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ALASKA AIRLINES MAGAZINE

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FINE WINES AND
OUTDOOR RICHES

+ HAWAII
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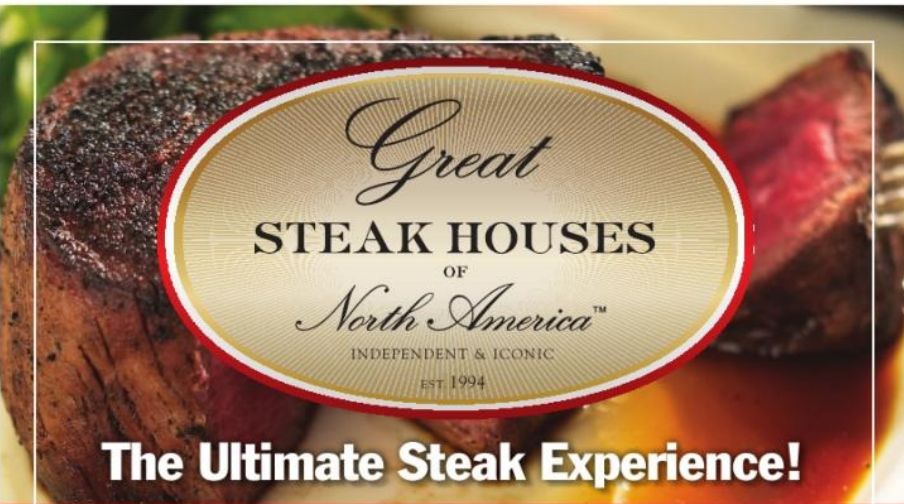
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Spirit of Alaska



Brad Tilden,
Chief Executive
Officer

MAESTRO OF THE SKIES

It's a sunny day in Seattle. But the weather in Barrow, Deadhorse, Kodiak and Kotzebue is marginal and slipping below minimums. Elsewhere, three airplanes are out of service: Two are in Orange County, and the part to fix one of them just happens to be in Honolulu; the third, in Seattle, is taking up valuable gate space, and the crew is tight on duty time. Add to that forecasted thunderstorms in the Midwest, which

require an aircraft swap so we can carry more fuel for potential air-traffic reroutes, and it's no surprise that the



Bob "Bonjo" Bonjukian.

man in charge hasn't even had his morning oatmeal or first cup of coffee. Welcome to the world of Bob "Bonjo" Bonjukian.

Bonjo (say it out loud a few times and you'll get used to it) is one of seven Directors of System Operations for Alaska. He leads the team that works in our version of NASA's mission control. Dispatchers, crew schedulers, maintenance controllers, planners, weight-and-balance experts, customer service personnel and the like all work in this facility. We have a great operation that has yielded five No. 1 on-time performance awards, but even so, every day there are chal-

lenges. And that's when Bonjo and this team really go to work managing all available resources (pilots, flight attendants, aircraft and gates) and juggling conflicting requirements (related to weather, maintenance, crew rest, airport curfews and so forth) to keep our skies running smoothly. It's really a thing of beauty as he and the team challenge one another, review out-of-the-box options and get creative, all with one mission in mind: to ensure the safest, most customer-friendly solution possible.

Bonjo, whose career path includes stops as a commercial pilot, a dispatcher and a mechanic, takes it all in stride. With 33 years under his belt at Alaska, he's seen a lot. The lows—flying into Russia, where securing landing rights was a roll of the dice. And the highs—witnessing the success of our new service to Hawai'i and becoming the airline leader in customer service, on-time performance and innovation.

Bonjo just retired and will get more time to pursue his other loves—making wine and playing in a family band with his wife, Jo Anne (a former Alaska employee), and their two sons, Scott and Bobby. But not before being named a Legend of Customer Service—the highest honor that any employee at Alaska Airlines can receive. He is among 13

employees recently celebrated for their incredible devotion to our airline and customers. In the last 25 years, only 262 people have been named Legends—less than 1 percent of the people who have flown the aircraft and/or walked the halls of Alaska. This year's class of Legends includes flight attendants, pilots, customer service agents, a ramp service agent, a lead maintenance technician, a couple of management folks and Bonjo.

Frequently, someone will ask me what Alaska does to get our people to deliver such great service to our passengers. I'm afraid to say that there aren't any management-led programs or initiatives we can point to. We simply have a strong culture. A culture held together by our Legends, including this year's class. As Bonjo puts it: "It's just about putting yourself in the position of the customer. If you do that, you'll know what to do."

Well said, Bonjo. Congratulations to you and your 12 peers for being the best of the best at Alaska Airlines, and thank you for keeping our bar for service high.

Over the next year, we'll profile each of our Legends in the "People Behind the Spirit" section of this magazine. See page 15.

El Espíritu de Alaska



Brad Tilden,
Jefe Ejecutivo

MAESTRO DE LOS CIELOS

Es un día soleado en Seattle. Pero el clima en Barrow, Deadhorse, Kodiak y Kotzebue se ha puesto malísimo. Hay tres aviones fuera de servicio. Dos en Orange County, y la pieza para reparar uno de ellos resulta que está en Honolulu. El tercero, en Seattle, está ocupando un valioso espacio de sala, y la tripulación tiene un horario de trabajo restringido. Le sumamos a eso las tormentas eléctricas pronosticadas en el Medio Oeste,

lo que requiere un intercambio de aviones para que podamos llevar más combustible en caso de posibles cambios de ruta por tráfico aéreo, y no es ninguna sorpresa que el hombre a cargo ni siquiera haya comido el cereal matutino o la primera taza de café. Bienvenido al mundo de Bob "Bonjo" Bonjukian.

Bonjo (hay que decirlo en voz alta varias veces para acostumbrarse) es uno de los siete directores de operaciones del sistema de Alaska. Él dirige el equipo que trabaja en nuestra versión del control de misiones de la NASA. Despachantes, programadores de la tripulación, planificadores de mantenimiento, expertos en peso y balance, personal de servicio al cliente y otros, todos trabajan en estas instalaciones. Tenemos una excelente operación que ha logrado cinco premios al mejor desempeño y puntualidad, pero, aún así, existen desafíos cada día. Y ahí es cuando Bonjo y este equipo realmente van al trabajo a gestionar todos los recursos disponibles (pilotos, sobrecargos, aviones y salas) y compatibilizar los requerimientos contradictorios (el clima, los requisitos de mantenimiento, los requerimientos de descanso de la tripulación, las horas de cierre de los aeropuertos, etc.) para permitir que los cielos funcionen sin problemas. Es algo her-

moso ver cómo Bonjo y este equipo se desafían entre sí, analizan opciones originales y se ponen creativos, todo con una misión en mente: garantizar la solución más segura y fácil para los clientes.

Bonjo, cuya trayectoria profesional incluye paradas como piloto comercial, despachador y mecánico, se toma todo con calma. Con 33 años de carrera en Alaska, ha visto muchas cosas. Las cosas malas, como volar a Rusia donde asegurarse los derechos de aterrizaje fueron como tirar los dados. Y las cosas buenas, viendo el éxito de nuestro nuevo servicio a Hawai'i y convertirse en el líder de la línea aérea en servicio al cliente, puntualidad e innovación.

Bonjo sólo jubilados y tendrá más tiempo para perseguir sus otros amores: tocar en una banda familiar y hacer vino. Pero no antes de recibir el honor más grande que cualquier empleado de Alaska Airlines pueda recibir, el premio Customer Service Legend (Leyenda de Servicio al Cliente). Bonjo se encuentra entre los 13 empleados recientemente honrados por su increíble devoción a nuestra aerolínea. Estos empleados vienen de todos los puestos y son, sencillamente, lo mejor de lo mejor. En los últimos 25 años, solo 262 personas han sido nombradas Leyendas, o menos del 1 % de las

personas que han volado en un avión o caminado por los pasillos de Alaska. El grupo de Leyendas del año 2015 incluye a sobrecargos, pilotos, agentes de servicio al cliente, un agente del servicio de rampas, un técnico principal de mantenimiento, un par de personas de la gerencia y Bonjo.

En muchas ocasiones, alguien me ha preguntado qué le hace Alaska a nuestra gente para que brinden un servicio tan excelente a nuestros pasajeros. Me temo que debo decir que no hay programas o iniciativas dirigidas por la gerencia que podamos señalar. Simplemente, tenemos una cultura sólida. Una cultura de poner primero a los demás. Y esa cultura se sostiene gracias a nuestras Leyendas, incluidas las de este año. Como dice Bonjo: "Sencillamente, se trata de ponerse uno mismo en el lugar del cliente. Si haces eso, sabrás lo que hay que hacer."

Bien dicho, Bonjo. Felicitaciones a ti y a tus 12 compañeros por ser lo mejor de lo mejor en Alaska Airlines, y gracias por mantener bien alto nuestro nivel de servicio.

En los próximos 12 meses, presentaremos a cada una de nuestras Leyendas en la sección "People Behind the Spirit" (Personas detrás del espíritu) de esta revista. Ver página 15.

"My Best 10
changed my
life almost
immediately."

Photo: Arlene Chambers Photography



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before

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

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

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

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

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

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

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

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

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

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Monterey, California.

NEW LOS ANGELES AND BOISE SERVICE

Alaska is pleased to offer new daily roundtrip flights between Los Angeles and Monterey, and between Boise and Reno beginning November 5. In addition, on December 16, Alaska will add seasonal service between Los Angeles and Crested Butte/Gunnison to easily shuttle skiers and snowboarders from California to Colorado. Located on the western slope of the Rocky Mountains, Gunnison is a popular destination for winter activities such as skiing, snowboarding, snowmobiling, ice fishing, hunting and snowshoeing.

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The Alaska Apple Watch app will provide reminders, notifications and other helpful information throughout your day of travel. It's easy to get your boarding pass and to view flight and gate info, and we'll let you know when your flight is boarding.



FOCUS ON SUSTAINABILITY

Performance Landings

Alaska Airlines saves 87 gallons of fuel, shortens flight times by about nine minutes and reduces carbon emissions by nearly 1 metric ton every time one of its planes lands at Seattle-Tacoma International Airport while using new, operations-enhancing Federal Aviation Administration procedures called Greener Skies.

If all equipped airlines landing at Sea-Tac used the Greener Skies procedures—which Alaska helped pioneer in the 1990s—on all flights approaching from the southwest, fuel consumption would be cut by 2.7 million gallons a year and carbon emissions reduced by the equivalent of taking 5,400 cars off the road each year.

The Greener Skies procedures are part of the FAA's Next

Generation Air Transportation System, replacing legacy ground-based equipment with satellite-based technology and aircraft-navigation capabilities. The procedures provide precise runway paths by using a combination of onboard navigation technology and the GPS satellite network, improving safety and reliability in all weather.

"About 80 percent of the aircraft that are landing at Sea-Tac are equipped to use Greener Skies approaches and can take advantage of the benefits of flying more efficiently," says Gary Beck, vice president of flight operations for Alaska. "What we've done here in Seattle is a blueprint for how our industry can help modernize the national airspace for future generations."

All About Inclusion

Each year, Alaska Airlines recognizes a handful of its most celebrated employees as Customer Service Legends—the airline’s highest honor. We invite you to learn about one of our Legends, Flight Attendant Shirley Purkey.



Shirley Purkey
Alaska Airlines
Legend

Fifty blind and low-vision people recently got an opportunity to expand their travel worlds a bit, thanks to Shirley Purkey.

Shirley was approached by a friend who has been a teacher and volunteer with people who are blind, and who wondered if there was a way Alaska Airlines could provide people with vision impairments, and their service dogs, with a hands-on air-travel experience that would help them feel safer and more comfortable when flying.

Shirley coordinated with supervisors in a number of departments to organize a simulated flight on an actual aircraft, with a volunteer crew, in the Seattle maintenance hangar. The event was so well received that the airline now plans to make the familiarization tour for the sight-impaired an annual event.

Shirley is dedicated to diversity and inclusion. As a member of the airline’s 12-person Inclusive Advocacy Council, she tries to make sure employees of all backgrounds feel fully comfortable and accepted in their workplace, and that

each work group in the company reflects the diversity range of the community.

Each year, Shirley helps organize the company’s Diversity Summit—now held in three cities—designed to help employees examine issues of bias and improve interactions with others.

“Shirley is a woman who has listened to her inner voice to do good for others,” says Thomas Richardson-Valenzuela, an inflight supervisor in Seattle.

Shirley’s 23 years at Alaska exemplify her extensive experience in aviation. As a young girl in Toronto, she used to go to the airport with her grandmother to watch planes land and take off. In 1966, in her early 20s, she was recruited by United Airlines and based in Seattle. Her original employment agreement required that she retire from flying at age 32.

A new family and a job opportunity with the United Nations in Switzerland for her husband precluded that retirement decision. After three years, the couple returned to Seattle and raised two children. Shirley worked as a real estate

agent and was a partner in a children’s clothing store, but “the skies just kept calling me back,” she says. Fortunately, times had changed. She joined Alaska in 1992—well past her 32nd birthday.

Co-workers say they appreciate Shirley’s sense of humor, her energy and her genuine, approachable attitude.

“I’ve always been customer-oriented,” she says. “I like taking care of people. It’s what makes me feel good.”

Shirley enjoys being a role model for flight attendants, noting that she brings something more intangible than the knowledge of routines and procedures that define good customer service. Her brand of service derives from “the true love and enjoyment of the job,” she says.

“Every single flight, I look down the length of the aisle, and I see all these people, all coming from a different place, and I just want to take care of them.”

Shirley can’t quite fathom the day she’ll quit flying for Alaska. “I’m having too good of a time to retire,” she says.

—Paul Frichtl

VOLUNTEER SPIRIT

Aviation Day Soars

More than 1,000 high school-age students learned about careers in aviation from industry professionals at the seventh-annual Alaska Airlines Aviation Day in Seattle and Portland in May.

Boy Scouts, Girl Scouts, Civil Air Patrol cadets and students from area high schools learned about the aviation industry in classroom sessions on a Friday evening, and on the following day attended a career fair to learn about education and career opportunities. Students in Seattle, for instance, had the



Some of the nearly 300 Alaska employees who volunteered for Aviation Day.

opportunity to fly an Alaska 737 flight simulator, as well as learn how to evacuate an aircraft, interact with a 737 engine display and view a number of different types of aircraft in the Alaska hangar.

“This event gives youth an opportunity to see how they can make a living doing something they’re passionate about,” says Alaska First Officer John McAleer, who is the Portland Aviation

Day project manager. Between the two events, nearly 300 employees donated their time to share their experiences.



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The Art of Hair Restoration



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



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

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

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

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

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

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

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

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



eyebrow Transplantation
Before & After

Whether you are a man, woman or child, Dr. Goertz is dedicated to creating results that are so natural that the only way someone will know you have had a transplant done is if you tell them.

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or Call 1-888-642-4247

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Hair Transplant Seattle

NEW YORK, NY

Picasso in Three Dimensions

Spotlighting more than 150 sculptures by Pablo Picasso, the exhibition **"Picasso Sculpture,"** at The Museum of Modern Art from September 14, 2015, through February 7, 2016, will be the largest showing of the Spanish artist's sculptures in the United States in almost half a century. While the artist's paintings are recognized the world over, Picasso kept his sculptures more private. He had no formal training in sculpting and approached the art form with a particular freedom to experiment and break with conventions.

The sculptures, paper works and photographs in the exhibition will be organized according to periods in Picasso's life. By re-creating his art with different materials and processes, Picasso influenced the way sculpture was viewed and made. For more information, call 212-708-9400 or visit moma.org. —Erin Wong



Pablo Picasso, Bull (c. 1958), plywood, tree branch, nails and screws.



Singer-songwriter Neko Case, who has roots in the Puget Sound area, will return to perform at this year's Bumbershoot.

A True Seattle Celebration

The Emerald City's annual multi-arts festival **Bumbershoot**, at Seattle Center, September 5–7, will feature more than 80 musical performances this year, with headliners such as Ellie Goulding, The Weeknd and Hozier. This year's festival will also feature comedy shows, a variety of literary and spoken-word discussions, and a stage dedicated solely to local artists.

Attendees can visit Bumbershoot's varied on-site venues—from smaller stages across Seattle Center to main stages at Memorial Stadium and KeyArena—and gaze up at the Space Needle while enjoying food and music outdoors. Alaska Airlines is a sponsor of Seattle Center and KeyArena.

In addition to providing world-class entertainment, Bumbershoot also emphasizes sustainability. The festival recycles 7.5 tons of material annually, has compost stations, and encourages festivalgoers to take public transportation to its central location. Visit bumbershoot.com. —Aliza Vaccher

Also of note ...

- **The Evergreen State Fair**, Aug. 27–Sept. 7; food, rides, shows and more; Evergreen State Fairgrounds, Monroe, WA; evergreenfair.org.
- **Washington State Fair**, Sept. 11–27; billed as the state's largest single attraction held annually; with food, concerts, contests and other fair attractions; Washington State Fairgrounds, Puyallup, WA; thefair.com.
- **Seattle Design Festival**, Sept. 12–25; hands-on activities and events exploring the benefits of design; multiple locations, Seattle, WA; designinpublic.org.

TOP: THE MUSEUM OF MODERN ART; NEW YORK; GIFT OF JACQUELINE PICASSO; 2015 ESTATE OF PABLO PICASSO / ARTISTS RIGHTS SOCIETY (ARS), NEW YORK; BOTTOM: CHRISTOPHER NELSON, COURTESY: BUMBERSHOOT



Wildlife photographer Florian Schulz captured this image of a snowy owl in the Alaska Arctic.

FREEZE FRAMES Award-winning photographer Florian Schulz endured cold-weather extremes, camped in polar bear country and dove in frigid water under sea ice to record the images in the exhibition **“Florian Schulz: To the Arctic,”** showing through November 1 at the Anchorage Museum. His photos reveal spectacular scenes from the circumpolar world—from herds of migrating caribou to shimmering northern lights. Call 907-929-9200 or visit anchoragemuseum.org. —Teagan Fast

TOP: © FLORIAN SCHULZ / VISIONSOFTHEWILD.COM; BOTTOM LEFT: © 2015 GEHRY PARTNERS, LLP; IMAGE COURTESY GEHRY PARTNERS, LLP; BOTTOM RIGHT: COLLECTION FRANK GEHRY, LOS ANGELES, © 2015 GEHRY PARTNERS, LLP; IMAGE COURTESY GEHRY PARTNERS, LLP



LOS ANGELES, CA

A Master Builder's Works

Los Angeles-based architecture icon Frank Gehry is famous for works such as the Guggenheim Museum, Bilbao, in Spain; the “Dancing House” Nationale-Nederlanden building in Prague, in the Czech Republic; the sinuous aluminum and stainless steel EMP Museum near the Seattle Space Needle; and the Walt Disney Concert Hall in LA.

Gehry's models, designs and drawings will be displayed in the exhibition **“Frank Gehry,”** showing September 13–

Left: A Frank Gehry project model of the Walt Disney Concert Hall, in LA. Below: A circa-1991 design sketch of the Guggenheim Museum, Bilbao.

March 20, 2016, at the Los Angeles County Museum of Art. Organized by LACMA and the Paris Musée National d'Art Moderne, the show will feature more than 200 drawings—some never displayed in public before—and 66 architectural models. Gehry's postmodern designs are known for strong geometric forms and unusual materials. Exhibition themes will include Gehry's relationship to urbanism and city architecture, and his uses of digital design. For more information, call 323-857-6000 or visit lacma.org/art/exhibition/frank-gehyr. —Teagan Fast





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Alaska Airlines received the highest numerical score among six traditional airline carriers (tied in 2008) in the proprietary J.D. Power 2008-2015 North America Airline Satisfaction Studies™. 2015 study based on responses from 11,354 passengers who flew on a major North American airline between March 2014 and March 2015. Proprietary study results are based on experiences and perceptions of consumers surveyed from April 2014 - March 2015. Your experiences may vary. Visit jdpower.com





Canoeing in Kona

Calling all canoeing and paddling fans: The 43rd-annual Queen Lili'uokalani Long Distance Outrigger Canoe Races, being held September 3–7 in Kona, Hawai'i, will host 3,000 outrigger-canoe paddlers (such as the 2014 team shown on this page), competing in a variety of exciting events. The signature 18-mile outrigger-canoe race will run on Saturday, September 5. The women racers will compete first, with paddlers starting at the Kailua pier and finishing at Hōnaunau Bay. Top women finishers complete the

course in a little more than two hours. The men begin at Hōnaunau Bay and end at the Kailua pier, with top finishers completing the course in less than two hours.

Other event highlights will include the Historic Kailua Village Cultural Walk, the Standup Paddleboard Race, the Ali'i Challenge (with male-female outrigger crews) and a luau. Call 808-937-3255 or visit kaiopua.org. —Erin Wong



Other upcoming competitions ...

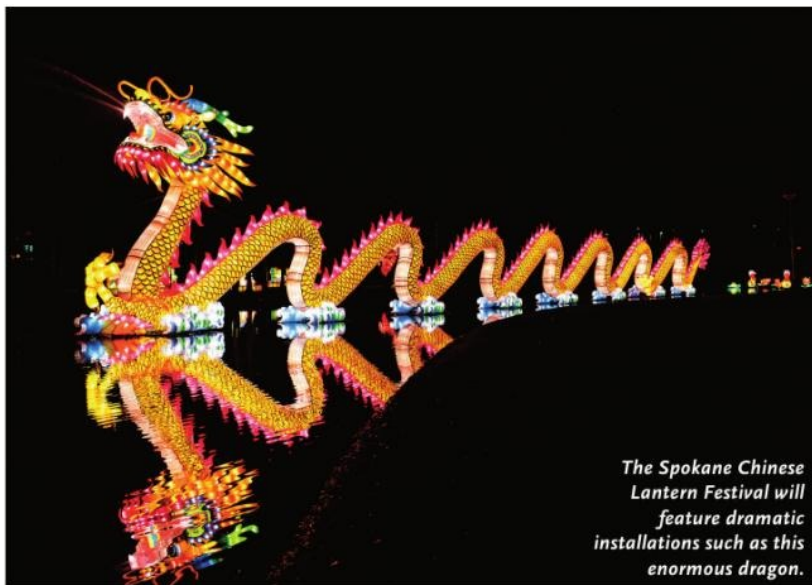
- 46th Annual Waikiki Roughwater Swim; Sept. 5; 2.4-mile ocean swim race; Sans Souci Beach to Duke Kahanamoku Beach; Waikiki, HI; wrswim.com.
- 2015 Ironman World Championship; Oct. 10; plan ahead to race in or to attend this epic triathlon (qualifying ends Aug. 23); Kailua-Kona, HI; ironman.com.

SPOKANE, WA

A Festival of Lights

The inaugural Washington State Chinese Lantern Festival Spokane (September 26–November 1, at downtown Riverfront Park) will be the first of its kind in Washington state. More than 30 lantern installations will fill the grand display. Two highlights will be a 193-foot-long dragon and a four-story-tall pagoda. This festival marks the first time the accomplished Chinese company Tianyu has brought its traditional-style lanterns to the United States.

Each evening of the festival will feature live events, ranging from acrobatic performances and dances to a kung fu tea ceremony that blends a traditionally refined custom with exciting martial arts. There will also be a food garden hosted by chef Jeremy Hansen, a James Beard Award finalist. Tianyu and the City of Spokane expect to make the festival an annual event. For more information, call 888-776-5263 or visit spokanelanternfestival.com. —Erin Wong



The Spokane Chinese Lantern Festival will feature dramatic installations such as this enormous dragon.

I Thought I Was on Top of the World

By Pat O'Day

My career had been spent in radio and rock and roll. I ran the top radio station in Seattle when I also started a large rock-and-roll concert company.

I'd been drinking to excess for years. I was just fine, but several acquaintances saw it differently. There was an unwelcome intervention where they demanded that I get treatment. Ten days later I walked out of Schick Shadel Hospital to never, ever, have another drink or any bad substance. My habit, the urges, the desire and the mixed-up rationale had simply gone, vanished; I was sober, happy and healed.

Mr. Charles Shadel of Seattle once said, "Something just isn't right. People are addicted to alcohol. It's wrecking lives. They know they should quit, and they want to, but they can't. Churches, rehab centers, counselors all try to help, but the craving seems impossible to extinguish. Shadel said, "We must be doing something wrong!"

He joined with Dr. Walter Voegtlin in search of a solution. It was clear from their studies that the conscious portion of the brain, the portion you're using as you read this, once addicted, lacks the power to erase overpowering urges of dependency. So they concluded, "To truly halt the habit, we must employ a more powerful portion of the brain, the subconscious." And they did! Their stunning achievement created a medical treatment that is proven to be very successful.* Two powerful but painless medical innovations are combined to erase patients' habits.

First, they developed a powerful "Counter Conditioning" method that brings the patient to hate the sight, smell, taste and thoughts of using the addictive substance.

