded of at that meeting. That’s what we do.”

On a personal scale, Weiner is still about leading with compassion, about helping people learn how to take advantage of those opportunities. “We can help expand the world’s collective wisdom and compassion,” he says. “And when that happens, the world becomes a better place.” ✕

Eric Lucas lives in Washington state’s San Juan Islands.

LinkedIn by the numbers

530 million members worldwide.

11,000 employees in 47 countries.

24 languages available on the website.

\$26.2 billion market value at 2016 sale to Microsoft.

29 Alexa internet ranking among popular websites, December 2017.

2002 year founded by Reid Hoffman and key members from PayPal and Socialnet.com.



CALIF



Clockwise from top left: The state's agricultural bounty, breathtaking natural beauty, space technology and entertainment industry have played prominent roles in building California's expansive economy.



CALIFORNIA

COMMERCE

From Grapes to Outer Space

BY BILL FINK

CALIFORNIA IS AN ECONOMIC JUGGERNAUT. The nation's most populous state, with more than 39 million residents, produced an estimated \$2.7 trillion in goods and services in 2017, according to the U.S. Bureau of Economic Analysis. California's GDP is about \$1 trillion greater than its nearest domestic competitors (New York and Texas). If California were a country, its economy would be the sixth largest in the world (following the United States, China, Japan, Germany, and it may soon pull ahead of the United Kingdom) according to the International Monetary Fund.

To explore what makes California such an economic powerhouse, we explore five of its most prominent economic sectors and profile some of the people making the Golden State such a unique and dynamic state.

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THE TECH OF TOMORROW

Among the many industries synonymous with California, one of the most powerful is the technology sector based in Silicon Valley, south of San Francisco.

From early technology companies such as Hewlett-Packard, which began in 1939, to the modern behemoths of Apple, Facebook and Google, technology has long been a cornerstone of the California economy. The Computing Technology Industry Association estimates the state's tech sector contributes \$312 billion annually to the state's gross domestic product.

Venky Ganesan, a managing director at the venture capital firm Menlo Ventures, works at the center of the state's tech sector. The 41-year-old firm—ancient by Silicon Valley standards—has a \$5.5 billion portfolio and has been involved in funding some of the industry's largest names, including the biotech firm Gilead Sciences, the blog site Tumblr and the driving service Uber.

According to Ganesan, California remains one of the top places to start and grow a technology company because of its superior colleges and universities, the ecosystem of tech companies and talent, and the concentration of venture capital firms needed to support new ideas.

Ganesan and his venture firm are continuing to make large investments in California startups that are developing virtual reality and artificial intelligence technologies that could transform the future of many industries. "But most of all, we're looking for people with integrity and energy who have the right products at the right time with the potential to disrupt an industry," Ganesan says.

AMERICA'S FOOD CENTER

"Ours is a story best told with food and wine," says Joe Bartolomei, co-founder of Sonoma County's Michelin-starred Farmhouse Inn and Restaurant. The Bartolomei family has farmed in this area for five generations, making him conversant with



Winemaker Heidi Bridenhagen, above, tests a recent vintage at Healdsburg's MacRostie Winery & Vineyards. The Apple Park Visitor Center, right, in Cupertino, offers a look at Apple's new corporate headquarters.

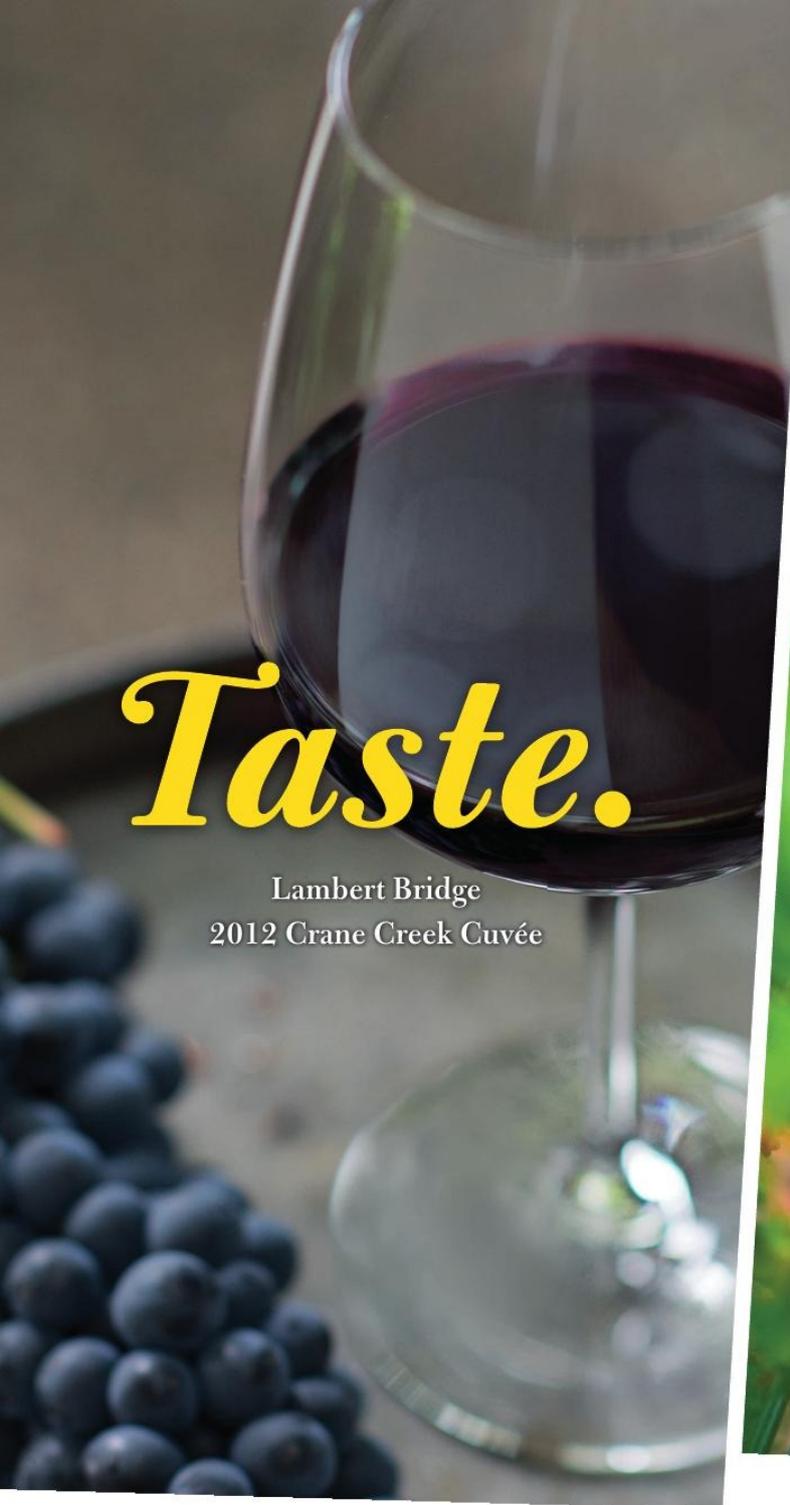


every ingredient in my breakfast, from the eggs that came from his chickens to the herbs that were grown in his garden.

Bartolomei's thriving business is just one example of the importance of food and wine to the state's economy. California's agriculture industry generated an estimated \$45 billion in sales in 2016. The Golden State grows more than 200 crops and has more than 76,000 farms and ranches. It produces more than one-third of the nation's vegetables and two-thirds of the U.S. output of nuts and fruits. The state is responsible for nearly 90 percent

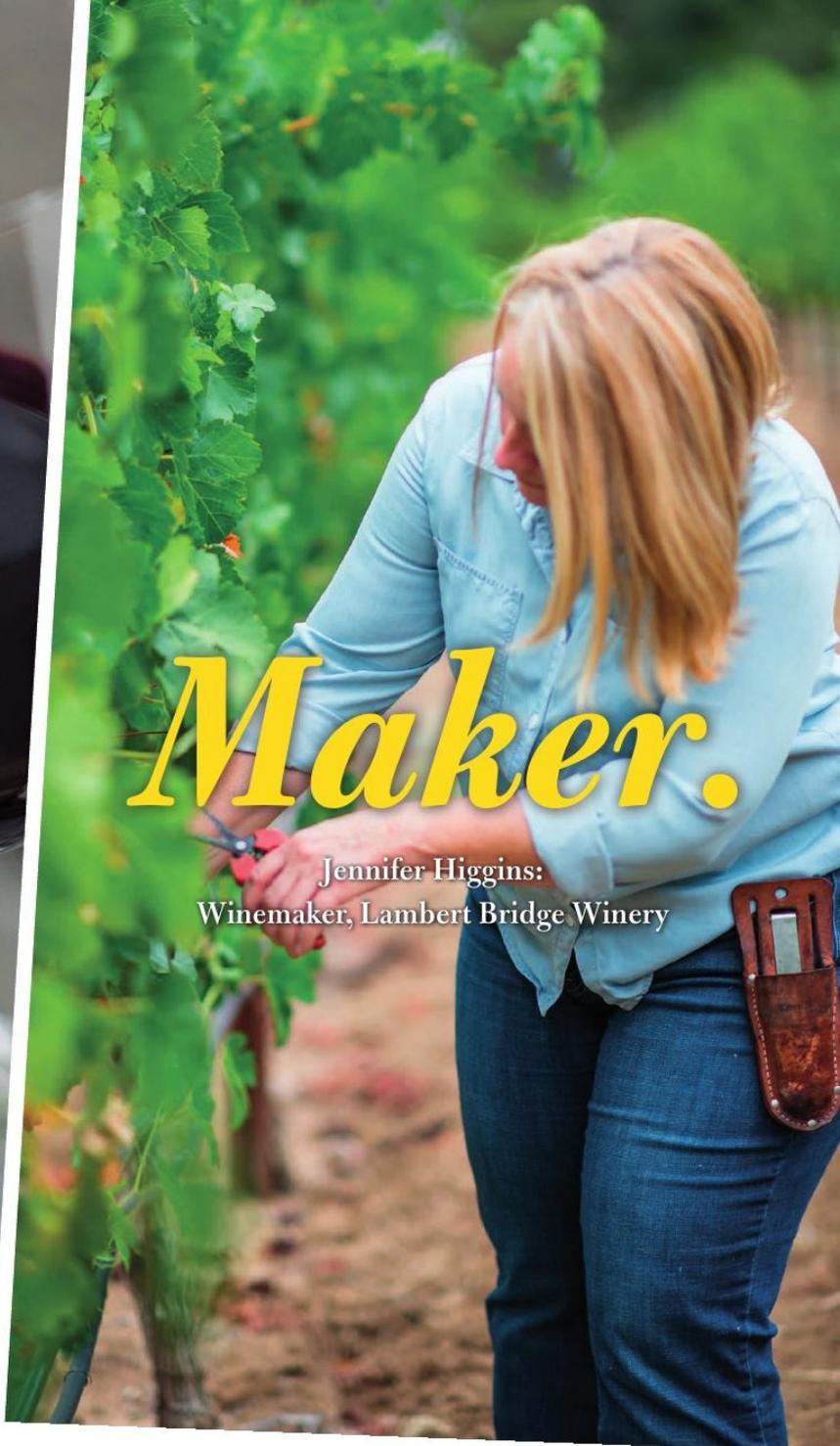
of America's table grapes, and most of the nation's olives, peaches and walnuts. It also produces more than 90 percent of the tomatoes, lemons and pistachios.

However, the state's best-known crop is wine grapes. California produces about 90 percent of the nation's wine. The importance of wine can be seen throughout the state, but is most evident in Napa and Sonoma counties. At an elegant hilltop tasting room overlooking rows of vines at Sonoma's MacRostie Winery & Vineyards, Don Davis, the director of sales and marketing, marvels at the state's majestic



Taste.

Lambert Bridge
2012 Crane Creek Cuvée



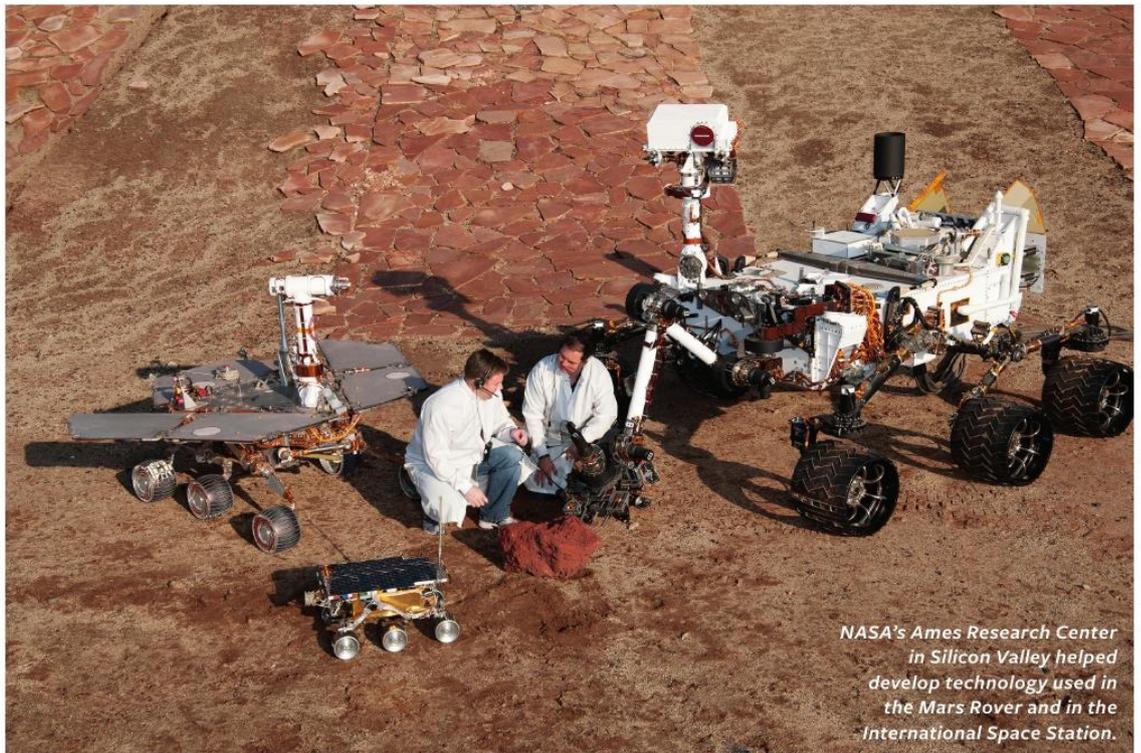
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Jennifer Higgins:
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NASA's Ames Research Center in Silicon Valley helped develop technology used in the Mars Rover and in the International Space Station.

Wine Country. "It's a beautiful place to work; people are just happy," Davis says.

The sense of bliss has paid off. According to a Wine Institute study, California's wine sector and associated businesses (hotels, restaurants, tours and retail) contribute an estimated \$57.6 billion per year to the state's economy, while employing 325,000 people. About 54,000 of those people live in Sonoma County alone.

THE POWER OF TOURISM

Exploring wine country is a popular aspect of California's booming tourism industry, which generated about \$126 billion in revenue in 2016, according to Visit California, the state's nonprofit tourism agency.

It is easy to see why California is one of the nation's top destinations. From the vineyards of Sonoma to the beaches of Los Angeles and the breathtaking natural beauty of Yosemite, California has just about everything you could want.

Another major attraction is Anaheim's

world-famous Disneyland, which has welcomed more than 750 million visitors since its opening in 1955. With the region's other amusement parks, such as Six Flags Magic Mountain, Knott's Berry Farm and Pacific Park on the Santa Monica Pier, California is an all-season center for theme-park fun.

In San Diego, tourism is the second-largest economic sector in the city (after technology), accounting for 13 percent of San Diego County jobs, and producing more than \$10 billion in annual revenue.

The city's attractions abound, including Balboa Park, with its many museums and the San Diego Zoo, outdoor activi-

ties, scenic beaches and great weather.

"San Diego is the greatest place in the U.S. to be part of the tourism industry," gushes William Evans, whose family opened the Bahia Resort Hotel at Mission Bay in the early 1950s. They have since opened additional resorts, including The Lodge at Torrey Pines in La Jolla. Another



Disneyland has been a top world attraction since opening in 1955.

FROM TOP: NASA / JPL / CALTECH; PHOTO: THOMAS A DUTCH SLAGER; JAY L. CLENDENIN / LOS ANGELES TIMES VIA GETTY IMAGES

developer who fell in love with the area was bandleader Lawrence Welk, who built the Welk Resorts San Diego in the 1960s.

California continues to build on its thriving tourism industry. The region's natural wonders include 32 national parks, seashores and monuments, as well as 279 state parks. Evans says the state's tourism industry is successful because of great locations, good marketing and hard work. Says Evans, "We sell and deliver the ideal of sun, sand and palm trees."

AEROSPACE FLIES HIGH

Moffett Field, a naval air base in Silicon Valley, has long been part of the state's aerospace industry—a sector estimated to be worth \$66 billion annually.

Next to the remnants of a blimp hangar, the Moffett Field Historical Society Museum displays a sepia-toned photo of

its original board of directors—which included Orville Wright of the famed Wright Brothers. The Moffett Museum traces the base's history from its origins as a center for experimental dirigibles to naval combat and rescue aircraft in the Vietnam War. More recently, California's aerospace industry has been focusing on the future. NASA's Ames Research Center, located at Moffett Field, is creating the next-generation air traffic control systems, planning for the future of low-altitude unmanned aircraft, and figuring out how to control the estimated 7 million drones expected to be sold by 2020.

Parimal Kopardekar, better known by his nickname PK, is a senior technologist at Ames and leads projects in NASA's Air Transportation System department. He says NASA is able to take advantage of the number of vibrant, new technology com-

panies funded with local venture capital.

Such business partnerships have contributed to the development at Ames of technologies used in the International Space Station and the Mars Rover, and also used in consumer products ranging from artificial hearts to bike helmets, golf balls and guitars. Even the old dirigible hangar and runways at Moffett have found new life, with private companies leasing them for new projects.

"At NASA, we can learn from the agility and flexibility of these new companies," Kopardekar says. "And we can contribute to them NASA's strong heritage of rigor and discipline in research and development."

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The advertisement for Alaska Mint features a collection of gold and silver items. At the top left is a large piece of raw gold. Next to it is a circular seal that reads "OFFICIAL PRODUCT ALASKA MINT" with a stylized 'A' logo. Below these are several pieces of gold jewelry, including a necklace, a bracelet, and several rings, some of which are set with raw gold nuggets. In the center is an open white jewelry box with "Alaska Mint" written on the inside of the lid, containing a ring. Below the jewelry are several Alaska-themed coins and medals. One coin features a moose, another a seaplane, and others feature various Alaskan wildlife and symbols. At the bottom left is a logo that says "MADE IN ALASKA" with a silhouette of a person. To the right of the logo is the contact information: "429 W. 4th Avenue, Anchorage, Alaska 99501 (907) 278-8414 • 1-800-770-6468 www.AlaskaMint.com".

BRINGING THE BUSINESS COMMUNITY TOGETHER

CARL GUARDINO says that to keep California golden, the state's business community has to work together.

The president and CEO of the Silicon Valley Leadership Group (SVLG), Guardino is aware of the challenges facing the Bay Area, such as housing and transportation.



A trade association funded by local businesses, SVLG lobbies for public policy changes, tax initiatives and cooperative ventures to improve area infrastructure.

The Leadership Group created the Housing Trust fund in 1998 that helped 25,000 people find affordable housing and buy their first homes. It is currently lobbying in favor of a \$4 billion State-wide Housing Bond on the 2018 California ballot.

Guardino says the Leadership Group also works to help those who are struggling in the current environment. "Two-thirds of our efforts are focused on affordable rental properties and for those at risk for homelessness," he says. "We are helping those who are missing out on the tech boom."

The group also has worked to expand the Bay Area Rapid Transit system (BART) to the San Jose area, and soon to Santa Clara.

Add to these initiatives SVLG's efforts to support education, the environment and health care, and you realize why Guardino says his organization's work will never be completed.

"However, we're working hard, and have a great staff and a community dedicated to making things better in Silicon Valley," he says. "And we're going to keep at it."

—B.F.

producing movies near the start of the 20th century. California's entertainment industry was estimated to generate \$114 billion in 2015, according to a 2017 study by the Otis College of Art and Design.

The film industry remains centered around the Los Angeles area, where each year hundreds of movies and television programs are produced at the various studios.

Tours of these studios give visitors backstage views (and amusement-park rides at Universal). Many TV shows taping in the area may provide free tickets for studio audiences (visit on-camera-audiences.com or tvtickets.com to request tickets to dozens of shows).