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

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

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* Based on results of a verified, independent survey of former patients (success measured as total abstinence for one year and assessed by self-evaluation), against published success rates from verified, comparable studies of other medical institutions.
** Model representations of real patients are shown. Actual patients cannot be divulged due to HIPAA regulations.

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Rich



Denise



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Photos: Gerald Pope



THE DOOLEYS LOST 177 LBS TOGETHER AS A FAMILY

For The Dooleys, healthy living has become a natural choice. It wasn't always so. It all began when Kevin Dooley made the decision to join 20/20 LifeStyles. He was soon joined by his daughter, Lyndsey, and then his wife, Betty. His other daughter, Amy, is currently in the program.

Kevin

Like other programs I'd tried, I was expecting a scripted plan with everything laid out for me. I now realize that if a program doesn't teach you how to stand on your own, you'll fail in the long run. 20/20 LifeStyles helped me learn what works for me. It has become my new way of living. I was amazed by how fast my body healed with proper diet and exercise. I was off all medications in a few weeks, my labs improved to a normal or better range – and I lost 100 pounds.

My trainer was incredible. I didn't exercise before joining the program. Now, it's part of my life. When I completed the program, I became a PADI-certified scuba diver. I'd never have considered this before going through the program. I also learned a lot from the 20/20 LifeStyles videos and the tracker. We tend to underestimate the calories we ingest and overestimate the calories we burn, so using the 20/20 LifeStyles tracker throughout the day helps overcome that convenient memory.

Betty

In three years, I'd had a hip replacement that was recalled, neck surgery that ended in staph, and thyroid surgery. I'd also had other surgeries on my back, foot and knee. I was resigned to live with pain and not be very mobile. However, I wanted to get healthy and lose weight.

This program is different than anything I've ever tried. I had a doctor, dietitian, counselor and trainer who worked as a team for my health. My trainer was fantastic. He inspired me to keep walking, exercising and tracking my nutrition. I now actually look forward to exercise. It was exciting and fun to watch my body become stronger, smaller and, most of all, healthy. It truly gave me my life back!

Lyndsey

While growing up, I was an athlete. But over the years, I began putting on weight. I tried different weight loss strategies. The most I'd lose was 20 pounds – and then I'd gain it back because I didn't believe in myself. My dad believed 20/20 LifeStyles would work for me. At first, I was skeptical, but I stayed dedicated. When I'd say I was on a diet, he'd say, "No, you're going through a lifestyle change."

I realized that my key problem was nutrition. I learned the importance of planning meals throughout the day. Even my taste buds changed and I've grown to appreciate fresh-tasting food. I feel so much more confident, energetic and in control of my happiness. For the past six years, I'd been taking an exercise class that I loved, but I always hid in the back. During 20/20 LifeStyles, I made my way to the front of the class. One day the instructor asked me if I'd be interested in teaching someday. Who, me?! Yes! I'm now a certified fitness professional!



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Pierre-Auguste Renoir,
Dance at Bougival (1883),
oil on canvas.

PHILADELPHIA, PA

Leaving an Impression

Paul Durand-Ruel, a Parisian art dealer, was an early champion of artists with names such as Manet, Monet, Degas and Renoir. Durand-Ruel's story frames a groundbreaking exhibition that explores Impressionism in a fresh light, through the eyes of the collector. Reuniting masterpieces bought, shown and sold by Durand-Ruel, the exhibition **"Discovering the Impressionists: Paul Durand-Ruel and the New Painting"** is making its only U.S. stop at the Philadelphia Museum of Art, through September 13. Paintings in this show were originally in Durand-Ruel's gallery stock and personal collection; these include six of Monet's "Poplars" series and Renoir's three large-scale "Dances." The exhibition is produced in collaboration with the National Gallery, London and the Musée d'Orsay, Paris. Call 215-763-8100 or visit philamuseum.org. —Alexa Voss



SAN DIEGO MAINSTAYS

Tall ships sail gracefully into San Diego Bay every Labor Day weekend to kick off the **San Diego Festival of Sail**, a proud West Coast tradition. The bay will be transformed September 5–7 into a nautical theme park, complete with tall-ship cannon battles, sunset cruises, onstage entertainments, beer gardens, historical re-enactors telling nautical history, local art vendors and numerous food options. The Maritime Museum of San Diego, the host of the festival, operates some of the world's finest tall ships, and boasts the oldest active sailing ship in existence, the **Star of India (1863)**, shown above. Call 619-234-9153 or visit sdmaritime.org/publicevents to learn more. —Alexa Voss



PALMER, AK

A Taste of Alaska

The cabbages in the produce contest at the **Alaska State Fair** are so large, they are often trucked in. These voluminous veggies are among the many attractions you will find at the Alaska State Fair, August 27–September 7, at the state fairgrounds about 40 miles north of Anchorage.

Wide-ranging onstage entertainment is another fair highlight. This year's lineup includes funnyman Jim Gaffigan and country star Lee Brice. Also included: a performance by local act



This 1,283.5-lb gourd placed first at the 2014 Alaska State Fair's Pumpkin Weigh-off.

"Portugal. The Man."

Overall, the fair will feature shows by performers from all over Alaska.

The food at the fair is always enticing. Halibut tacos, salmon quesadillas and fresh oysters are among the culinary offerings.

The fair also features cooking competitions, and arts and crafts vendors.

Alaska Airlines is a sponsor of the Alaska State Fair. To learn more, call 907-745-4827 or visit alaskastatefair.org.

—Aliza Vaccher

CALENDAR

Through Nov. 1 **"Gold Rush! El Dorado in BC,"** interactive displays and artifacts tell of a pivotal historical era; Royal BC Museum, Victoria, BC; 250-356-7226; royalbcmuseum.bc.ca/goldrush

Aug. 17–23 **USA Pro Challenge**, elite cyclists race in the Rockies; multiple locations, CO; 888-223-3351; usaprocyclingchallenge.com

Aug. 22–23 **World Bodysurfing Championships**, top international competitors; Oceanside Pier, Oceanside, CA; worldbodysurfing.org

Aug. 29–30 **Hoops for Hope: The Jim Marsh Classic**, an all-ages three-on-three basketball event benefiting mentoring and Parkinson's disease initiatives; Georgetown neighborhood, Seattle, WA; 425-416-2033; jimmarshclassic.org

Sept. 5 **National Book Festival**, talks, panels and more; Walter E. Washington Convention Center, Washington, DC; 888-714-4696; loc.gov/bookfest

Sept. 19–20 **Seattle Mini Maker Faire**, celebrating invention, creativity and resourcefulness; EMP Museum, Seattle, WA; makerfaireseattle.com

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Twin Powers

Tennis's all-time greatest men's doubles champs, Bob and Mike Bryan, enjoy a special bond as brothers and teammates *By Nila Do Simon*

The **Bryan brothers**—identical twins who have won more titles than any team in the history of men's doubles—have a signature move even more famous than the lightning-quick volleys that make them so dangerous: the leaping chest bump that often follows a victory. Their celebration is so recognizable that the insurance company Esurance built a commercial around it.

It's the dynamic energy shown in these celebrations, coupled with the brothers' precision attacks, that have earned them many fans—and many championship wins.

Projected to be stars of a new generation of American players when they turned pro in 1998, the duo took the normally demure tennis circuit by storm with their high-flying personas. Seventeen years, a marriage each, and two kids (both Bob's) later, the Bryans are still on top of the tennis world, though their perspective is more grounded.

"When we came out our first few years on the court, we were pretty much chest-bumping at every point," says Mike, with a

laugh. "Now we pretty much just do it in Grand Slam finals."

Born three minutes apart in Camarillo, California (Mike is the elder), the identical twins grew up with tennis in their blood—both their parents are former players. In the 1960s, Kathy Bryan (née Blake) once ranked No. 11 on the women's singles tour; Wayne Bryan played pro tennis briefly after a successful collegiate career at the University of California, Santa Barbara.

Regarded as "mirror twins"—Bob is left-handed, and Mike is right-handed, which is an ideal setup to cover the court—the brothers are rarely separated for long. Even when they have been apart, they have been known to call each other constantly—they once racked up a \$2,000 phone bill when Mike was overseas. This close connection gives them an added advantage over other doubles teams.

"We're with each other every day," says Bob. "I wouldn't want to be playing with anybody except my brother."

→ The stars of tennis return to New York this month for the **2015 US Open** (August 31–September 13) at the USTA Billie Jean King National Tennis Center, in Flushing. Visit usopen.org for more information.

Statistically speaking, the tennis world has never seen anything like the Bryan brothers. They've won 16 Grand Slam titles and 106 titles as a team. To put that in perspective, the team of Todd Woodbridge and Mark Woodforde (known as "The Woodies"), considered another of tennis's most successful pairs, won 11 Grand Slams and 61 titles when they ruled the rankings in the 1990s.

The Bryan brothers don't plan to slow down any time soon. They are targeting a sixth US Open title at this year's tournament, taking place August 31 through September 13, in New York. If the brothers win, they will set a record for number of US Open titles.

"The US Open—that's the one, as an American, you want to win," Mike says. "There's nothing like winning in front of your fans at Arthur Ashe Stadium."



Top left: The Bryan twins celebrated their 2013 Wimbledon championship with a trademark chest bump. Above: They celebrated their 100th team title at the US Open in 2014.

For their part, fans at the Open this year have a good chance of seeing a flurry of chest bumps from the twins.

To learn more about the Bryan brothers, visit bryanbros.com.



THE COUPLE

★ **GREG STEED:**
CEO, Northwest
Brewing Company
EDUC: BA, Western
Washington Univ.
INTERESTS: Running,
golf, skiing

★ **JENNIE (BOWEN)
STEED:**
Marketing Brand
Manager, Intl Coffee
Corporation
EDUC: BA, University
of MA, Amherst
INTERESTS: Yoga,
theatre, hiking

DATE SMARTER

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

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

Why did you join IJL?

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

Favorite first date memories?

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

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

How did IJL compare to your online dating experience?

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

Best part about dating thru IJL?

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

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

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

It's Just Lunch has been matching busy singles since 1991. Find out what an It's Just Lunch matchmaker can do for you by calling 1.800.858.6526 or visiting ItsJustLunch.com.



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Of singles think a smile is the most attractive feature of the opposite sex.

48 HOURS

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40%

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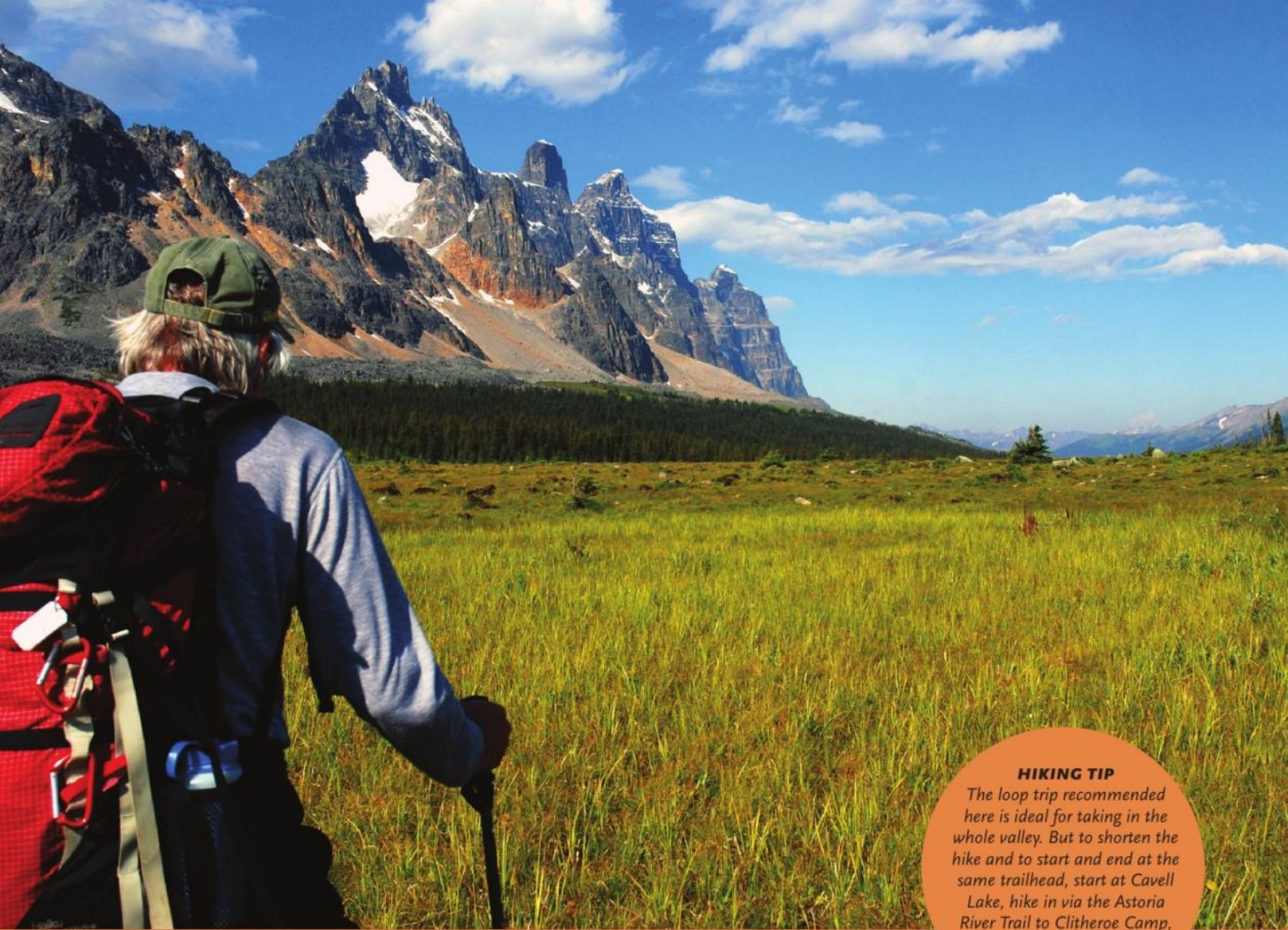
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HIKING TIP

The loop trip recommended here is ideal for taking in the whole valley. But to shorten the hike and to start and end at the same trailhead, start at Cavell Lake, hike in via the Astoria River Trail to Clitheroe Camp, stay the night, and retrace your steps to return.

Hiking Highlight: Tonquin Valley

A classic Rocky Mountain exploration in Alberta's Jasper National Park By Peter Potterfield

OFTEN CALLED THE PRETTIEST

place to hike in the Canadian Rockies, the Tonquin Valley has an allure that cannot be overstated. First photographed in 1915, this wild place has drawn pilgrims ever since—including Ansel Adams, whose first trip as a Sierra Club photographer took place here. The mountain wall known as the Ramparts, which rises majestically above Amethyst Lakes (actually one lake with two lobes), is the centerpiece of this wilderness. A 27-mile, three-day near-loop ascends to a high pass, meanders through the valley in the shadows of the peaks, and exits on a riverside trail. (To complete the loop, you need a car at two trailheads, or to arrange transport on one end.)

For such a high-octane hike, the Tonquin is easily approached. From the town of Jasper (about 4 hours by car from Edmonton, 5 hours from Calgary), drive 10.5 miles (17 km) to the Portal Creek Trailhead near the Marmot ski area. Hike 8 miles to 7,100-foot (2,180 m) Maccarib Pass before descending into the Tonquin Valley proper. It's best to spend at least a day absorbing the views in the valley, and staying at Maccarib Camp or Amethyst Camp, before hiking out along the Astoria River for 13 miles (20 km) to the trailhead near Cavell Lake. From the lake it's 16 miles (26 km) by car to Jasper. For those who don't wish to camp, two rustic lodges offer accommodations and meals.

After your hike, enjoy the laid-back scene in Jasper. The town is surrounded by Jasper National Park, Canada's largest Rocky Mountain park. The landscape here has a remote, out-there feel that is hard to equal in North America outside of Alaska.

MACCARIB PASS TRAIL—ASTORIA RIVER TRAIL

Distance: 27 miles (43 km). **Elevation gain:** 3,700 feet (1,128 m). **Details:** This hike is challenging and requires camping overnight or staying at one of two lodges in the area; allowing 3–5 days for this hike is recommended; a permit and camping reservations are required.

Info: Jasper Parks Canada Trail Office: 780-852-6177, pc.gc.ca/jasperbackcountry; Tonquin Valley Adventures: 780-852-1188, tonquinadventures.com; Tonquin Valley Backcountry Lodge: 780-852-3909, tonquinvalley.com.

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Financial Update

Navigating SBA Lending

5 things to remember about SBA loans

You know your business inside and out. Trust your banker to know his or her business.

by Scott Harvey

Small business owners can obtain value-added loans with longer terms, more flexible programs and the ability to borrow for expansion, beyond available collateral, with an SBA loan. But finding your way through countless forms or navigating through pages and pages of the government website can leave a business owner weary. Obtaining a business loan through the Small Business Administration (SBA) can be a seamless process, if you keep these important factors in mind.

1. The SBA does not lend directly to businesses. They partner with banks and other financial institutions to provide a guarantee on the loan and ensure its repayment, but they don't directly lend money to businesses. So the first place to start in obtaining an SBA loan is with your local bank.

2. There are several types of SBA loans available to small businesses. The most common type is called a 7(a) General Business Loan. Among the requirements for this loan a business must have reasonable invested equity, use personal assets before seeking financial

assistance, be able to show a need for the loan, and use the funds for a sound business purpose. While there's a long list of business types that don't qualify for a 7(a), your banker can help you uncover whether this is the right loan for you. The SBA also offers real estate and equipment loans.

Learn more about different SBA loan types at www.sba.gov.

3. Be organized and prepared. The more organized and prepared you are before beginning your application, the easier the process will be for you. Make sure you have resumes, tax returns, and financial statements pertaining to your business, plus a clear and complete business plan if you are starting a new business.

4. Look for a local bank with a specialized SBA Department. Based on their experience with the SBA, many lenders are part of the Preferred Lender Program (PLP), which empowers the bank to streamline the process and procedures and make the final credit decision on the loan. The SBA process can be quite complicated, so you want to work with a bank that has an experienced SBA team that can streamline the process. Using a

bank that has local decision makers assures you will be working face-to-face with someone who understands the market and your business.

5. Trust your banker. You know your business, inside and out. Trust your banker to know his or her business. If you're working with an experienced SBA lender, he or she should be able to recommend the right product for your needs—after all, that's their job. A good banker will ask the questions to learn about your business and your needs and then make suggestions about the best ways to finance your future. When they do, you'll know you've built the foundation for a long-term banking relationship for you and your business.

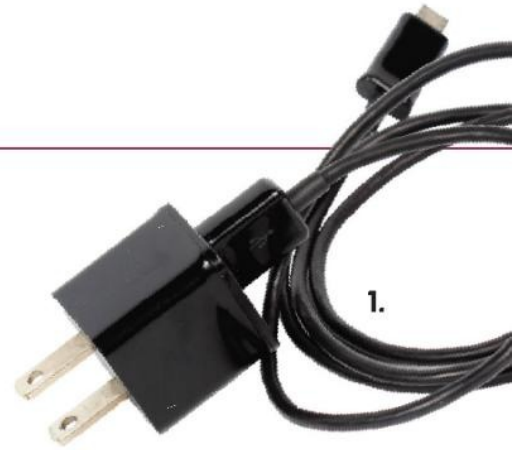


Scott Harvey is Senior Vice President of Specialized Markets at HomeStreet Bank with over 30 years of SBA lending experience.

HomeStreet is a full-service community bank offering consumer, commercial, and mortgage services to customers throughout the Western U.S. Scott and his team serve the greater Puget Sound area. You can reach Scott at (206) 254-7280 or scott.harvey@homestreet.com.

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Don't leave home without 'em

The six items flight attendants typically pack

What are the essentials that you need while traveling? We asked the experts—Alaska Airlines flight attendants—which items they always carry when they travel. An informal poll of these professional fliers found a number of ideas that were frequently mentioned. There were also a few specific suggestions, including a silk pillowcase (a touch of home on the road), a tennis ball (an easy and portable massage device) and a hard copy of a book. “The batteries in books never die!” writes one flight attendant. The following are the six items most commonly identified as essential for traveling.



THE ESSENTIAL SIX

1. PHONE CHARGER

In our gadget-centric world, we keep much of our most crucial information on our phones, so a charger might be the most important item in our luggage.

3. FRESH UNDERWEAR

Flight attendants agree: Mom was right all along. Always keep a clean pair of drawers on hand.

5. A MINI-PHARMACY

A bag holding pain relievers, antacids and prescriptions can help you avoid the need to find a pharmacy in an unfamiliar location.

2. SNACKS AND UTENSILS

You may end up having to eat at odd hours and in unusual places, so make sure to bring a snack along. It is also helpful to pack plastic utensils, just in case you eat something unexpectedly messy.

4. WATER BOTTLE

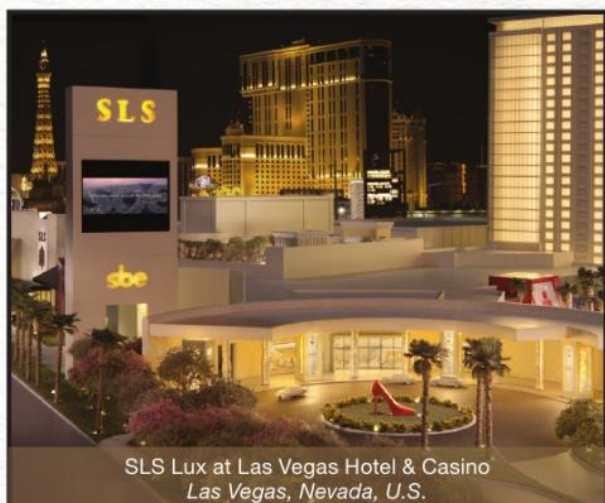
No matter where you may roam, a water bottle that you fill or buy after passing through security is a good addition and will help you stay happy, healthy and hydrated.

6. ANTIBACTERIAL WIPES

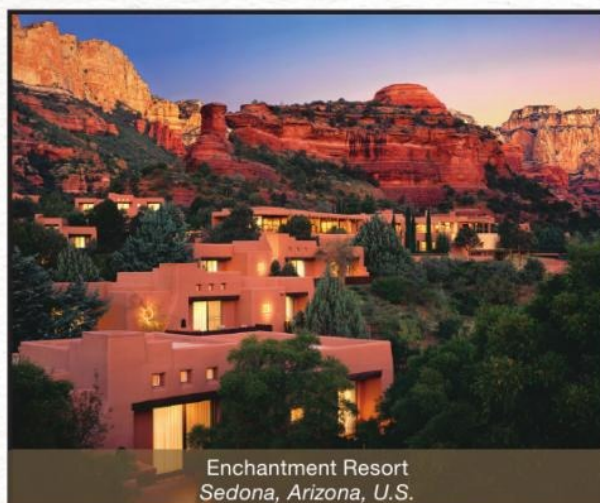
We all want to stay healthy while traveling, and these little wipes may be our first line of defense against getting sick and ruining a trip.



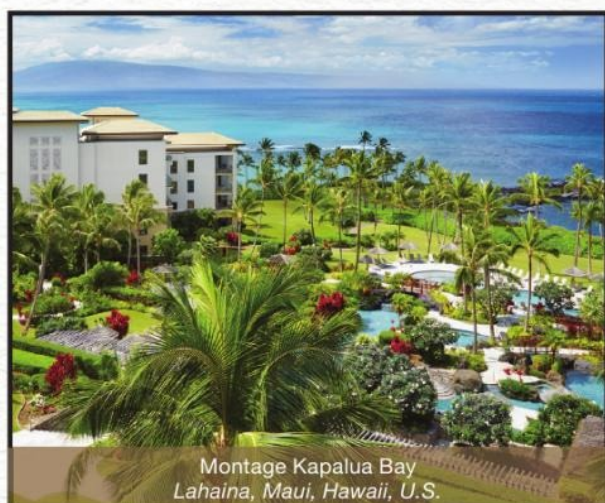
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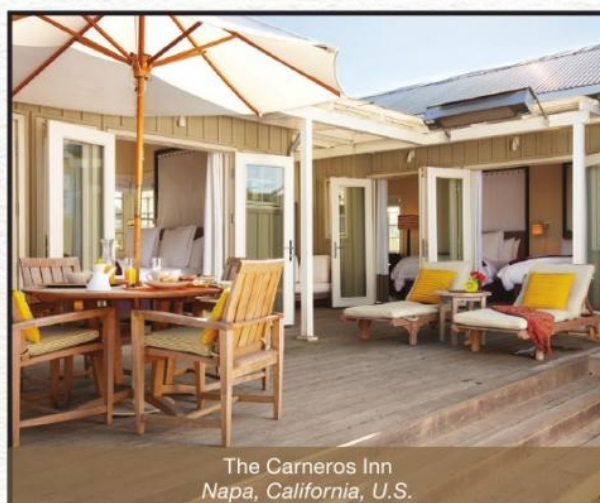
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RESIDENCES

Vessels of many kinds
launched from Port
Townsend on June 4 for
the Race to Alaska.



Of Small Boats and Cold Water

A West Coast race reveals opportunities for big adventure aboard modest vessels *By David Schmidt*

THE THING ABOUT PIPE DREAMS is that they occasionally materialize.

Take the 750-mile **Race to Alaska**, which ran from Port Townsend, Washington, to Ketchikan, Alaska, via the Vancouver Island's Inside Passage. The R2AK (June 4–July 4) was the brainchild of Jake Beattie, executive director of the Northwest Maritime Center, and some friends: Racers could build, buy or borrow any nonmotorized vessel, assemble any team and, aside from honoring three waypoints, follow any route.

"As with many good ideas, it formed over a beer," says Beattie about the origins of R2AK. "We decided to keep things as simple as possible: Nail 10 grand to a tree in Alaska and see who gets it." The prize would evolve into cash nailed to a log, handed to the winners. For the second-place finishers: a set of steak knives.

Rather than printing rulebooks, the R2AK relied on the honor system for racers to convey themselves to Alaska under sail or via "human propulsion" (oars/paddles, pedal-drive systems and combinations).

Like many sailors, I became enamored of the idea of R2AK and intrigued by its wind-battered route, where the most modern, tech-enhanced boats aren't always ideal. I joined Team Pure & Wild as an embedded journalist for the 40-mile qualifying Leg 1, from Port Townsend to Victoria, British Columbia, aboard a 24-foot "proa"—an ultralightweight sailing canoe that's lightning-quick in flat water, but "lively" in waves.

During my stretch, I found myself halfway across the Strait of Juan de Fuca, free-handing a bilge pump to keep the proa afloat, and to stay warm. Whitecaps broke all around us, threatening to swamp our cockpit. We made Victoria, but wetter and more slowly than we had hoped.

Other vessels fared worse (one dismasted, another capsized). Of the 32 starting teams, four withdrew on Leg 1, and 13 more, including Pure & Wild, withdrew later.

Not Team Elsie Piddock. These three Seattle-based sailors built a lead and battled into Seymour Narrows—where adverse tides can run at 15+ knots—just making it through as the tide turned foul. This ensured a larger lead as rivals missed the tide and had to wait for favorable water. Big winds and boisterous seas greeted Team Elsie Piddock's trimaran in Johnstone Strait, but once it cleared Queen Charlotte Sound, the race was this team's to lose.

As proud as Team Elsie Piddock was of its time—five days, one hour and 55 minutes from Victoria, plus four hours and 11 minutes on Leg 1—just as proud were the people who toiled for weeks under oar, pedal and sail to reach Ketchikan with no hope of winning the purse, let alone consolation cutlery. For them, adventure was the prize. In the end, 15 teams reached Ketchikan.

While race organizers are assessing R2AK's future, they can celebrate a vision realized: "The race went well, and there's a lot of interest in it happening again," says Beattie. "Our job is to make sure that we can pull it off, if there is a second time." Learn more at r2ak.com.





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Spotlight: Las Vegas

Energetic diversions, on the Strip and off
By Ken Van Vechten

Forty-plus million visitors a year and a perennial ranking as one of America's Top 5 destinations say the City of Lights shines as bright as ever. Got a weekend available for Vegas? Following are a few suggestions for visiting in style.

STAY

With the Beverly Hills and South Beach swagger of the brand, SLS Hotels has recast the once dowager Sahara as **SLS Las Vegas**, bringing a dose of hip vibe to the old-school north end of the Strip. SLS has rolled the dice in favor of the modern Vegas market where food and nightlife, and luxe digs, carry the day as much as lady luck.

Most Vegas casino-hotels have "resort" in their names, but for an experience that actually feels like a getaway, head out to Summerlin, to the **JW Marriott Las Vegas Resort & Spa**. With one of the best spas in town, it also has golf and shopping close at hand.

EAT

Few places not named Paris or New York can

compete with Las Vegas when it comes to what's on a plate, and the dining action isn't limited to the Strip.

Estiatorio Milos brings the bounty of Mediterranean cuisine to The Cosmopolitan of Las Vegas, including one of Vegas' best meal deals, the three-course lunch.

Take the simple complexity of the French bistro and put it in a boisterous, casual space and you have chef Daniel Boulud's **db Brasserie** at The Venetian.

"Eat local" is a great travel mantra, and one of the surest ways to do that well is with off-Strip **Table 34's** sustainable "New American" cuisine. If it's made somewhere in

America, it could show up here with a fresh twist.

SEE

At the far western edge of the valley, amid tiers of purple, magenta and brick red reaching skyward, is **Red Rock National Conservation Area**. Hike, bike, climb, or simply sit and absorb the spectacle of color.

Cirque du Soleil now presents eight fixed productions. *Mystère* is still at Treasure Island; Elvis has left the building but *Michael Jackson ONE* showed up at Mandalay Bay; and *The Beatles LOVE* still has the Fab Four's magical catalog of songs at The Mirage.

The **Fremont East District**, a several-block enclave downtown, is gentrifying

Clockwise from upper left: A hiker explores the Calico Hills in Red Rock Canyon National Conservation Area west of the Strip.

Long shadows grace the ninth hole at Reflection Bay Golf Club.

SlotZilla sends adventure seekers zipping over the Fremont East District.

The Center Bar at the new SLS Las Vegas features handcrafted specialty cocktails.

Eggs Benedict and a Bloody Mary start the day at db Brasserie at The Venetian Las Vegas.

The Aquae Sulis spa pool at the JW Marriott Las Vegas Resort & Spa offers relaxation in a serene setting.

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JOURNAL

and bootstrapping itself into a buzzy hot outpost of bars, music, sassy shops and coffeehouses, and in the middle of it is **Downtown Container Park**, an open-air mall constructed of shipping containers. Under the **Fremont Street Experience** canopy, **SlotZilla**, a 12-story faux slot machine, sends adventurers flying along four ziplines. And before heading to Vegas, queue up **Casino** on the DVD player and get primed for the **National Museum of Organized Crime and Law Enforcement**, aka the Mob Museum.



ROBERT HARDING WORLD IMAGERY / ALAMY

The Fremont Street Experience.

SIP

With 60 HDTVs and scores of ales and pilsners, stouts and IPAs, MGM Grand's **TAP Sports Bar** is a great South Strip diversion come game time. And hidden away, unknown by many Vegas visitors, Rio's **Wine Cellar & Tasting Room** has a collection north of 10,000 bottles and typically 100 wines available by the glass. Settle into a leather couch and see what Burgundy might have in store for you. For a funky, anything-but-country-club ambiance and a wealth of whiskeys, **The Griffin** is one of Fremont East's iconic drink spots. The jukebox is an eclectic indie treat.

TEE

Most of the game's best current designers have scribed at least one golf course across the rumpled topography of the Mojave Desert. This includes Jack Nicklaus, and two of his layouts are about as good as it gets in Las Vegas: **Reflection Bay** and **Coyote Springs**.

Reflection Bay Golf Club reopened late in 2014 after a half-decade hibernation. Players again have access to a spirited run past the Lake Las Vegas shoreline and into, around and across the rainbow-hued canyons above the lake.

Head 45 minutes north of town for **Coyote Springs Golf Club**. Arching across a canted desert valley ringed by mountains, Coyote Springs features a crafty Nicklaus track combining broad-shouldered playability, huge quadrant-specific greens, visual trickery and exacting corridors.

Which all sounds a lot like Vegas itself: crafty, visually enticing, and open to all who come to play.

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TRIP TO THE ISLANDS, WITH
ACTIVITIES THAT ARE FUN AS
WELL AS EDUCATIONAL

BY ILIMA LOOMIS

There's something about watching a wall of water build behind you that inspires a deep respect for the ocean. No matter that I was on a soft-top board in water so shallow that my surf instructor could easily wade over to help me line myself up with the wave. What had looked like a tame ankle biter from shore now appeared, from the water, like a giant breaker headed my way.

Even though I'd grown up near the ocean, I'd always been more of a landlubber—so much so, that I'd never learned to surf. My few attempts on borrowed boards had been failures. But, on a sunny morning in Lahaina, Maui, I was ready to make up for lost time. Eager to learn, I had signed up for a beginner's surf lesson.

After a quick orientation, our group had lugged boards down to the water to bring class into session. Our instructor had walked us through the basics: how to lie flat on a board so it remained evenly balanced; how to paddle through waves in long, smooth strokes; how to grip the rails and pop up to a low crouch; and finally, how to rise from crouching to standing. *Piece of cake*, I'd thought, while balancing on my board in the sand. But being out on the water was more of test—I was glad then to have had a lesson.

Whether your interests are sports or science, cuisine or culture, nature or history, there's plenty of enjoyable learning to experience on a visit to Hawai'i. Try one of the activities listed here to turn your next trip into an island learning adventure.

History and Culture

From the flower lei that greets you at the airport to the casual use of Hawaiian language in conversation, everyday expressions of Hawai'i's native culture help to make a visit to the Islands unforgettable. Many visitors enjoy a fuller appreciation of the places they visit when they discover these places' histories, and there are plenty of activities that allow you to explore Hawai'i's beautiful cultural landscape by learning more about local traditions.

For example, at the **POLYNESIAN CULTURAL CENTER** on O'ahu—which offers some of Hawai'i's best-known and most extensive cultural immersions—visitors can meet native islanders, and watch craft and dance presentations that draw on traditions of Hawai'i as well as Fiji, Samoa, Tonga, Tahiti and Aotearoa (New Zealand). Interactive demonstrations let you try your hand at hula, spear throwing, canoe paddling and traditional cooking techniques.

COURTESY: HAWAII HULA COMPANY



For more personal instruction, **HAWAII HULA COMPANY** offers private individual and group lessons in hula and Tahitian dance on O'ahu and Maui. Taught by professional dancers, the lessons include costumes and lei, share the history of hula and its significance in Hawaiian culture, and guide beginners through basic hula steps and hand movements, before teaching students a simple hula they can dance to a Hawaiian song.

Opposite: Hawaii Lifeguard Surf Instructors, based in Kona, is among many outfitters in the Islands to offer surfing lessons. Above: A Hawai'i Hula Company instructor demonstrates a dance on the beach. Below: The Polynesian Cultural Center, on O'ahu, helps guests learn about traditions of various Pacific islands, including Tonga-style drumming.





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VISITING HAWAII'S ANCIENT SITES is another way to experience the Islands' native culture and better understand the rich and complex civilization that preceded modern life. **PU'UKOHOLĀ HEIAU NATIONAL HISTORIC SITE**, near Kawaihae Harbor on Hawai'i Island, is a striking example of *heiau*, or stone temples, where ancient Hawaiians honored their gods. The original structure here was built around 1790 by Kamehameha I (who unified the Hawaiian Islands in 1810). Volunteers teach traditional Native Hawaiian crafts on Fridays starting at 9 A.M.

On Maui, you can visit the **PI'ILANIHALE HEIAU**, in Kahanu Garden near Hāna. This impressive, well-preserved structure—with stepped terraces facing the ocean—is built of lava rocks and is believed to be the largest ancient place of worship in Polynesia.

Take to the water to learn about one of the ancient Hawaiians' most ingenious innovations. Over hundreds of years, native people developed sophisticated systems of aquaculture, building extensive **STONE-WALLED FISHPONDS** for the cultivation and easy harvest of favorite species of seafood.

On Maui, the **KO'IE'IE FISHPOND CULTURAL CANOE TOUR** takes visitors on guided outrigger-canoe excursions to a restored fishpond and the South Maui coast.

For O'ahu visitors, **KUALOA RANCH** offers ocean voyages by sailboat Mondays through Saturdays on Kāne'ohe Bay. These include a visit to an 800-year-old fishpond and a botanical garden.

For modern history buffs, a visit to opulent **'IOLANI PALACE** in Honolulu provides a glimpse into what life was like for Hawai'i's royal family in the late 1800s. Students of American history might

be surprised to learn that the only royal residence in the United States had electric lights before the White House. Guided or audio tours take visitors through the throne room, state dining room, Blue Room (with its rich cobalt drapes and upholstery), grand hall and private suites, including the chambers where Hawai'i's last monarch, Queen Lili'uokalani, was held under house arrest for several months in 1895 (her monarchy having been overthrown in 1893). During this time, the queen reportedly worked on her memoirs and composed songs, including *Ke Aloha O Ka Haku* ("The Queen's Prayer").

Honolulu's downtown **HAWAII CAPITOL HISTORIC DISTRICT** offers a wealth of beautiful buildings and important sites. Visitors can see the city through the eyes of an architect with a guided tour offered by the American Institute of Architects, Honolulu Chapter. The weekly **ARCHITECTURAL WALKING TOUR** takes in highlights including the grand, historic Hawaii Theatre (built in 1922), the Hawai'i State Capitol (built in the 1960s), the 1867 French Gothic-style Cathedral of St. Andrew, the 1846 American-Greek Revival

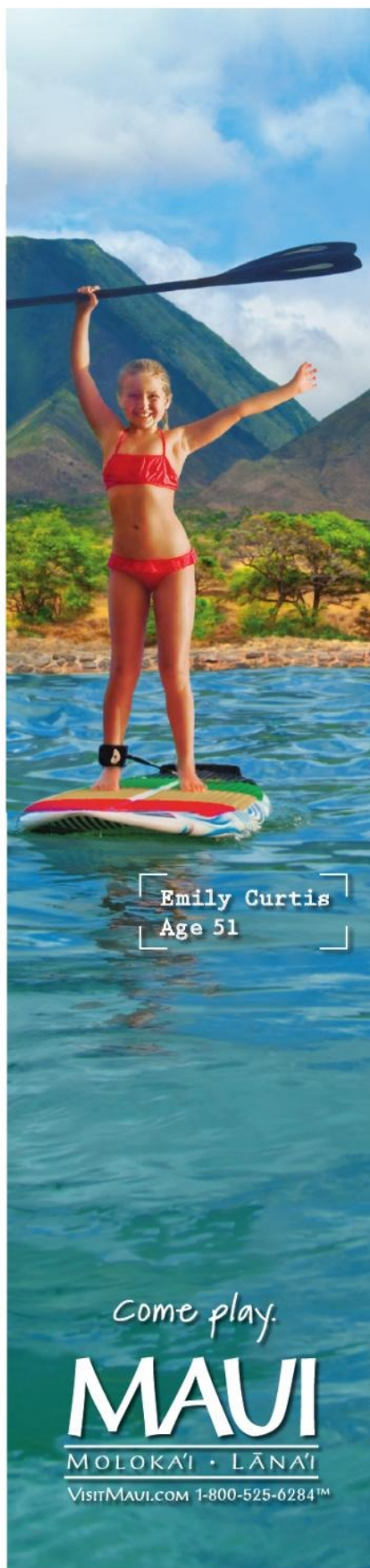
Above: Visitors to Kualoa Ranch, on O'ahu, enjoy the botanical gardens on the ranch's Fishpond & Tropical Garden Tour. Left: The Ko'ie'ie Fishpond Cultural Canoe Tour, on Maui, allows participants to paddle an outrigger canoe.



COURTESY: KUALOA



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Washington Place, the 173-year-old Kawaiaha'o Church, and the 1820s–1830s Hawaiian Mission Houses Historic Site.

For many Americans, a visit to Pearl Harbor's **WORLD WAR II VALOR IN THE PACIFIC NATIONAL MONUMENT** is a solemn pilgrimage as well as an educational experience. After paying your respects at

ADDITIONAL CULTURAL EXPERIENCES

Try these other options for classes and demonstrations around the Islands:

O'ahu

• **Waimea Valley:** Hula, Hawaiian games, crafts and more, in a botanical garden. waimeavalley.net

• **Honolulu Museum of Art:** Hawaiian, Polynesian, Western and Asian art collections. honolulumuseum.org

Maui

• **Whalers Village:** Hula lessons, coconut-husking and lei-making.

• **Maui Paddler:** Lessons in hula, Hawaiian games, Polynesian navigation, poi-pounding, lei-making and lauhala-weaving; outrigger-canoeing and fishpond tours.

Hawai'i Island

• **Lyman Museum:** Guided tours of a historic mission house; cultural and natural history exhibits; occasional lectures and workshops.

• **Pu'u'honua O Hōnaunau:** Self-guided tours of the ancient "place of refuge"; on-site cultural demonstrations of wood carving, making traditional fishing tools and crafts; storytelling.

Kaua'i

• **Kauai Museum:** Cultural exhibits and weekly activities including coconut-frond-weaving, hula and storytelling.

• **Kauai Cultural Center:** Hula performances; classes in hula, Tahitian dance, lei-making, hula skirt-making, and playing 'ukulele. —I.L.

the USS *Arizona* Memorial, take a tour of the USS *Missouri*, where visitors can see how crew and officers lived while at sea, and view the Surrender Deck, where General Douglas MacArthur formally accepted Japan's surrender to end World War II.

Food and Drink

Learning adventures aren't just good for your brain—they can also be delicious. With a year-round growing climate that yields an abundance of tropical fruits and farm-fresh produce, and as a melting pot of international cuisines, Hawai'i is an ideal place to get an edible education and indulge your inner foodie, through culinary tours and activities.

FARM TOURS give you close-up looks at how some of Hawai'i's most beloved agricultural products get to your plate. Visit a working pineapple plantation and sample sweet fruit with **MAUI PINE-APPLE TOURS**. Afterward, adults can stop at nearby **HALI'IMAILE DISTILLING COMPANY** for a guided tour and sampling of spirits, including an unusual vodka made from pineapples. Also on the Valley Isle, guided tram tours at **MAUI TROPICAL PLANTATION** introduce visitors to a variety of traditional island crops, such as pineapple, sugarcane, coconut, mango and macadamia nuts.

Animal aficionados (and families with children) will enjoy getting to pet and milk the goats at **SURFING GOAT DAIRY**, on Maui. Visitors also learn about cheese-making and sample some delicious cheeses on the farm's weekly Grand Dairy Tours.



Coffee tastings give visitors an opportunity to try different roasts and choose their favorites at Greenwell Farms, in Kona, on Hawai'i Island.

On Hawai'i Island, coffee lovers will want to stop at **GREENWELL FARMS** in Kona for an in-depth exploration—including tour and tastings—of how coffee is cultivated, harvested and processed. Nearby, the **ORIGINAL HAWAIIAN CHOCOLATE FACTORY**

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For a rare look at an all-but-gone period of Hawai'i's agricultural history, visit the **HO'OPULAPULA HARAGUCHI RICE MILL** in Hanalei, Kaua'i. Once a week, guided tours take guests through the last remaining rice mill in Hawai'i, and include a visit to a working taro farm. The complimentary picnic lunch includes a chance to sample dishes made from taro grown on location.

If you're more interested in sampling prepared foods, consider **CULINARY TOURS**—experiences that in some ways resemble rolling pupu platters. For example, save your appetite for an excursion

UPCOMING CULTURAL EVENTS

• **Ho'oku'ikahi i Pu'ukoholā Establishment Day Hawaiian Cultural Festival**, Aug. 15–16; Hawaiian ceremonies and cultural activities will honor the park's 43rd anniversary; Pu'ukoholā Heiau National Historic Site, Hawai'i Island.



Artist Kamuela Kimokeo performs at the Hawaiian Slack Key Guitar Festival.

• **Hawaiian Slack Key Guitar Festival**, Aug. 16; Six hours of music plucked by masters of Hawaiian-style slack key guitar, starting at noon; Kapi'olani Park, Honolulu.

• **Kauai Mokihana Festival**, Sept. 20–26; Cultural presentations and hula, song and composition competitions; Kauai Beach Resort and other venues. —I.L.

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COURTESY: DANIEL LANE / PONO PHOTO

During Tasting Kaua'i's South Shore Food Tour, guests enjoy a private tasting with Mark Arriola, executive chef of Merriman's Fish House.

with Honolulu's **HAWAII FOOD TOURS**, which offers an afternoon-long "Hole-in-the-Wall" edible extravaganza that focuses on local-favorite restaurants and includes a two-hour walking-and-tasting tour of the city's Chinatown.

On the Garden Island, **TASTING KAUAI** offers food tours designed by the author of a local restaurant guide, with stops that include cooking demonstrations, tastings and interactions with local chefs. A weekly farmers market tour offers instruction and tips for selecting and preparing local produce.

If your ideal experience includes preparing meals like a trained chef, consider signing up for a **COOKING CLASS**. Learn healthy ways to prepare Hawai'i's organic local produce with a class from **DOWN TO EARTH ORGANIC & NATURAL**, a chain of health-food stores with locations on O'ahu and Maui. For a high-end option, the fine-dining restaurant **3660 ON THE RISE**, in Honolulu, offers occasional **COOKING CLASSES AND WINE PAIRINGS** led by executive chef and co-owner, Russell Siu.

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—Elizabeth Krill

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COURTESY: MAUI OCEAN CENTER

Science and Nature

Hawai'i's isolated Pacific location has made it home to many unique species that evolved in isolation and exist nowhere else. On Hawai'i Island, try a **BIRDING TOUR WITH HAWAII FOREST & TRAIL**. Trips include guided bird-watching in rain forest and dryland forest, and trekking into the Hakalau Forest National Wildlife

Refuge to see rare species such as native honeycreepers and the *pueo*, or Hawaiian owl. (Hawaii Forest & Trail also offers other nature-oriented tours.)

Some of Hawai'i's most famous and spectacular wildlife are actually visitors. During the winter months, you can book a **WHALE-WATCHING TOUR** that launches from any of the major

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Hawaiian Islands, although the shallower waters between Maui, Moloka'i and Lāna'i often have the greatest abundance of migrating humpbacks, and the area is considered one of the best locations in the Islands to observe mothers and calves.

Many whale-watching and boat-tour companies offer strong educational components. Try **KAUAI SEA TOURS** for various acclaimed trips, including a cruise along the famed Nāpali Coast. On Maui, **PACIFIC WHALE FOUNDATION** tours are staffed by onboard naturalists who share whale facts and answer questions. Younger sea-life lovers can sign up for **PWF'S OCEAN CAMP** (offered during most school holidays) for hands-on learning.

Near one of PWF's departure points, at Mā'alaea Harbor, the **MAUI OCEAN CENTER** offers great views of fish, crustaceans, cephalopods, sharks and other species from waters just offshore. Many tanks display a chromatic spectrum of sea life—similar to what you'd see while snorkeling in the area. One highlight is the **"OPEN OCEAN" EXHIBIT**, with its long, rounded acrylic tunnel that allows visitors to literally walk through the water, with 240-degree views of schools of silvery fish, sharks and rays. Book a **"FINS AND FLIPPERS" TOUR** for a chance to feed sharks. You can also learn about the ocean center's turtle-breeding program, or visit during one of the aquarium's hands-on **"WET NATURALIST" TIDE POOL TALKS**.

To view Hawai'i's underwater life in the wild—without getting wet—try a fun, family-friendly tour with **ATLANTIS SUBMARINES**. Trips departing from Maui, O'ahu and Hawai'i Island cruise along

THERE ARE MANY OPPORTUNITIES TO EXPLORE THE GEOLOGICAL FORCES THAT FORMED THE ISLANDS.

coral reefs for close-up looks at fish, turtles and other creatures in their natural environs.

For a full-day adventure surrounded by natural wonders, explore Maui's famously scenic and winding **HĀNA HIGHWAY**. Set aside plenty of time to stop to explore waterfalls, take in the exotic rain forest flora and fauna, and view the road's historic bridges. Note in advance that restrictions on rental cars may apply. Or leave the driving to a professional and gain insights from a local guide: Try Maui-based **NO KA OI ADVENTURES** for a nature-focused tour of the beautiful sights along the highway.

On O'ahu, the **WAIKIKI AQUARIUM** offers guided tours and activities, such as **"EXPLORING THE REEF AT NIGHT" EXCURSIONS**, from late fall through early spring, on which participants wade into the nearshore waters of Waikīkī to see the nocturnal habits of crabs, lobsters and eels, along with sleeping reef fish and octopuses.