Lou Fusaro, a movie and TV producer, with credits such as Showtime's *Ray Donovan* and *House of Lies*, and ABC's *The Drew Carey Show*, has more than two decades of experience running the business side of these programs.

He says the typical hourlong cable TV episode employs about 100 people and costs between \$5 million and \$7 million to produce. Tax incentives and government support are helping to make sure California remains a leader in TV and film production.

Fusaro doesn't see that changing. He says the Hollywood talent pool—from acting to editing—will keep the region on top. "California has been, and will continue to be, the center of the entertainment industry for years to come," Fusaro says. ✂

Bill Fink writes from the Bay Area.

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EXPLORING ALBUQUERQUE

Celebrating this historic city along the Rio Grande

By Ashley M. Biggers

» **Growing up in Albuquerque**, I spent many afternoons visiting Native American pueblos across the state. As I tore bite-size pieces of fry bread, my fingers sticky from the honey-covered crispy dough, I'd watch tribal members moving to ancestral rhythms.

Today, I walk out my back door and travel a short distance to the Indian Pueblo Cultural Center, where, on weekends, dance groups share their traditions. On a recent afternoon, the White Eagle Dance Group from Zuni Pueblo performed a deer dance. A duo held staffs in their hands and moved to mimic the four-legged creatures they honored. Ropes of turquoise beads rippled from their necks, while feathers and antlers were attached to their headdresses—all part of their stately regalia. The steady beat of an animal-hide drum resonated through the circular courtyard bedecked with a dozen murals by Native artists such as Pablita Velarde and Helen Hardin (her daughter) of the Santa Clara Pueblo.

The drum represents Mother Earth's beating heart. However, as I felt its vibrations deep in my chest, it became for me the beating heart of the Pueblo peoples. The state's 19 Pueblos collectively own the center, where their cultures come alive through history and art exhibits, a store and the Pueblo Harvest Cafe. The cafe is a center for local Native cuisine, with dishes that meld traditional and modern recipes, such as *poynha*, Native American meatloaf made with bison meat.

My favorite treat remains the cafe's fry bread. I always buy a piece of the sticky bread to enjoy while I watch the presenta-



CATLIN CATO / INDIAN PUEBLO CULTURAL CENTER (2)



NEAR & FAR»



IAN DAGNALL / ALAMY/STOCK PHOTO

» Clockwise, from left: A Native dancer performs the deer dance. Old Town offers charming gardens and shops. Ernest L. Blumenschein's painting, *Star Road and White Sun*. A bowl of *hazruqive* stew from the Pueblo Harvest Cafe.



ERNEST BLUMENSCHNAIN: STAR ROAD AND WHITE SUN, CA. 1920, ALBUQUERQUE MUSEUM

tions of rhythmic dancing that are full of tradition and history.

Exploring History

Home to many Native American communities, the Albuquerque area was at different times part of Spain and Mexico before joining the United States. The Albuquerque Museum explores this multicultural history and its varied influences. The museum's art and sculptures offer selections from Southwestern artists, including Ernest L. Blumenschein, Peter Hurd and Georgia O'Keeffe.

The museum sits on the edge of Old Town, where the city was founded more than 300 years ago as a Spanish Colonial farming community and military outpost. Today, the historic neighborhood is a bustling location full of boutiques, art galleries, museums and restaurants.

Old Town is located in southwest Albuquerque, next to the Rio Grande, with Central Avenue—a section of the original Route 66—running through the neighborhood. The famous roadway still boasts many neon signs beckoning visitors to stop at local restaurants, businesses and hotels in the city.

Route 66 runs through the Downtown Albuquerque Arts and Cultural District, an area known for its art galleries, breweries, coffee shops and public art. A favorite district museum is 516 Arts, which produces contemporary art exhibitions throughout the year and has a role, along with the city's robust public art program, in creating the colorful murals that can be seen in the neighborhood.

Craft beer can be found throughout the district, from the well-known Marble Brewery, with its award-winning pilsner,

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» Hundreds of hot-air balloons, left, fill the skies during the annual Albuquerque International Balloon Fiesta. Flamenco dancers, above, perform at the National Hispanic Cultural Center.

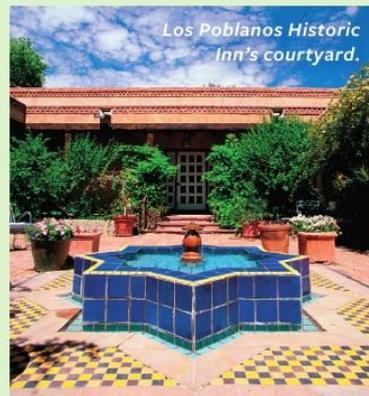
to the lesser-known Monks' Corner Tap-room, where the beer is made by Benedictine monks using homegrown native hops.

In the Barelitas District, south of downtown, you'll find the world-class National Hispanic Cultural Center, which celebrates Hispanic and Latin cultures with a visual-arts museum and a calendar of events as spicy as the city's chili, including plays, live music and flamenco dancing. Its plaza hosts iGlobalquerque!, a world music festival held each September.

Albuquerque is also known as one of the top cities in the world for hot-air balloons. The annual Albuquerque International Balloon Fiesta, which is usually held during the first week of October, boasts one of the largest collections of hot-air balloons—more than 500—in the world. The event offers spectacular visuals as balloons of every imaginable shape, size and color float across the landscape, and attendees can also go for rides during the fiesta. Those interested in taking flight

Lodging and Dining

Los Poblanos Historic Inn & Organic Farm: Located on 25 acres of lush gardens along the Rio Grande, the inn offers 50 restored and newly built guestrooms, some with patios that open onto lavender fields. The plant is used to make a line of body salves and lotions. James Beard Award semifinalist chef Jonathan Perno helms the field-to-fork restaurant, Campo, which is known for its modern take on indigenous Southwest ingredients.



Hotel Chaco: Opening its doors in April 2017, the hotel became the first newly built lodging in Old Town Albuquerque in several decades. Inspired by the pueblo great houses found in northwest New Mexico, the hotel abounds with Native American art. Its rooftop bar and restaurant, Level 5, has great city views, cocktails and indigenous-inspired cuisine.

Green Jeans Farmery: The food court in midtown Albuquerque consists of shipping containers that have been redesigned as restaurants, food shops, a craft brewery and a distillery. You'll find possibly the city's best green-chile cheeseburgers at Rustic on the Green.

Sadie's of New Mexico: With three locations in the city, this restaurant serves plates of classic New Mexican cuisine with spicy red- and green-chile sauce. To try both varieties, ask for your meal "Christmas."—A.M.B.

» DID YOU KNOW? Spanish settlers founded the modern-day city of Albuquerque in 1706 as "Villa de Alburquerque," named after Spain's 10th Duke of Alburquerque—earning the city its nickname as the "Duke City." That extra "r" in "Alburquerque" has been lost to time, but you'll occasionally see it crop up in names of heritage events, such as June's Festival Flamenco Internacional de Alburquerque, which attracts dancers and musicians from around the world.

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will find plenty of hot-air-balloon pilots ready to take them up any time of the year. The city is also home to the Anderson-Abruzzo Albuquerque International Balloon Museum, which tells the history of

A POET'S VIEW OF DUKE CITY

Albuquerque native Manuel Gonzalez is the city's poet laureate through 2018. "To me, Albuquerque is more than just green chiles and desert. It's seeing the value of our *familia*, our community, our traditions and our culture," he says. Here are some of Gonzalez's favorite places around town:



IVANASTAR / ISTOCK.COM

Chapel of Our Lady of

Guadalupe: Gonzalez says the intimate chapel located just east of the plaza at historic Old Town is what represents "Burque" [a nickname for Albuquerque].

El Chante: Casa de Cultura: This historic home in the Downtown Albuquerque Arts and Cultural District hosts writers' workshops and an art gallery.

Sunsets: "At the magic moment of dusk, the Sandia Mountains turn pink to earn their name. *Sandía* is Spanish for 'watermelon.' The entire city is bathed in a warm golden glow, towered over and protected by these pink mountains. It happens almost every day, but only for a few minutes." —A.M.B.

ballooning and showcases local pilots who have made record-breaking flights.

Other outdoor experiences in the area include exploring the Petroglyph National Monument. Hiking trails meander past black basalt boulders, where generations of Native American and Spanish settlers have etched designs in the rock.

The 50-Mile Activity Loop encircles the city with a network of multiuse trails and bike lanes that pass by the riverside forests of the Rio Grande Nature Center State Park, as well as the Valle de Oro National Wildlife Refuge, the first urban wildlife refuge in the Southwest. About 70 miles west of Albuquerque, you will find Sky City, the traditional home of the Acoma Pueblo tribe of Native Americans. Dating back to 1150, it is one of the oldest continuously inhabited sites in North America. Official tours are the only way to explore

» Visitors explore Sky City, home to the Acoma Pueblo tribe and one of the oldest continuously inhabited sites in North America.



the mesa-top village, and include a visit to the San Estevan del Rey Mission Church, built in 1629.

Northwest of Albuquerque, the Jemez Mountain Trail, a National Scenic Byway, winds past red-rock cliffs to the village of Jemez Springs, where hot springs burble to the surface allowing for a relaxing soak in various mineral pools. Outside of town

you can hike to a series of natural pools in nearby hills. A soothing stop here is a great way to end a tour of Albuquerque. ✕

Ashley M. Biggers writes from Albuquerque.

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BUSTLING BANGKOK

Enjoy rich traditions and urban life in Thailand's capital city

By David Armstrong



» From the water, the Grand Palace presents a breathtaking sight, all graceful spires and gleaming buildings. As I admire it from a riverboat, it seems to have been airlifted from another planet and set at the eastern edge of the river to charm us with its majesty and sheer beauty.

It's a passing whimsy, of course. The Grand Palace, in the beating heart of central Bangkok, is very much of this Earth. Built in 1782 for the royal family and government of Siam (as Thailand was then known), it is a center of tradition in 21st century Bangkok, the nation's bustling capital and largest city, with nearly 10 million people. The palace complex is now a don't-miss historical site that is still used for hosting royal ceremonies

and welcoming the king's guests and foreign dignitaries.

I disembark from the Chao Phraya Tourist Boat and head to the expansive palace complex. The manicured grounds of the Grand Palace are home to many Buddhist stupas—hemisphere-shaped buildings usually topped with a spire and gilded outside with gold leaf. Other structures are adorned at the forwardmost part of their rooflines with eye-catching decorations resembling wings.

Throughout the compound are water-filled vessels with blossoming lotus plants. The lotus flower is important in Buddhist iconography, symbolizing transcendence and purity. Indeed, Thailand is a devout, largely Buddhist, kingdom.



» Clockwise from left: Built in 1782, the Grand Palace features golden spires. The Bangkok Skytrain connects modern Bangkok. The ornate Wat Pho is one of the city's largest temples. Visitors enjoy views from a long-tail riverboat. Numerous statues of Buddha can be seen at the ruins of Ayutthaya.

TOP ROW FROM LEFT: BONNINSTUDIO / STOCKSY; PATRICK FOTO / GETTY IMAGES; BONNINSTUDIO / STOCKSY; HUGH SUTTON / STOCKSY

Just a short walk from the Grand Palace is another sight I'll long remember: Wat Pho temple, with its magnificent central attraction, the Reclining Buddha, which seems to fill the entire temple with its enormity—151 feet long and 49 feet tall—and size is just one reason why it's so impressive. The other is its artistry. Covered from head to toe with gold leaf, it simply dazzles.

Impressed by the beauty, I go off in search of more. Another short walk brings me to the Tha Tien Pier (Pier 8), where I board an express riverboat. I am whisked across the river to Wat Arun (Temple of Dawn). This landmark Buddhist temple is fronted with a steep but navigable staircase. The building's signature tapering

tower is about 270 feet tall. I climb the stairs to the top and take in the view of the temple grounds and the forest of modern high-rise buildings that punctuate the central Bangkok skyline.

On the second full day of my visit, I return to the Chao Phraya River for an excursion to another breathtaking antiquity. The Chao Phraya—Thailand's main river—flows about 230 miles from northern Thailand to the Gulf of Thailand. I am northbound for old Ayutthaya, a historical park about 50 miles from Bangkok that features the ruins of the ancient Siamese kingdom. It's located at the confluence of three rivers—the Chao Phraya, the Lopburi River and the Pa Sak River—and there are many river cruises that carry passen-

gers from Bangkok to Ayutthaya. I take the river cruise boat run by my hotel, the Shangri-La, Bangkok, which takes about two hours each way.

At Ayutthaya, I disembark at the river's edge, water bottle in hand to stay well-hydrated in the tropical heat. I follow well-maintained brick pathways across open spaces of lush green grass to the remnants of brick stupas, temples and government buildings. These protected, safely maintained ruins are all that remain of a city that boasted a million inhabitants before it was nearly destroyed by invading Burmese forces in 1767. It's now a UNESCO World Heritage site.

I especially like the surviving stone statues of Buddha scattered among the



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Bangkok Attractions

■ **Ayutthaya Historical Park:** The preserved ruins of a riverside city that was Siam's capital from 1350 to 1767 is a great day trip from Bangkok by riverboat.

■ **Food, glorious food:** Bangkok has a bounty of savory food, such as pad thai, shown above. For

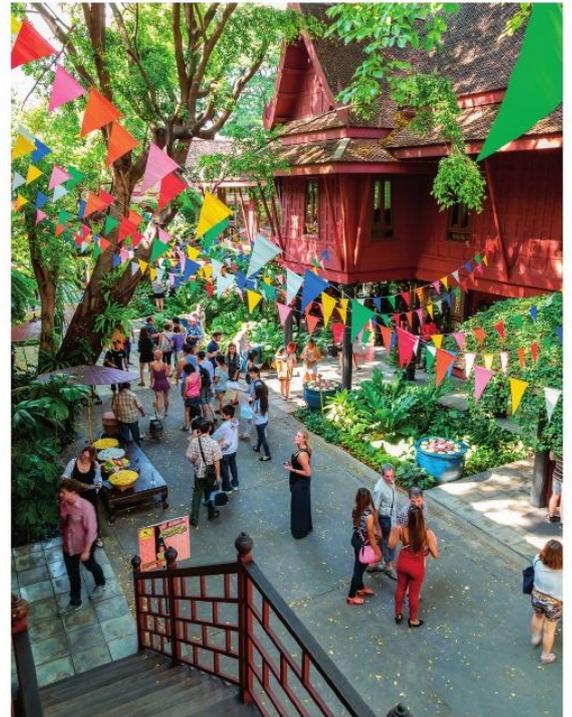
sit-down restaurants, check out Nahm, which features expat Aussie chef David Thompson's fresh, flavorful Thai cuisine. Or Tonkin-Annam's elegant Vietnamese fare, which fuses Thai ingredients with choice imports such as Vietnamese fish sauce.

■ **Grand Palace:** The glittering 18th century royal palace compound sits on the banks of the Chao Phraya River in central Bangkok.

■ **Jim Thompson House:** Built in the 1950s by American silk merchant and architect Jim H.W. Thompson, who lived there, the now-museum features traditional Thai teak buildings.

■ **Nightlife:** Bangkok is the city that truly never sleeps. Enjoy late-night eats, clubs, markets, live music and neon-lit bars.

■ **River dinner cruises:** Many commercial operators run dinner cruises on the Chao Phraya River. —D.A.



ruins, their upper bodies draped with saffron-colored cloth robes. Another favorite: the stone face of an ancient Buddha statue now completely wreathed by the climbing roots and vines of a tree.

Back on the boat, we churn through the silty waters of the Chao Phraya, passing humble riverside homes, held aloft by wooden stilts, on both sides of the river.

Upon arrival back in Bangkok, I top my day off at a waterside table in the Shangri-La's Next2 Cafe with a refreshing chilled drink: coconut juice from a young green coconut cut open on top and presented with a straw and a dessert spoon for scraping out fresh coconut.

Back in the day, Bangkok residents relied on the river and canals (*khlongs*) to get around town. The waterways are still busy, but these days, locals and visitors alike also make use of land transportation: elevated expressways, elevated light-rail lines and the subway, plus regular taxis and *tuk-tuks*—popular, inexpensive motorized three-wheel taxis, open on the sides and covered overhead by a cano-

py to shield passengers from sun and rain. (When taking tuk-tuks and taxis, it's advised to agree on a price before beginning your trip, and even to write the price down to avoid being overcharged.)

I begin the next day of my visit by walking the short distance from my hotel to the nearby Saphan Taksin station of the BTS (Bangkok Mass Transit System) Skytrain. Opened in 1999 and since expanded, the fast, efficient Skytrain carries passengers in air-conditioned comfort above the bustling city, and gives me a welcome chance to survey the cityscape.

It's a short walk from the National Stadium Skytrain station to my destination: the Jim Thompson House. The house—actually a complex made of six traditional Thai houses—was finished in 1959. The designer, Jim H.W. Thompson, an American expatriate architect and silk merchant, mysteriously disappeared in the Malaysian highlands in 1967.

Now a popular museum, the Jim Thompson House was ingeniously pieced together from sections of traditional teak

» *Visitors to the Jim Thompson House, above, can admire architecture made from the remnants of historical teak houses, as well as traditional Thai arts and textiles. Three-wheel taxis known as tuk-tuks, below, are a quick way to get around Bangkok.*



BANGKOK MARKETS

■ **Chatuchak Weekend Market:** The 27-acre market is great for bargain-hunting and people-watching, in the Chatuchak district.

■ **Damnoen Saduak:** Located 60 miles outside Bangkok, the large, colorful floating market features small boats that sell produce and other items. A great place for photos.

■ **JJ Green:** Located near the Skytrain's Mo Chit station, JJ Green is known for inexpensive keepsakes and live bands.

■ **Patpong:** You can find bargain Thai souvenirs at this popular central market, which is located within a lively nightlife area.

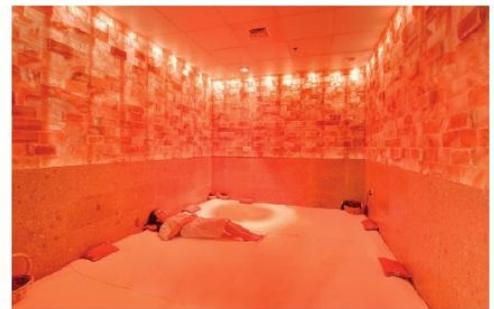
■ **Taling Chan:** The floating market, located 7 miles from downtown Bangkok, is easy to stroll around. Taling Chan features long-tail boat rides and clothing sold dockside. —D.A.



JEAN-PIERRE LESCOURRET / GETTY IMAGES

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dwellings that were purchased from their owners in the 1950s. Thompson was also an avid art collector, and the buildings are artfully adorned with carvings, sculptures, textiles and draperies. The walls of some of the structures on the grounds are open to the air, as in traditional Thai pavilions.

Colorful silken handiworks are much in evidence in this homage to traditional Thai artisans and artists. I buy my wife a beautiful Thai silk scarf in the museum gift shop and finish my visit to this unique attraction with a meal of *larb pla too*: hot and spicy mackerel salad, with toasted rice, spiced lime and cooling mint, in the compound's restaurant and wine bar.

Good food and libations are abundant all over Bangkok, and they cover a wide range of palates and prices. I favor Nahm, a modern Thai restaurant ensconced in

the stylish COMO Metropolitan Bangkok hotel. I'm especially fond of Australian chef David Thompson's deeply flavorful yellow curry with vegetables and tomatoes, served with cucumber relish.

The city also has a plethora of shopping options where visitors and locals can find new and used clothing, souvenirs, watches and other jewelry, ceramics, T-shirts and books. Along with the outdoor markets are glossy, air-conditioned shopping malls such as Siam Paragon and the Central Embassy mall, where international designer goods are offered at Western-style fixed prices. I like the street-level energy and variety of casual local markets, although I find that I am terrible at the traditional give-and-take of bargaining.

I end my visit with a fast ride on one of the city's signature long-tail boats on the

Chao Phraya River. The boat is a colorful low-slung wooden craft—with a light-weight hull and a capacity of maybe eight passengers—powered by an outboard motor. The long-tail is surprisingly swift, lightly skimming, now merrily bouncing over the water. As we motor upriver, the Grand Palace comes back into view, with its stupas and compelling central temple, before receding into the middle distance.

Like Bangkok itself, we speed into the future—and keep one eye fondly on the past. ✈

David Armstrong is a journalist and author in Carmel-by-the-Sea, California.

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Farmers markets in Hawai'i are known for vibrant, exotic fruits.