Amateur botanists will want to see the more than 5,000 tropical plants at **THE LYON ARBORETUM** in O'ahu's Mānoa Valley. Encom-



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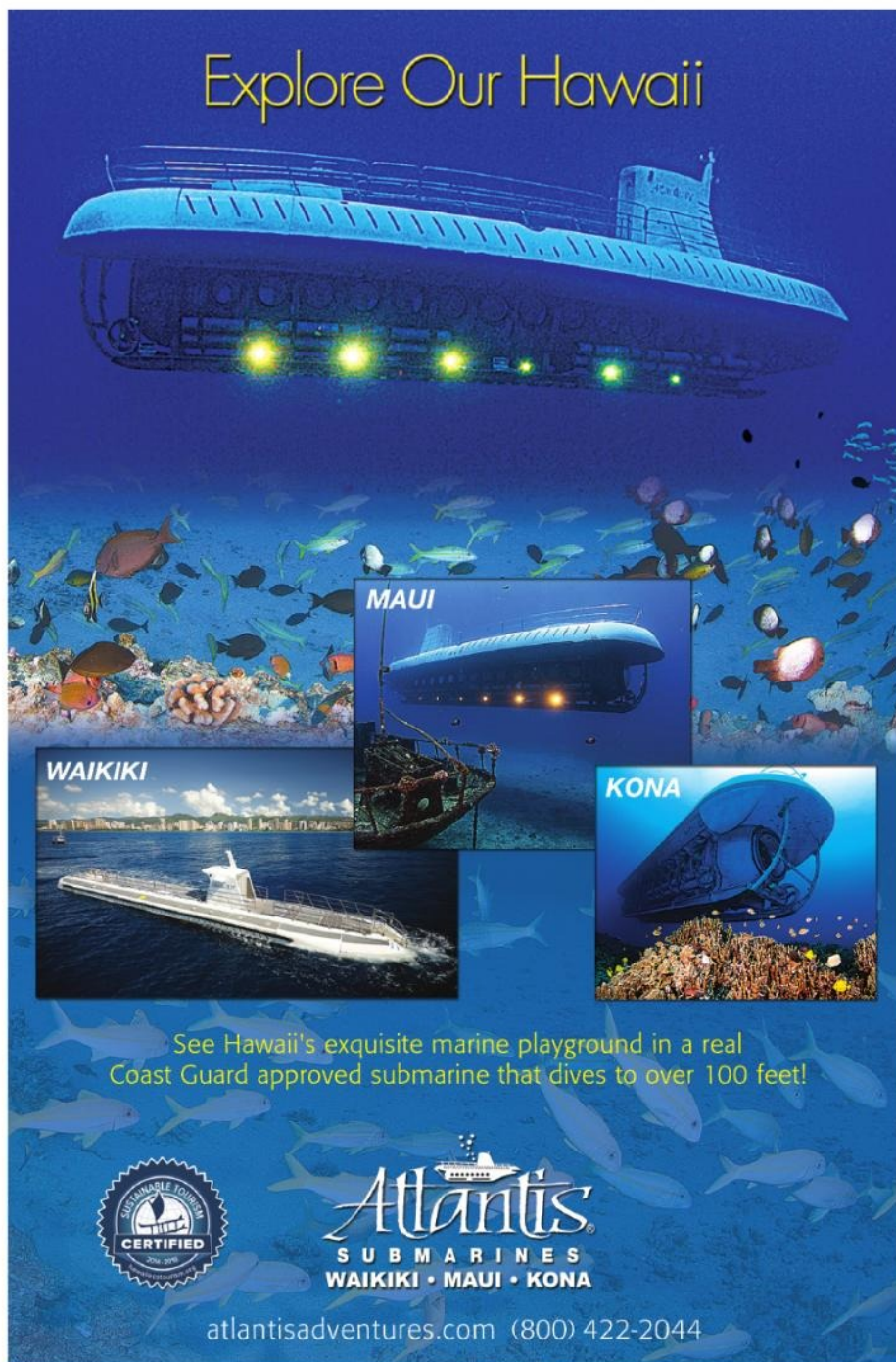
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People on a boat photograph lava from Kilauea volcano flowing into the sea off the coast of Hawai'i Island.

passing more than 194 acres, the arboretum is an active research facility for the University of Hawai'i, supporting agriculture and reforestation programs, and its trails and collections are open to the public. Check out the Hawaiian Ethnobotany Garden for a look at some of the plants and herbs that have long been used as medicinal products and that have provided important tools and materials to Native Hawaiians.

On the north shore of Kaua'i, the **LIMAHULI GARDEN AND PRESERVE** offers docent-led and self-guided tours through collections of native forest plants as well as the staple "canoe crops," such as breadfruit and taro, which were brought to the Islands for sustenance by the first Hawaiians.

You can hike through native forests in **HAWAII VOLCANOES NATIONAL PARK** on Hawai'i Island. Another obvious draw is the spectacle of new land being formed. During Kilauea volcano activity (near safe, accessible areas), you might be lucky enough to witness an eruption or watch lava sizzle into the sea. Boat or helicopter tours are good options for optimizing your viewpoint.

Even if lava isn't flowing, there are many opportunities to explore the geological forces that formed the Islands. Stroll on a path and boardwalk past the steaming (and stinky) Ha'akulamau "Sulphur Banks"; hike across the solidified lava lake at Kilauea Iki; explore Nāhuku (the Thurston Lava Tube); and take in the stark landscape by the Devas-



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LOOK TO THE STARS

With its clear skies, tall mountains and central location in the Pacific, Hawai'i is one of the top locations in the world for astronomy. There are a number of astronomy tours in the Islands for aspiring stargazers, and other museum-based options for learning about astronomy, during your stay. For observation activities, participants are generally advised to call ahead to check weather and visibility conditions, as events are subject to change.

• **On Hawai'i Island, the 'Imiloa Astronomy Center** (imiloahawaii.org) in Hilo includes exhibits on scientific research into the cosmos and ancient Hawaiian navigation by the stars. Planetarium shows give you a detailed film tour of the skies above Mauna Kea.

Also on Hawai'i Island, the **Astronaut Ellison S. Onizuka Space Center** (moonchasers.com/onizuka.html) is located at

Kona International Airport. This museum features interactive displays on the history of space exploration, and is dedicated to the memory of Hawai'i's first astronaut.

• **On Maui, the University of Hawai'i Institute for Astronomy** (ifa.hawaii.edu) offers monthly lectures by top scientists explaining their latest research. Events are also occasionally offered at the institute's Honolulu offices.

• **On O'ahu, the Bernice Pauahi Bishop Museum** (bishopmuseum.org) presents planetarium shows that explore Polynesian celestial navigation and the night sky over Hawai'i, in addition to regular exhibits on Hawaiian culture and natural history.

• **On Kaua'i, the Kaua'i Educational Association for Science and Astronomy** (keasa.org) hosts monthly public Starwatch events at Kaumakani Park & Sports Pavilion, between Hanapēpē and Waimea. These



This long exposure shows the Milky Way galaxy as seen from the top of Haleakalā, the highest point on the island of Maui.

events benefit from the especially dark skies over the least-urbanized Hawaiian island. Participants are strongly advised to call ahead in the late afternoon before an event (808-652-2373) and to check the KEASA website for updates on the event status, which may be weather-dependent and subject to change. Participants are also advised to dress appropriately for the weather. —I.L.



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tation Trail, an area that was buried by falling cinder in a 1959 eruption.

In the evening, a **WEEKLY LECTURE SERIES** features talks by researchers about volcano science and some of the natural wonders in the park.

Sports and Recreation

Athletes from around the world flock to Hawai'i to hone their skills on the ocean, and you can also use an Islands vacation to improve in your chosen water sport—or learn a new one.

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PADDLING TOUR—OR
CANOE SAILING.

SURFING LESSONS are offered on all major Hawaiian Islands, with numerous surf schools to choose from. Check state tourism listings (such as at gohawaii.com/en/statewide/guidebook/hawaii-surfing) and look for established businesses with storefronts to avoid operators that may not have a strong safety record or be fully licensed. In Kona, **HAWAII LIFEGUARD SURF INSTRUCTORS** provides lessons with actual Hawai'i Island lifeguards, offering the knowledge of experienced locals. On O'ahu, **HANS HEDEMANN SURF SCHOOL**, founded two decades ago by a legendary pro surfer, offers group lessons for beginners, as well as a private master class taught by Hedemann or another pro surfer.

WINDSURFING AND KITEBOARDING are also popular ocean sports in Hawai'i, with dozens of options available for instruction on all the major islands. For professional-level instruction, try a clinic or private lesson with **PRITCHARD WINDSURFING**, on Maui. Led by pro windsurfer Matt Pritchard, classes include land and



COURTESY: RON DAHLQUIST

Hawaiian Sailing Canoe Adventures, based in Wailea, offers tours in traditional Hawaiian sailing canoes such as this one near the Maui coastline.

water instruction, and Pritchard takes helmet-camera video footage of your performance to help you review what you're doing right and what needs improvement.

STANDUP PADDLEBOARDING is a newer addition to the lineup of water activities—although its origins are ancient, it emerged as a popular sport in Hawai'i in the early 2000s. Since then, it has continued to swell in popularity worldwide. Novices might appreciate learning SUP on the flat waters of Hanalei River on Kaua'i, before taking boards into the surf of nearby Hanalei Bay. Try **KAYAK HANALEI** for SUP board rentals and lessons (as well as kayak rentals).

KAYAKING can be a great way to explore Hawaiian waters. On Hawai'i Island, **KONA BOYS** offers special-access kayak tours of Kealahou Bay, one of the best snorkeling locations in the state and the home of the historic Captain Cook Monument. On Maui, try **KELI'I'S KAYAK TOURS** for water-level views of the Valley Isle and surrounding Pacific.

Explore a more traditional Hawaiian sport with an **OUTRIGGER-CANOE PADDLING TOUR**. **MAUI PADDLE SPORTS** offers a distinctive view of the Valley Isle from the water, with 30 minutes of instruction and 90 minutes of paddling time. Or try **CANOE SAILING** and book a tour with **HAWAIIAN SAILING CANOE**

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ADVENTURES, out of Wailea. The small but growing sport is reviving traditional Polynesian sailing techniques with small canoes that have an unusual double-outrigger design.

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 CAUGHT HOLD,
 AND MY BOARD
 SURGED FORWARD,
 MY LEARNING
 KICKED IN.

ON MY SURF ADVENTURE in Lahaina, I had a moment of concern as I lay on my belly on the board, with the wave bearing down on me. But as the water caught hold, and my board surged forward, my learning kicked in: The steps I had practiced on the beach fell into place.

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Gripping the rails of my board, I popped up into the low crouch we'd practiced, and then rose tentatively to my feet as I had been taught. For a brief, glorious moment, I was really surfing, the wind in my face as I glided toward shore.

Then I wobbled and fell with a splash. I came up sputtering—and smiling—and reached for my board, eager to try it again. ▲

Ilima Loomis lives on Maui, where she is currently learning about astronomy, gardening and aikido.

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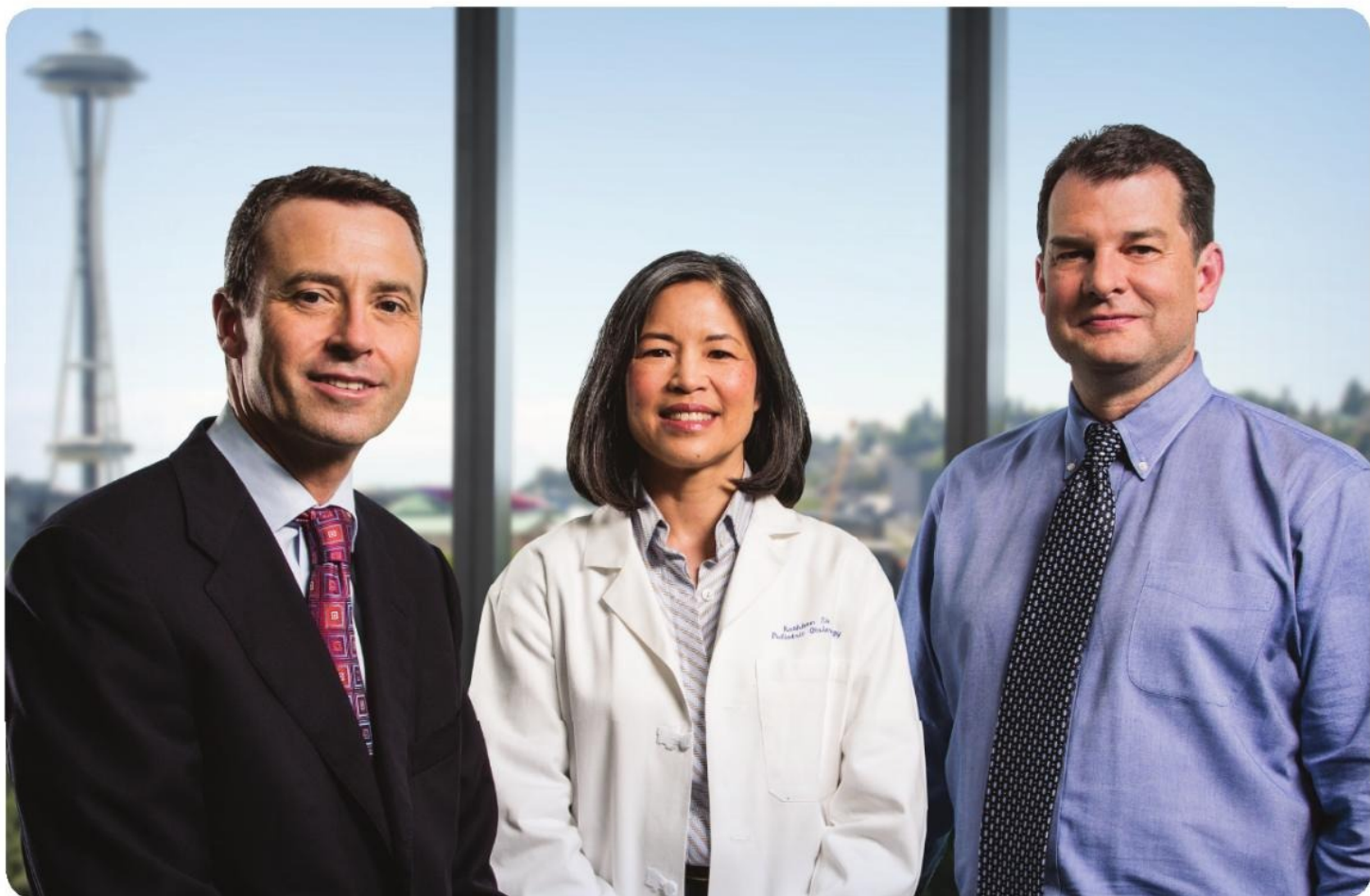
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Native Leaders

Icons of indigenous communities help guide 21st century progress

By Eric Lucas

When Jennifer John goes moose hunting in a few weeks near Shageluk, Alaska, she'll carry her 2-year-old son on her back—just as her Athabascan ancestors traditionally did centuries ago.

She'll also carry a big game rifle, a nontraditional addition in two ways. The indigenous peoples of Alaska have hunted caribou for millennia, of course, but did not acquire rifles until after 19th century European contact. And rarely did Athabascan women themselves actually hunt.

John, president and CEO of Zho-Tse Incorporated of Shageluk, a village near the Yukon River in western Alaska, thus bestrides two worlds, traditional and modern. And as with her hunting, her life itself reflects a modern Native existence that has often been described as “living with one foot in two worlds.” John is a moose huntress—and an entrepreneurial young executive working to grow the corporation she leads.

And as a new-generation leader among indigenous peoples, and among Native women, she represents a 21st century cultural force gaining strength across North America and the rest of the world.

As with so many of her colleagues, John's leadership also illustrates an intriguing facet of modern Native culture: While the “two worlds” phenomenon has sometimes been depicted as

a problem, today's indigenous leaders are transforming it into an opportunity, and consider themselves fortunate to be able to travel back and forth between such disparate societies.

► **Byron Mallott**, longtime Southeast Alaska Tlingit community leader, is now helping shape the future of all Alaskans following his election as lieutenant governor last fall.

► **Octaviana Trujillo**, the first chairwoman of southern Arizona's Pascua Yaqui tribe, is now a professor at Northern Arizona University in Flagstaff, helping expand educational opportunities for indigenous people across the continent.

► **Brian Cladoosby**, chairman of the Swinomish Tribe outside La Conner, Washington, is a Puget Sound salmon fisherman and president of the National Congress of American Indians, traveling the nation to boost the indigenous voice in American affairs.

► **Clifford Nae'ole**, cultural adviser at The Ritz-Carlton, Kapalua in West Maui, has spent his 23-year career not only protecting and advancing Native Hawaiian culture, but helping establish it as one of



CLARK JAMES MISHLER

the Islands' most compelling attractions.

As these leaders are showing how to shape both indigenous and mainstream American life, perhaps their lives can offer inspiration for pacesetters of all kinds in the 21st century.

"The Yaqui people are not an island," says Octaviana Trujillo. "It's very important that we blend our traditional ways with the modern world. We must be global citizens."

Above: Jennifer John, president and CEO of Zho-Tse, an Alaska Native Corporation, is among a new generation of leaders bringing energy and enthusiasm to Native businesses. Left: Alaska's Lieutenant Governor Byron Mallott is one of the highest-ranking elected officials in modern Native American history.



MARILYN HOLMES

Byron Mallott is fond of telling the story of how ancient Polynesian navigators envisioned their journeys. "Can you see the island in your mind?" elders would ask of young apprentices who had to use winds, currents, stars, birds and intangible elements to guide voyaging canoes across thousands of miles of Pacific Ocean. Mallott's on the board of the modern-day Polynesian Voyaging Society, whose canoe, Hokulea, is currently making its way around the world, using traditional navigation techniques.

Mallott's not Polynesian. He's Tlingit, from Southeast Alaska. He's also Alaska's new lieutenant governor, elected last fall when he joined Governor Bill Walker to oust incumbent Sean Parnell. That makes him, along with former U.S. Senator from Colorado Ben Nighthorse Campbell, the highest-ranking elected official in modern Native American history.

"I never hankered for high office," says



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Mallott, a tall man whose white hair, glasses and scholarly air make him appear more like a Presbyterian minister than a political figure. “But Alaska is a unique place, and we here in our ancestral homeland have a chance to persevere to build a better place for everyone who lives here.

“In this particular phase of my life’s journey, I decided to pursue issues that I care about to advance the public interest, particularly those of Alaska’s Native people. But,” he says, “I still think of myself as Byron Mallott, from the little town of Yakutat ... who happens to be lieutenant governor by serendipity and luck.”

Mallott’s life journey is a long and meaningful one. Like so many Alaska Natives of his generation, as a youngster he was sent to boarding school, where administrators and teachers tried to erase their charges’ “Native-ness”—a now-discredited practice. “I come from a time and place

Right: Octaviana Trujillo, the first chairwoman of Arizona’s Pascua Yaqui tribe, founded the Department of Applied Indigenous Studies at Northern Arizona University.
Below: Clifford Nae’ole, cultural adviser for The Ritz-Carlton, Kapalua, works to preserve the Hawaiian language and culture.



STEPHEN TOYA



THE RITZ-CARLTON, KAPALUA

where people were damaged by government policy,” Mallott reflects.

Nonetheless, he credits the experience with instilling self-discipline, values to live by and the idea of service to a larger community. Mallott became mayor of Yakutat at a young age; followed up with a term as mayor of Juneau; and was one of the founders of the vast and powerful Alaska Federation of Natives. He also served as CEO of Sealaska Corporation, the large Native organization headquartered in Juneau, helping to develop the fledgling enterprise into a thriving economic force.

Later, Mallott served as executive director of Alaska’s \$53 billion Permanent Fund, from which every Alaskan receives an annual dividend. He also spent 33 years on

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the Alaska Airlines Board of Directors, resigning when his term at the statehouse began. At his inauguration in December, Mallott took his oath of office in full Tlingit regalia, thus bringing both worlds that he represents to the ceremony.

"We Alaska Natives have learned to celebrate and respect our differences, and we think of ourselves as a collective," Mallott observes. "We all have a duty to reach out to our larger society," Mallott argues. "Yes, I do see the island in my mind. I always have. My hope is that the world will look at Alaska and say, 'There's a place where people came together in a way that is an example for the rest of us.'"

When she was a girl, Jennifer John's

Athabascan grandfather called her "happy one"—in Athabascan, a language then not commonly heard.

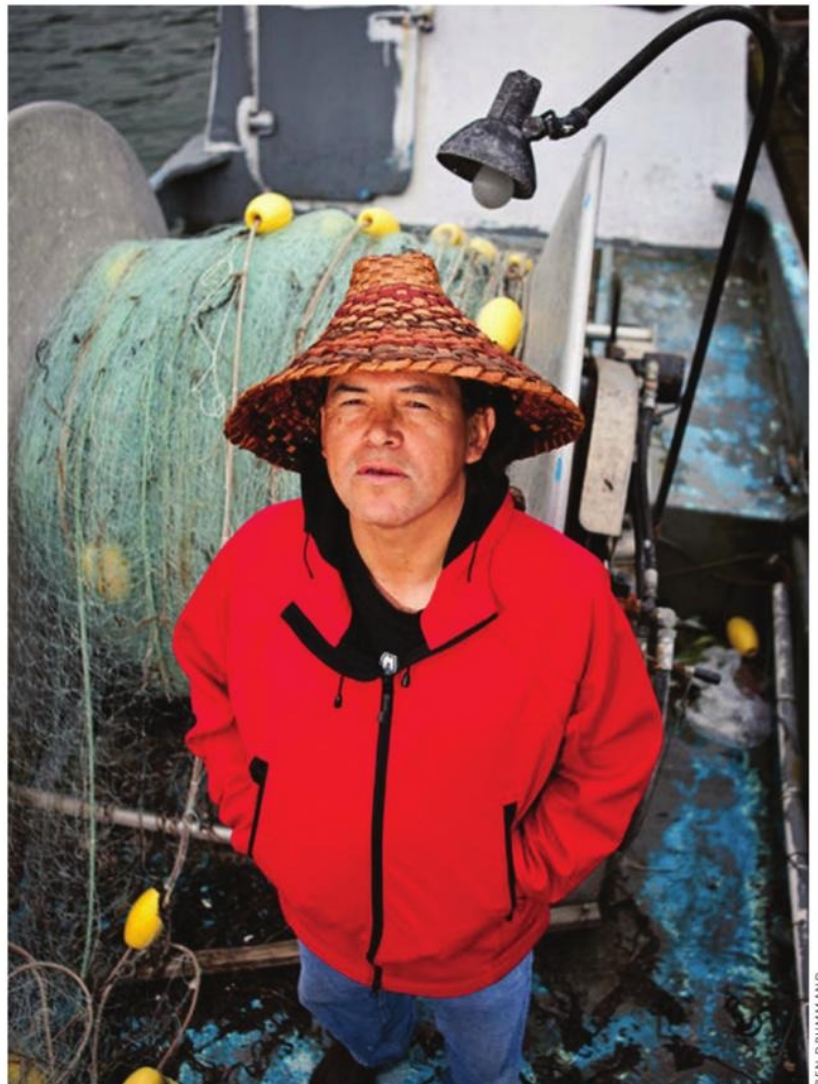
"All I wanted to do was be out in the woods near Shageluk, poking around," John recalls. "And listen to my grandma talk to me in Athabascan."

Today, armed with an MBA from Alaska Pacific University, John is in charge of Zho-Tse, Shageluk's Native Corporation. Based in Anchorage, the corporation operates a fuel supply company; is buying a large independent Anchorage car rental company; and is building a construction firm aimed at federal contract work.

One of about 200 such Alaska Native Corporations (ANCs) created by 1971 federal legislation to settle indigenous land claims, Zho-Tse had in the past not registered the same business success as many of its peers, some of which have hundreds of millions of dollars in revenue.

John is determined to grow Zho-Tse. Its plan to perform construction work for federal agencies means its CEO has had to spend vast amounts of time satisfying rigorous government criteria.

"So, I gave up social media for Lent. I survived! Wasn't too bad, actually," she says with a chuckle. Luckily, her work does not require that she avoid the digital universe completely—John is an avid *Game of*



BEN DRUMM/AND

Brian Cladoosby, chairman of the Swinomish Tribe near La Conner, Washington, is a leader in boosting the Native American voice in national affairs.

Thrones aficionado, expertly wields a smartphone and happily enjoys the fact she travels between two very different worlds.

Tall and rangy, with a ready smile and strong cheekbones, her presence makes it easy to imagine John hoisting her son into a cradle on her back to trek across the landscape and hunt moose. Then she'll

head back to the bustling urban environs of Anchorage, devoting her time to meetings with bankers, government agency managers and business acquisition advisers.

John had not envisioned this exact career path. Three years working with government contracts in California led her back to Alaska ("My favorite part of California was the high country around Tahoe," she recalls), but she had modest interest in Shageluk community affairs until her mother called to announce that her daughter had been elected to the Zho-Tse board.

At the time, she had been working for a very large regional ANC helping win and exercise government contracts. Now, her goal is to leverage that experience to bring

similar business to Zho-Tse, provide dividends and jobs to her 250 shareholders and support other area projects, such as Alaska's reintroduction of wood bison to the area last spring. A new herd of about 100 bison is now thriving in the Yukon delta, with the beasts occasionally strolling through town while admiring residents watch from a safe distance.

"We should have a B&B in Shageluk for people who come to see the bison," she suggests. That sort of imaginative vision is what impresses one of John's mentors, Doyon President and CEO Aaron Schutt.

"It's exciting to see next-generation leaders like Jennifer at work. They bring enthusiasm, optimism and an entrepreneurial spirit to their jobs," observes Schutt. "Jennifer and Zho-Tse have really responded to the reintroduction of wood bison near the village of Shageluk as an opportunity for their corporation and com-

**"It's exciting to see
next-generation leaders
like Jennifer at work."**

munity. It is fun to watch."

John laughs at the contrast between relatively homespun endeavors such as a possible B&B in Shageluk, and large federal contracts that call for rigorous, sophisticated paperwork.

"It's a rich world we live in, isn't it? I feel very fortunate."

One day, Brian Cladoosby is aboard

his boat fishing for salmon in north Puget Sound. The next, he's flying to Washington, D.C., for a meeting with first lady Michelle Obama. Cladoosby, chairman of the Swinomish Tribe near La Conner, Washington,

is also the current president of the National Congress of American Indians (NCAI), the country's largest Native group. Thus, you might say he has one foot in three worlds. But there's no doubt which of the three he treasures most.

"Our people have been fishing since time immemorial," Cladoosby explains. "Fishing is in my blood. I am a fervent pescatarian. I do sneak in a steak for dinner every once in a while, just for grins."

The White House meeting was not just for grins. President Obama had invited 1,300 Native American kids to talk about the virtues of education and to hear the concerns of these indigenous youngsters. While the president was unable to attend, the first lady took part in the first-of-its-kind gathering, which Cladoosby says represents the sort of progress for which he is willing to dock his boat and cross the continent.

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members of society," Cladoosby explains. "That means quality education and health care, and Indian kids are not receiving either of those."

A forthright personality who frames his words carefully before offering outspoken observations, Cladoosby has been a member of the Swinomish Tribal Council for 31 years, chairman for 19 and NCAI president until this fall. He intends to seek re-election as president, and declares he will continue to seek and exercise positions of leadership as long as he can make a difference.

"At Swinomish, we offer any of our

"Education destroys historic trauma, such as the substance abuse, violence, incarceration and poverty that have afflicted Native peoples."

kids who graduate from high school a full-ride scholarship to the college of their choice. We just invested \$130,000 in a young lady who graduated from the University of Washington," he reports, "and I do mean investment.

"Education destroys historic trauma, such as the substance abuse, violence, incarceration and poverty that have afflicted Native peoples. I'll gladly set fishing and family aside to improve that."

Octaviana Trujillo has the cheerfully gregarious manner of someone whose life has been filled with serendipitous adventure—and it has. Like Jennifer John, she did not intend to get involved in Native American politics and governance: Her mother joined Pascua Yaqui tribal elders in asking her to run for the tribal council in 1992. Trujillo declined.

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Born and raised in Guadalupe, a tiny hamlet south of Phoenix, she had just been appointed an assistant professor in the Department of Language, Reading and Culture at the University of Arizona in Tucson—one of the first Native female academics at a major public research university.

Then, her mother called. "Everyone says we need you," she told Trujillo, who still demurred. "Mom, I'll think about it." "No, don't think about it," her mother replied. "Just do it." So Trujillo agreed to be on the ballot.

"Lo and behold, I was elected," she recalls. "I was shocked."

She was also selected as vice chairwoman. Two years later, when the incumbent chairman passed away, she became chairwoman—thus presiding over a crucial period in Pascua Yaqui history, when the tribe gained full federal status as a historical entity in 1994. The new status gave the tribe extensive self-governance powers.

Trujillo was one of the first female tribal leaders in the United States, all the while continuing with her work at UA, enjoying the university's avid support of her tribal leadership. "You go lead your tribe," the university's president told her.

As chairwoman, she took part in negotiations with state government over tribal plans to open casinos; today Casino del Sol and Casino of the Sun are the centerpieces of the tribe's thriving position in the 21st century economy.

Her people have come a long way from the 19th century peripatetic existence that brought them from northern Mexico to Arizona.

"We were a very poor tribe—no natural resources, no gaming," Trujillo says. "We had to shape our own destiny. That period was the most challenging, and the most rewarding, of my career!"

When her term ended, she returned to her academic career; then moved on to Arizona State University as director of the Center for Indian Education, closer to

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her hometown of Guadalupe; then was recruited to Flagstaff and Northern Arizona University, where she founded the Department of Applied Indigenous Studies. There, she heads up programs and research to advance educational opportunities for aboriginal youngsters across North America, focusing on STEM (science, technology, engineering and math) education for girls.

"Education is the key to enabling all our kids to make their own best choices," Trujillo believes. And she laughs about her most recent choice, moving to a

"I like to say that we create allies by education. ... In the world we inhabit today, we need all the allies we can get."

small northern Arizona mountain city.

"I'd never lived before in a place with a real winter. The snow is beautiful, but no winter sports for me," Trujillo reports. "I'm a desert person."

Clifford Nae'ole stops at the entrance to a sacred Hawaiian site and raises his arms to the sky, beginning a traditional permission-to-enter chant. *E komo, e komo, aku ho'i au maloko/I na ka pu'u nui a waho nei la e*, he sings, his voice ringing across a breeze-tossed headland at Kapalua, on the northwest tip of Maui.

Beneath the verdant grass here lie the graves of 400 ancient people, Hawaiian ancestors who first arrived here 12 centuries ago. Amid carefully tended natural plots of indigenous plants, a discreet stone wall borders the actual grave site.

In 1982, The Ritz-Carlton was going to subsume this exact spot within a new resort. Then, archaeologists discovered the ancient graves 40 feet deep, and the



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construction was halted. Nae'ole says community members convinced the company's management that it would be best to move the hotel back uphill, and turn the grave site into a shrine.

A burly, affable and quietly imposing presence, Nae'ole brings a calm intensity of gaze and luminous joy in his eyes to his life's work, which has consisted of restoring and preserving the physical remnants and dynamic traditional aspects of Hawaiian culture.

While many have contributed to this effort, he is widely acknowledged as one of the leaders of the Hawaiian cultural renaissance. As a result, the Hawaiian language is now spoken fluently by thousands of Islanders; 'ukulele playing is so popular that seemingly half the students at a typical Islands school bring the instruments to class; and traditional song, dance and chant are among the most popular attractions in the Islands.

Nae'ole's part began in 1992, when he became The Ritz-Carlton, Kapalua's cultural adviser, charged with preserving the sanctity and dignity of these Hawaiian ancestors and ensuring that the hotel's commitment to the cultural sites is maintained. "The greatest battle these people fought was long after their deaths," Nae'ole declares. "The resort became a high-rise oceanview facility, rather than a low-rise oceanfront complex. Ritz-Carlton was the first to protect such a site. Now it's commonplace. And it's common sense, really."

Nae'ole savors the fact that calm persuasion carried the day, and the result supports what he believes is the best modern path to progress and prosperity.

"This site represents commerce, community and culture. I like to say that we create allies by education. We create foes by intimidation. In the world we inhabit today, we need all the allies we can get." ▲

Eric Lucas is contributing editor at Alaska Beyond.

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Indigenous Entrepreneurs

Native-owned businesses are transforming the lives and economies of First Peoples across North America  By Matt Villano

It's just before dinner on a weekday in summer, and passengers from the *Admiralty Dream* small-ship cruise boat are exploring Prince of Wales Island, near Ketchikan. Here, amid spruce and hemlock trees, travelers walk a sublime path to the Chief Son-i-Hat Whale House, the only remaining heritage Haida longhouse in the United States. Inside, visitors marvel at three original house posts, or *gáats*, that were likely carved about 7 miles away at Old Kasaan around 1880 and installed at Whale House shortly thereafter. A guide explains that the tallest interior post, the "Head House Totem," dates to an even earlier time and was brought here from its original location inside Son-i-Hat's uncle's house in Old Kasaan.

More stories are told. Rituals are shared. For a few hours, cultures meet.

These lessons are among the distinguishing characteristics of a cruise with Alaskan Dream Cruises. They also are a key part of the company's mission: To educate passengers about Alaska Native traditions. This was one of the founding principles when Betty Allen, who is Tlingit Kaagwaantaan, founded the company with her husband, Bob, more than 40 years ago. It's a priority Allen's

grandson, Jamey Cagle, still embraces.

"The way we see it, celebrating this history and the cultures that drive it is an important part of the fabric of Alaska," says Cagle, who serves as senior vice president. "And it's good business."

Alaskan Dream Cruises is far from the only Native-owned company building a brand around culture; across the country, many other businesses owned and operated by Native Americans, indigenous Hawaiians and Alaska Natives have adapted ages-old cultural philosophies into 21st century commercial enterprises.

The fact that indigenous entrepreneurs have managed to build businesses incorporating their cultures is not surprising; trade networks have crossed North America for many centuries. Southeast Alaska's Tlingit inhabitants long ago pursued commerce as far south as California. But according to Annie Huntington-Kriska, grant-making adviser at First Peoples Worldwide, a Fredericksburg, Virginia, nonprofit that assists Native entrepreneurs, modern commerce often contrasts with indigenous ideals, which revolve around balance, replenishment and subsistence. In a world where information, money, goods and people move from place to place almost instantly,



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ALASKAN DREAM CRUISES (2)



KEN YU / SOLBOX PRODUCTIONS (2)

Color Graphics President Voshte Gustafson, with lead embroiderer Cuc Tran, in Tumwater, Washington (top).

The *Admiralty Dream* cruise boat, in Tracy Arm, Alaska. Zaide, Zia, Lauren and Dave Allen are second-generation members of the Tlingit family that owns the Alaskan Dream cruise company.

In his Seattle studio, Eighth Generation, Louie Gong (left) produces blankets featuring Native designs—the first Native-owned company to do so.

neously, Native business owners must bridge two distinctly different worlds.

"Our sense of saving for tomorrow is not to take everything today," says Huntington-Kriska, a Koyukon Athabascan from Interior Alaska who regularly invokes the intertribal value of "Seven Generations," which suggests that community leaders and business owners consider the impact of their decisions on the next seven generations. "This is contrary to the notion of making as much money as possible as quickly as possible. But it still works."

Like other businesses, Native-owned businesses can operate in any industry, serve all types of customers, and enjoy varying degrees of revenue. Some aboriginal businesses—often those that gain government contracts—employ hundreds



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of people and bring in millions (or billions) of dollars every year. Others are mom-and-pop shops with handfuls of employees and modest sales.

With up to 5 million American Indian, Alaska Native and Native Hawaiian residents in the United States, indigenous peoples comprise a large group of potential entrepreneurs (and customers). In Alaska, Native and Polynesian residents number approximately 115,000, 16 percent of the state's population.

Representatives from the federal Small Business Administration estimated that in 2007 (the last time data were collected), there were almost 237,000 non-farm U.S. businesses owned by American Indians and Alaska Natives. But that estimate is years old now, and observers believe the number could be much greater.

Because they emphasize community, most Native-owned businesses in one way or another focus on doing business *with* Native groups, as well. Color Graphics, for instance, a screen printing company in Tumwater, Washington, that is owned by a Tlingit woman, creates T-shirts for the mass market—such as the official Seattle Seahawks' Super Bowl Champs T-shirt—but also does work for local tribes in the

ics production company in Huntington Beach, California, President Tracy Stanhoff prides herself on a familial atmosphere in which all—even entry-level workers—feel part of a team.

"I won't say that I run Ad Pro like we run our tribe—by consensus—but I do involve my staff in discussion about the operation of the business," says Stanhoff,

former chair of the Prairie Band Potawatomi Nation and current president of the American Indian Chamber of Commerce of California. She adds that input from this process helps her to

"direct the business vision and path."

SNAG magazine is a San Francisco-based youth publication intended to help

Native American youngsters gain experience in working journalism. Co-founder Ras K'dee says the publication transcends writing and art, striving to incorporate indigenous culture



RICHARD CASTANEDA



Ras K'dee singing a traditional Pomo song (top). K'dee's recent book, *SNAG: A Decade of Indigenous Media*, spans the first decade of his company's work.

Kapono'ai Molitau and his wife, Jennifer Molitau, focus on Hawaiian cultural items in their Maui store (left).



NATIVE INTELLIGENCE (2)

Olympia area, as well as for the Sealaska Corporation in Juneau.

Another common attribute: Many Native-owned businesses involve employees in running the business. This is not unique to them, but perhaps more common here than in the wider world.

At Ad Pro, a creative services and graph-

as a part of daily business. "We open each meeting with song or prayer, and have check-in circles that give our contributors a chance to talk about what they're going through in their lives," says K'dee, who is Dry Creek Pomo. "A lot of Native kids go through public schools and aren't in places where they feel free to practice their own spirituality and play."

Traditional thinking among Native businesspeople carries over into general business philosophies, as well. Huntington-Kriska at First Peoples says many

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indigenous entrepreneurs emphasize “enoughness” over profit, focusing almost exclusively on the general well-being of the community instead of the specific fiscal status of any individual. Beyond that, she adds, everything else is secondary.

Veronica Hix of ONABEN, a Native business support group, agrees, calling “enoughness” another kind of success.

“I often ask our participants, ‘What is your definition of

success?’ and everyone’s answer is different,” says Hix, who is Cherokee. “What’s common in Native communities is that it’s not about getting rich or being on the front page of a newspaper; it’s about taking care of your own, being happy, healthy, self-sufficient, and caring for your surroundings.”

Kapono‘ai Molitau, a native Hawaiian who has spent his entire life on Maui, likes to think of it similarly.

Molitau is founder and president of Native Intelligence, a shop in Wailuku (on Maui) dedicated to hula dancing, koa wood-carving, lei making, and other artisan work with roots in traditional Hawaiian culture. He says that for him the concept of “enoughness” means he places less emphasis on profit than on education and sharing.

“I understand that many in the business world don’t necessarily agree with ‘enoughness,’ but we are grateful for the opportunity of what we have and what we have been given,” he says. “I am never worried about someone not buying anything from Native Intelligence, but if you walk out of our shop not learning something about our culture, that truly is



Outreach and marketing are keys, says business-woman Tracy Stanhoff.

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A LITTLE HELP FROM THEIR FRIENDS

The Small Business Administration (SBA) offers a number of initiatives to help Native entrepreneurs start and operate their own firms. Here's a sampling:

► **Growth Accelerators:** The SBA has committed to funding up to eight Growth Accelerators throughout Indian Country (the term that describes Native society across North America). Accelerators provide a physical infrastructure where budding entrepreneurs can work and plan. They offer mentoring, networking, and possibly investment capital.

► **American Supplier Initiative:** The SBA hosts matchmaking events around the country to connect small business owners with prominent buyers, both private and federal. A matchmaking session was held in Las Vegas in March at the Reservation Economic Summit (RES), a huge annual Native gathering. More than 50 of the country's largest buyers came, and hundreds of matches with Native American firms were made.

► **7(j) Funding:** The federal 7(j) program supports training and technical business aid throughout Indian Country.

disheartening for me and my staff."

Some Native entrepreneurs believe in the notion of "enoughness" so deeply that it drives long-term goals, too.

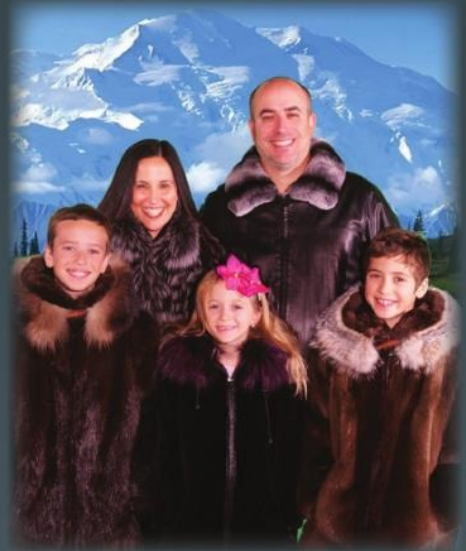
Roxie Schescke, founder and CEO of Indian Eyes, a government contracting firm based in Pasco, Washington, says she has had multiple offers to sell her multimillion-dollar company and cash out, and has declined them. Her company has a wide array of work handling electronic technology, project management, operations, human resources and

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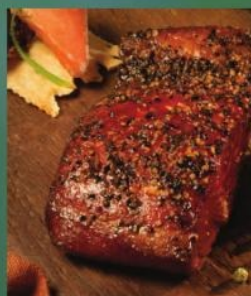
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Schescke is a finalist for the 2015 Nellie Cashman Award, a prestigious honor for Northwest women business owners.

"It's not about creating wealth or dollar signs; it's about creating an environment that every one [of my people] can embrace," says Schescke, who hails from the Rosebud Sioux tribe, one of the poorest tribes in the nation. "It's about creating a legacy, being a good role model, and doing the right things for my community as a whole. When you do that, everything else falls into place."

While "enoughness" generally is considered a boon to aboriginal businesses, other aspects of indigenous culture have sometimes proven challenging for Native business owners.

Some say the challenges are philosophical; that the way they were raised hinders their ability to approach business the same way non-Native business owners might. For example, Stanhoff, the former tribal chair of the Prairie Band Potawatomi Nation, says that in the early years of her career, she didn't champion marketing to the extent she should have, largely because it felt unnatural.

"We are taught that actions are louder than words, to be humble and keep from self-promotion," Stanhoff explained.

"However, to be successful in business



Roxie Schescke, whose Pasco, Washington, company operates nationwide, focuses on creating a legacy as well as profits.

INDIAN EYES AND LITEFOOT ENTERPRISES (2)

IT'S ALL IN THE GAME

When most people think about Native-owned businesses, they think about casinos. While these most commonly are owned by tribes, not individuals, they represent a huge revenue stream for tribes. Consider these statistics from Casino City's 2015 *Indian Gaming Industry Report*:

► In 2013, there were 244 Native American tribes operating more than 353,000 gaming machines and 7,700 table games in 479 facilities across 28 states.

► Gaming revenue at Indian facilities grew in 2013 to an all-time high of approximately \$28.3 billion—equal to companies that rank approximately 120th in the Fortune 500.

► Casino revenues are a driving force for cultural initiatives.

► In Tulalip, Washington, for instance, elders used revenue from the nearby casino to build the Hibel Cultural Center, a highly regarded introduction to traditional Coast Salish lifestyles. Similarly, revenues from the Muckleshoot Casino south of Seattle support the Tribal College, salmon conservation, and preservation of the traditional language, Wuhshootseed.

► Near Spokane, the Kalispel Tribe's Northern Quest Resort & Casino helps support tribal housing, and health care for every enrolled member.

► The Pechanga Band of Luiseño Indians, in Temecula, California, recently used \$20 million, partly from casino revenues, to buy the site of a proposed gravel mine on Pu'eska Mountain, a deeply sacred place to the tribe. "For us, gaming is a means to an end, and that end is cultural preservation," says the tribe's Victor Rocha.

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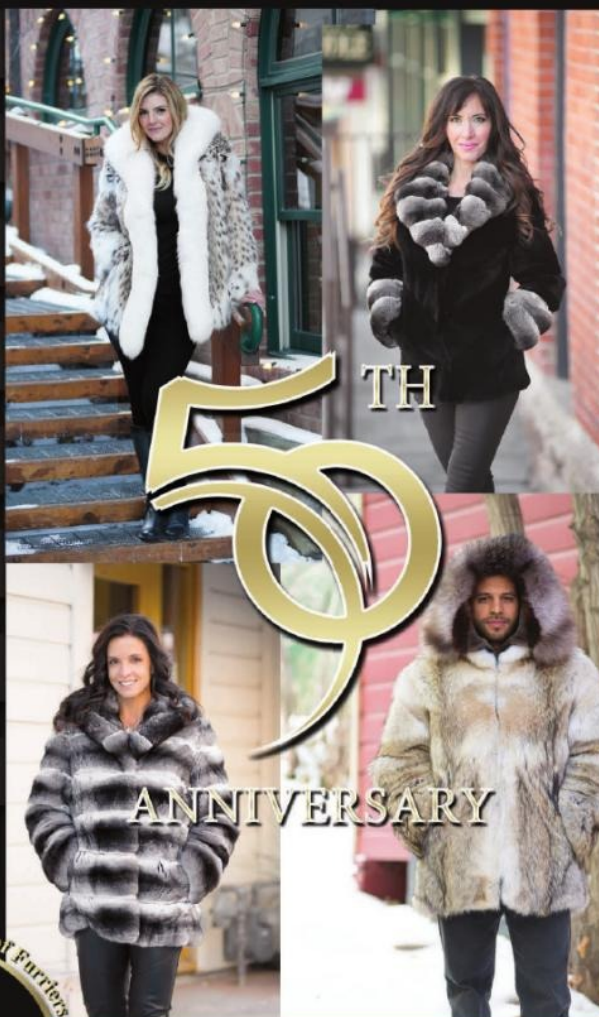
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For Bob Whitener, CEO of The Whitener Group in Olympia, Washington, economic conditions also pose significant obstacles for Native companies that conduct business on reservations. He says many Native Americans face too many financial barriers to think beyond subsistence. Compounding this challenge is simple geography; since reserva-

“Now we’re in a position to begin benefiting from our own cultural capital. I see this as a watershed moment.”

tions often are far removed from other centers of business, and telecommunications can be spotty, it can be tough to own and operate a business on a reserve.

“Impediments are there,” says Whitener, a member of the Squaxin Island Tribe. “We need to get better at figuring out ways to overcome them.”

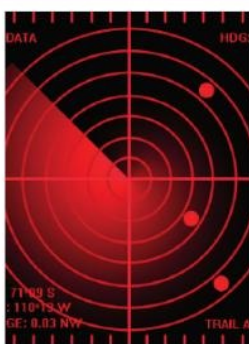
But there are many reasons to expect success from Native business owners in the years ahead. For starters, a younger generation of indigenous entrepreneurs has taken charge of the Native business community, blending traditional thinking with modern skills such as social media and web development.

Chris James, assistant administrator for the SBA’s Office of Native American Affairs, has seen an increase in the number of Native entrepreneurs who turn to alternative funding services such as Kickstarter and IndieGoGo to raise funds for projects. He adds that other Native business leaders are pounding the pavement for mainstream partnerships that help bring products to larger markets.

An excellent example of this is Louie

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Gong, a Seattle artist who hails from the Nooksack tribal community and has attracted international accolades for artwork and logos he has created through his design company, Eighth Generation.

Over the past few years, after using the Internet to generate buzz about custom artwork on shoes, Gong landed big contracts with major manufacturers that resulted in limited-edition pillows, blankets and tote bags. The artist parlayed that initial success into a second project, dubbed "Inspired Natives." The goal was to raise awareness among consumers to support work by truly indigenous North Americans, and not work that is "native-inspired" but made by non-natives, often overseas.

His next move: To launch a subsidiary company that designs, manufactures, and sells authentic Native blankets with authentic Native imagery—images designed by tribal members themselves. When Gong's new business goes live, it will become the first Native-owned firm to sell blankets with Native art; a small distinction but significant nevertheless.

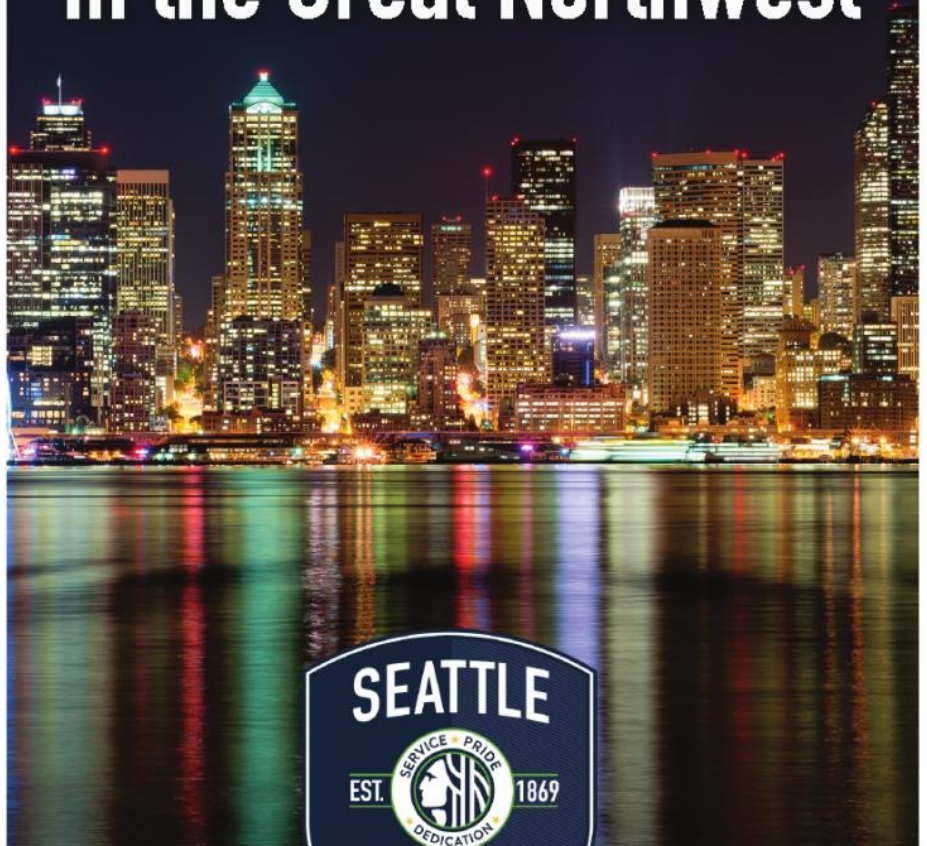
"In the past we haven't had the chance to make products that people consume, because others were doing it for us and we accepted it as the status quo," he says. "Now we're in a position to begin benefiting from our own cultural capital. I see this as a watershed moment."