ISLAND BOUNTY

BY MARTHA CHENG

HAWAII'S FARMERS MARKETS AND FARM STANDS YIELD ABUNDANT TREASURES

From the laid-back Upcountry Farmers Market, high on the slopes of Haleakalā volcano on Maui, to the bustling Kapa'a Farmers Market on Kaua'i, the farmers markets of Hawai'i are as diverse and vibrant as island produce. Every market has a rich vocabulary of tropical fruit—tangy *lilikoi* (passionfruit), sweet and juicy lychee, rose-scented mountain apples—and most have a broad array of locally produced foods, arts and crafts. Visitors inevitably come away learning about, and tasting, something new.

Hawai'i has deep agricultural roots, reaching all the way back to the traditional native Hawaiian *ahupua'a* (ancient land divisions) and sugar plantations. More recently, the Islands have attracted waves of back-to-the-land types. And in recent years farmers markets have proliferated abundantly, sprouting up in a wide variety of locations on the four largest islands. Here's a look at some favorites.

HAWAI'I ISLAND

At the Hilo Farmers Market, tall piles of exotic fruits look ready to overflow from their tables. Dark-purple orbs of mango-steens yield sweet, white flesh. Football-shaped cacao pods echo the rich hues of Hawaiian earth and sunsets. Regular marketgoers head to well-known vendors, including Puna Goat Cheese and Aunt Phyllis' Macadamia Nut Butters. Newcomers post Instagram photos of fruit they've never seen or tasted before. In the case of durian, a fruit that some say has an aroma resembling smelly socks, tasters may be wary. But bravery can be rewarded, as durian's flavor has been described as creamy, sweet, savory and enjoyable.

This is Hawai'i Island's most storied farmers market. It started with four farmers in 1988 and now has more than 200 vendors, representing farms, flower growers and craftspeople, on Wednesdays and Saturdays. A much smaller subset turns out the rest of the days of the week.

For buyers wanting to be sure their purchases are sourced nearby, there is The Locavore Store in downtown Hilo. At this airy shop—not quite a typical farmers market, but a marketplace with a related fresh-food mission—in a historic Hilo Bayfront building, the rule is that all produce and meats must be locally grown, and at least two-thirds of the ingredients in the locally made goods must be sourced in the state. All-local spices, including turmeric powder and vanilla beans, fill some of the tidy shelves. Others may hold snacks such as dried apple bananas or fruit leathers in flavor combinations that include strawberry-pineapple-coconut and salted-banana-macnut. And, of course, there's all the gorgeous fruit. Store owners Arthur and Catarina Zaragoza-Dodge work directly with farmers around the island to ensure that what the store sells is high quality, from buttery avocados to sweet and juicy lychee.

Another shopping opportunity worth a look on Hawai'i Island is the Waimea Town Market, where the Hawaiian Home-grown Wool Company regularly hosts a booth showcasing yarns spun from the wool of sheep raised locally in Honoka'a. You'll likely also find enticing green teas brewed to order by Tea Hawai'i, and many other food and craft vendors.

In Kailua-Kona, the pretty-as-a-picture South Kona Fruit Stand offers excellent seasonal fruits to be eaten fresh or in smoothie form.



Colorful cacao pods and lilio'i, top, are among the varied forms of produce sold at the nearly 30-year-old Hilo Farmers Market, above, on Hawai'i Island.

O'AHU

Lines for grilled pizza from North Shore Farms and bowls of pho from The Pig & the Lady restaurant wind through the rows of vendors at the Hawai'i Farm Bureau Kapi'olani Community College Farmers' Market. Hawai'i food writer Joan Namkoong and farmer Dean Okimoto started this "KCC Farmers' Market" in 2003, and it has since grown into one of the state's most popular attractions for



INSIDER TIP:

Hawai'i Island, the largest landmass in the Hawaiian archipelago, is home to the most farms in the state. You'll also find a wide variety of inexpensive fruits. Sometimes, this produce is actually bigger than in most other places, as in the case of avocados as big as your head. —M.C.



Store owners Catarina and Arthur Zaragoza-Dodge sell locally produced fruits and meats at The Locavore Store, in Hilo.

As new luxe condo buildings shoot up throughout Honolulu's hip Kaka'ako District, which was previously a light-industrial area, the Kaka'ako Farmers' Market maintains its welcoming, community feel. It might not win any aesthetic points, since it's in a parking lot next to a department store, but the beauty is in the produce from growers such as MA'O

food lovers, with visitors arriving to sample Hawai'i's abundance sourced from land and sea. You may find grilled abalone or roasted corn slathered with liliko'i butter. While farmers still sell leafy greens and tropical fruit here, the real draw is the prepared food: street food, Honolulu-style.

The Honolulu Farmers' Market, held at Neal S. Blaisdell Center, is the relaxed evening alternative to the KCC market

bustle. Families gather for *pau hana* (after-work time), and friends meet here weekly to catch up, spreading blankets on the lawn and assembling picnics that may include—depending on rotating menus and seasonally available items—a plate of smoked meat from Guava Smoked; a braised shoyu pork bowl from Shinsato Farm; and dessert, such as a mango pie from Sweet Revenge.

INSIDER TIP:



O'ahu's markets are mini street-food fests. Try Nosh's Brazilian cheese bread at the KCC Farmers' Market, Panino Divino's Florence-style brisket sandwich at the Kaka'ako market, and The Pig & the Lady's Vietnamese noodle soups (multiple markets). —M.C.

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TOP RIGHT, LIANNE ROZZELLE; LOWER RIGHT, COURTESY THE PIG & THE LADY

Organic Farms, which trains youths from an economically less-advantaged part of O'ahu to be farmers, and sends them to college with scholarships. The community-supported fishery Local I'a supplies the market with fresh fish—and the names of the fishermen who caught them—as well as fresh poke and a ridiculously tasty smoked marlin dip. Regulars know to order in advance the *laulau* dishes from Taro Delight, before they run out. This company's healthy take on the traditional Hawaiian staple packs meltingly rich salmon belly and soft chunks of sweet potato into taro leaves and serves them steamed.

KAUAI'

All fruits and vegetables at Kaua'i's Sunshine Markets are grown on the island,

and all value-added products must be made of at least 50 percent locally grown ingredients. Also, the prices tend to be lower than they are at other markets. All of which can make shopping a competitive sport at the Kapa'a Farmers Market, one of the largest of the Sunshine Markets (in terms of number of vendors). People arrive early to scope out the best produce as the farmers set up, and at the sound of the whistle, announcing the opening of the market, they immediately rush in to purchase lush papayas, heavy liliko'i, fragrant mountain apples, tart-sweet apple bananas and blushing-pink young ginger. Some farmers sell out within just a few minutes.

The Kaua'i Community Market is slightly more relaxed, though vendors such as Midnight Bear Breads—which is famous across the island for pastries such



Popular restaurants such as The Pig & the Lady, top, set up stands at O'ahu markets to sell sandwiches, soups and other dishes.



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The Midnight Bear Breads stand at Kaua'i Community Market, top, sells pastries such as a tempting papaya cream cheese Danish.

as a papaya cream cheese Danish—can attract lines. A loaf of Midnight Bear's turmeric sourdough pairs well with fresh goat cheese from Kauai Kunana Dairy. A product that gives some people more pause is a cricket powder that can be used in baking. Cricket farmer Lourdes Zietz flags down curious visitors and explains that the powder, made by her company, Sustainable Boost, is a sustainable food, high in protein.

Located within The Shops at Kukui'ula shopping area, the Kaua'i Culinary Market delights guests with live-music performances and cooking demonstrations. Shoppers might, for example, see a chef break down a whole tuna. One of the best treats at this market is also the simplest: frozen white pineapple—nothing more—churned into a frosty, creamy treat (produced by the Living Foods Gourmet Mar-

ket & Cafe). This market will satisfy any sweet tooth, whether it's with pies from The Right Slice or preserves from Monkey-pod Jam.

Heading north, Kaua'i's terrain grows more wild, and so does the backdrop for its markets. It's hard to beat the lush mountainous setting for the Saturday market at Anaina Hou Community Park. After shopping, families sometimes take their market bounty and walk into the park to have a picnic. It's an idyllic area to

INSIDER TIP:



Kaua'i is famous for its kūlolo, a sticky dessert made with taro and coconut that is worth seeking out at the markets. —M.C.

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OPPOSITE PAGE, TOP LEFT, KEN HUGHES; LOWER LEFT, MIDNIGHT BEAR BREADS; THIS PAGE, RIGHT, KULA COUNTRY FARMS

enjoy great farmers market finds, including Lanipō Farm’s eclectic fruits (available seasonally), such as *mamey sapote*—which tastes like a pear baked with brown sugar—and chocolate persimmon, with notes of nutmeg, and, yes, chocolate.

MAUI

Clouds cling to mountain slopes in Up-country Maui, high on Haleakalā volcano. Many farmers make their home in this area—the cooler microclimate here means they can grow more-delicate fruits, such as the ruby-red strawberries found at Kula Country Farms’ produce stand. This fourth-generation farm is famous for its U-pick events. Families make the winding drive up to harvest pumpkins in the fall and strawberries in the spring.

Nearby, at the Upcountry Farmers Market, early risers seek out organic lettuces just plucked from the ground and warm themselves with cups of coffee made with award-winning Maui-grown beans. Even in the relative cold of high elevations, it’s hard to resist Haleakala Creamery’s goat-milk ice cream, especially when it’s paired with the creamery’s salted caramel. The market reflects the healthy, clean-living sensibilities of the area, and is also known for fermented items from kimchi to kombucha to kefir.

In a dirt parking lot just off the main road of bustling Kihei, the little thatched-roofed Yee’s Orchard & Fruit Stand provides a slice of tropical heaven. The 20-acre, 60-year-old farm is known across the state for its mangoes, which range from creamy Golden Glow to juicy Haden varieties.



In Upcountry Maui, the Kula Country Farms stand sells produce and other products.

South of Kihei, The Shops at Wailea hosts its Market at The Shops on the second and fourth Wednesday of each month. This event features farm-fresh produce, specialty foods and artisanal goods at a premier shopping destination.

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Here are a few items to watch for in Hawai'i—in season or all year.

Winter: Lychee
Avocado Mango

Chico
Mangosteen **Fall:**
Dragonfruit

Spring: Rambutan
Jackfruit Starfruit

Soursop
Strawberry **Year-round:**

Banana
Summer: Papaya
Liliko'i Pineapple



INSIDER TIP:

Among the many forms of produce that thrive on Maui, the island's strawberries are especially delicious. —M.C.

and distinctive microclimates, are a paradise for produce-growing. Add to this the creativity of artists and craftspeople selling wares in sunny outdoor settings, and it becomes inevitable that farmers-market experiences in Hawai'i will be memorable events. Visit the humble stands, the bustling markets and the surprising setups at unassuming parking lots. Wherever you find farmers markets in the Islands, you are sure to find something new, something to treasure ... something fresh. ✈

Martha Cheng writes from Honolulu.

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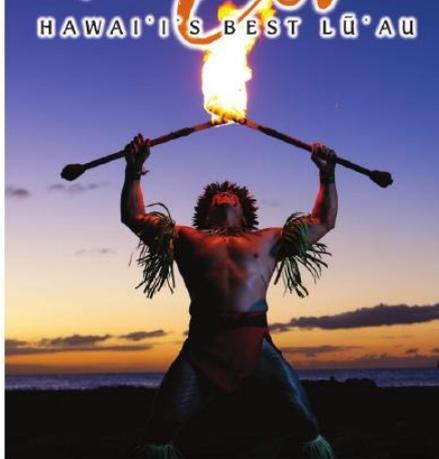
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Business + Leisure

Fun things to do at meeting destinations

By Julie Arnan

 **As the speaker wrapped up** the final presentation of a three-day conference, I was buzzing with newfound knowledge and inspiration, and also ready to unwind a bit. Unlike the big questions we had pondered during the week, tonight’s big question boiled down to: Beer or wine?

Beer won out, so our group of four headed to Ghostfish Brewing Company in Seattle’s SoDo—south of downtown—district.

Seattle (visitseattle.org) is known as an outstanding destination for artisanal wines and craft beverages, and SoDo is a great place to sample some of the city’s offerings. Home to Starbucks’ headquarters and to the world’s first Costco warehouse, SoDo is also now home to more than 20 beverage-related companies, including breweries, wineries, tasting rooms and distilleries.

Located on First Ave (dubbed “Thirst Ave” by those in the know), Ghostfish is a gluten-free brewery and gastropub, which was important to a colleague with gluten intolerance.

We enjoyed the punchy citrus flavor in the Grapefruit IPA, which received a gold medal in the gluten-free-beer category of the 2016 U.S. Open Beer Championship. It paired perfectly with the Ghostfish (cod with an ale-and-rice-flour batter) & Chips. We also enjoyed Shrouded Summit, a Belgian-style white ale brewed from millet, buckwheat and rice.

Wine aficionados can find many options in one place at SODO Urbanworks (SUW), a business park whose tenants include nine wineries, and one brewery (Schooner Exact Brewing Co.). You can sip Rhone varietals at Kerloo Cellars, Latta Wines and Rotie Cellars, for instance, then finish with a magical glass of The Conjurer—a weighty Bordeaux-style red blend featuring ripe fruit and savory herbs—at Sleight of Hand Cellars, with Pearl Jam vinyl spinning in the background.

Distilled spirits in SoDo range from the American Single Malt Whiskey at Westland Distillery and the Straight Bourbon Whiskey at 2bar Spirits to Limoncello at Letterpress Distilling.

It was fun exploring SoDo’s beverage scene with my colleagues, and it illustrated how meeting-related travel to destinations such as Seattle can offer the fringe benefit of experiencing local attractions and activities. Business travelers may want to build in some extra hours, or even days, to enjoy recreation such as the suggestions below when visiting popular destinations around the West.

BOISE, ID

The 25-mile stretch of the Boise River Greenbelt managed by the City of Boise is a tranquil urban path that takes pedestrians and cyclists past lush riverbanks, numerous parks, statuesque trees, and points of interest such as the Idaho Anne Frank Human Rights Memorial. The memorial has a sandstone wall adorned with quotes, a bronze statue of Anne Frank, a reflective pond and a waterfall.

Boise Parks and Recreation has put

Left: Ghostfish Brewing Company in Seattle makes gluten-free beers. Above right: This mural at the Emerald Art Center in Springfield, Oregon, is part of “The Unofficial Simpsons Tour.” Right: The Idaho Anne Frank Human Rights Memorial is one of the sites along the Boise River Greenbelt.



together a “Bicycle Scavenger Hunt” for discovering interesting sites along a 10-mile section of the trail, to give locals and visitors a fun framework for exploring (parks.cityofboise.org/parks-and-facilities/parks/greenbelt).

Points of interest range from a site where Charles Lindbergh landed in 1927, as part of a nationwide tour of state capitals, to the J.A. and Kathryn Albertson Family Foundation Boise Whitewater Park, which has mechanically created waves for kayakers and surfers. Also spotlighted is the 4.6-acre Idaho Department of Fish and Game MK (Morrison Knudsen) Nature Center, whose Streamwalk interpretive trail includes riverside viewing stations that let you see below the surface of the water. Bike-rental companies located within riding distance of the greenbelt trail include George’s Cycles and Idaho Mountain Touring.

You can also try guided fly-fishing on the river, or take a full-day float trip—both excursions are offered by the Idaho Angler fly shop.



EUGENE/SPRINGFIELD, OR

Travel Lane County (with extensive input from the City of Springfield, Oregon), has put together “The Unofficial Simpsons Tour” (eugencascadescoast.org/simpsons/tour), a self-guided driving tour comprising six stops related to the long-running animated sitcom *The Simpsons*, whose creator, Matt Groening, grew up in Portland, Oregon. (Because there are many U.S. towns named Springfield, the inspiration for the sitcom town continues to be debated, and Groening has been reported as noting he deliberately does not specify any particular town, but Oregon’s Springfield believes it has good reason to think of itself as the one.)

An excellent Simpsons-tour photo op is the mural at the Emerald Art Center, where the character Lisa is depicted zooming through the woods on her bike while her dad, Homer, snoozes in a hammock in the background. Groening and many project partners were involved in the creation and installation of the 2014 mural. Yeadley Smith, the voice of Lisa Simpson, presided over the mural’s unveiling, according to Travel Lane County.

Another great photo op is at the Springfield Museum, where I once

popped down on the couch next to a plastic life-size Homer and the fam. I was inspired to hum those three ascending notes that have preceded 29 seasons of *The Simpsons*!

The Unofficial Tour website notes that directly behind the Springfield Museum, in the Springfield City Manager’s Office, hangs a 2007 plaque on which Matt Groening wrote, “Yo to Springfield, Oregon—the real Springfield! Your pal, Matt Groening[,] proud Oregonian!”

One stop on the tour is located in Springfield’s neighboring town of Eugene. Local lore holds that Max’s Tavern was the inspiration for Homer’s beer joint, Moe’s Tavern, in the sitcom. The exterior of Max’s, which opened in 1932, is similar to the sitcom’s, and the jar of pickled eggs seems to be mirrored by the one in the show. I channeled my inner Homer and ordered a pint of Duff—d’oh!—or what I assumed was Duff’s real-life equivalent: a frosty, light, mass-production brew.

PORTLAND, OR

When I’m in Portland on business, I enjoy taking time to stroll the walkable downtown to shop, try new restaurants and look for examples of the quirkiness the



A rendering of the new Tillamook Cheese Factory Visitors Center.



COURTESY TILLAMOOK

city touts (travelpportland.com). I also like to take an excursion about 75 miles west to the Tillamook Cheese Factory, whose massive white-and-blue facility houses those familiar yellow-orange bricks of delicious cheddar. Millions of people have made the pilgrimage to Tillamook since the current factory, built in 1949, began

welcoming visitors in 1950, and the creamery is putting the finishing touches on a new 38,500-square-foot Visitors Center, scheduled to open this summer. Once the center opens, visitors will again be able to take self-guided tours to look down, through large windows, at the factory floor, where curd stirring, cheese slicing

and cheese packaging are performed on an impressive scale. Displays throughout the center will educate guests on dairy farming and the cheesemaking process.

The temporary current Visitors Center is detached from the main facility, so views of the factory floor are currently unavailable, but there is a milking simulation, and visitors get free samples of squeaky cheese curds and several finished cheeses, such as pepper jack. Many visitors also enjoy a stop at the onsite restaurant for a grilled-cheese sandwich. I like to finish with a double scoop of Tillamook Mudslide ice cream.

Just 40 miles north of the cheese factory, you can explore one of the country's most-photographed beaches—it even appeared in the 1985 film *The Goonies*. As the character Mikey peered through a hole

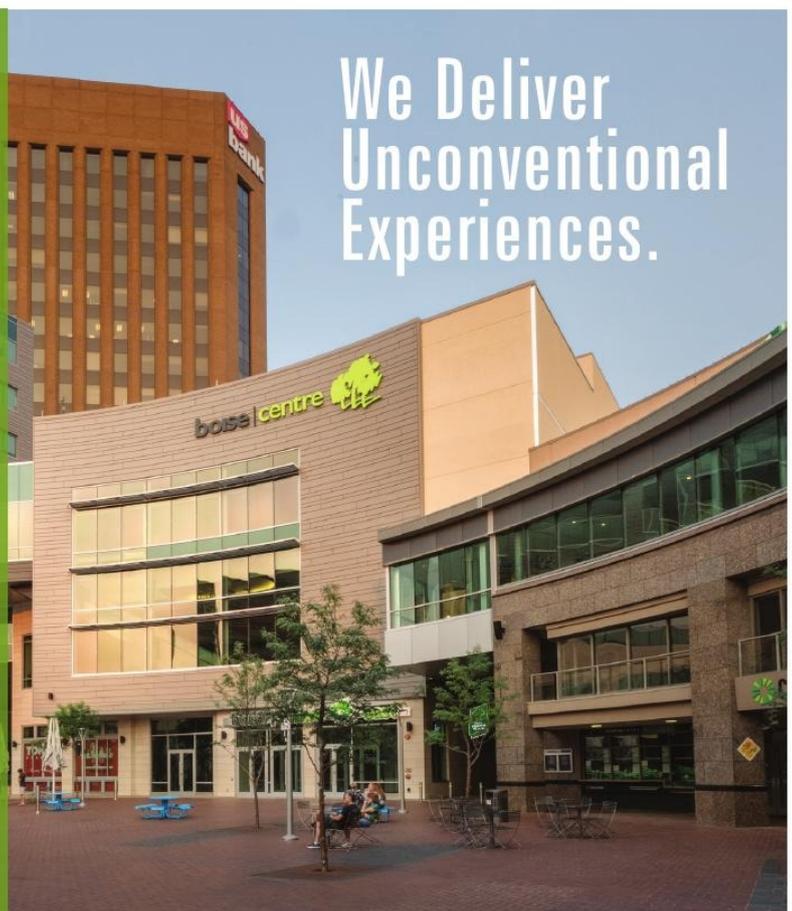
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in One-Eyed Willy's doubloon, Cannon Beach's Haystack Rock looked tiny, but when you're closer to the formation, it looms large at 235 feet tall. You might see tufted puffins hanging out here between early spring and late summer, and tide pools around the rock harbor creatures such as sea stars, crabs and anemones that can be seen at low tide. (As cannonbeach.org stresses, always practice beach safety when exploring the intertidal zone; be aware of tides; and never turn your back on the ocean.)