Jamey Cagle at Alaskan Dream Cruises says he sees customers driving change. Interest in the cultural aspect of his company's trips has risen significantly in the past 10–15 years, and far more people than in the past are inquiring about Kasaan and shipboard interpretation by Huna Tlingit guides in Glacier Bay National Park.

"People come to us because they want a cruise but also because they want to learn about Native culture," he says. "Now more than ever, it's about both." ▲

Matt Villano is a writer and editor based in Healdsburg, California.

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A photograph of a forest path with tall trees and ferns, with three people walking on it. The sun is shining through the trees, creating a bright spot in the upper right. The path is dirt and leads into the distance. The forest floor is covered in green ferns and other vegetation. The trees are tall and thin, with green needles. The overall scene is a lush, green forest.

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The PDX Experience

Quintessential attractions of the Rose City

BY JIM MOORE

I'm

surrounded by a sea of energy. Around me, people are jumping and shouting passionately; a fog of thick green smoke fills the air; flags and signs are being waved with joy; and a guy with a chain saw is cutting wood nearby.

A rock concert in a lumberyard? Nope. The Portland Timbers just scored a goal.

Major League Soccer players from around the world will tell you there's nothing in North America like the atmosphere at a **Portland Timbers match** at the team's specially renovated, cozy,

soccer-specific home stadium, Providence Park. The impressively organized fans of the Timbers Army bring giant, handmade banners. Many wear Timbers jerseys emblazoned with the Alaska Airlines logo, reflecting Alaska's sponsorship of the team. Fans chant and sing for the entire match. And they go into a frenzy when their boys score—at which point the team mascot, Timber Joey, carves a slice off a thick log to celebrate.

It's a quintessential Portland scene. And it's difficult to fully describe. After the match, it



Portland Timbers fans are among soccer's most passionate. Mascot Timber Joey (inset) saws a slab of wood for every home goal.

strikes me that much of Portland is like this Timbers scene: You can hear about it; you can read about it; but you have to be there to get the true flavor.

Let's say you get the chance to visit the City of Roses. What places and activities will provide you with that authentic Portland experience? What are the elements of the city that are essential to see? That's a tough call, but I've distilled the Portland experience into some fundamental categories.

Take me to the river

Portland exists because of rivers—the confluence of the Columbia and the Willamette has made the city a transporta-

tion hub for more than 150 years, and 11 bridges connect opposite banks within the city.

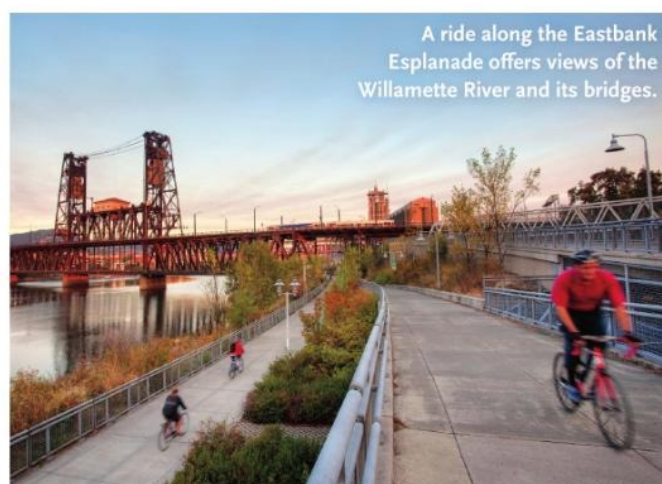
You can cross all of the bridges by bike, in quick succession, with about 18,000 other riders, during the **Providence Bridge Pedal** (taking place August 9 in 2015). This year's event marks the first public access to **Tilikum Crossing**, an architecturally graceful span that was recently built for light rail, buses, streetcars, bikes and pedestrians only. The bridge, which is the first major one built since 1973 in a city sometimes called "Bridgetown,"

is scheduled to open permanently on September 12.

You can also get up-close river views by biking or walking the loop of the **Eastbank Esplanade** urban trail, which includes sections that float on the river like docks. You might see sleek rowing sculls skimming along the Willamette, or dragon boats training for the annual **Portland Dragon Boat Festival** (September 12–13), held on a distinctive downtown river racecourse.

Getting around town

In the City of Roses, your mode of transportation is a key part of



A ride along the Eastbank Esplanade offers views of the Willamette River and its bridges.

A Brit Footballer's New Home

➔ Attending a Timbers match is a classic PDX experience. And Portland's reputation as a great place to visit is confirmed by one of its long-term visitors: Timbers defender and 2014 Major League Soccer All-Star **Liam Ridgewell**.

Ridgewell, a London native, came to Portland last year after 11 seasons in the English Premier League. He made a strong impact on the Timbers in 2014, starting every match he played.



Correspondingly, Portland had a strong impact on him.

"When I first visited, I knew it was an unbelievable place," Ridgewell recalls.

"People are very friendly. They've welcomed me with open arms."

Since his arrival, Ridgewell has been enjoying his new home. He lives in the Portland suburb of Lake Oswego, and enjoys this area, in particular.

"Being out on the lake is a

fantastic thing to do here," he says.

Like most newcomers to the Rose City, he's still exploring much of the area. It can be a little overwhelming trying to narrow down his PDX to-do list, but as Ridgewell says, "I'm just trying to get out and about" as much as possible, to soak up all the flavors and highlights of the city.

Of course, he gets to be an integral part of some local highlights—Timbers home matches. Especially when his team wins, and the celebrations begin. —J.M.



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This network includes the **MAX Light Rail system**, which conveniently takes people just about anywhere in the city (including the front door of the airport). You can also ride the **Portland Streetcar** when you're downtown, or in the urban oasis of the **Pearl District** (known for art galleries and restaurants) or the revitalized eastside **Lloyd District** (which houses Lloyd Center, the state's largest mall; the Oregon Convention Center; and Moda Center, home of many concerts and Portland Trail Blazers NBA games).

Another option is to walk—Portland rates highly for walkability. And you'll likely ride a bike some—maybe to explore the network of **neighborhood greenways**—low-traffic streets set up to move bicyclists and pedestrians through Portland's treasured neighborhoods.

Parks and recreation

A city's parks can be seen as a reflection of its priorities, and Portland has created a world-class system of green spaces.



Portlanders are proud of their brunches, such as this stew with egg from Tasty n Sons. The Handmade Bike & Beer Festival (right) caters to two of the city's other passions.



Forest Park is one of the biggest urban forests in the nation, with more than 5,000 acres and 80-plus miles of trails and unpaved roads. Take a jaunt along 11.2-mile-long Leif Erikson Drive; it's closed to vehicle traffic and feels like a path through a secluded forest.

From there, you can visit one or both of the Rose City's rose gardens—the **International Rose Test Garden** (dedicated in 1924) in Washington Park, on a hill overlooking downtown, or the

Peninsula Park Rose Garden (completed in 1913) in North Portland, home of the Madame Caroline Testout hybrid tea rose variety that lined 200 miles of Portland's streets for the 1905 Lewis and Clark Centennial and gave the city its nickname.

Then take in one or all of this trio: the Zen-influenced **Portland Japanese Garden** in Washington Park, the peaceful haven of the **Lan Su Chinese Garden** in the Old Town area and the lush **Crystal Springs**



Portland is renowned for its public parks and green spaces, which include the expansive Forest Park (left) and the impressive International Rose Test Garden, in Washington Park (above).

Rhododendron Garden in southeast Portland's Eastmoreland neighborhood.

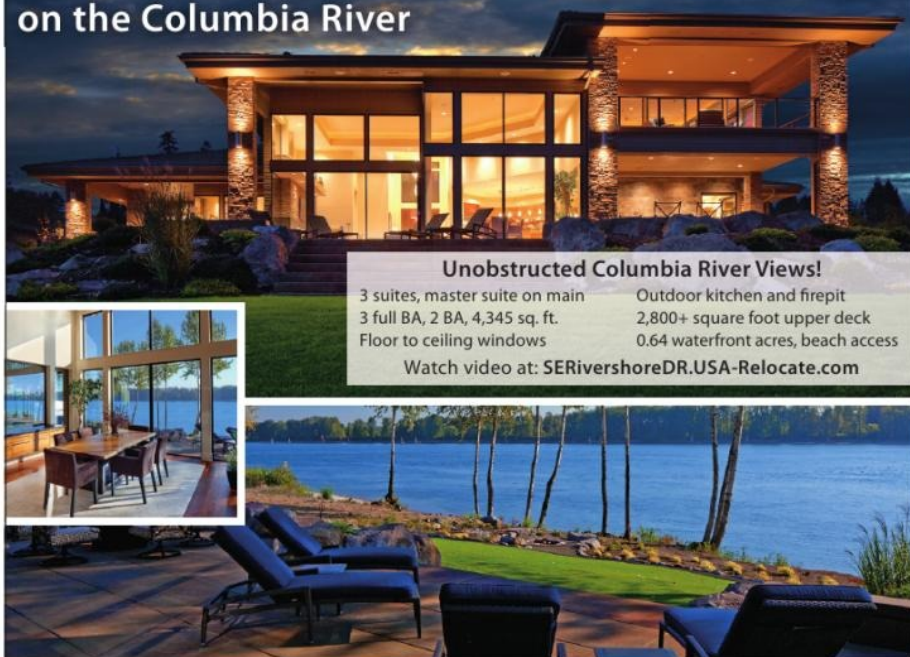
Culture: weird & wonderful

The city's self-proclaimed motto is "Keep Portland weird." Of course, weirdness exists on a continuum, with local attractions falling somewhere along that spectrum, each reflecting a facet of Portland's culture.

Let's start with beer. **Dozens of microbreweries** call Portland home, and that means you can hardly turn around in summer and fall without happening upon a brew fest. On tap this month is the **North American Organic Brewers Festival** (August 13–16) at Overlook Park north of downtown—an event that blends Portland's passions for beers and sustainability. Another event that combines Portland passions is the **Handmade Bike & Beer Festival** (October 3–4). Bike shows and beer



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tastings exist side by side, complemented by live music—with proceeds going to bike-advocacy and environmental groups.

For a full-scale celebration of food and drink, don't miss **Feast Portland**—four days of gustatory delights spread across the city (September 17–20). Highlights include the Oregon Bounty Grand Tastings, sponsored by Alaska Airlines, on Friday and Saturday nights, and the Brunch Village, on Sunday, sponsored by the Alaska Airlines Visa Signature card.

For other classic weekend attractions, immerse yourself in one of Portland's **Sunday Parkways** events. On one Sunday a month in the summer, the city restricts a loop route of streets, connected by parks, to nonmotorized traffic—each time in a different part of the city. There are foods and fun activities at each park, and an average of 20,000 people come out to pedal, skate, scooter, walk or otherwise propel themselves around.

Portland is also full of distinctive art experiences. You might participate in **First Thursday**, a gallery walk on the city's west side, on the first Thursday evening of each month. Or, for a less structured counterpoint, there's **Last Thursday**, an outdoor evening of arts, crafts and people-watching on Northeast Alberta Street.

Portland has its share of traditional visitor attractions with local flavor. The **Oregon Zoo** is home to one of the most successful elephant-breeding programs in North America. This fall you'll be able to visit an impressive new **Elephant Lands exhibit**, which will include one of the biggest indoor elephant habitats in the world. The **Oregon Museum of Science and Industry (OMSI)** offers a planetarium and hands-on exhibits that will bring you to the intersection of science and fun. And stately **Pittock Mansion**, built in 1914, stands on a promontory above the city, offering insights into Portlanders' lives in the early 20th century.

Portland is revered as a place where local arts thrive. Local film celebrations include the **Oregon Independent Film Festival** (September 14–30). Don't miss



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the **Time-Based Art Festival**, which fills theaters, temporary galleries and spaces all over the city with exhibits, installations, performances and workshops for 10 days this year (September 10–20).

Starting the day off right

It's practically local law that any conversation about Portland must include food. On your visit, you can surely eat well at lunch and dinner. (Don't forget dessert.) Among many stellar options, consider the imaginative Italian cuisine of **Ava Gene's**; the locally sourced gourmet Chinese food at **Seres Restaurant and Xiao Chi Bar**; and the energetic combo of food, entertainment and culture at the **Doug Fir Lounge**.

But I want to focus on another Portland phenomenon: breakfast. At certain restaurants, people think nothing of waiting an hour for a table, standing on the sidewalk, sipping complimentary coffee while they hold their places in the queue. The breakfast scene is a piece of TV's *Portlandia* you can experience while you're here. (See the season 2 finale, "Brunch Village.")

I suggest doing brunch or breakfast each day you're here. Sample the creative dishes at **Tasty n Sons**; indulge in a Reggie Deluxe (fried chicken, bacon, cheese, egg and gravy between biscuits) at **Pine State Biscuits**; and have both brisket *and* bacon at **Podnah's Pit**.

After a few days of immersing yourself in classic Rose City activities, you'll be a pro at getting around. You'll have dipped a toe into the culture, wandered through picturesque parks, and enjoyed great food and drink. At that point, you'll have a good feel for the Portland experience.

Hey, you might even be ready for a Timbers match. ▲

Jim Moore is a Portland-based travel writer.

For more information about visiting the Portland area, go to travelportland.com. Alaska Airlines serves Portland daily. Get more information and book tickets at alaskaair.com, or call 800-ALASKAAIR.

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Oregon Goes to the Dogs

BY SUSAN G. HAUSER



Dogs are lucky to have many accessible options in Oregon, including (clockwise from left) appreciating art at a gallery in Portland, getting clean at the Dogtoberfest charity dog wash, hiking (with gear made by Bend-based company Ruffwear), truffle-hunting in Eugene and frolicking on the beach in Manzanita.

V

isitors to Oregon may be surprised to learn that the state animal is not the dog, but the beaver. Blame the pioneers, who made their pick back when beavers were ubiquitous—much like today's dogs. Beavers won fame, but they did not become favored pets. Dogs are a different story. For them, we roll out the red carpet.

Some dogs are urban sophisticates. My dog, Matilda, for example, has enjoyed the finer features of many of **Portland's 33 off-leash dog parks**. After a romp at The Fields Park in the Pearl District, we can stroll to the nearby **Sniff Cafe**, where Matilda plays for free during happy hour at the adjoining doggy day care while I sip wine and watch her through the large window.

Matilda's social calendar includes various canine confabs, such as May's **Doggie Dash** along Portland's beautiful riverfront, and Lucky Lab Brew Pub's annual charity dog wash **Dogtoberfest** (September 27), where humans sip suds and dogs get sudsed up. And we wouldn't dream of missing our own neighborhood's annual **Multnomah Days Parade** (August 15), which always leads off with a panting pack of pooches dragging their owners along the route.

Matilda leaves **rock climbing and river rafting** to more adventurous dogs in Central Oregon. Yes, pups in Bend do those sports and more. There's even a



CLOCKWISE FROM TOP LEFT: JAN SONNENMAIR / AURORA PHOTOS; ERIK SCHULTZ; BEN MOON, COURTESY: RUFFWEAR; ANDREA JOHNSON PHOTOGRAPHY, COURTESY: OREGON TRUFFLE FESTIVAL; JUSTIN BAILE / AURORA PHOTOS



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The annual **Doggie Dash** in Portland raises money for the Oregon Humane Society.

local business, Ruffwear, that outfits any conceivable canine escapade, including **kayaking** (with doggy life jackets) and **mountain biking** (with backpacks and/or booties for dogs running behind a bike).

In Eugene, dogs are worth their weight in gold, or at least in culinary truffles. Home of January's annual **Oregon Truffle Festival**, Eugene hosted the inaugural **Joriad North American Truffle Dog Championship** this year. The winner, a yellow Lab named Gucci, sniffed out 38 of the precious underground delicacies over the course of one hour. That would be worth a lot of dog biscuits! The festival also includes a unique **truffle dog training** seminar. (Any dog with a working nose can do it—even Matilda!)

Matilda is not averse to "ruffing" it if that entails a trip to the beach, where—in most places in Oregon—dogs can run free along the shore so long as they remain responsive to commands and within sight. **Pet-friendly coastal accommodations** include yurts and cabins at state campgrounds, as well as hotels such as Cannon Beach's Surfsand Resort, where, on October 17, Matilda might just win big at the **18th Annual Dog Show on the Beach**.

Matilda may sound pedigreed, but she's not. She's just glad to live in Oregon, where even a mutt can be a queen. ▲



Susan G. Hauser, shown at left with Matilda, writes from Portland.

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Of course, no trip to Oregon is complete without tax-free shopping. Spend an hour or two exploring the area's shopping malls--such as **Washington Square** and **Bridgeport Village**--boutiques, antique shops and retail centers, or pick up a one-of-a-kind souvenir at a winery gift shop.

This is just a quick sampling of the many adventures that are waiting here in the Tualatin Valley. Visit us at tualatinvalley.org, call us at 800-537-3149 or email us at info@wcva.org, and start planning your getaway today.

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Located just minutes from downtown Portland and situated in the northern Willamette Valley wine region, the Tualatin Valley is the perfect destination for a weekend getaway. The valley beckons with a diverse selection of attractions and activities, picturesque landscapes, exciting events, and memorable food and wine experiences.

Celebrate the summer harvest season in the Tualatin Valley along the **Vineyard & Valley Scenic Tour Route**. This 60-mile driving tour highlights rural Washington County's agricultural bounty. Check out **Baggenstos Farm**, **Smith Berry Barn**, or **Hoffman Farms** for a late-summer treat.

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Bountiful Wine Country

Oregon's Willamette Valley is an oenophile's delight

BY JIM GULLO



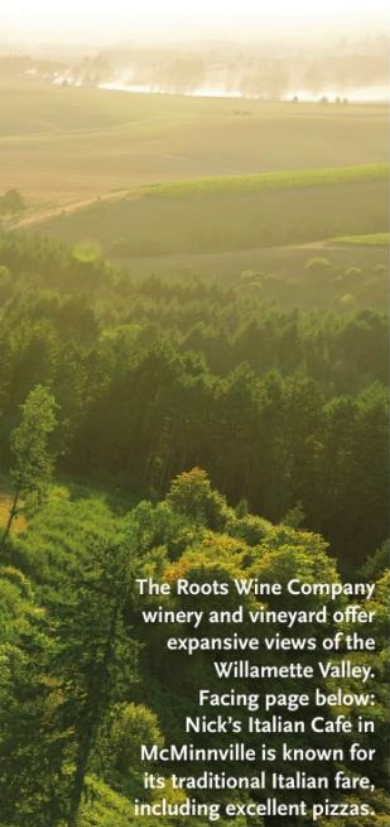
Sitting on the patio of **Sokol Blosser Winery's** elegant new tasting room, I'm enjoying a glass of Evolution white wine—a veritable cornucopia of nine grape varieties blended nicely into a fruity, crisp vintage.

The tasting room, located in the town of Dayton, southwest of Portland, is an impressive mix of glass, stone and polished wood and offers expansive views of the local landscape. As I sip my wine, I marvel at how aspects of the geological history of the Willamette Valley are spreading out before me, starting with the great Mount Hood looming in the distance. Then, there are the rich farmlands below the mighty volcano that were created by the ice age floods that swept through this area thousands of years ago.

Another example of more recent

history can be found to the west of the tasting room where I sit. Just past a series of solar panels and behind a copse of trees is where winemaker David Lett planted Willamette Valley's first Pinot Noir vines and America's first Pinot Gris vines 50 years ago. Lett and his wife, Diana, went on to found **The Eyrie Vineyards** and to help create a wine and tourism industry that continues to grow.

This year, Willamette winemakers are celebrating the semicentennial of the valley's first planting of Pinot Noir vines. Visitors can also benefit from the **Oregon Wines Fly Free** program on Alaska Airlines, where Alaska Airlines Mileage Plan members can check as much as one case of wine free of charge (through the spring of 2017), and also receive complimentary tastings at more than 300 Oregon wineries. For details, go



The Roots Wine Company winery and vineyard offer expansive views of the Willamette Valley. Facing page below: Nick's Italian Cafe in McMinnville is known for its traditional Italian fare, including excellent pizzas.

oregonwinesflyfree.org.

For me, the celebration of Oregon wines began about eight years ago when I visited the Willamette Valley for the first time. I found that Lett's Pinot Noir gamble had been more successful than anyone could have imagined. The land and the people enchanted me, and I moved my family here a year later.

The valley is still much as I saw it when I first arrived. Long, trellised vineyard rows gracefully stripe the slopes of the Dundee and Chehalem mountains. Cattle, horses and sheep graze on the flatlands of the valley floor, and nearby orchards grow hazelnuts and fruits such as cherries, strawberries and marionberries—a local favorite—that are sold to visitors or at regional farmers markets.

The local wineries still



Siblings Alison and Alex Sokol Blosser are the second generation to run the Sokol Blosser Winery.

produce world-class Pinot Noir, Pinot Gris and Chardonnay wines, and towns such as McMinnville, Carlton and Newberg offer charming centers of commerce and civic life, supporting restaurants such as the legendary **Nick's Italian Cafe** on McMinnville's Third Street. Nick's is such a treasure that the James Beard Foundation, a nonprofit that celebrates and nurtures America's culinary heritage, gave the establishment an America's Classic award in 2014.

While the bucolic atmosphere remains, the growth in the local wine industry during the past eight years has been truly impressive. There are nearly twice as many wineries in the Willamette Valley as when I first arrived (440 are currently listed by the Willamette Valley Wineries Association). The expanding industry has spurred the development of restaurants, hotels and food

Wine Happenings

➔ **August 13:** The annual Linfield College Orchestra Benefit will be held at the Youngberg Hill winery and inn, and will feature music, food and wine, in McMinnville (youngberghill.com).

• **August 28–30:** Bounty of Yamhill County, a three-day celebration of local food and wine, will have activities at various locations (bountyofyamhillcounty.com).

• **September 19–20:** The 25th Annual Oregon Grape Stomp Championships & Harvest Celebration is scheduled for Willamette Valley Vineyards in Turner (www.vvv.com). —J.G.



Winemaker Jason Bull walks between vineyard rows at David Hill Winery.



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Wine tasting near the Rose City

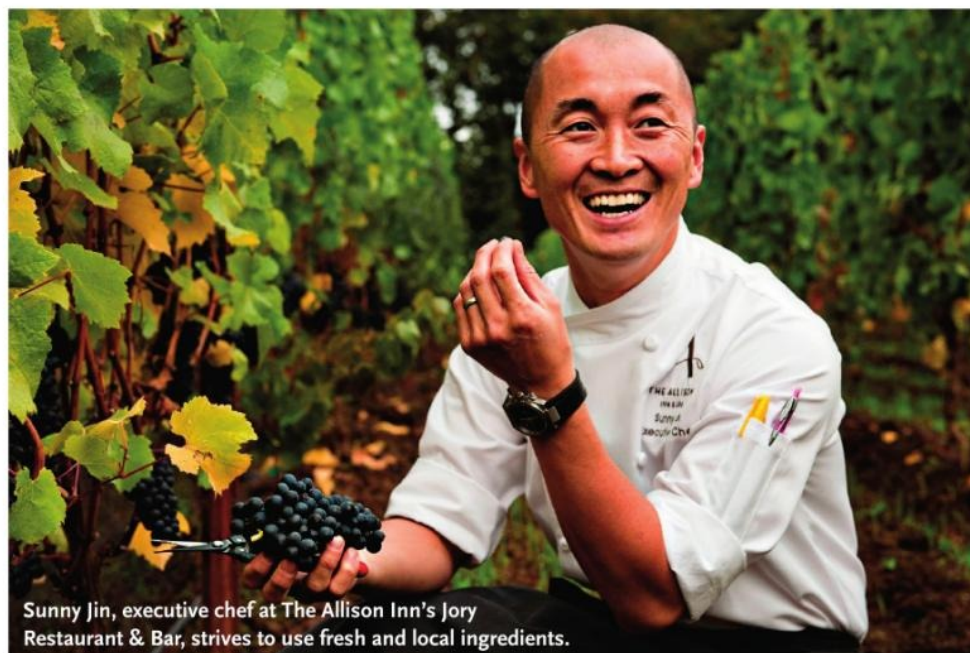
Some of the oldest wineries in Oregon, many in gorgeous settings, can be found in Washington County, just southwest of Portland. The scenic county is also known for its many outdoor activities, from biking trails and hiking areas to rivers that offer excellent fishing and quality kayaking. The following are a few of the excellent wine-tasting options in the area.

David Hill Vineyards & Winery, Forest Grove.

With some of the oldest vineyards in the area, the winery has a refurbished tasting room and beautiful grounds (davidhillwinery.com).

Montinore Estate, Forest Grove. Boasting a lovely estate just south of Forest Grove, Montinore Estate is a biodynamic powerhouse that produces fine wines, including the little-known variety Müller-Thurgau (montinore.com).

Ponzi Vineyards, in both Sherwood and Beaverton. A pioneering winery, Ponzi has two tasting rooms: a modern and elegant space in Sherwood and the original, homey estate tasting room in the town of Beaverton (ponzi-wines.com). —J.G.



Sunny Jin, executive chef at The Allison Inn's Jory Restaurant & Bar, strives to use fresh and local ingredients.

businesses, such as Stefan Czarnecki's **Black Tie Tours**, which conducts wine excursions from the award-winning **Allison Inn & Spa**. The luxury hotel, with its 85 distinctive rooms, is known for an on-site spa, an exceptional Oregon art collection and the Jory Restaurant & Bar. Czarnecki also finds time to forage for mushrooms and Oregon truffles for the **Joel Palmer House**, his family's fine-dining restaurant in Dayton, which is located in a historic residence and revered for its classical preparations of locally sourced ingredients.

The 150-mile-long Willamette Valley—which is divided by the Willamette River—stretches from Eugene in the south to Portland in the north and is home to not only a wine industry and an agricultural center, but also three universities: **Oregon State University** in Corvallis, the **University of Oregon** in Eugene and **Western**

Oregon University in Monmouth. In addition, there is the popular **Evergreen Aviation & Space Museum** complex and **Wings & Waves Waterpark** in McMinnville. The museum contains Howard Hughes' enormous Spruce Goose airplane, among many other air and space exhibits. The aviation theme is continued at the waterpark, where twisting waterslides originate in an actual 747 jetliner located on the roof of the park building.

Fine wine continues to be

the Willamette Valley's greatest draw, however, and its largest success story. The ambiance of Oregon wineries and the quality of their wines draw visitors from around the world to facilities that range from grand operations, such as **King Estate Winery**, which is located on the southern edge of the valley, to small startups, such as **Roots Wine Company**, in the hills outside Yamhill.

King Estate is Oregon's largest single producer, with a chateaulike headquarters in the



Visitors enjoy wine at Argyle's original tasting room. A new tasting facility opens this month.

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rolling hills southwest of Eugene. The winery's property of more than 1,000 acres includes vineyards, as well as vegetable and lavender gardens, and an award-winning restaurant.

By contrast, the Roots Wine Company is a small operation that is run by Chris and Hilary Berg. It boasts a new tasting room, which offers snacks provided by Chris' mother, Dian.

Wine facilities are being built throughout the valley, with a new tasting room scheduled to open this month at **Argyle** in Dundee. New tasting rooms recently opened at **Brittan Vineyards** in McMinnville, and at the **Solena Estate**, outside of Carlton. Under construction is a new tasting facility at **Lady Hill Winery**, near Newberg.

On the lodging scene, 19 charming, nostalgic trailers in Dayton make up the **Vintages Trailer Resort**. My family and I spent a night camping in a wonderful 1951 M-System Special Deluxe trailer that was all curved metal and polished wood. Each unit is outfitted with dishes, silverware and, of course, wineglasses. It couldn't have been more perfect if Donna Reed had shown up at the door with a plate of cookies.

The months of August and September may well be the best time of year to visit the Willamette Valley. Thanks to a mild winter and early growth in the vineyards, the wine country is expected to move into full-production mode earlier than usual this year, with harvest projected for mid-September.

If you go, try to save some wine and marionberries for the locals, will you? And enjoy our little slice of Oregon heaven. ▲

Jim Gullo writes from the heart of Oregon wine country on food, wine and travel.

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For information on Willamette Valley's wine country, go to willamettewines.com.



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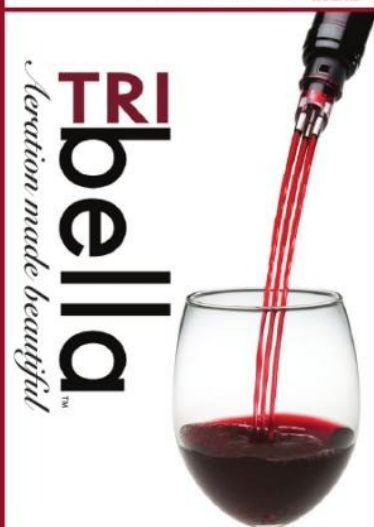
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A guided raft trip through the Big Eddy rapids offers whitewater thrills just outside downtown Bend.

Outdoor Adventures

Central Oregon abounds with recreational activities

BY JOHN GOTTBURG

W

hen my Australian friend paid me a visit in Bend, I did what any red-blooded, outdoors-loving Central Oregonian would do. I took him white-water rafting.

Jack Derwin is a well-known blues musician in Sydney. Much of his country is as dry as his sense of humor—and he doesn't live in an area known for wild rivers. The idea of being thrust into a torrent of water, with only some inflated rubber and a carbon-fiber paddle standing between him and a dousing, gave Jack the willies.

Sun Country Tours, a respected Bend outfitter, took us for a half-day trip **rafting the Deschutes River**. Expert kayakers may be challenged on this stream—which follows the Cascade Range north from its Central Oregon headwaters, through Bend, and for 250 miles to the Columbia River—but there's also plenty of free-flowing flat water between its major rapids. Two miles of calm downstream travel, on a raft with a half-dozen others, left my friend feeling like a veteran.

Then, when the river made a sweeping turn to the right, our

guide steered us to the bank.

"Before we tackle the next section," he said, "I think we should scout the Big Eddy."

I could almost hear Jack's heart in his throat as we stood on the shore and cast our eyes upon the rapids. The river had forced a passage through ancient volcanic rocks, and the waters churned below.

"My gawd, mate," said Jack. "I don't think I can do that."

And yet, five minutes later, my friend sat just in front of me in the rubber raft, his face white, but his paddle in battle position. In reality, Big Eddy is a Class III+ rapids section at its roughest—manageable with an experienced outfitter—but Jack's respect for the river was understandable.

Our guide shouted orders—"Right side, hard forward!"—as we passed by the point of no return. The current carried us through one long rapid, then a shorter but steeper rapid, and

finally into a trough that led us out of the hazard.

Immediately afterward, Jack turned and stared at me, his eyes wide.

"Let's do it again, mate!" he exclaimed. "Do it *again!*"

AS ONE OF THE MARQUEE recreation areas of the state, Bend and its Central Oregon surroundings offer four seasons of thrills to visitors and residents alike. Adventurers go **rafting, rock climbing and mountain biking**. Not all activities are of the highly adrenaline-pumping variety, either. **Fly-fishing, golfing** and other calmer pursuits are available. Families pursue gentle explorations such as **hiking Cascade trails or pedaling paved bike paths**. Winter-sport enthusiasts **ski at Mount Bachelor** or set **moonlit snowshoeing tracks** through piney forests.

After their activities, recreationists of all types return to the Bend area to enjoy its many



In bike-loving Bend, up to 14 people can ride the Cycle Pub (at right) to tour local breweries.

options for rest, relaxation and refreshment.

Beer, boards and big water

Bend is part of a small set of U.S. cities that offer a distinctive blend of fine food, good music and craft beers. With **27 independent breweries** and a population of about 85,000, the greater Bend area boasts more breweries per capita than any other United States community of its size.

Safe Passage

➔ Bend's new Deschutes River project, a remodel of the dam near Colorado Avenue, dubbed the **Bend Whitewater Park**, will incorporate a central whitewater play area with a riparian corridor (to protect wildlife habitat) and a calm, controlled channel through which boaters and floaters can safely travel. The passage will allow boaters to avoid a portage around a hazardous dam. The passage is scheduled to be in full operation by summer 2016.

The whitewater area is being developed by the Bend Park & Recreation District, with state-of-the-art, computer-controlled pneumatic "bladders" to alter wave patterns, similar to those now widely used in the Olympic Games and other international competitions. —J.G.

The calm water of Soda Creek, 25 miles west of Bend, allows for standup paddleboarding with views of Mount Bachelor.





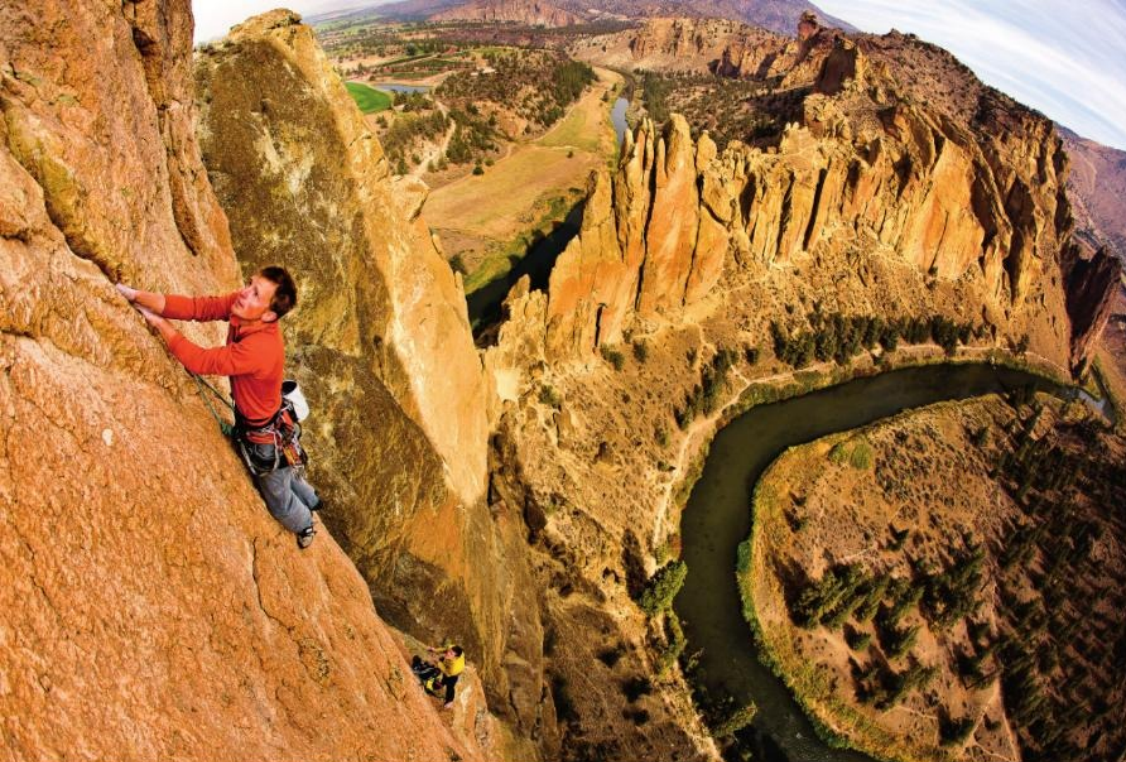
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Smith Rock State Park (left) is one of the world's classic rock-climbing areas. Visitors to Tetherow resort can try out a GolfBoard (above) to travel between holes on the resort's exceptional golf course. Sunriver Resort (below) has miles of trails for riding horses, and paved paths for bikes.

"Beer has changed the whole visiting demographic," says Sun Country Tours founder Dennis Oliphant. He indicates that the prevalence of brews has helped draw younger visitors, who also enjoy varied outdoor activities: "When I started the company in 1978, Bend was all golf and family. Now, every millennial with a board, a bike or a fly rod is here."

Fortunately, the town's geography supports many nearby activities for the young and young at heart. Bend has the Cascade Range to the west, juniper and sage lands to the east. For long stretches, the line between mountains and high desert is roughly drawn by the Deschutes, which also cuts a swath through town. Water sports are huge—**rafting, kayaking, canoeing and inner tubing.** And more and more, there's **standup paddleboarding (SUP).**

On any given afternoon, you can stand on the footbridge that crosses the Deschutes in the heart of the Old Mill District and watch paddlers of all kinds. The number of SUPers is growing, and it will be further

boosted by a **new whitewater park** scheduled for completion in 2016. Last summer, Sun Country gave hundreds of lessons and recorded 4,500 SUP rentals, Oliphant says. That compared favorably with the 23,000 rafters his company took through the Big Eddy.

Serious recreation

Many Deschutes paddlers pass the **Les Schwab Amphitheater**, which hosts an **acclaimed outdoor concert series** that, in 2015, has brought Sheryl Crow, Willie Nelson, Death Cab for Cutie, Phish and others to Bend. August and September performers include Michael Franti & Spearhead (August 23), Weird Al Yankovic (September 4) and Ben Harper & the Innocent Criminals (September 6). The venue is also hosting the **Bend Brewfest** (August 13–16), with more than 170 beers from 60 breweries, and ciders from 10 cideries. In other beer news, **The Little Woody Barrel-Aged Beer, Cider & Whiskey Festival** will take place next to Bend's Deschutes Historical Museum (September 4–5), and the **2015**

Bend Oktoberfest will take place downtown (September 18–19).

Bend's interests in beers and bikes converge in the **Cycle Pub**, a distinctive 14-person vehicle that has riders earn their brews with pedal power (the company's driver steers). On one of its tour options, the Cycle Pub stops along the **Bend Ale Trail**, a set of 16 (and counting) breweries and beer-filling stations.

For some Bend residents, bicycling is a means of commuting to work in well-marked bike lanes. Road racers also train and race here, especially during July's five-day **Cascade**





Cycling Classic, a professional race of three decades' standing. For off-roaders, Bend is a center for mountain biking, with a network of **277 miles of well-maintained single track** near town. And **Mount Bachelor's lift-served bike park** offers downhill mountain-biking runs.

For family-friendly biking, visitors enjoy **Sunriver Resort's 40+ miles of paved trails**. Sunriver is one of the top resorts in the state. It's also a **leading golf destination**: The main Sunriver courses—**Crosswater, Meadows and Woodlands**—draw visitors from all over the nation.

Another exceptional resort destination—famous for golf as well as outdoor recreation, spas, fine dining and more—is **Black**

Butte Ranch, located about 32 miles northwest of Bend. Black Butte recently opened its new Lakeside area, which offers a new bistro—perfect to enjoy after golf on the ranch's award-winning courses—and, for owners and registered guests, a new fitness facility, swimming pool and 24-person hot tub.

Overall, **more than two dozen golf courses** are within a half hour's drive of Bend. One of Bend's most innovative golf resorts is **Tetherow**, whose links were built by Scottish designer David McLay Kidd. Tetherow hosted big-wave surfer Laird Hamilton's 2013 introduction of his **GolfBoard** to the Northwest. This device is like an electric skateboard steered by shifting

Bend Restaurants

Here is a sampling of dining options in the area:

• **Beside the Deschutes:** The **Pine Tavern Restaurant & Bar**, Bend's oldest restaurant, was established in 1936. The city's largest restaurant, **Greg's Grill**, is in the Old Mill District, across the river from the Les Schwab Amphitheater. In the same area, **Anthony's at the Old Mill District** is renowned for its river views, seafood and more.

• **In downtown Bend:** The restaurant **5 Fusion** has an Asian-fusion kitchen headed by chef Joe Kim, a James Beard Award nominee, while **Joolz** specializes in regional twists on Lebanese cuisine. The revered brewpub **Deschutes Brewery & Public House** offers gourmet comfort food.



JAMES JAGGARD / VISIT BEND

• **On Bend's upscale west side:** **Ariana Restaurant** is a top choice for romantic, white-tablecloth dining. **Trattoria Sbandati** offers authentic Italian cuisine from an owner-chef who is a native of Florence, Italy. **Bistro 28**, at the Athletic Club of Bend, is new, from the owners of longtime downtown favorite **Zydeco**. —J.G.



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A woman with blonde hair, seen from the back and side, is leaning against a white wall. She is wearing a blue and green patterned tank top and blue shorts with a green trim. She is looking out over a landscape with mountains in the background. The scene is brightly lit, suggesting a sunny day.

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your weight. SolBoard Inc., maker of the GolfBoard, has established its headquarters in Bend.

Mountain highs

And then there are mountains. The **Pacific Crest Trail**, recently featured in the movie *Wild* (based on the book by Cheryl Strayed) extends through the **Three Sisters Wilderness** south of McKenzie Pass, 40 miles northwest of Bend. The PCT is the highlight of a region with many great trails for hikers and backpackers.

Smith Rock State Park satisfies outdoor enthusiasts who are more vertically inclined. Located 30 miles north of Bend, this venue is one of the best places for sport climbing in the United States. More than 1,800 routes engage rock climbers as they ascend cliffs that tower more than 500 feet above the river.

When there's snow in the mountains, there's fabulous skiing. Before Bend became a destination for other activities, it was a winter-sports town. **Mt. Bachelor ski resort** opened in 1958 (as Bachelor Butte), with a simple lift and rope tows. Today the 9,068-foot dormant volcano has 3,683 acres of skiable terrain. Mount Bachelor is also a hub for other activities, including **cross-country skiing, snowshoeing and dog sledding.**

JACK DERWIN DIDN'T MAKE IT TO MOUNT Bachelor during his visit. But he took the whitewater experience—and the city of Bend—to heart. When he returned to Australia, he penned a song called *Big Eddy*. It appears on his “Bend It” CD, currently being remastered as “Bent.”

He was just another visitor who was deeply inspired by his adventures in Central Oregon. ▲

John Gottberg has lived in Bend since 2004.

For more information about visiting Central Oregon, go to visitcentraloregon.com. Alaska Airlines serves Redmond/Bend daily. Get more information and book tickets at alaskaair.com, or call 800-ALASKAAIR.

EL GAUCHO, THE QUINN T. ESSENTIAL STEAKHOUSE

By Quinn Travis

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

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

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

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

THE ULTIMATE STEAK

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

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

A SUPER-HIP CIGAR ROOM

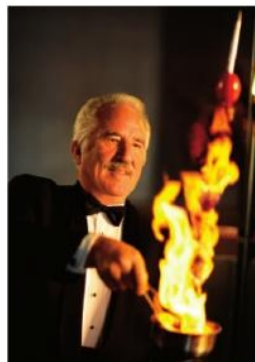
First-time visitors to the El Gaucho are immediately hit by its distinctive atmosphere. Nondescript on the outside and dimly lit and well appointed on the inside, El Gaucho is a perfect representation of what my worldly brother-in-law architect Ron Rea terms a "swank 1940s New York nightclub." Yes, even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

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

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

ALWAYS ON, EVERY NIGHT

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



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

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

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

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

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

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

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

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The Dry Side of Oregon

BY TIM NEVILLE

Before I came to Oregon for the first time many years ago, I pictured how it would be. I saw green and mist and ultramarine lakes framed by colossal hemlocks and a volcano-skewed sky. The air would be heavy with atavistic, wet-fern dampness. I imagined craggy coasts and horror-film fog. What I couldn't picture was this: that the parts of Oregon I would find the most soul-stirring, surprising and fantastically gorgeous wouldn't be craggy or foggy or ferny at all. I'm talking about its deserts.

Head over the Cascades, beyond Bend and into the eastern part of the state, and you enter a world unlike anything else in the Pacific Northwest. Occupying roughly half the state—including 8 million acres of public land—eastern Oregon consists mainly of sagebrush steppes, creamy grasslands and thunderous river canyons, with so few people tucked among the citrine sands and ranchlands that you might as well call it frontier. Pronghorn antelope dart through the buckwheat with a speed earned in the Pleistocene when North America had cheetahs to nip at their heels. You can find 10,000-year-old petroglyphs etched in the rhyolite rocks, and endemic redband trout patterned in color schemes that would've made Picasso drool. Out here in the whisper of a warm evening breeze, the desert inspires reflection and presents a great paradox: The bigger the views, the more inward you see.

I've spent countless days rolling around this dry side of Oregon. Highway 26 wends east out of Prineville, through the Ochoco Mountains, past the Painted Hills, and delivers you deep into the variegated folds of the John Day River country, a landscape once fired by the same forces that make Yellowstone so distinctive.

Starting near the town of Burns, Highway 205 shoots south toward Steens Mountain, a massive fault-block formation tilted upward to nearly 10,000 feet and sculpted with the classic U shapes of glacier-scooped valleys.

Way out in the Great Basin near Highway 95, where Idaho, Oregon and Nevada converge—that's ION country to some—you'll find chocolate-colored hoodoos, bighorn sheep and blooming penstemons mingling in the Owyhee River canyon, a place of such unimaginable beauty, it could be a national park.

If you look at a satellite image of the United States at night and find the blackest light-free spots, you'll understand how precious truly open spaces are. You can imagine I'll be in one of these spaces, in the eastern Oregon night, taking in the wide-open view. ▲

Tim Neville writes from Bend.



CHRISTIAN HEEB / AURORA PHOTOS



Eastern Oregon is
rich with dramatic
landscapes such as
the Painted Hills
in John Day Fossil
Beds National
Monument.



A fly fisherman casts into the waters of the North Umpqua River, near Roseburg.

Picturesque Paradise

Southern Oregon offers a variety of exciting attractions

BY SUSAN GORACKE

From our clifftop vantage point a short distance above the **Rogue River**, the only sounds we hear are the wind blowing through the river valley, the burble of the river and the chirping of nearby birds. My daughter Sarah and I have just covered the first 8 miles of the 40-mile-long lower **Rogue River Trail**, which follows the river's route along steep canyon walls in this rugged stretch of southwestern Oregon. Occasionally, the trail departs from the river to follow side canyons and traverse cool creeks that flow through various fern-covered and shady glens.

Soon we will meet my husband, Mark, and other daughter, Monica, who are piloting a raft full of our gear down the river. They will ferry us across the river to **Black Bar Lodge**—our first night's destination and one of three lodges we will stay at on this four-day combination rafting and hiking trip. Built in 1934, Black Bar Lodge offers 16 private cabins in addition to two guest-rooms inside the lodge, where a massive stone fireplace adds rustic ambiance.

Since our supplies are coming via water taxi, Sarah and I can maintain a fast pace, carrying only small daypacks. We enjoy camping and backpacking, but we thought we'd add a touch of luxury on this trip and stay in lodges along our route,

which means hot showers, soft beds and two delicious meals each day. Anyone can plan such a trip, or you can leave it to commercial outfitters such as **Rogue Wilderness Adventures** or **Morrison's Rogue River Lodge**, which both offer raft-supported hiking trips through the area.

As we gaze at the river, sparkling silver-blue in the warm June sunshine, we chuckle as a mother merganser leads her line of bobbling ducklings upriver through a protected eddy. Downstream, an osprey circles above the water, then suddenly dives into the river and emerges grasping a fish in its strong talons. But the hawk apparently has miscalculated the size and power of its meal. After struggling several times to rise more than a few feet off the water, the osprey finally releases the wriggling fish and flies off to its nest in a nearby tree snag to await more

accommodating prey.

Plentiful wildlife, challenging whitewater, awe-inspiring scenery and a colorful history make this section of the **Rogue National Wild and Scenic River** a magical place.

At **Whisky Creek**, about 3 miles from the **Grave Creek** boat ramp, you'll find an abandoned miner's cabin, which dates back to the 1880s. The structure offers a glimpse into the rugged life of the people who lived along the river after gold was discovered in the mid-19th century. Inside the cabin are a few pieces of furniture and other items—all that remain from when the cabin was last inhabited in 1973. Today, **Whisky Creek Cabin** is on the National Register of Historic Places. It is the oldest-known mining cabin that is still standing in the lower Rogue River canyon and is open to the public for self-guided tours.

At **Battle Bar**, about 13 miles



Rogue River rapids are perfect for white-water rafting.

downriver from the cabin, you can still find evidence of the Rogue River Wars of 1855–56, fought between the U.S. Cavalry and the Takelma Tribe.

The Rogue has also lured the famous along with the many unknown miners who toiled here. Movie star Clark Gable came to fly-fish the river's waters, as did Ginger Rogers; and Western author Zane Grey spent several summers living along the river's banks at

Cave Exploring

➔ The **Oregon Caves National Monument & Preserve**, located about 20 miles east of Cave Junction, offers amazing tours of underground caves found deep inside the Siskiyou Mountains.

Rainwater dripping through the rock from the forest floor above has sculpted the marble in the caves into unusual shapes and created what has come to be known as "The Marble Halls of Oregon." After a cave tour, enjoy lunch at the historic **Chateau at the Oregon Caves**.