For me, a trip to Cannon Beach isn't complete without also getting some salt-water taffy from Bruce's Candy Kitchen and visiting The Wine Shack wine-tasting bar and retail shop, which showcases a wide range of Pacific Northwest wines. Proprietor Steven Sinkler is known for his

entertaining approach to wine education that will have you saying "Viogn-YAY!" in no time.

SAN FRANCISCO, CA

Completed in 1791, the Mission Dolores adobe church was part of the Misión San Francisco de Asís colonial settlement,

founded in 1776, which became the city's namesake (sftravel.com). The church's Baroque-style wooden reredos, built in Mexico, arrived at the mission in the late 1700s. Two blocks south lies Mission Dolores Park, a gorgeous expanse of green with some of the best views of the city.

The Mission District also includes



Mission Dolores Park offers an excellent view of San Francisco.

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MORE IDEAS

Albuquerque:

The view on the Sandia Peak Tramway, at right (sandiapeak.com).

Los Angeles: Multicultural cuisine at Grand Central Market (grandcentralmarket.com).

Salt Lake City: Skiing, Utah Olympic Park adventures and mountain biking in Park City (visitparkcity.com). —J.A.

STEVE HAMBLIN / ALAMY STOCK IMAGES

colorful murals that enliven the sides of buildings, especially in Balmy Alley and Clarion Alley, where the images range from whimsical to political. The district is also known for the colorful Carnaval San Francisco, held on Memorial Day weekend and celebrating its 40th anniversary this

year; independent films at the historic Roxie Theater; and wearable art from the neighborhood's many vintage-clothing boutiques.

But perhaps nothing delivers Mission District culture like a Mission burrito. A foil-wrapped behemoth, it typically starts with a jumbo flour tortilla holding ingredients such as meat, cheese, beans, sour cream, salsa, guacamole, veggies and rice. Different variations are available, and Mission burritos are served at restaurants ranging from El Faro and Taqueria La Cumbre (both family-owned establishments dating to the 1960s and both claiming to be the first in San Francisco to serve Mission burritos) to La Taqueria, which opened in the early 1970s and last year was named one of "America's Classics" by the James Beard Foundation.

The foundation noted: "The Mission-style burrito is a prized expression of Mexican-American culinary heritage in the Bay Area. Burrito connoisseurs endlessly debate which taqueria—of which there are legion—makes the definitive version. ... Through the years, La Taqueria has consistently defined itself as both an outlier and the standard-bearer. Owner Miguel Jara, who hails from Tijuana, rejects rice as a filling, doubles down on the meat, and griddles his burritos until crisp and golden brown (*dorado*). The result is deeply satisfying. ..."

The restaurant takes cash only. I recommend springing for the avocado slices.

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*Photo of Waimea Plantation Cottages, a Coast Hotel, Waimea, Kauai



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the beauty and recreation along the Russian River (sonomacounty.com). At Johnson's Beach in Guerneville—just 20 miles west of the Sonoma County/Mendocino County/Napa County air gateway of Santa Rosa—you can rent a kayak, pedal boat, canoe or inner tube to explore the waterway during the summer, and beach chairs can be rented for the post-adventure nap. The typically gentle river and its riparian habitat support wildlife ranging from turtles to snowy egrets to white-tailed deer.

Kayaks and SUP boards are also seasonally available for rent in Guerneville at King's Sport & Tackle, which provides shuttle service to launch downstream, and also offers guided fishing trips on the river year-round.

On land in the Guerneville area, you can view towering coast red-



GARY CRABBE / ALAMY STOCK IMAGES

woods (*Sequoia sempervirens*)—among the tallest living things on the planet—at 805-acre Armstrong Redwoods State Natural Reserve, which is open year-round. Self-guided trails lead to impressive specimens such as the approximately 1,400-year-old, 308-foot-tall Colonel Armstrong tree and the approximately 1,300-year-old, 310-foot-tall Parson Jones tree.

SPOKANE, WA

Spokane's Riverfront Park is reopening in stages during a major redevelop-

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opment (my.spokanecity.org/riverfrontpark). A 3,500-square-foot ice-skating pond and a 650-foot winding Skate Ribbon opened in December. Three firepits flanking the ice ribbon make it easy to warm up—one is exclusively for skaters, and the other two are open to skaters and to nonticketed spectators.

The rink shares a ticketing facility with the Skyride. Set to reopen this spring, the gondola cars are a great way to see thundering Spokane Falls. Near the park, the Anthony's at Spokane Falls restaurant remains open and also offers excellent water views.

The Looft Carousel's whimsical hand-carved horses (plus a giraffe and a tiger) are scheduled to circle back into action at Riverfront Park sometime this spring, and they will be in an updated climate-controlled building designed to preserve the century-old wooden creatures.



During the park redevelopment, several bicycle and pedestrian paths remain open, providing access to attractions such as the 12-foot-tall, climb-aboard *Red Wagon* sculpture; the 1902 Clocktower; and the INB Performing Arts Center. ✈

Julie Arnan lives in the Seattle area.

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Speak to Be Heard

Ideas for making a lasting impression

By Jean Hamilton



 **Have you ever presented an idea** at a meeting, only to have it met with blank stares? And then, five minutes later a colleague presents virtually the same idea, and everyone says, “Great idea! Thanks for your insight!”

In my work as a communications coach, many clients have relayed that scenario. Yes, it is infuriating, but rather than feeling frustrated, think of it as a great opportunity to change your communication style. Ask yourself, “What can I do differently that will get a different result?” Whether it’s during a small meeting or at a large presentation, how can you speak so your ideas are heard and acted upon? How can you become more memorable?

Here are five tips to help you become more persuasive, credible and compelling in your communications:

 **Be Confident.** Believe in yourself and the value you bring to your listeners. Your life experiences, your education and your personality offer a unique perspective. This is true of everyone. We all have something to contribute. But some people seem to dismiss the value of their ideas. Confidence sells. If you believe in yourself and the power of your ideas, it’s much more likely others will follow your lead. And if you don’t

believe in yourself, why should they?

Alice, an attorney, is a strong, confident and articulate woman ... most of the time. But a key player on her team derailed her confidence. His brusque demeanor and his constant belittling of her ideas made her crumble. Sometimes she felt like a middle schooler during those meetings.

While we were working together, she told me: “I’m just as smart as everyone else in the room. It’s time I realized it.” She created some mantras, such as: “I belong.” “I am a valuable member of the team.” And, “Our firm is stronger when I share my ideas.”

Now, anytime old insecurities arise, she tells herself those thoughts, and is able to speak with confidence.

 **Be Concise.** When you hear someone rambling, what do you do? Do you keep



focused on every word? Probably not.

You might wonder, “When are they going to stop talking?” That’s not what you want your listeners to be thinking! Say it in less. Use periods. Avoid run-on sentences. Give them information as they ask for it. Leave them wanting more.

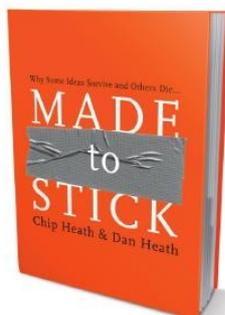
Many people say too much in the desire to be thorough. They want to be accurate. The problem is, if no one is listening, does it matter how thorough or accurate you are?

Get to your main point quickly without too many side detours.

Most of us are aware that we shouldn’t speak for too long. Some of my clients try to achieve that goal by cramming as many words as possible into a short amount of time. Mark, a manager at an IT firm, used to get out of breath when speaking at meetings. He said, “I think I wear people out because I talk so fast.”

There’s an easy fix: Say less; don’t rush. The use of pause can be a powerful tool to get people to listen.

Be Concrete. In the book *Made to Stick*, authors Chip and Dan Heath stress the importance of speaking in concrete



terms. People understand what you say when they can see it. You can’t visualize a system or a process, but you can visualize a person or an object. They write, “Language is often abstract, but *life* is not abstract.” When you speak in abstract terms, it’s much harder for people to understand. And as is often said, “A confused mind never buys.”

A researcher I recently worked with told me, “I’ve just realized most of what I say to nonscientists goes right over their heads.” To get a lay audience to understand her message, she began to explain her research using examples from the world her listeners know. Instead of speaking in complex scientific terms, she compared the activity of certain cells to “bad guys” breaking laws and running through red lights, and as a result, wreaking havoc in the immune system. This image made her message much easier to grasp.

Be Clear. Your voice is crucial to communication. Make sure you speak loudly enough to be easily heard. Enunciate. You will come across as more confident and intelligent. Leave out fillers such as “umm” and “ah,” and watch out for “you know,” “sorta” and “kinda.”

I worked with a bright young man who had the bad habit of saying “you know” every other sentence. When he eliminated this habit, his credibility was greatly enhanced.

Also, use vocal variety by allowing your voice to be animated. Even if your idea is brilliant, if you drone on in a monotone voice, few will hear it. When there is an aliveness and an expressiveness to your voice, people listen.

Recently I attended a conference where one speaker was generating a lot of “buzz.” I tracked her down at another session and instantly saw why. Her voice was both clear and animated. When your voice communicates strength and confi-

SPEAK WITH POSITIVE EMOTION ABOUT A COMMON GOAL, AND HOPE FOR THE FUTURE.

dence, as well as warmth and passion, people remember you and your message.

Be Positive. If you want to motivate people to take action, speak using positive emotions, and lead them toward a positive result. Tali Sharot, neuroscientist and author of *The Influential Mind*, writes, “One of the strongest ways we impact each other is via emotion.”

As I often say to clients, emotions are contagious. If you feel excited, your listeners will feel excited. And our brains are hardwired to move toward pleasure and

good, our brains trigger a chain of biological events that makes us more likely to act fast.” A dire warning is less motivating than a happy future.

And if you are using data alone to make your argument, you might want to think again. Studies have shown that presenting data which conflicts with someone’s current belief will have no impact on changing their mind. Speaking with positive emotion about a common goal, and hope for the future, will do much more to change their belief and move them to action.

away from pain. Sharot writes, “When we are faced with the possibility of acquiring something

Think about an upcoming meeting or presentation. It could be a large strategic-planning session with people from across the country, or a smaller meeting with your own team. What’s a positive outcome you would like to see? What specific action do you want people to take? How can you keep your language concise and concrete? How can your voice and body reflect your enthusiasm? How can you go into the meeting with unshakable confidence in the value of your ideas?

When you integrate these tips, you will become the person who gets told: “Great idea! Thanks for sharing your insight!” ✈

Jean Hamilton, founder and principal of Speaking Results, based in Seattle, offers coaching and seminars on communication and presentation skills.



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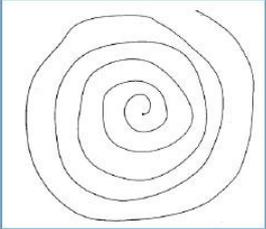
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At 29, Courtney Wenneborg's career has been all over the map. She's worked on penguin conservation in Argentina and on other conservation projects in the Pacific Northwest. She's been a barista and store manager at a national coffee chain, and she's worked in human resources at an online retailer.

But ever since enrolling at the University of Washington's Foster School of Business, Wenneborg says, her career has been given clearer direction because of the professional support she's received.

One of Wenneborg's most meaningful experiences at UW Foster has been visiting a major sportswear company, where she had the chance to network with company executives. Using the skills she had learned from her UW Foster career coach, career courses and conversations with alumni, the finance major was able to land an internship, which she completed last summer. Now, even before graduating, the second-year MBA student has received a job offer from the company.

"One of the things UW Foster has done well is create strong relationships," Wenneborg says. "The students have to land the jobs, but the program creates those opportunities for students."

Career resources such as those available to Wenneborg have become a regular component of higher education, and they are part of what enables institutions of higher learning—including the University of Washington, Oregon State University, the University of Oregon, Washington State University and San Diego State University—to set students up for workplace success.

Career Coach

At UW Foster, Wenneborg's career coach has looked over her résumé, explored her professional history and helped her discover trends in her already diverse career.

This kind of personalized career tutelage is a valuable component of many schools' programs.



Careers On Course

HOW UNIVERSITIES ARE PREPARING STUDENTS FOR WORKPLACE SUCCESS

BY LORA SHINN

For instance, the Career Development Center at Oregon State University offers students one-on-one appointments for professional development and résumé assistance, and organizes speed mock interviews, as well as career fairs three times a year. In addition, the center hosts workshops taught by alumni and industry leaders on various topics related to career development.

While enrolled in the Oregon Executive MBA—the University of Oregon's Lundquist College of Business' Portland-based degree program geared toward seasoned professionals—all students have the opportunity for four sessions with professional executive coaches. Together, the coaches and students review the student's strengths and potential growth areas, design plans of action, make course

Careers On Course

corrections and explore growth opportunities.

Mitzi Short, a former vice president for a large soft-drink company, is an alumna of the Oregon Executive MBA and now serves as an executive coach for the program.

Often, students seek assistance in building influence through networks, selling ideas and transitioning into new roles, Short notes. Students also tend to want help determining and leveraging their point of view—with different audiences.

“The benefit of one-on-one coaching is that students get customized coaching based on their strengths, opportunities and goals,” she says. “We connect the dots between assessments and point out potential blind spots and hidden strengths.”

Career Lessons

At Washington State University, the Center for Entrepreneurial Studies in the Carson College of Business provides leadership and teamwork experiences meant to help prepare students of

all majors to enter the working world. Experiences include creating a prototype, building a team, making presentations and sales pitches, communicating expectations, and “hiring and firing” fellow students. Learning the entrepreneurial mindset gives a future hire the ability to adapt in a professional setting, says Marie Mayes, director of the WSU Center for Entrepreneurial Studies.

“Employers want someone who can take initiative, gather and organize resources, and pick up the phone to call somebody, not just wait to be handed every detail,” she says.

At the center, students also learn the value of cross-disciplinary collaboration, Mayes says. For instance, for the WSU Business Plan Competition, students form teams from engineering, business, arts, communications, agriculture, science, veterinary medicine and health sciences disciplines.

“Students learn to speak each other’s languages,” Mayes says. “A collaborative project offers more preparation for the workplace.”



LtoR: Byron Fisher (2013), Conner Howe (2016), Quassie Swan (2019), Frederick W. Pierce, IV (1984, B.S.; 1988, MBA)

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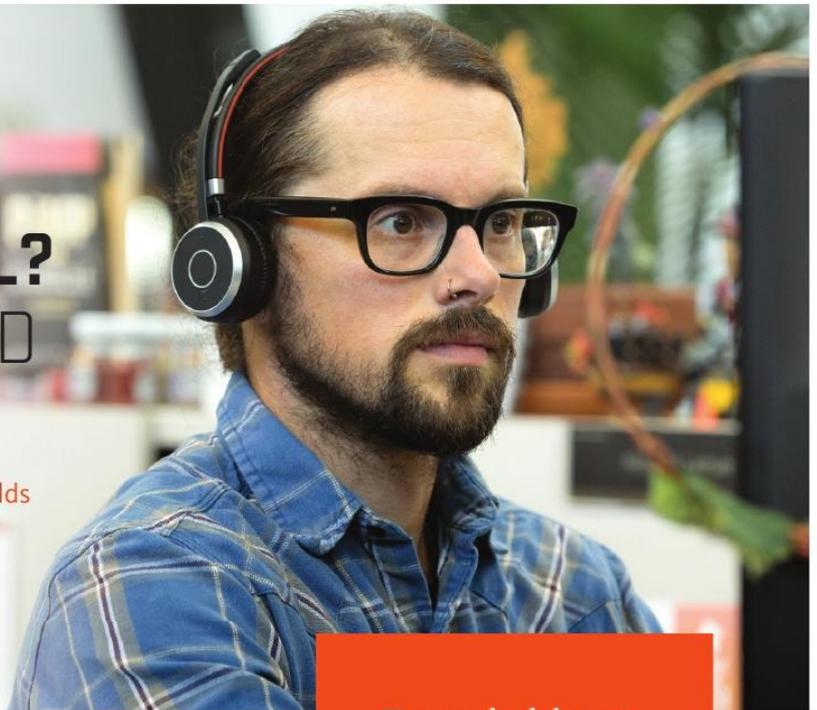
Oregon State University Ecampus doesn't subscribe to the either-or philosophy. Instead, OSU Ecampus gives working professionals the ability to pursue a degree online without sacrificing their career – putting them in control of their future.

It's a solution that works on an individual basis and on a much larger scale for companies who actively empower and invest in their employees.

Earlier this year, Peet's Coffee teamed up with Oregon State to create a tuition reimbursement plan that gives thousands of the specialty coffee company's employees access to OSU's nationally ranked online education.

“Oregon State University is a national leader in online undergraduate education,” said OSU President Ed Ray. “Our Ecampus online degree programs enable working adults to engage with Oregon State's world-class faculty and receive the same excellent instruction and support that OSU's on-campus students receive.”

The Peetnik Pathway to College Program opens the door to potential life-changing career possibilities for many of the



Kenton Latham ▲

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5,000 Peet's Coffee workers nationwide – known as Peetniks – who wish to earn a bachelor's degree.

Designed to support working professionals by providing enhanced work-life flexibility and a robust academic experience, the program is already affecting those it aims to help.

“I know so many people who are trying to go to school and balance working as many hours as possible,” said Kenton Latham, a retail facilities partner for Peet's in Emeryville, California, who was among the first at the company to enroll online at Oregon State through the pathway program. “This is an opportunity to have access to education without all of the stress of trying to commute to a campus.”

There is a record demand in the workforce for job candidates with advanced skills, and it's estimated that by 2020 adult learners – age 25 and up – will comprise 40 percent of all students in higher education, according to the National Center for Education Statistics.

Those facts underscore the need for working professionals to be given as many options as possible as they plan their future. And in that regard, Oregon State University and Peet's Coffee are paving a pathway to sustained career success.

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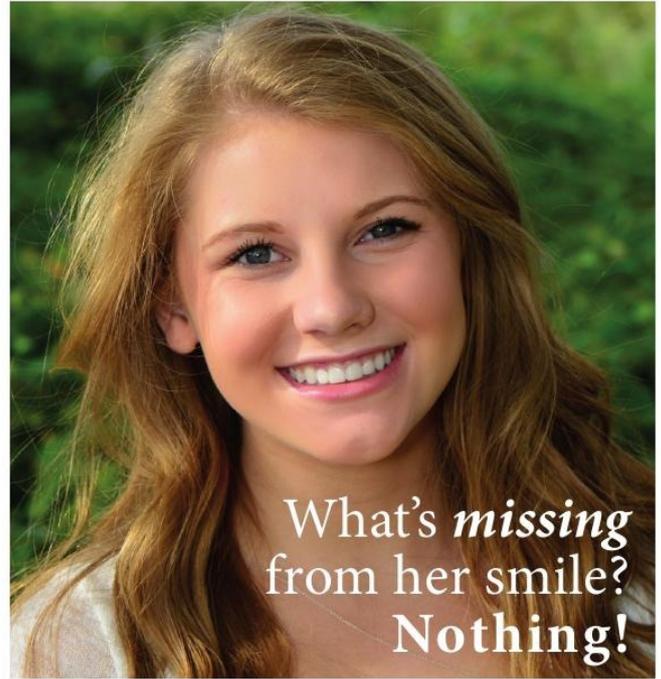
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Jordan's Story

Jordan had been self-conscious about her smile. She knew she wanted to replace her missing tooth and that dental implants were an option.

Then she learned about Dr. Shawn Keller, the first dentist in Washington to offer CeraRoot metal-free implants. These ceramic zirconia implants are 100% metal-free and are as strong as they are beautiful. She was hesitant, having seen traditional implants with dark lines at the gum that did not look natural. She also heard implants could be painful, took many visits and over 6 months to heal, and were expensive. Then she met with Dr. Shawn Keller. With many options offered, treatment was made affordable with a payment plan. Jordan wanted to improve the look of the rest of her smile and with Dr. Shawn's advanced sedation, she had the implant placed and cosmetic rejuvenation done at one visit, all while she slept peacefully. Thanks to the stem cell therapy used during the procedure, she had no discomfort and her beautiful smile was completed in the same day. Now Jordan is proud to smile with the peace of mind that her healthy new teeth will last a lifetime.



"Dr. Keller changed my life!"

- Jordan

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Alumni Networking

Five years ago, San Diego State University launched the Aztec Mentor Program (AMP) to help students become more career ready. The program is a partnership between the office of SDSU Alumni Engagement and SDSU Career Services, and helps prep SDSU students for real-world employment through programs, workshops and career counseling.

“We are looking to affiliate alumni and help benefit students,” says James Tarbox, executive director of SDSU Career Services. During their eight hours together, mentor and mentee might review résumés, attend national conferences or work on internship applications. But primarily, the mentor offers insights, advice and real-world expertise.

Alumni are made aware of the program via the SDSU alumni newsletter, and many become repeat mentors. One Seattle-based engineering alumna is now a business owner and has had seven mentees.

“AMP connects students to their future professional communities and allows our alumni to make a difference for future Aztecs,” Tarbox says.

LIKE SDSU students and alumni, Wenneborg is already cultivating school-community connections. The second-year student mentors first-year students and talks to prospective students about the ways that UW Foster and its resources have helped set her up for success.

“I received so much support and guidance from alumni mentors and this program,” Wenneborg says. “So it’s important to turn around and give that back.” ✈

Lora Shinn is a freelance writer based in Seattle.

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SEATTLE

VIBRANT BALLARD

Nordic heritage, waterfront attractions, hip food and entertainment venues

By Jennifer D. Munro

» As I stroll along freshwater ponds at Golden Gardens Park in the Ballard neighborhood, north of downtown Seattle, I'm greeted by wigeons—ducks that sound like squeaking bathtub toys. A resident pair of beavers has remodeled the nearby woods, clearing spectacular sweeping views of Puget Sound and the snowcapped Olympic Mountains to the west. Through the cleared area, I can see ospreys hovering high above the sound and then diving for fish. Sea lions bark. A bald eagle stands sentinel high on a bluff. Kayakers leisurely paddle by. In warm months, families splash into the sound from the park's sandy beach.

After my Golden Gardens stroll, I head about a half-mile south for a hot drink and a fresh muffin at Jibe Espresso, whose floor is made of pennies. Jibe is located at the Shilshole Bay Marina, so next I wander the piers, admiring yachts and fantasizing about being a "liveboard."

Paying homage at the marina to the Nordic part of Ballard's heritage is a statue of Viking

Leif Erikson, which was originally created in honor of the 1962 Seattle World's Fair. The statue is surrounded by runiclike stones naming thousands of Nordic immigrants who arrived between 1849 and 2013, many of them attracted by the local maritime and fishing industries.

My maternal grandmother was Norwegian, and when my husband and I moved to Ballard as newlyweds almost three decades ago, I felt right at home. My understanding is that about a third of the population was Nordic in those days, although the number has since dropped.

Named for Captain William Rankin Ballard, the area incorporated as its own city in 1890, but became part of the City of Seattle in 1907. While the Nordic imprint remains, the big-city vibe has advanced north over the decades, and Ballard is now one of the hottest and hippest neighborhoods in the Seattle area.

When my husband isn't playing one of his many banjos, we can enjoy Americana music at the energetic Tractor Tavern or listen to jazz at



» **Top: Golden Gardens Park, which has freshwater ponds as well as a saltwater beach. Above: The Leif Erikson statue at the Shilshole Bay Marina. Right: Tractor Tavern hosts regular music events.**

HERE & NOW »



EXPERIENCE NORDIC CULTURE

■ **Festivals:** Nordic culture can be experienced at the Nordic Lights Film Festival (Jan. 11–14); Ballard Syttende Mai, shown at right (May 17); Ballard SeafoodFest (July 13–15) and Viking Days (July 14–15). For more information: visitballard.com.

■ **Nordic Museum** (nordicmuseum.org): This neighborhood icon—dating to 1980, and billed as the largest museum in the United States to honor the legacy of



COURTESY NORDIC MUSEUM

immigrants from the five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden—is scheduled to reopen this May in a new 57,000-square-foot building (architectural rendering above) with a design featuring “a linear fjord that weaves together stories of the Nordic region and of the Nordic American experience.”

■ **Larsens Danish Bakery**

(larsensbakery.com): Take treats home to savor, or enjoy them onsite. There’s plenty of seating in the newly expanded cafe area. Just point to what looks good in the large cases packed with fresh goodies such as *kringle* (shown above) and *smorkage* (butter cake).



■ **Old Ballard Liquor Co. Aquavit Distillery & Nordic Cafe** (

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quorco.com): This 12-seat cafe (below) strives to introduce contemporary Nordic food culture in Ballard, “not Grandma’s doilies, meatballs, and lefse.” The cafe offers small shots of aquavit, a caraway-flavored Scandinavian digestif; cocktails; and housemade modern takes on traditional foods. Try the *vetebröd*; the cafe’s version is a sweet brioche-like bread flecked with hand-ground cardamom. Deli items, including pickled, salted and smoked herring, are available, too. (The distillery’s owner has named one of her aquavit barrels “Rick,” after my husband, a longtime customer and occasional distilling assistant.)



GEORITTENMEYER

■ **Scandinavian Specialties** (scanspecialties.com): Sit in the cafe area with a hot drink and *smørrebrød* (traditional open-faced sandwiches, such as Norwegian lox with egg salad) or choose fare for a sweet tooth, such as *fyrstekake* (almond torte). In the retail section, shop for Scandinavian gifts (dishware, figurines, clothing, jewelry). Or take home authentic foods such as fish cakes (made in house, these sell out quickly) and *brunost* (“brown cheese,” with a caramel-like flavor). The shop has a variety made with goat milk and a variety made with a combination of goat and cow milks. The shop also offers Norwegian chocolates, lutefisk, crackers and candies. Knowledgeable staff will help with translations.

—J.D.M.



the more laid-back Egan’s Ballard Jam House. Another top neighborhood spot is The Bastille Back Bar, which spins vinyl every Thursday night. We also like to check the concert calendar for the Ballard Homestead, originally a 1923 church “Mission Hall.” My son’s concert there with the Ballard Fiddlers is my favorite to date, but I might not be objective.

As Ballardites, we never have to leave our neighborhood to try something new—in buildings antique or modern. The San Fermo trattoria, which has become extremely popular since opening in May 2016, is tucked into a historic pioneer house with a lovely outdoor patio, while Gather Kitchen + Bar, which I

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RUSHMI MALAVIARACHCHI

predict will become the next prized spot, opened this past October in the new Commons at Ballard building.

Across the street from Gather is the Seattle Public Library's Ballard Branch, which for many years has been showcasing Northwest writers reading their own works. The "It's About Time" series takes place the second Thursday evening of each month. (Be sure to also check out the library's periscope for a grasshopper's-eye view of the green roof covered with plants.)

Delicious gelato—made fresh with local, organic milk—is available at D'Ambrosio Gelato. Options range from the Theo Chocolate flavor to Pistacchio di Bronte (with pistachios imported from the Bronte area of Sicily), as well as Strawberry Sorbetto. D'Ambrosio also has an espresso bar, with options such as affogato—a double shot of espresso poured over two scoops of gelato.

In addition, Ballard is home to 11 breweries, with acclaimed Reuben's Brews even running an annual "Hop Idol" Homebrew Contest. We have tasted pints from Reuben's and many other Washington state breweries at the Ballard Beer Company Bottle Shop & Tap Room, which offers 17 beers and ciders on tap, and an extensive selection of bottled brews. We held our 29th anniversary party there, toasting the vibrancy of our beloved neighborhood as well as our marriage. ✈

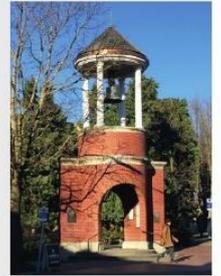
Jennifer D. Munro learned to ride a motorcycle in Golden Gardens Park 25 years ago.

» Above: The new Gather Kitchen + Bar. Below: D'Ambrosio Gelato's Strawberry Sorbetto.



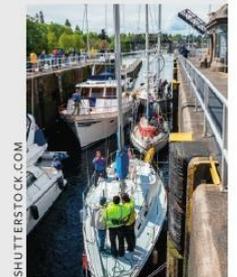
MORE BALLARD FAVORITES

■ **Ballard Bell Tower:** An 1889 bell—previously part of Ballard's original City Hall but now located in a bell tower at Marvin's Garden Park—rings every hour on the hour during the day. The bell also marks the gateway to a lively historic district (listed on the National Register of Historic Places), with modern boutiques, restaurants, bars, coffee shops and spas in picturesque buildings dating to the turn of the 20th century.



■ **Ballard Farmers Market** (sfmamarkets.com): This is one of the largest farmers markets in the state, with about 150 booth spaces. Look for buskers, as well as vegetables, fruits, pastries, cheeses, flowers, wood-fired pizza, and wine, beer or cider at a booth that offers free tastings.

■ **Ballard Locks** (www.nws.usace.army.mil/Missions/Civil-Works/Locks-and-Dams/Chittenden-Locks): The Hiram M. Chittenden Locks, nicknamed the Ballard Locks, celebrated its centennial last year, and is one of the busiest locks facilities in the nation, with watercraft of all sizes passing between the freshwater of Lake Union and the saltwater of Puget Sound, and back again. Viewing windows provide a view to migrating salmon, June through November. In addition, great blue herons (Seattle's Official City Bird) nest and raise their young high in the alders on the south side of the locks every year from February through August. The Jurassic-looking chicks are easier to hear than see: They sound to me like a rickety old train car creaking and clacking down the tracks.



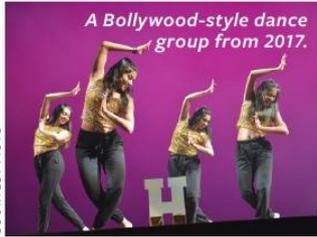
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■ **Majestic Bay Theatres** (majesticbay.com): The three-screen theater shows first-run films, and the third-floor picture window has an excellent view of downtown Ballard. The Majestic recalls classic theater styles via "graceful lines of traditional theater architecture" and via features such as refurbished neon "Bay" letters from a 1948 marquee that had been added to the original 1914 Majestic Theatre building. The vintage neon letters were incorporated into signs on the exterior of the modern new theater building, which opened in 2000.



■ **Secret Garden Bookshop** (secretgardenbooks.com): The bricks in the floor at the front of the store are not set in mortar, so when people walk on them, they make a pleasant chattering-type sound. Although the store is well-stocked for children, there's also a thoughtfully chosen selection for adults. —J.D.M.

GLOBAL EVENT



COURTESY FIUTS

» **Musicians and dancers** representing countries across the globe will be performing as part of the FIUTS (Foundation for International Understanding Through Students) CulturalFest, Feb. 8 and 10, at the University of Washington campus in Seattle.

The general public is invited to the festival, which includes an

International Expo, Feb. 8, with booths representing more than 35 cultures via music, dance, food, games, and arts and crafts. Staffed by student volunteers from the different countries, the booths are also an opportunity to converse directly with people of various cultures, from Spain and South Korea to South Africa and Somalia.

The full lineup for the Cultural-Fest Performance Showcase, Feb. 10, will be announced sometime this month. Confirmed performers range from a Japanese drumming group to a dance group from India, and a Chinese classical-dance group. For more details on this year's festival, see fiuts.org/events/culturalfest. ✈

GO TO Eagle Festival

» **Each winter**, hundreds of bald eagles return to the Stillaguamish River and Skagit River watersheds in northwestern Washington, to nest and to feed on salmon and snow geese.

During the Arlington–Stillaguamish Eagle Festival, Feb. 2–3 this year, visitors can take a guided river paddling tour, a guided walk of The Nature Conservancy's Port Susan Bay Preserve and a guided bird-identification walk in a City of Arlington park.

The festival is also scheduled to include presentations featuring rescued birds of prey, a petting barn, chainsaw carving to



create wood eagles and other art, nature and art exhibits, hands-on arts and crafts, an obstacle course, and food vendors (arlingtonwa.gov/eaglefest).

—M. Dill

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FREE PARKS DAYS

» On January 15, various state parks and national parks in Washington will offer free entrance and day use (excluding rental facilities).

Explore the sandy shoreline of Lake Sammamish State Park. Greet equestrians as you hike in Bridle Trails State Park. At Squak Mountain State Park, trek to the 2,024-foot summit of the mountain. At Saltwater State Park, look for ducks and herons, crabs and clams.

For more information on the January 15 free day, and on other free days this year, as well as links to state parks in the Puget Sound

region, see parks.state.wa.us.

National parks that typically charge an entrance fee but will be offering free entrance on January 15 include Mount Rainier National Park and Olympic National Park. Winter recreation in the two parks includes ranger-guided snowshoe walks.

For more information, including additional free-entrance days this year, as well as links to specific parks, see nps.gov. ✂

» **Mount Rainier National Park, which offers winter snowshoeing and summer wildflower viewing, is one of the many state and national parks providing free entrance on Jan. 15.**



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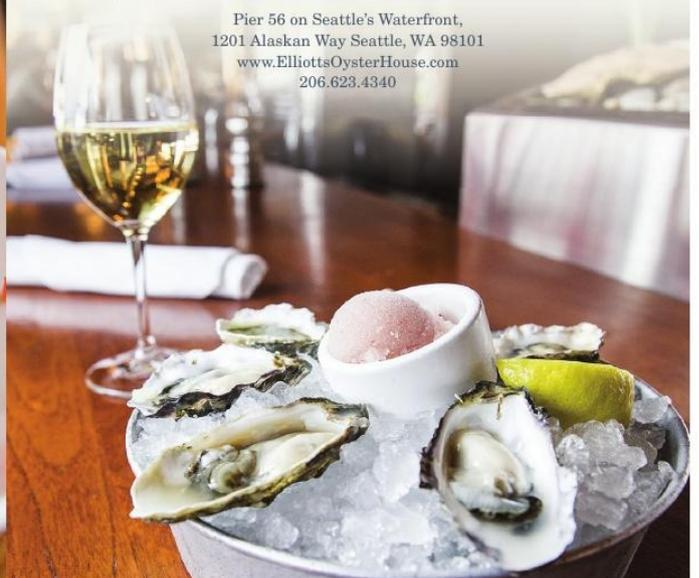
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CALENDAR

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■ More than 170 children's films, from 50-plus countries, will be screened during the **Children's Film Festival Seattle**, Jan. 25–Feb. 10. The festival,



produced by the Northwest Film Forum, also includes live performances and hands-on workshops (childrensfilmfestivalseattle.org).

■ Beer fests: **Strange Brewfest**, featuring unusual flavors, Jan. 26–27 (strangebrewfestpt.com); **Belgian Fest**, showcasing Belgian-style beers brewed in Washington with Belgian yeast, Jan. 27 (washingtonbeer.com).



■ Take a day trip to Ellensburg, about 110 miles southeast of Seattle, for the **Spirit of the West Cowboy Gathering**, Feb. 16–18, which celebrates music, poetry, arts and cowboy skills (ellensburgcowboygathering.com).

■ **The 5th Avenue Theatre** is staging a new version of *Mamma Mia!*, Feb. 2–25, with a cast that includes Kendra Kassebaum, who has played Glinda in *Wicked* and Janice in *Come From Away* on Broadway. Alaska Airlines is a sponsor of The 5th Avenue Theatre (5thavenue.org).

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QUIRKY COLLECTIONS

Touring Portland's unusual museums

By Susan G. Hauser

» Portland is known for its many strange and curious museums. Touring these labors of love is a fun way to see something different while exploring the city's many neighborhoods.

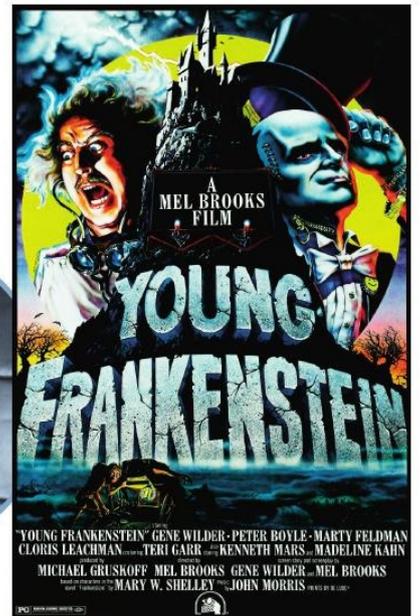
Probably the best-known museum on this list is The Freakybuttrue Peculiarium and Museum, located in the Northwest District of downtown Portland. This pastiche of sci-fi items, historical oddities and urban legends is a fun family stop, especially if there are adolescents in tow. It is a little like visiting a haunted house, but without the screams. However, be prepared for plenty of gross sights, such as the tub o' guts and the popular alien autopsy, a display depicting visitors from another planet dissecting someone. You can stick your head up through a hole in the table, so it looks like you are the subject being dissected. And for those who need a hug, there's an enormous, but kindly, Bigfoot model waiting by the door (peculiarium.com; \$5).

At first glance, Movie Madness, in East Portland's Belmont neighborhood, looks like your average video-rental shop. However, on closer inspection, you'll see that it is also home to a collection of rare items of movie memorabilia. When owner Mike Clark announced his retirement and imminent store closing last year, Portlanders realized their love of his collection and came to the shop's rescue. A robust crowdfunding campaign allowed Portland's non-profit Hollywood Theatre to take over the shop and Clark's large collection of movie costumes and props.

Among the rental videos, you'll see authentic costumes such as Faye Dunaway's dress from *Bonnie and Clyde*, the pants worn by Frank Morgan as Professor Marvel in *The Wizard of Oz* and Peter Boyle's monster attire from *Young Frankenstein*. The shop's film props include the knife from *Psycho*, an alien head from the movie *Aliens*, and a statue of the Maltese Falcon made from the original mold, as well as dozens of vintage posters (moviemadnessvideo.com; free).



» Flightless Spinybirds, above, is an art piece at The Zymoglyphic Museum. Below, Peter Boyle's costume worn in *Young Frankenstein* is on display at Movie Madness.



For a different experience, visit The Zymoglyphic Museum. This is one of the more bizarre collections found in the city, and its displays can defy description. Owner Jim Stewart has located the collection in his two-story garage in the Mount Tabor neighborhood. The museum is open to the public every second and fourth Sunday of the month. It is

A replica of a Native American Sugpiaq kayak from the Lincoln Street Kayak & Canoe Museum.





» Cliff Barackman, far left, who stars in the TV show *Finding Bigfoot*, poses at *The Freakybuttrue Peculiarium and Museum*. A marionette of Queen Elizabeth I, left, is on display at the *Portland Puppet Museum*.

dedicated to the fictitious land Stewart calls the “Zymoglyphic region,” and it is full of whimsical figurines, strange artifacts and pieces of art, such as the *Self-Destroying Automaton*, which is composed of an aging clock face with a doll’s arm and a crab’s leg on a metal stand. Stewart has been collecting odds and ends and making his own make-believe museums since he was 10. His enchanting and sometimes very odd dioramas include fossils, shells, rocks, small items, toys and mounted bugs. One piece, titled

Deception, includes a plastic squid and crabs, and an oyster shell wearing sunglasses (zymoglyphic.org; free).

For paddling enthusiasts, Lincoln Street Kayak & Canoe Museum is a gem. Owner Harvey Golden says the boat museum is one of the largest collections of replica kayaks and canoes in the world. Golden has traveled the world to find centuries-old original kayaks and canoes in museums. He has measured them meticulously and then built nearly 60 replicas with modern materials—all tested on the Columbia River. His third book on the history of the boats will be published soon (traditionalkayaks.com; free).

In a charming Sellwood-neighborhood shop in South Portland, visitors will find the Portland Puppet Museum, where you can admire rotating exhibits of owner Steven Overton’s 2,000 hand-built puppets, as well as puppets from around the world. A veteran puppet master of stage and screen, Overton offers workshops on making intricate marionettes and hand puppets. The museum also converts into a stage for live performances. During the summer, Overton performs many shows outdoors (puppetmuseum.com; free). ✈

FROM LEFT, MIKE WELLINS; PORTLAND PUPPET MUSEUM

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TRACKING THE WILD ONES

Wildlife viewing around Alaska's biggest city gains fresh dimension once the snow flies

By Ken Marsh

» Lit by morning stars and a bright gibbous moon, the first tracks leaped out within a few steps of the trailhead. A short-tailed weasel, or ermine as they're called when their coats turn snow white for winter, had bounced back and forth across the trail, hunting. Prospects seemed good for the tiny predator (the average ermine weighs less than a pound), as here and there the tracks of voles and shrews, the ermine's prey, stitched across the snow.

I'd arrived early at the Glen Alps trailhead near Anchorage, keen on finding moose to photograph, but the day had immediately promised more. A light snowfall the evening before had yielded to clearing skies and falling temperatures; tracking conditions were perfect, and I was eager to read the news.

In wintertime, Alaska's snow-covered hills and frozen muskegs are pages upon which stories are written. Creatures from mice to

moose leave bylines on drifts and dustings, their dispatches and updates evident in each flurry's wake. These tales can be fascinating and revealing. They can also lead to the wildlife we hope to watch and photograph.

I continued on, snowshoe bindings squeaking softly, the temperature a pleasant 10 below zero. Dawn waited less than an hour away.

Passing through a spruce thicket, I watched the moonlit breaks for snowshoe hares. Their namesake hind feet, long and broad like my own snowshoes, had left distinctive prints in the newly fallen powder. As with ermines, hares' fur turns from reddish-brown in summer to white in winter. The animals blend into their environment so well they are almost invisible.

I followed the moon into the Chugach Mountains' foothills until the sky brightened and sunbeams spilled over the crags. That's when a set of cloven hoofprints appeared on

» HERE & NOW ALASKA

the trail. Comparable in size to the tracks of a draft horse, the prints had sunk like postholes into the snow. I paused to pull the camera from my pack and check its settings. The moose could not be far.

Moose are common in Southcentral Alaska and can be seen year-round from the mountains backing Anchorage to the city's greenbelts and parks. I likely could have found moose by simply driving through Kincaid Park or along Point Woronzof near Ted Stevens Anchorage International Airport. But the adventure is in the search, and for me on this early winter day, that meant tracking the big deer in Chugach State Park's roadless fringes.

Rounding a turn in the trail, I glanced up from the hoofprints and halted. Not 30 yards away, a large bull moose weighing perhaps half a ton faced me, its head haloed by walnut-colored antlers 6 feet wide.

For a moment the entire world seemed to stop. I didn't move, didn't breathe. Steam rose from the bull's nostrils, floating up between those antlers, which cradled a backdrop of mountaintops and early morning sky.

Gradually, the situation fell into focus. The bull was bedded down, watching me curiously. It was not alarmed. Even so, I was close enough. Moose typically are gentle giants, no more aggressive than their much smaller southern whitetail and mule deer cousins. When approached too closely, though, they may become frightened. Best to keep a safe distance and let my telephoto lens close the gap. Slowly, I lifted my camera, framed the bull in my viewfinder, and released the shutter.

Winter wildlife viewing around Anchorage isn't limited to moose. Dall sheep can be found about 25 miles south of the city at Windy Corner. Located at Milepost 106 of the Seward Highway along scenic Turnagain Arm, the white sheep are drawn year-round by a natural mineral lick. According to the Alaska Department of Fish and Game, Windy Corner is unique—no other place in the world offers roadside Dall sheep viewing at sea level.

Bald eagles also winter around Anchorage, as do a variety of smaller birds ranging from chickadees, red-breasted nuthatches and



WINDY CORNER

Located south of Anchorage at Milepost 106 along the Seward Highway.

Look for → Dall sheep on cliffs and rocks next to and above the highway. You can also find moose, bald and golden eagles, snowshoe hares, coyotes and lynx.



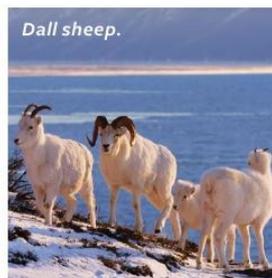
KINCAID PARK

Located in west Anchorage at the end of Raspberry Road, 1,400-acre Kincaid Park can be accessed from numerous Nordic skiing and multiuse trails.

Look for → moose, lynx, snowshoe hares, goshawks and spruce grouse.



Ptarmigan.



Dall sheep.



Snowshoe hare.

POINT WORONZOF

Travel west on Northern Lights Boulevard and continue past the Ted Stevens Anchorage International Airport.

Look for → moose, snowshoe hares and bald eagles.

CHUGACH STATE PARK

Several Chugach State Park trailheads are within a 20-mile drive of downtown Anchorage. Popular trailheads include Prospect Heights, O'Malley Peak, Upper Huffman and Glen Alps; access from Hillside Drive at Upper Huffman or Upper O'Malley roads.

Look for → moose, lynx, snowshoe hares and ptarmigan. Though rarely seen, wolves and wolverines are also present.

For more about wildlife viewing throughout Alaska in all seasons, visit adfg.alaska.gov/index.cfm?adfg=viewing.main. For information on how to stay warm while tracking winter wildlife, visit alaska.org/advice/what-to-wear-in-alaska-in-winter. —K.M.

Bohemian waxwings to spruce grouse and three species of North American ptarmigan—willow, rock and white-tailed. And while local black and brown bears normally sleep away the snowy months, lucky winter wildlife viewers may be treated to glimpses of animals as magnificent as lynx, wolves and wolverines.

That afternoon, delighted to have found that bull moose and, later, two others a mile

down the valley, I started out of the hills. The sun sank into Cook Inlet, and in the gathering dusk, Anchorage could be seen far below, its lights winking on for the night. In that moment, it seemed I had one foot planted in wilderness and the other in the city, while I enjoyed winter, wildlife and the best of both worlds. ✕

Ken Marsh writes from Anchorage.

Flyer guide

Your overview of the Alaska experience.

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Everything Alaska

A look at all we offer.

Start every trip at alaskaair.com.

Sign up for the Insider Newsletter to receive great travel deals and information.

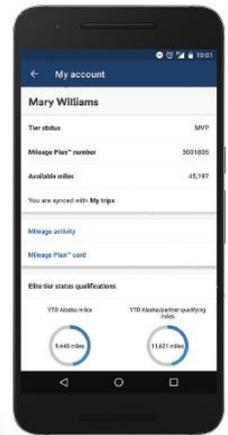


- Always find our lowest fares, guaranteed
- Check out our weekly flight deals
- Plan your whole trip with hotel, car and vacation packages
- Manage your Mileage Plan™ account and use miles
- Check in, print boarding passes and baggage tags
- **NEW**—Book Virgin America flights at alaskaair.com

Our app keeps you mobile on any device.

We have several mobile options to keep you moving when you're on the go: iPhone, Android and our mobile website at m.alaskaair.com.

- Find and book flights
- Check in from your phone
- No more paper—access mobile boarding pass and Alaska Lounge membership card
- Access Mileage Plan information
- Pre-reserve meals



The Alaska Lounge is your sanctuary.



Lounge members enjoy access to our six lounges in Seattle, Portland, Los Angeles and Anchorage, and more than 60 affiliated lounges worldwide. Warm pancakes at breakfast, and soups, salads and snacks are available throughout the day, plus a fully stocked bar and Starbucks® coffee. Get more details at alaskaair.com/lounge.

Alaska's Boeing 737 fleet.



B737-900/900ER

Number in fleet: 75
Range: up to 2,720 miles
Seats: 181, or 178 with Premium Class

B737-800

Number in fleet: 61
Range: 2,920 miles
Seats: 159

B737-700

Number in fleet: 11
Range: 2,985 miles
Seats: 124

B737-400

Number in fleet: 1
Range: 2,000 miles
Seats: 144

B737-700F (freighter)

Number in fleet: 3
Range: 2,985 miles
Capacity: 9-10 cargo containers

B737-400F (freighter)

Number in fleet: 1
Range: 2,000 miles
Capacity: 9-10 cargo containers

You'll find Boeing's new Space Bins, offering 48% more stowage space, on many of our 737-900ER aircraft. All -900ERs will feature Space Bins by the end of 2017.

Alaska's regional fleet.



Bombardier CRJ-900

Number in fleet: 52
Range: 1,114 miles
Seats: 76
Operated by Horizon Air



Embraer E175

Number in fleet: 31
Range: 2,150 miles
Seats: 76
Operated by Horizon Air and SkyWest Airlines

Virgin America's fleet.



Airbus A319

Number in fleet: 10
Range: 2,986 miles
Seats: 119
Operated by Virgin America

Airbus A320

Number in fleet: 53
Range: 2,855 miles
Seats: 146-149
Operated by Virgin America

Airbus A321neo

Number in fleet: 2
Range: 3,072 miles
Seats: 185
Operated by Virgin America

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The Alaska experience

Enjoy the journey.

Our three travel classes all feature great perks

What can you expect aboard an Alaska Airlines flight? You'll find a variety of comfortable seating choices and a tasty selection of food and drinks. We have power outlets to keep you charged, Wi-Fi to keep you connected, and entertainment options to captivate you. And as always, our warm, friendly flight crew is ready to help you however they can.



First Class

Choose First Class for spacious seating, plentiful food and beverage choices, and our dedicated flight attendants.

- ✓ Luxury at an affordable price
- ✓ Priority access for check-in and security lines
- ✓ Power outlets at every seat, on most aircraft
- ✓ Two bags checked free



Premium Class

More space, more perks and early boarding: Treat yourself to our Premium Class experience on your next flight.

- ✓ 4" more legroom than Main Cabin seats
- ✓ Board early and get settled
- ✓ Drinks are on us
- ✓ Power outlets that are easy to access



Main Cabin

Enjoy our Main Cabin seats with a complimentary snack and beverages.

- ✓ Power outlets at every seat, on most aircraft
- ✓ Over 200 free movies and TV shows on Alaska Beyond Entertainment
- ✓ Tom Douglas-inspired meals for purchase
- ✓ Award-winning service

Enjoy a drink

Refreshing selections, for free or for purchase.

COMPLIMENTARY BEVERAGES



Sodas

Coca-Cola
Coke Zero
Diet Coke
Sprite
Sprite Zero
Seagram's Ginger Ale
Seagram's Seltzer
Seagram's Tonic



Coffee

Proudly serving Starbucks®
Pike Place® Roast

Other

Bottled Water
Orange Juice
Tomato Juice
Cranberry Juice
Apple Juice
Our special blend of Passion, Orange and Guava
(on flights to Hawai'i)
Bloody Mary Mix
Tazo® Awake® black tea
Tazo® Sweet Orange hot herbal tea (caffeine-free)

The menu card in your seatback pocket displays all our food and beverage options.

PREMIUM WINE



Canoe Ridge Exploration \$7
Red Blend

Canoe Ridge Exploration \$7
Sauvignon Blanc

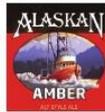
La Marca \$8
Prosecco

All prices in U.S. dollars.



BEER

Premium Beer \$7
Alaskan Amber
Alaskan Icy Bay IPA
Kona Longboard Island Lager *(to/from Hawai'i)*
Modelo Especial *(to/from Mexico)*
Imperial *(to/from Costa Rica)*



Domestic Beer \$6
Miller Lite
Budweiser

LIQUOR



Spirits \$7

Premium Vodka
Premium Gin
Premium Rum
Woodford Reserve Bourbon
Crater Lake Hazelnut Espresso Vodka

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

First Class Wines

Featured wines this month.



Browne Family Vineyards Generations Collection

Chardonnay, Washington

Sweet oak and vanilla aromatics develop into a full silky body, with flavors of Asian pear, crème brûlée and pineapple.



Browne Family Vineyards Generations Collection

Red Blend, Washington

Big, dark-berry fruit flavors with blackberry and toasty notes, and a round, velvety finish.

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

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Kick back with over 200 free movies and TV shows.

Nearly every flight offers Alaska Beyond Entertainment, our streaming entertainment system that features hit movies and episodes from your favorite TV networks—like HGTV and Travel Channel—as well as new discoveries, including new musicians on Seattle’s independent record label, Sub Pop.



Download the app:

You’ll need the Gogo Entertainment App to watch movies. Get it now at loadplayer.com.

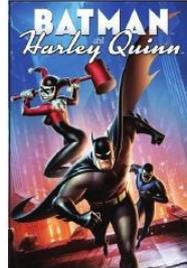
HIT MOVIES ON ALASKA BEYOND ENTERTAINMENT:



Wonder Woman



Everything, Everything



Batman and Harley Quinn



War for the Planet of the Apes



Captain Underpants: The First Epic Movie

Special feature: '80s month

FLASH BACK TO THE 1980S WITH THIS ALASKA BEYOND ENTERTAINMENT LINEUP:



1980s Classic Movies

- Big Trouble in Little China
- Johnny Dangerously
- Risky Business
- Caddyshack
- Gremlins
- Working Girl
- 9 to 5
- Aliens
- Back to the Future
- Ghostbusters
- Purple Rain
- The Goonies
- Beetlejuice
- The NeverEnding Story
- When Harry Met Sally

Classic '80s TV

- Growing Pains
- Family Ties
- Cheers

CNN Miniseries

“The Eighties”

- Raised on Television Part 1
- Raised on Television Part 2
- Video Killed the Radio Star
- The Fight Against AIDS
- The Reagan Revolution
- Greed is Good
- Tear Down This Wall
- The Tech Boom

For a complete movie TV program listing, log on to the Alaska Beyond inflight portal.

Like our tunes?

Take a look at this month’s boarding music playlist:

Artist

Gabrielle Aplin
WILD
Twinsmith
Andrew Bird
Father John Misty
Andrew Combs
David Gray
Diego Garcia
Anderson .Paak

Song

Waking Up Slow
Hold Us Together
Matters
Capsized
Total Entertainment Forever
Rose Colored Blues
Hole in the Weather
Sunnier Days
Parking Lot

Plus, check out our featured Sub Pop album of the month:

Rolling Blackouts Coastal Fever

Talk Tight

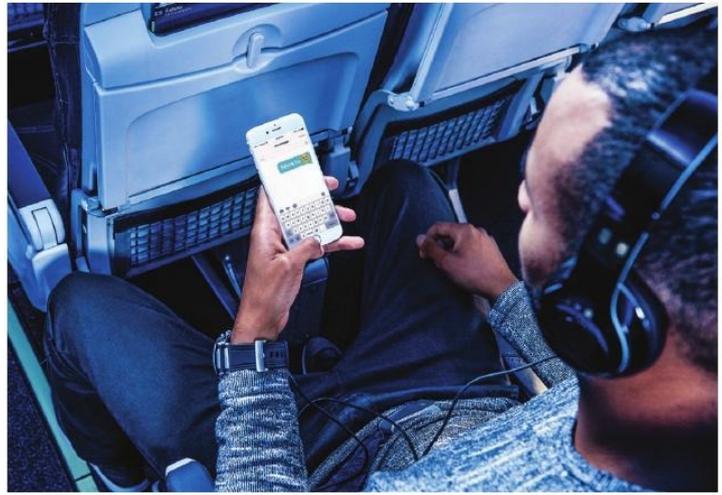


Talk Tight is the Australian alternative band Rolling Blackouts Coastal Fever’s first release, “chock full of snappy riffs, spritely drumming and quick-witted wordplay.”

Stay connected with Free Chat™.

Never miss a thing. Free Chat allows you to send messages to friends and family from your smartphone using iMessage, Facebook Messenger and WhatsApp. Please keep in mind:

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Go online.

Gogo® Inflight Internet is available on all of our Boeing 737 and Embraer 175 aircraft, excluding five half cargo/half passenger aircraft.

- Inflight Internet is not available on flights to/from Hawai'i or when flying over Latin America.
- In the air or on the ground, visit alaskaair.com or gogoair.com to view flexible pricing options.

TIPS FOR MAKING THE MOST OF INFLIGHT WI-FI:

It's great to be able to stay connected while you fly, but inflight Wi-Fi is different from the Wi-Fi you may be used to.

- Work smarter. Use webmail instead of Outlook to check your inbox. You never know what large files might be lurking in there.
- Wait to send that TPS report. Large attachments can slow things down: avoid sending while in air.
- Bookmark or favorite the Gogo in-air page—airborne.gogoinflight.com—in your browser.
- Huh? Gogo Live Help is available on flights within the Gogo coverage area. FAQs are at your fingertips on all flights.

Rent one of our premium entertainment tablets.

On most flights over 3.5 hours, you can rent one of our inflight entertainment tablets featuring the newest movies onboard, plus recent hits. Each tablet is preloaded with 25 to 30 movies (depending on the month), plus TV shows, Xbox games, music and digital magazines.

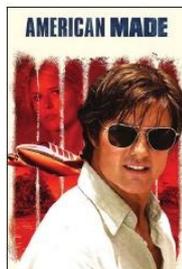
Tablets are free in First Class, and available to rent for \$8-\$10, depending on flight length.



NEW MOVIES ON THE TABLET:



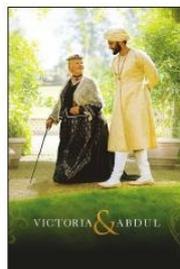
Kingsman: The Golden Circle



American Made



Goodbye Christopher Robin



Victoria & Abdul



The Lego Ninjago Movie

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GLOBAL PARTNERS



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- 100% bonus miles and more

MVP GOLD 75K

(75,000 miles flown on Alaska)

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*Miles flown on PenAir and Ravn do not count toward elite status qualification.



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For information about rates, fees, other costs and benefits associated with the use of this card or to apply, visit the website referenced above. The Visa Signature® card benefits described herein are subject to certain restrictions, limitations and exclusions. This credit card program is issued and administered by Bank of America, N.A. Visa Signature is a registered trademark of Visa International Service Association, and is used by the issuer pursuant to license from Visa U.S.A. Inc. Platinum Plus is a registered trademark of Bank of America Corporation.

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New starting price*	Previous starting price*	Distance each way	Sample routes
5,000 miles	7,500 miles	Less than 700 miles (intrastate)	San Jose–Orange County
5,000 miles	12,500 miles	Less than 700 miles	Seattle–San Francisco
7,500 miles	12,500 miles	701 to 1,400 miles	Los Angeles–Portland
10,000 miles	12,500 miles	1,401 to 2,100 miles	Portland–St. Louis
12,500 miles	12,500 miles	More than 2,101 miles	New York–Seattle

* Plus taxes and fees from \$5.60 each way. Award availability and pricing may vary.

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Mileage Plan gives you the world

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Find tips on how to earn and use miles on our global partners at blog.alaskaair.com/mileage-plan.



Explore more with Mileage Plan.



Paris, France
British Airways



Reykjavik, Iceland
Icelandair



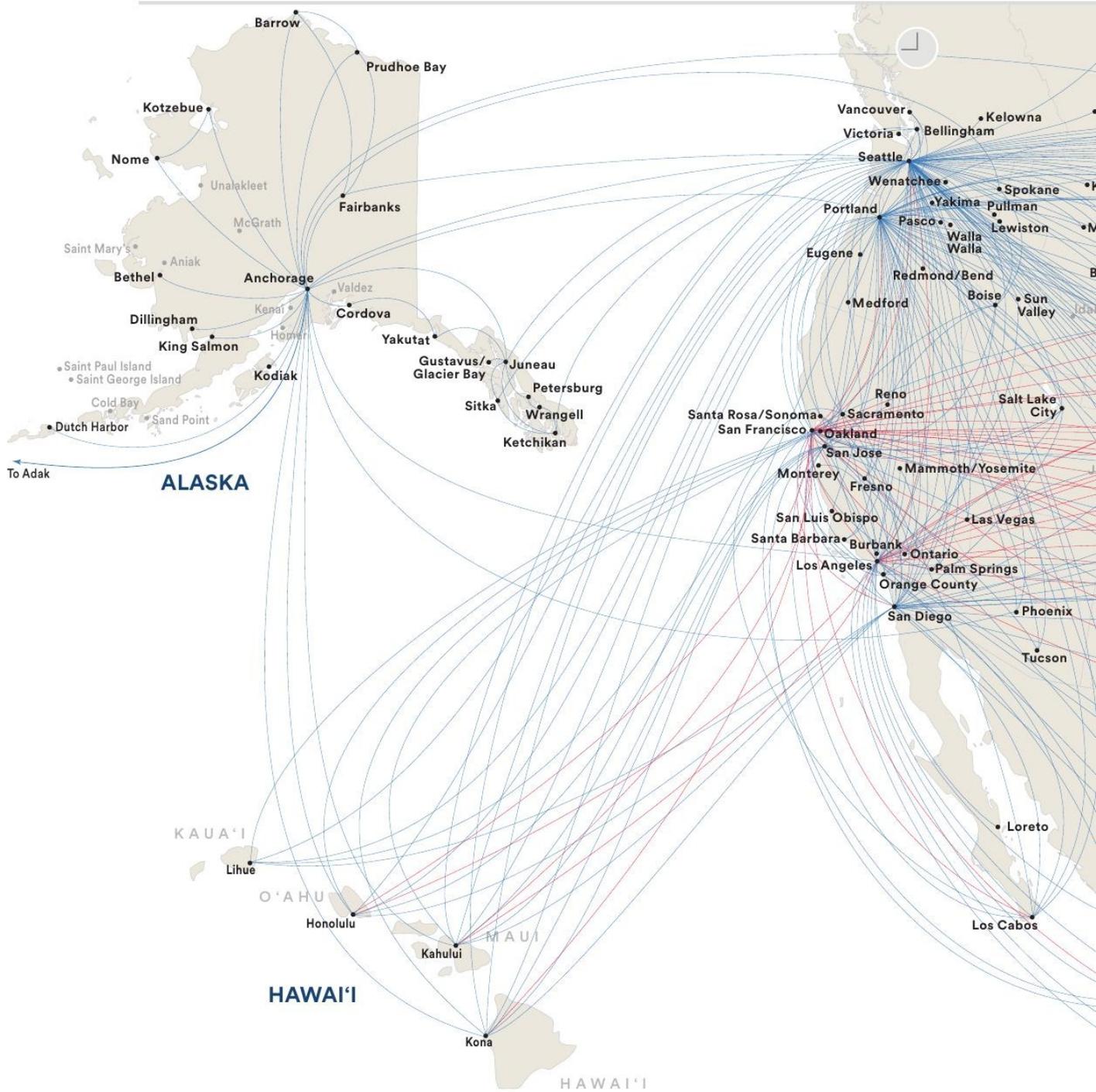
Singapore
Singapore Airlines



Sydney, Australia
Qantas

Where we fly

115+ destinations and counting.

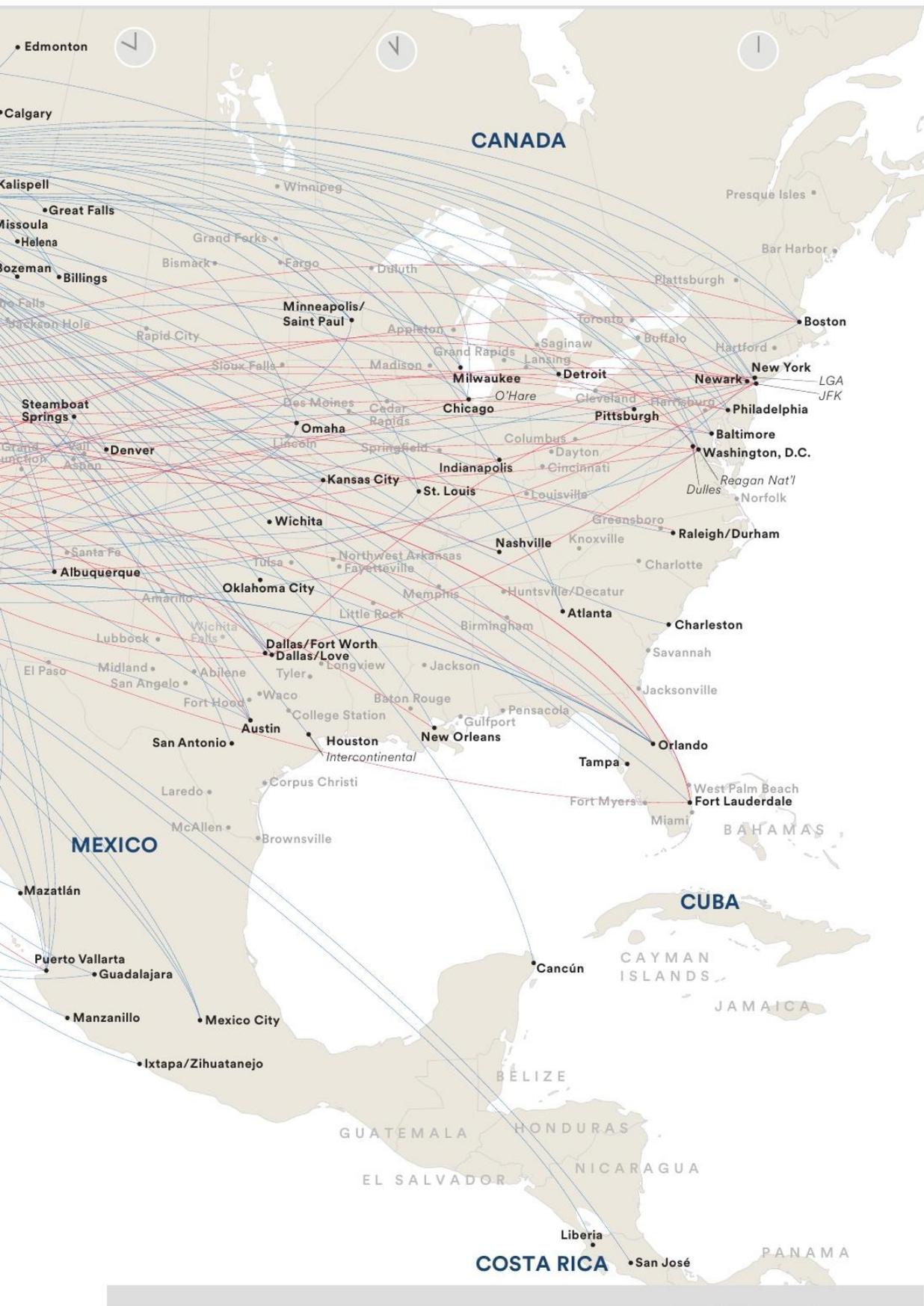


LEGEND

- Destinations
- Partner destinations
- Alaska Airlines routes
- Virgin America routes

UPCOMING NEW SERVICE

Route	Service Begins
Seattle, WA—Pittsburgh, PA	September 6, 2018



Some Alaska Airlines service operated by Virgin America, Horizon Air or SkyWest Airlines.

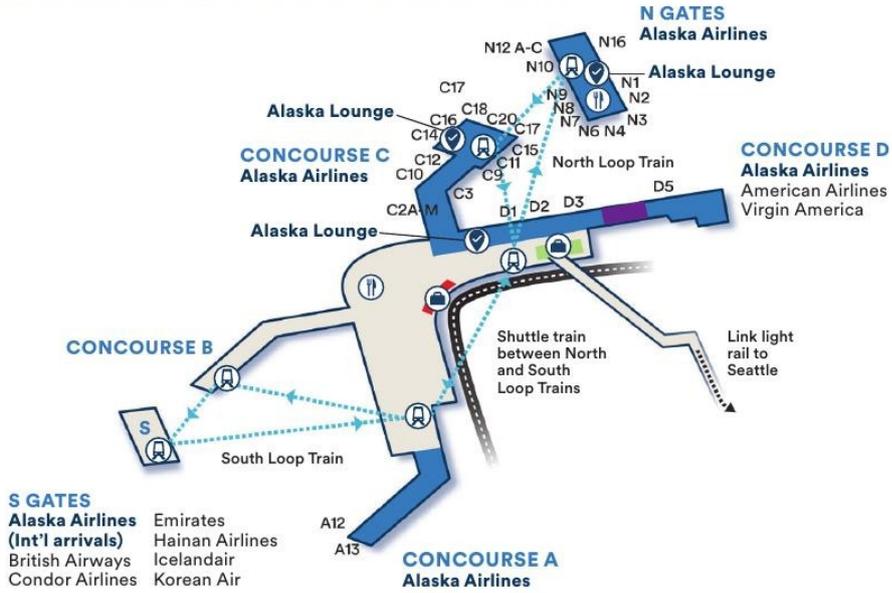
Some routes shown operate seasonally.

Airport terminal maps

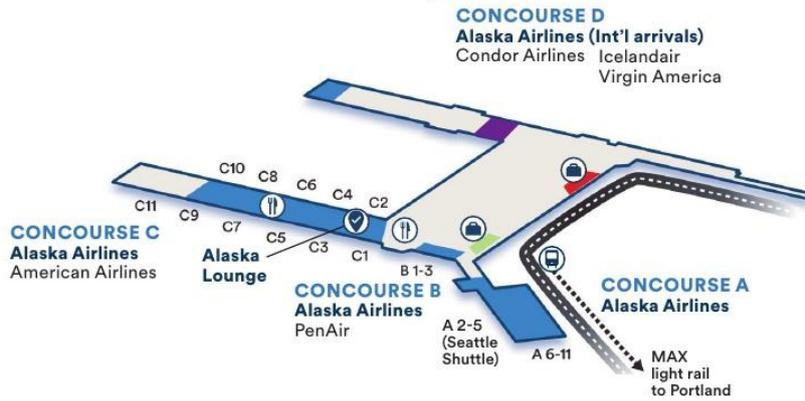
SEA Seattle/Tacoma International Airport

Tip: Connecting to an Alaska Global Partner? You'll need to take the shuttle train to the South Loop Train to get to the S gates.

Tip: Our new Alaska Lounge opened in the C Concourse: Raise your "preflight" game. We have complimentary food, premium drinks, Wi-Fi and great views.



PDX Portland International Airport



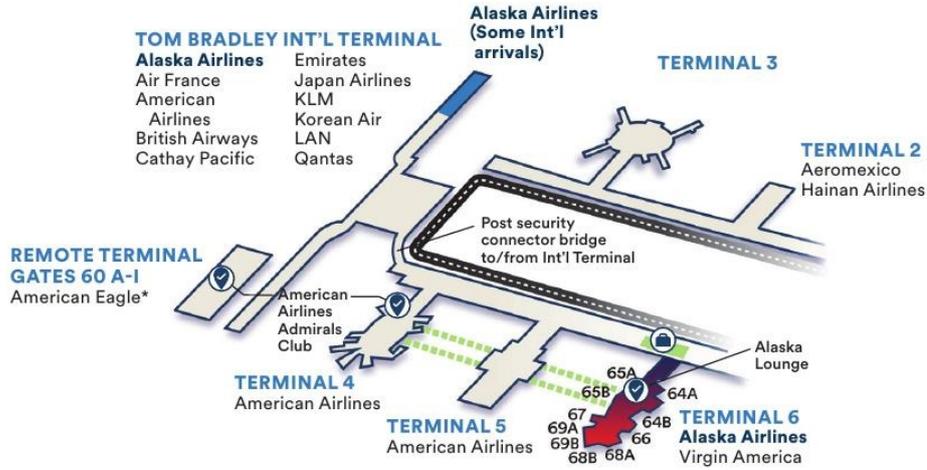
SFO San Francisco International Airport

Tip: Alaska Lounge members have access to the Cathay Pacific Lounge at SFO when traveling on Alaska.



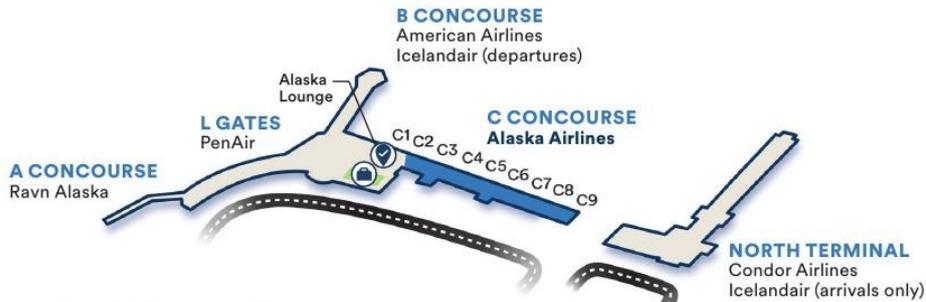
- Legend: Lounge Alaska Airlines check-in Public transportation Underground walkway
 Dining Options Virgin America check-in Airport transportation

LAX Los Angeles International Airport

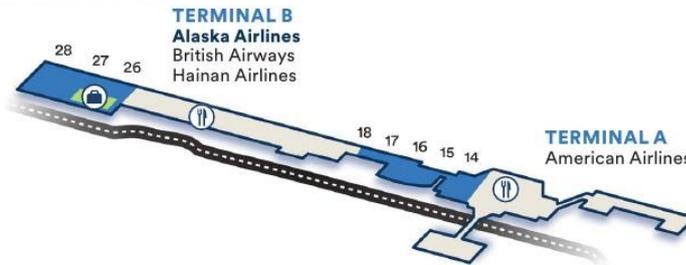


Tip: Virgin America has moved to Terminal 6. Virgin America Loft has closed: Please visit the Alaska Lounge at Terminal 6.

ANC Anchorage International Airport



SJC San Jose Mineta Airport



SAN San Diego International Airport



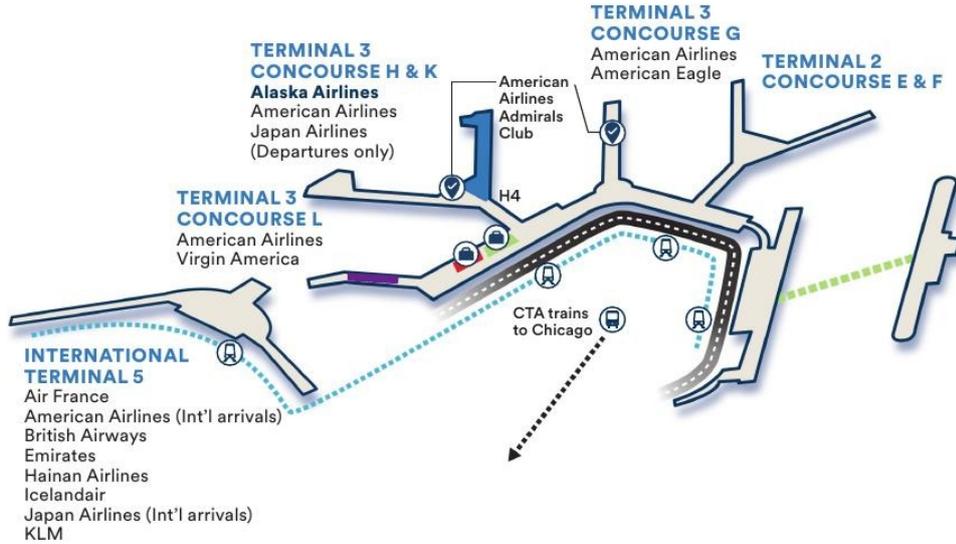
Global Airline Partner terminal maps

ORD Chicago O'Hare International Airport



From Chicago, American Airlines serves 122 destinations in 11 countries, with convenient connections to Europe from the West Coast.

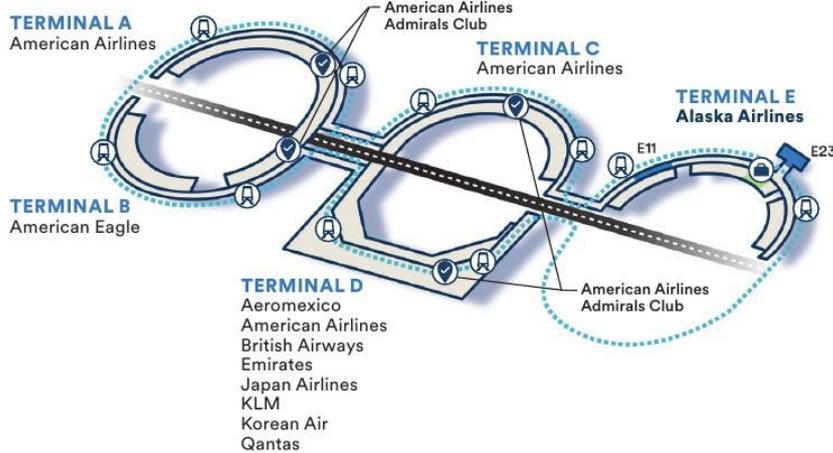
Tip: Alaska Lounge members receive access to most American Airlines Admirals Clubs when traveling on Alaska or American.



DFW Dallas/Fort Worth International Airport



Headquartered in Dallas, American serves 197 destinations in 29 countries including Latin America, the Caribbean and Europe from DFW.

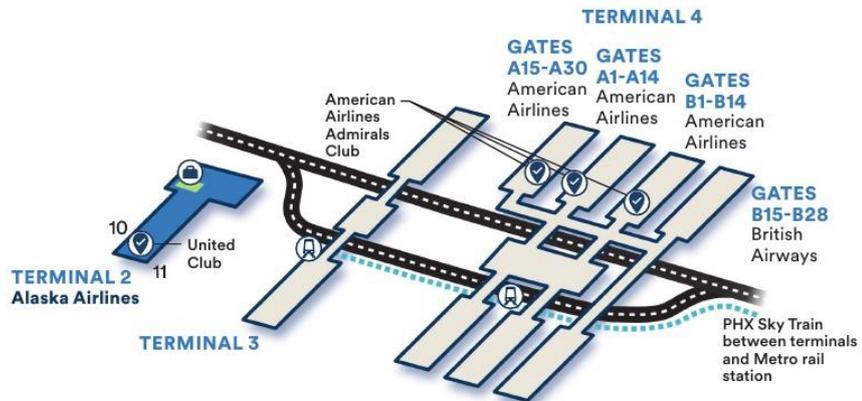


PHX Phoenix Sky Harbor International Airport



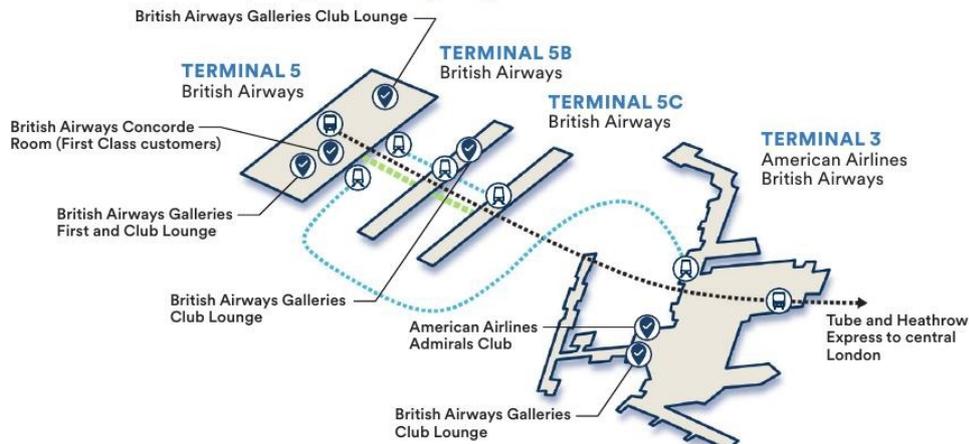
From Phoenix, American flies to 81 cities with over 300 flights.

Tip: Alaska Lounge members have access to the United Club across from gate 10 at Sky Harbor when flying on Alaska.



- Legend: Lounge Alaska Airlines check-in Public transportation Underground walkway
 Dining Options Virgin America check-in Airport transportation

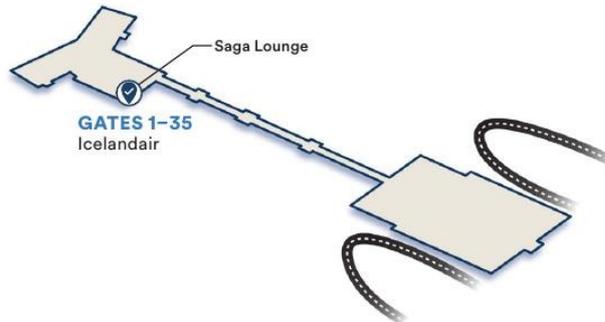
LHR Heathrow Airport, London, England



British Airways' London hub offers convenient connections from the West Coast to cities throughout Europe.

Tip: MVP Gold & MVP Gold 75K members receive complimentary access to British Airways' Galleries Club Lounge in Terminal 5.

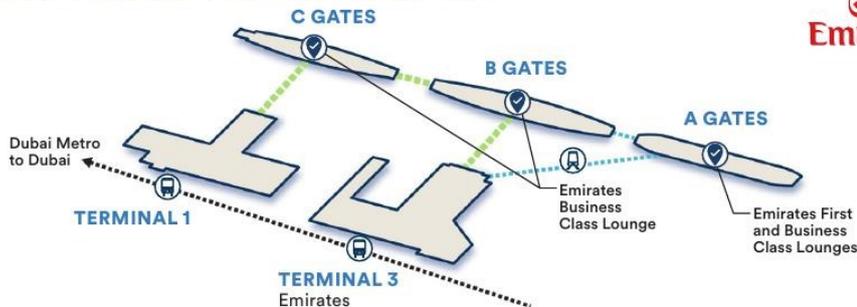
KEF Keflavík International Airport, Reykjavík, Iceland



Tip: MVP Gold and MVP Gold 75K members receive complimentary access to Icelandair's Saga Lounge.

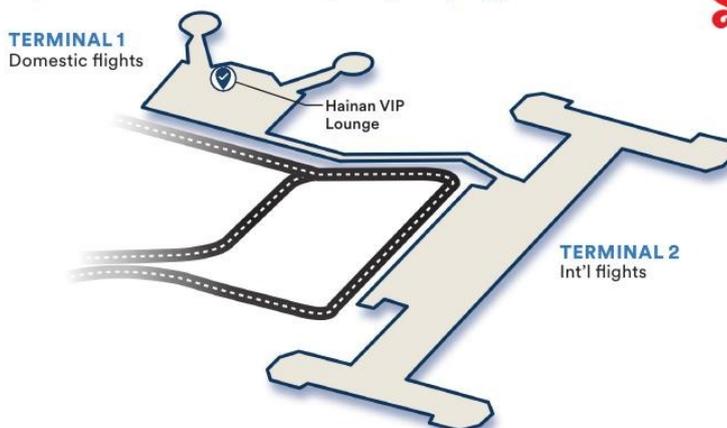
Icelandair's Reykjavik hub makes for easy connections to the airline's 20+ destinations throughout Europe. Icelandair offers free stopovers in Iceland.

DXB Dubai International Airport, Dubai, UAE



Emirates' Dubai hub offers connections to 100+ destinations on 6 continents, all featuring the airline's world-class service.

PEK Beijing Capital International Airport, Beijing, China



Tip: MVP Gold and MVP Gold 75K members receive complimentary access to Hainan's VIP Lounge.

With gateways in Seattle and San Jose, earn miles traveling to Beijing, Shanghai and to other destinations throughout China.

Customs and immigration

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

Global Entry is a U.S. Customs & Border Protection program that offers expedited customs entry with no processing lines, no paperwork, TSA Pre✓® eligibility and access to expedited entry in other countries. Apply at www.cbp.gov.

A screenshot of a Customs Declaration form. The form is titled "Customs Declaration" and includes fields for "Passport Number", "Date of Issue", "Date of Expiry", "Country of Birth", "Country of Residence", "Number of Family Members", "Number of Family Members Traveling with you", and "Number of Family Members from another country". There are also sections for "Family Members" and "Goods Declaration" with various checkboxes and questions.

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 PASSPORT CONTROL KIOSKS

Automated Passport Control kiosks expedite the entry process. Eligible travelers scan their passport, take a photograph and answer a series of questions at the kiosk. Once complete, present the printed receipt from the kiosk to a Customs Officer.

Helpful tips

- Only citizens or nationals of the U.S., Canada or Visa Waiver Program countries are eligible to use the kiosk.
- Customs declaration forms are unnecessary.
- Kiosks available in Los Angeles (LAX), Portland (PDX), San Diego (SAN), San Francisco (SFO) and Seattle (SEA).

U.S. CUSTOMS DECLARATION

All travelers to cities without Passport Control kiosks must complete this form.

Helpful tips

- One form per person or one per family (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption).
- Lines 5, 6—If not using a passport, leave these lines blank.
- Line 9—Enter “AS” for Alaska Airlines
- Sign at the “X.”

QUIOSCOS DE CONTROL DE PASAPORTES

Kioscos automatizados de control de pasaportes acelerar el proceso de entrada y se encuentran en muchas ciudades servidas por Alaska Airlines. los viajeros elegibles escanear el pasaporte, tomar una fotografía y contestar una serie de preguntas en el quiosco. Una vez completa, presentar el recibo impreso en el quiosco a un oficial de aduanas.

Datos de ayuda

- Sólo los ciudadanos o nacionales de los países del Programa de Exención de Estados Unidos, Canadá o Visa son elegibles para utilizar el quiosco.
- Formularios de declaración de aduanas son innecesarias.
- Kioscos disponibles en Los Ángeles (LAX), Portland (PDX), San Diego (SAN), San Francisco (SFO) y Seattle (SEA).

DECLARACION DE ADUANA

Los viajeros a ciudades sin quioscos de control de pasaportes deben completar este formulario.

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.”

INTERNATIONAL TRAVEL TIPS TO MEXICO

- All travelers must complete a Mexico Customs Declaration form; one per traveler or family with same address.
- All travelers, except for citizens of Mexico, must complete the FMM; one per traveler or family.

TO COSTA RICA

- All travelers must complete a Customs Declaration form; one per traveler or family.
- All travelers must complete an Immigrations Form; one per person.
- Costa Rica requires a \$29 departure tax for each traveler. For tickets purchased before June 1, 2016, pay fee prior to check-in with Alaska Airlines at the service centers in terminal check-in area. The fee is included in the price of tickets purchased after June 1, 2016.

CONSEJOS DE VIAJE INTERNACIONALES A MEXICO

- Todos los viajeros deben completar un formulario de declaración de aduanas México; uno por cada viajero o familia con la misma dirección.
- Todos los viajeros, excepto para los ciudadanos de México, deben completar la FMM; uno por cada viajero o familia.

A COSTA RICA

- Todos los viajeros deben completar un formulario de declaración de aduanas; uno por cada viajero o familia.
- Todos los viajeros deben completar un formulario de Inmigración; una por persona
- Costa Rica requiere un impuesto de salida de \$29 para cada viajero. Para los boletos comprados tarde del 1 junio, 2016, pagar la cuota antes de check-in con Alaska Airlines en los centros de servicio en el área de registro de entrada en el terminal. La tarifa está incluido en el precio de los boletos comprados el 1 de junio 2016.

Your safety and comfort

SEATS

- 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.
- 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.

CARRY-ONS

- 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.
- 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.

LAVATORY

- 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.

CREW SAFETY

- 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.

PETS

- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

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 and Bluetooth headphones
- Cellphones (prior to door closure only)

TRAVELING WITH INFANTS AND CHILDREN

- To be used onboard, your child-restraint system must conform to all applicable federal motor vehicle safety conditions and the restraint must be certified for use in motor vehicles and aircraft.
- Some restrictions for child-restraint systems apply based on seat locations and flight numbers. Visit <http://bit.ly/InfantTravel> for details.

DEVICES

- 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 Tablets, etc.

ALCOHOL AND TOBACCO

- 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.
- Smoking, chewing tobacco and electronic cigarette use are not permitted on any Alaska Airlines flight.

OTHER PROHIBITED ITEMS

- 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.

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

The Federal Aviation Administration (FAA) and Alaska Airlines have set these rules and regulations to assure your safety and comfort.

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BODY LANGUAGE

ACROSS

- 1 Thin cookie
- 6 Sight
- 10 Dawdles
- 14 Cement block
- 18 Eat away
- 19 Play opener
- 20 Thailand's neighbor
- 21 Pitch
- 22 Galore
- 23 Large carnivore
- 24 Pale-faced
- 25 *It's a Sin to Tell* ____
- 26 Citizen
- 27 Helps out
- 29 African antelope
- 30 Chicago Loop trains
- 31 Achiever
- 33 Asian wheat
- 34 Holiday's precursor
- 36 Pointer's word
- 38 Cartoon woodpecker
- 39 Fancied
- 43 Not us
- 45 Alliance
- 46 Inform
- 47 South African settlers
- 48 Chinese boat
- 49 Bearing
- 51 Ridicule
- 52 Grease
- 53 Yawn
- 54 Rabbit fur
- 55 Swampy place
- 56 Sacred bull
- 57 Baseball stat: abbr.
- 58 Smart
- 59 Saloon
- 60 ____ Tome
- 63 ____ Aviv
- 64 Wait
- 67 Width's companion: abbr.
- 68 Shocking fish
- 69 Rearward
- 70 Majority
- 71 Lip
- 72 ____ Lauderdale
- 73 Porter, e.g.
- 74 Dabs
- 75 Samovars
- 76 Suit to ____
- 77 Appropriately
- 80 Tortoise's competitor
- 81 Salem's state: abbr.
- 82 Alpine enthusiast
- 83 Modeled
- 85 Keen
- 86 Defeats
- 87 Cowboy's topper
- 88 Pens
- 90 Commence
- 91 Scalding
- 92 In a while
- 93 Part of VISTA: abbr.
- 94 Sombrero
- 97 Mentor
- 100 Obey

1	2	3	4	5		6	7	8	9		10	11	12	13		14	15	16	17				
18						19					20					21							
22						23					24					25							
26						27					28					29							
30				31	32				33					34	35								
		36	37					38					39				40	41	42				
43	44							45					46										
47								48				49	50				51						
52						53					54					55							
56						57				58					59			60	61	62			
63						64				65				66				67					
68						69				70				71				72					
			73					74					75					76					
77	78	79						80					81					82					
83								84					85					86					
87										88	89					90							
				91						92						93					94	95	96
97	98	99						100	101					102					103	104			
105								106						107						108			
109								110						111						112			
113								114						115						116			

- 103 Soft leather
- 105 Energy source
- 106 Montana's neighbor
- 107 Robert or Alan
- 108 Dodge
- 109 Paint
- 110 Variable stars
- 111 Wharf
- 112 Antitoxin
- 113 ____ a Lady
- 114 Joel or Zane
- 115 Back-talk
- 116 Packs down
- 10 Extravagantly
- 11 One who's attained nirvana
- 12 FBI agents
- 13 Carpenters' tools
- 14 Hurry!
- 15 Dilly
- 16 Dry
- 17 Gourmet cheese
- 20 Bleated
- 28 Blotch
- 32 Conjunctions
- 35 Pilots' courses
- 37 Toastmaster's word
- 38 Decline
- 39 Hullabaloo
- 40 Ostrichlike bird
- 41 Superhero's chest letter
- 42 Gidget star
- 43 Monastery resident
- 44 Man's wig
- 45 Iris center
- 46 African ruler
- 48 Lace ruffle
- 49 Juicy
- 50 Ruler mark
- 53 *Grand Canyon Suite* composer
- 54 Fischer's specialty
- 55 Ointments
- 58 Hundred dollar bill
- 59 Creature
- 60 Word of encouragement
- 61 Came to terms
- 62 Playful animals
- 64 Cousteau's ship
- 65 Sharif of films
- 66 Miscalculated
- 72 Phony
- 73 Klutzy
- 74 Lily leaf
- 75 *Exodus* author
- 77 Donkey
- 78 Proportion: abbr.
- 79 Weekday: abbr.
- 80 Pullet
- 81 Imbricates
- 82 Least crowded
- 84 Figuring
- 85 *A Death in the Family* author
- 86 Colorado Indian
- 88 China, once
- 89 Greek mountain
- 90 Smudges
- 92 Depart
- 93 Chilean range
- 95 Total
- 96 Abounds
- 97 Roams around
- 98 Beehive State
- 99 Rake
- 101 Skunk's defense
- 102 Hip bones
- 104 Eye part

DOWN

- 1 Use a loom
- 2 Wine byproduct
- 3 Pays
- 4 Border
- 5 Buys more
- 6 Crooner Rudy ____
- 7 More slippery
- 8 Certain collar
- 9 Pilot's indicator

SOLUTION ON PAGE 171.





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LADDERGRAM

First, write the word that fits the first definition into space 1. Then drop one letter and rearrange the remaining letters to form the answer to definition 2. Drop one more letter, rearrange, and get the answer to definition 3. Put the first dropped letter into the box to the left of space 1 and the other dropped letter into the box next to space 3. When you have correctly solved the puzzle, the dropped letters on the left and right, when read down, will spell out related words.

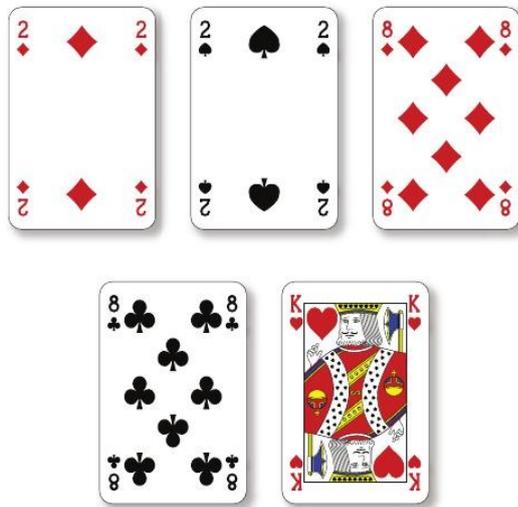
1.	2.	3.	
4.	5.	6.	
7.	8.	9.	
10.	11.	12.	
13.	14.	15.	
16.	17.	18.	
19.	20.	21.	
22.	23.	24.	

DEFINITIONS

- | | | |
|-------------------------------|-------------------------------|----------------------------|
| 1. Cantaloupe or honeydew | 9. Country singer McEntire | and bright stars..." |
| 2. City in Alaska | 10. Similar to | 17. Chops with an ax |
| 3. Washington bill | 11. Faucet drip | 18. That woman |
| 4. "Goodbye!" in French class | 12. Tavern brew | 19. Hesitated for a moment |
| 5. Brainstorm result | 13. Covered with beach grains | 20. Digging tool |
| 6. Citrus drink | 14. Calendar divisions | 21. Drove too fast |
| 7. Sculpting stone | 15. TV commercials | 22. Foolish |
| 8. Trumpet blast | 16. "___ broad stripes | 23. Easter flower |
| | | 24. Under the weather |

CARD SENSE

Five playing cards were shuffled and put in a pile, one on top of another. Using the clues, can you identify each card's position in the pile?



- The king is above the club but below both diamonds.
- The twos are adjacent but neither is on top of the pile.
- The diamonds aren't adjacent.

ANAGRAM MAZE

The diagram contains 36 words, 19 of which are anagrams of other everyday words. Start at the top arrow and anagram LEFT. While solving, move up, down, right or left to the only adjacent word that can be anagrammed. Continue until you arrive at the bottom arrow. There is only one path through the maze.

1 CULT	2 WINE	3 LEFT	4 RIDE	5 BAKE	6 WAIT
7 CREW	8 FALL	9 OOZE	10 HUNT	11 PEST	12 CLAY
13 VEIL	14 LISP	15 SILT	16 INTO	17 PLUS	18 RIPE
19 BUST	20 FIVE	21 PALE	22 LIED	23 SURF	24 MASH
25 CAPE	26 PURR	27 CUFF	28 FOIL	29 WHIM	30 DECK
31 HATE	32 NONE	33 DISK	34 OVER	35 BODY	36 JUMP

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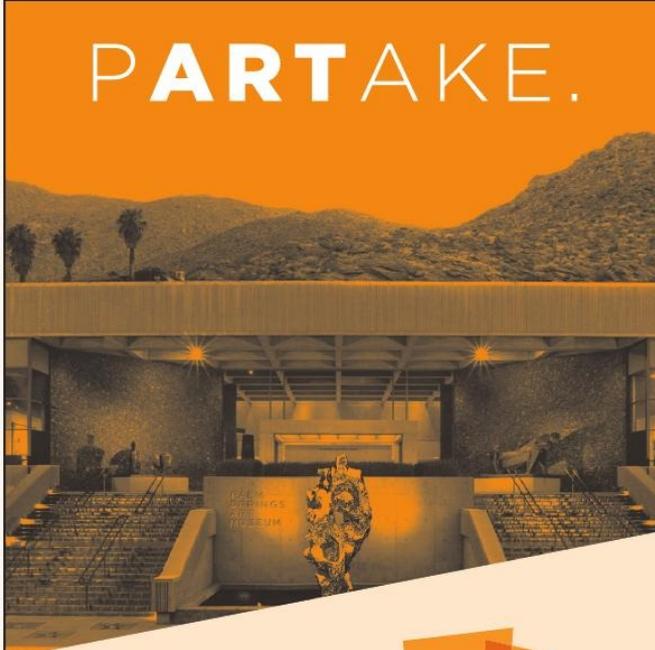


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May. 9, 23	*	May 2, 16

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Complete each sudoku grid by placing a number in each box so that each row, column and small nine-box square contains the numbers one to nine exactly once. **Solutions on page 171.**

DIFFICULTY: **EASY**

		4			8			5
5	7					1		8
3	8				2		6	
2				3	6	8		
	9	6		4		2	5	
		1	2	8				6
	2		1				8	4
6		5					7	2
7			6			5		

DIFFICULTY: **MEDIUM**

	7				8	5		
4		1	3					6
	2			7		4		1
8	3	9					1	
			6	9	7			
	4					9	2	5
7		3		6			5	
1					9	2		4
		4	8				7	

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SUDOKU ON PAGE 168.

DIFFICULTY: EASY

1	6	4	3	7	8	9	2	5
5	7	2	4	6	9	1	3	8
3	8	9	5	1	2	4	6	7
2	5	7	9	3	6	8	4	1
8	9	6	7	4	1	2	5	3
4	3	1	2	8	5	7	9	6
9	2	3	1	5	7	6	8	4
6	1	5	8	9	4	3	7	2
7	4	8	6	2	3	5	1	9

DIFFICULTY: MEDIUM

9	7	6	4	1	8	5	3	2
4	8	1	3	2	5	7	9	6
3	2	5	9	7	6	4	8	1
8	3	9	5	4	2	6	1	7
5	1	2	6	9	7	8	4	3
6	4	7	1	8	3	9	2	5
7	9	3	2	6	4	1	5	8
1	5	8	7	3	9	2	6	4
2	6	4	8	5	1	3	7	9

CROSSWORD ON PAGE 164.

W	A	F	E	R	V	I	E	W	L	A	G	S	S	L	A	R		
E	R	O	D	E	A	C	T	I	B	U	R	M	A	H	U	R	L	
A	G	O	G	O	L	I	O	N	A	S	H	E	N	A	L	I	E	
V	O	T	E	R	L	E	N	D	S	A	H	A	N	D	K	U	D	O
E	L	S	D	O	E	R	S	P	E	L	T	E	V	E				
T	H	E	R	E	W	O	O	D	Y	D	R	E	A	M	E	D		
O	T	H	E	R	S	P	A	C	T	D	I	S	C	L	O	S	E	
B	O	E	R	S	J	U	N	K	M	I	E	N	T	E	A	S	E	
L	U	B	E	G	A	P	E	C	O	N	Y	B	O	G				
A	P	I	S	R	B	I	C	H	I	C	B	A	R	S	A	O		
T	E	L	C	O	O	L	O	N	E	S	H	E	E	L	S	H	G	T
E	E	L	A	F	T	M	O	S	T	R	I	M	F	O	R	T		
A	L	E	P	A	T	S	U	R	N	S	A	T	E	E				
A	P	T	L	Y	H	A	R	E	O	R	E	G	S	K	I	E	R	
S	C	U	L	P	T	E	D	A	V	I	D	U	P	E	N	D	S	
S	T	E	T	S	O	N	C	A	G	E	S	S	T	A	R	T		
H	O	T	L	A	T	E	R	A	M	E	R	H	A	T				
G	U	R	U	T	O	E	T	H	E	L	I	N	E	S	U	E	D	E
A	T	O	M	I	D	A	H	O	A	L	D	A	E	V	A	D	E	
D	A	U	B	N	O	V	A	S	P	I	E	R	S	E	R	U	M	
S	H	E	S	G	R	E	Y	S	A	S	S	T	A	M	P	S		

BRAIN BOOSTER PUZZLES ON PAGE 166.

LADDERGRAM

L	1. MELON	2. NOME	3. ONE	M
U	4. ADIEU	5. IDEA	6. ADE	I
M	7. MARBLE	8. BLARE	9. REBA	L
I	10. ALIKE	11. LEAK	12. ALE	K
N	13. SANDY	14. DAYS	15. ADS	Y
O	16. WHOSE	17. HEWS	18. SHE	W
U	19. PAUSED	20. SPADE	21. SPED	A
S	22. SILLY	23. LILY	24. ILL	Y

CARD SENSE

The two of spades is adjacent to the two of diamonds (clue 2), so by clue 1, the king of hearts is fourth from the top and the eight of clubs is on the bottom. By clue 2, the top card is the eight of diamonds. The two of diamonds isn't second from the top (clue 3); it's third and the two of spades is second. In summary, from top to bottom: eight of diamonds, two of spades, two of diamonds, king of hearts, eight of clubs.

ANAGRAM MAZE

The path through the maze, with just one anagram given for each, is: 3. felt; 4. dire; 5. beak; 11. step; 12. lacy; 18. pier; 24. sham; 23. furs; 22. idle; 21. leap; 15. list; 14. slip; 13. live; 19. stub; 25. pace; 31. heat; 32. neon; 33. skid; 34. rove.

		3	4	5	
				11	12
13	14	15			18
19		21	22	23	24
25					
31	32	33	34		

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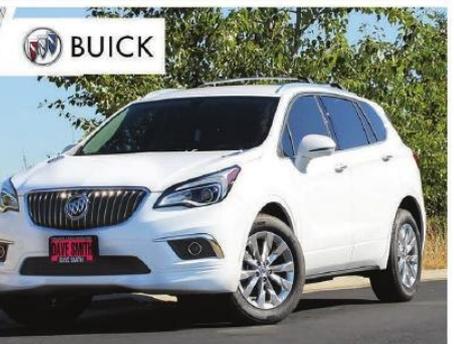
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