For a truly unique night's sleep, try staying at the **Out'n'About Treehouse Treesort** found in Cave Junction. The 36-acre resort offers "four-star" treehouse accommodations, some with their own bathrooms. The resort also offers ziplining and horseback riding. —S.G.



Cyclists will enjoy riding the 33-mile Rim Drive that circles Crater Lake, North America's deepest lake.



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The musical comedy *Head Over Heels* is being performed this season at the Oregon Shakespeare Festival in Ashland.

Winkle Bar. The wooden cabin he built in the 1920s still stands on the original site.

Today, the Rogue River and surrounding wilderness areas are among the many gems that help make Southern Oregon an outdoor-recreation paradise. The following are a few ideas to help you explore Southern Oregon's bountiful natural beauty and cultural treasures.

Bicycle around Crater Lake

From July through September is the ideal time to ride the Rim Drive, a 33-mile route around **Crater Lake**, North America's deepest lake.

The ride is challenging in sections, but offers breathtaking scenery of the deep-blue lake that is surrounded by evergreen forests and, for part of the year, snowy peaks. A good place to start your ride is at the Steel Visitors Center. From there, the 3-mile climb to the Rim Drive gets your heart pumping.

Once you begin to cycle Rim Drive, you will be either climbing or descending, with elevations ranging from about 6,450

feet to about 7,700 feet. If you'd rather not share the road with vehicles, ride this route on September 19 or 26, when the park has scheduled "vehicle-free days" on a 24-mile stretch of East Rim Drive.

Medford and Ashland

For those who prefer to bike in a more urban setting, Medford, located about 60 miles southwest of Crater Lake, is a good starting point for the scenic **Bear Creek Greenway**. This fairly flat, paved 20-mile trail links such towns as Central Point, Medford and Ashland.

A fun daytime excursion is to cycle the 13.5 miles from Medford to Ashland's **Lithia Park**, where you can walk through the shady, green oasis or stroll along the quaint downtown streets and eat lunch outdoors at one of the town restaurants along picturesque Lithia Creek.

You can also enjoy a beer and delicious fare at bicycle-friendly **Standing Stone Brewing Company**.

Live-theater enthusiasts will want to spend a few days in

Jetboats, coffee and bears—oh my!

Since 2003, most summers in Grants Pass have included **BearFest**, a collection of life-size fiberglass bears decorated by local artists and displayed on downtown sidewalks as a way to encourage tourism and shopping. This year, about 20 of the fanciful bruins are on display through Labor Day.

After viewing the fiberglass variety, travel to **Wildlife Images** to see real bears and other animals. An exciting attraction for the whole family, Wildlife Images is a rehabilitation and education center located about 10 miles west of Grants Pass. It offers family-friendly guided tours of the facility, which houses rescued black bears, two massive grizzlies and other wild animals that could not be released into their natural habitats.

Back in town, you can grab a latte at **Dutch Bros.**' flagship coffeehouse, the first of almost 250 locations throughout seven western states.

A popular daytrip is a **jetboat excursion on the Rogue River**.

Outfitters offer trips near Grants Pass—including tours through Hellgate Canyon, where Meryl Streep and Kevin Bacon filmed *The River Wild* in 1994.

Jerry's Rogue Jets, located at the mouth of the Rogue River in Gold Beach, offers various tours, including the 104-mile roundtrip Wilderness Whitewater excursion. You will explore the "wild" section of the Rogue, which is only accessible for people hiking into the area, or those on jetboats and rafts. —S.G.



Beauty, a red-tailed hawk, is one of the birds at Wildlife Images.



Ashland, home to the Tony Award-winning **Oregon Shakespeare Festival** and the **Oregon Cabaret Theater**, as well as numerous art galleries, hotels and dining establishments.

Visit local wineries

There are more than **75 wineries** to be explored in the **Rogue** and **Applegate valleys**, a large area that stretches about 42 miles from Ashland northwest to Grants Pass.

This region also includes some of Oregon's oldest vineyards and a wine-growing history that dates back to the 1840s. **EdenVale**, located a few miles south of Medford at **Eden Valley Orchards**, is one of many award-winning wineries that

pair wine tastings with food and with music concerts. The winery also runs **Enoteca Wine Tasting & Bistro**, located in downtown Ashland.

Explore the Umpqua River

Roseburg, located about 90 miles northwest of Medford along the **South Umpqua River**, is the gateway to the 25 or so wineries that dot the nearby rolling countryside, including **Abacela Winery**, with its Vine & Wine Center offering panoramic views of the nearby hills. The winery is known for producing wines from the Tempranillo grape, a Spanish red wine grape, and dry, white wines from the Albariño grape.

Travel about 20 miles north-east of Roseburg to Swiftwater Park, the beginning of the 79-mile-long **North Umpqua Trail**. The route travels east along the Umpqua River's banks as it passes through the **Umpqua National Forest** and numerous locations where you can enter or exit the path as it rises from about 800 feet above sea level at **Swiftwater** to 5,630 feet at **Digit Point**.

The trail and river provide a natural playground for hikers, mountain bikers, horseback riders and fly-fishing devotees.

For an upscale experience, book a room at the cozy **Steamboat Inn**. Nestled among towering firs along the river almost 40 miles east of Roseburg, the

inn offers fine dining, an extensive wine list and a multicourse late-evening dinner. Steamboat also offers a well-stocked fly shop with everything you need to catch a feisty steelhead.

Whether you are an outdoor adventurer, a lover of fine wines and excellent theater, or all of the above, add Southern Oregon to your list of places to discover. ▲

Susan Goracke writes from Portland, Oregon.

Alaska Airlines (alaskaair.com; 800-ALASKAAIR) flies daily to Medford, gateway to Southern Oregon recreation. For more information on Southern Oregon, you can visit southernoregon.org.



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Cannon Beach, with Haystack Rock in the distance, is one of Oregon's top coastal attractions. Below: A family enjoys the view from a lookout point at Pacific Beach.



Coastal Wonders

Enjoying Oregon's breathtaking coastline

BY GARY HAYES

On the Oregon coast, massive lava flows have combined with millions of years of roiling surf to create extraordinary sites. Here, you'll find rocky spires rising from the edge of the ocean, towering capes overlooking miles of rugged shoreline and sandy dunes stretching as far as the eye can see.

With names such as Devil's Punchbowl, Thor's Well and Cook's Chasm, the Oregon coast's natural wonders abound and draw photographers and sightseers from around the world. Following the coastline between Northwestern Oregon's Cannon Beach and the Central coastal town of Flor-



stack towers 235 feet above the sandy beach, and farther in the distance looms Cape Falcon. Look to the west for a view of amazing Tillamook Rock Lighthouse on a small rock island just offshore.

Some 67 miles south along the coast is a sandstone headland sculpted by waves and wind into sheer cliffs, unique channels and arched rock formations at **Cape Kiwanda State Natural Area**. One of the Oregon coast's best spots for watching towering waves requires you to hike up to the top of a sand dune on the south side of the cape, near Pacific Beach. Just offshore is another fascinating sea rock cluster.

About 40 miles farther south, you will find an enormous circular hole in the sandstone shoreline that is about 100 feet across and plunges to the sea level below. Known as **Devils Punchbowl**, the collapsed sea cave fills with seawater that churns and overflows when the tide is in and the waves are right. However, the cave is fascinating to see even when the tide is out.

At 93 feet tall, the impressive lighthouse at the **Yaquina Head Outstanding Natural Area**, 6 miles south of the Devils Punchbowl, is the tallest on the Oregon coast. The headland juts out into the Pacific and is home to large colonies of seabirds. The intertidal areas around the headlands are also popular with harbor seals. A stairway leads to Cobble Beach, with its thick deposit of rounded basalt stones and tide pools, which are famous for their many purple sea urchins.

I'm always in awe of the **Devils Churn**, a narrow channel through solid basalt, into which ocean waves surge. As the seawater funnels with increasing power, it meets a rock wall with great force, causing it to



spray in all directions. The churn is one of the must-see sights in the **Cape Perpetua Scenic Area**, located 30 miles south of Yaquina Head.

Also in the area is **Cooks Chasm**, a smaller but still intriguing channel through the rock. It is famous for two other natural wonders. At the edge of the chasm is **Spouting Horn**, where seawater is forced under extreme pressure through a small hole in the rock, causing the surf to spout like a geyser. On the rocky intertidal plateau to the west, you'll find **Thor's Well**, a larger hole in the rock from which the ocean gushes up and out of the opening and then cascades back down in a 360-degree waterfall. Visit at midhigh tide to experience the well's best water show.

There's something magical about the setting of the gleaming whitewashed **Heceta Head Lighthouse**, with its brilliant red



Top: Surfers gather at Oswald West State Park, south of Cannon Beach. Above: The Yaquina Head Lighthouse, measuring 93 feet in height, is the tallest lighthouse structure on the Oregon coast.

ence is an easy way to see many of these wonders. When traveling from either Portland or Eugene, you can be on the coast and at your first stop in less than two hours, then take two days or two weeks to explore this remarkable stretch of coastline. The following are a series of places—listed north to south—that should be on any traveler's short list of sites.

The panoramic view of the coastline from **Ecola State Park** is one of my favorite Oregon vistas. About 3 miles to the south, you can see one of Oregon's best-known landmarks, Haystack Rock. The basalt sea

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ATVs are excellent for exploring the coast's Oregon Dunes National Recreation Area.

roof. The lighthouse sits on a ledge 205 feet above the surf and offers spectacular views of the coastline, nearby rock outcroppings and the Pacific Ocean. It is located 11 miles south of Cape Perpetua, up a wooded hillside from the assistant lighthouse keeper's house, which is now an enchanting bed-and-breakfast. A popular family attraction is the **Sea Lion Caves**, a privately owned wildlife preserve and bird sanctuary located about 1 mile south of Heceta Head, where Steller sea lions gather on the rock ledges inside, or the rookeries outside, the cave.

Once in Florence, you will want to experience the **Oregon Dunes National Recreation Area**, the largest expanse of coastal sand dunes in North America. There are many ways to explore the 40-mile coastal stretch. You can view the dunes from various lookout points, rent ATVs, join a dune buggy tour, sandboard, or hike in this fascinating landscape.

The Oregon coast offers dazzling views, stunning beaches and interesting natural wonders that will surely leave visitors eager to return. ▲

Gary Hayes is Travel Oregon's "Ask Oregon" expert for the Oregon coast.

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JAMES BEARD'S LEGACY • BY DAVID ARMSTRONG



San Francisco's spiffy waterfront restaurant Hard Water is one of the newest entrants in what may be America's most adventurous food city. It's hard to think of a world cuisine not found here, from Asian to European and South American. Yet Hard Water, which fashions itself a "whiskey bar," offers a venerable type of food whose lasting prominence in our country is largely owing to just one giant of the culinary world.

I begin with a half dozen oysters on the half shell. The Marin Miyagi morsels, harvested from nearby Tomales Bay, prove subtly briny and appealingly chewy. Now and again I happily nibble Oregon pink shrimp hushpuppies with zesty lemon and herb mayonnaise for good measure.

From there I segue to an American classic: a Waldorf salad. As crafted by Hard Water's executive chef, Charles Phan, it's impeccably fresh, made with

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crunchy heirloom apples, walnuts, crinkly Belgian endive, golden raisins, peppery wild arugula and creamy lemon dressing. Also on the menu are fried chicken, bacon meatloaf sandwich, pork belly and buttermilk biscuits. As I finish my thoroughly American meal, I muse to myself that the most important man at the table is not even in the room. But his pioneering work decades ago helped make this eclectic, regionally flavored repast possible.

That man is James Beard. An enormously influential cook, television personality and cookbook author, Beard personified robust American food from the mid-1940s to the mid-1980s. More than that, Beard, an Oregonian who made his bones in New York City, set the table for much that followed in American food. He underscored the idea of authenticity and emphasized the fresh, in-season, high-quality ingredients now common on 21st cen-

HARD WATER



tury U.S. tables.

Beard, who died 30 years ago, looked both backward and forward. He celebrated American food as it originally was before the era of fast-food and agribusiness, and he sowed the seeds for a revival in fresh food, small farming and authentic cooking that has flowered today. In later life, Beard passed the torch to his good friend Julia Child and a new generation of transformational chefs and 21st century food philosophers such as Alice Waters.

To learn more about that link and to limn Beard's legacy, I phoned Waters, the renowned chef, author and founder of Berkeley restaurant Chez Panisse. Waters knew Beard, whom she honors as "very giving, a big influence on a lot of us." As she talks about Beard, the affection is evident in her voice. "We met through mutual friends. We shared many meals together. He just sort of charmed everybody."

Waters remembers Beard as a walking encyclopedia of art, culture and, of course, food. For example, "He was very interested in caviar. So, he went to Iran

Hard Water chef Charles Phan's Waldorf salad is a modern rendition of a classic American dish that James Beard helped popularize.

Chef Tylun Pang (left) puts the finishing touch on Kō's tangled tiger prawn pupu at Maui's Fairmont Kea Lani.



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JAMES BEARD, OREGONIAN

James Beard came to fame as a New Yorker, but he was born and raised in Portland.

Young James went food shopping with his mother at a long-gone Portland public market, and credited her and the Chinese cooks in their family-run hotel with shaping his love of food. Beard grew up enjoying wild salmon and foraging for fiddleheads. As an adult, he ran a branch of his cooking school in Seaside. After his passing, his ashes were scattered in Gearhart, where he spent summers as a child.

Beard's legacy is very much alive in his hometown, where seven Portland chefs were nominated for Best Chef Northwest in the 2015 James Beard Awards. In 2014, Portland chef Naomi Pomeroy, of Beast Restaurant, won the honor.

These days, a new public market is on the drawing board in Portland: the James Beard Public Market.
—David Armstrong



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James Beard Award chef Naomi Pomeroy.

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[where much caviar is harvested]. He could talk for an hour and tell you everything about caviar.”

More than specific foods, it is Beard's deep understanding of relationships between culture and cuisine that endures in today's American food culture. “Biodiversity is one of the things he was passionate about,” Waters says. “He'd love all the farmers markets popping up, with their local foods. When he got to talking about his home in Oregon, he was exceptionally eloquent. He'd talk about the fruits of the land, the fruits of the sea.”

Indeed, Beard's legacy is vividly alive on his native West Coast. Here, the rich bounty of food and drink mix with environmental awareness and an expansive Western sensibility: open, experimental, approachable, inviting.

“The East Coast is known for being a little preten-

**“YOU CAN TOUCH AND TASTE CULTURE
THROUGH FOOD.”
—CHARLES PHAN**

tious,” says Jamie Callison, executive chef at the School of Hospitality Business Management, Washington State University. “Beard brought that Pacific Northwest sensibility east, and that was why he was accepted, and pretty quickly, in New York.”

The low-key Northwest ethos that Beard embodied is much in evidence today on the Pullman campus, where Callison teaches culinary fundamentals and oversees student-run catering and winery events. WSU operates an organic farm, an orchard and a cattle ranch. “We emphasize sustainability and health,” Callison says. “It's really the future.”

That future departs dramatically from the relatively recent American past. I can see it in my own life.

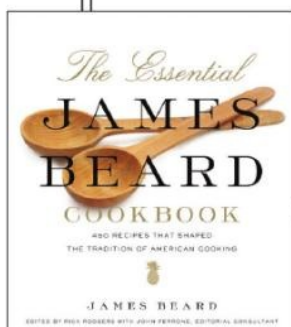
Born just after World War II, I came of age in the 1960s in the industrial Northeast. This was the “baby boom” era of jellied molds with canned fruit, instant coffee, vacuum-packed freeze-dried peas, processed “American” cheese, pallid instant mashed potatoes and white bread that tasted like paper. The NASA astronauts were national heroes, and the Tang powder mix they drank to hydrate themselves while in orbit became a popular substitute for real orange juice back on Earth. Food

BY THE NUMBERS

- James Beard wrote more than **25** cookbooks, starting with *Hors d'Oeuvre and Canapés* in 1940. Several Beard books have been published posthumously—most recently 2012's *The Essential James Beard Cookbook*.

- Estimated sales of Beard's books have surpassed **1 million** copies.

- The future culinary impresario was a big baby, weighing in at **13 pounds**. He grew up to be a big man; Beard stood **6 foot 3** and weighed nearly **300** pounds before slimming down greatly in his later years on a reduced-calorie, low-salt diet.



WSU PHOTO SERVICES

Washington State University chef/teacher Jamie Callison (right) shows students how to carry James Beard's Northwest sensibility into the future.

was fuel. Cooking was all about convenience.

Not so with Beard. What Beard was about “was acknowledging and codifying all the American cuisines,” says Izabela Wojcik, of the nonprofit James Beard Foundation, based in New York City. “He very much admired the regional cuisines, and he appreciated the contributions of immigrants.”

Charles Phan is a prime example of those two elements in Beard's thinking. Born in Vietnam, Phan gained renown with his creative take on modern Vietnamese food when he came to this country. Phan also recently embraced and recast traditional Southern food, like the fare I enjoy at Hard Water. In 2014, Phan's San Francisco restaurant The Slanted Door won a James Beard Award as the nation's best restaurant. The annual awards, run by the James Beard Foundation, are the much-coveted Oscars of American gastronomy.

“You can take back history through food,” Phan tells me when I ask him about Beard. “And you can touch and taste culture through food. You can kind of know what people were thinking. And that's what James Beard was really about.”

Beard lived much of the history he reclaimed in his teaching, writing and cooking. He was born in Portland, Oregon, on May 5, 1903. His mother, Elizabeth, was passionate about food. Elizabeth ran Portland's Gladstone Hotel. From boyhood, James was an omnivore with a voracious appetite. He recalled devouring a whole, raw onion, skin and all, in the hotel's kitchen as a child.

In his 20s, Beard traveled in France, where he enjoyed French cooking, studied acting and took voice lessons. It was the golden age of 1920s Paris. After returning to America, he worked as a touring





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actor but found it a hard road. In 1937, at age 34, Beard moved to New York and started a successful catering business. Food was his profession now and, he realized, his life's work.

In 1946, Beard premiered a cooking show called *I Love to Eat*, telecast from New York by NBC. He was television's first celebrity chef. Blending his actor's training with his trademark bald head, considerable girth and jaunty bow tie, he created a theatrical character called "James Beard." It was an identity—a

**"THE SECRET OF GOOD COOKING IS,
FIRST, HAVING A LOVE OF IT."
—JAMES BEARD**

brand—that he cultivated as he branched out into cookbooks, cooking classes and media appearances.

People who knew Beard invariably remember him as a larger-than-life figure: Genial, expansive, a great storyteller and ebullient host who whipped up sumptuous meals in the kitchen of his four-story Greenwich Village townhouse.

Beard influenced a growing coterie of food professionals, but he cast a wider net with his cookbooks. He wanted to engage and inform home cooks.

"He was someone who really encouraged people to cook," says Wojcik, director of house programming for the James Beard Foundation. For housewives in the '50s and '60s, she explains, "cooking was seen as drudgery, and many wanted to get out of the kitchen as soon as possible. The in thing was frozen, canned and processed foods with long shelf lives. James Beard said, 'Stay in the kitchen, but cook together as a family, and cook more healthfully.' He didn't see it as any one person's household responsibility."

"The secret of good cooking is, first, having a love of it," Beard said. "If you're convinced that cooking is drudgery,



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you're never going to be good at it." Moreover, he insisted, "There is absolutely no substitute for the best. Good food cannot be made of inferior ingredients masked with high flavor."

Tylun Pang, executive chef at Kō restaurant at the Fairmont Kea Lani, Maui, found a palpable sense of Beard in his former Greenwich Village home. The James Beard Foundation, which bought the building the year after Beard died in 1985, invited Pang to cook there as a guest chef. "It's a tiny place, a tiny kitchen," he remembers. "You could almost feel the spirit of the man in the place, what he stood for. He was about using what is in your backyard."


Pang does much the same. He adapts family recipes from the Hawaiian Islands and updates the everyday meals of the Chinese, Japanese, Filipino, Portuguese and Korean immigrants who worked on

**"HE MADE IT OK TO ENJOY
AMERICAN FOOD."
—TOM DOUGLAS**

the sugar cane plantations. The Ono Pulehu chicken I had at Kō was aromatic, nourishing and delicious. The dish artfully blends ginger, soy and cane sugar-marinated chicken breast with caramelized, locally grown Maui onions.


It's food with a sense of place. Nothing could be more Beardsian.

Seattle chef and restaurateur Tom Douglas says home cooks and especially chefs owe Beard a great debt. "When I was coming up," says Douglas, who is 56, "if you didn't have a French or German accent, you couldn't get a job in a major hotel restaurant." Douglas, who operates 17 eateries in downtown Seattle and serves as food consultant and menu designer for Alaska Airlines, credits Beard with a signal achievement: "He made it OK to enjoy American food."



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These days, food-minded folks are introduced to Beard largely by the James Beard Foundation. Founded in 1986, it curates Beard's legacy; awards scholarships to culinary professionals; hosts 200 dinners a year (public invited, prepaid reservations required) in the James Beard House; and oversees the James Beard Awards. Since 1990, the awards have recognized the nation's most accomplished chefs, bakers, pastry chefs, sommeliers, food-media stars and others. (Douglas has won three.)

Maria Hines, chef-owner of several well-regarded Seattle restaurants, knows firsthand the difference that winning a James Beard Award can make. Being named best chef in the Northwest in 2009, Hines says, was "a great honor, something I'd always aspired to. It meant a lot to me because it came from my peers in the industry. It definitely helped give me a national profile." Just as prominently, last year Blaine Wetzel at Lummi Island's Willows Inn tied for the honor as Rising Star Chef in 2014—and this year, he won as Best Chef Northwest.

The American food world of 2015 would amaze Beard if he were alive today, says Wojcik. He'd be dazzled by The Food Network, by the sheer volume of food talk on social media, wowed by kitchen technology "and all these small, artisanal producers. I think he would be thrilled, so overjoyed."

As I drive home from my bayside San Francisco meal of new-old American food at Hard Water, I remember I have a backyard cookout planned for tomorrow. In Beard's early years, serious gourmets didn't consider outdoor grilling real cooking. Undaunted and inclusive, Beard wrote *Cook It Outdoors*, the first major American cookbook about open-air grilling, in 1941. Years later, charcoal braziers and propane units sprouted in the nation's backyards. Once again, I realize, James Beard showed the way. ▲

David Armstrong is based in San Francisco.

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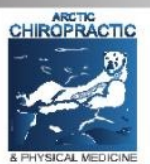
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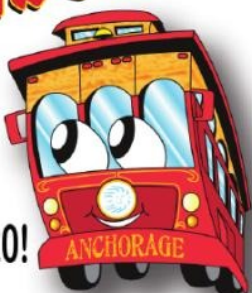


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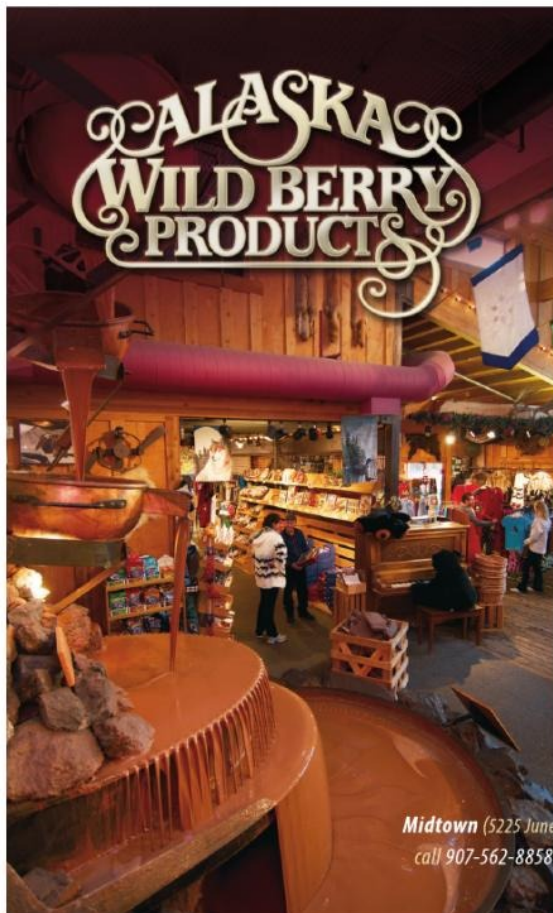


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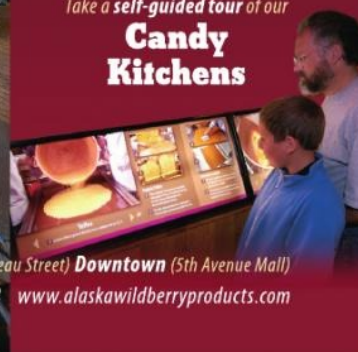
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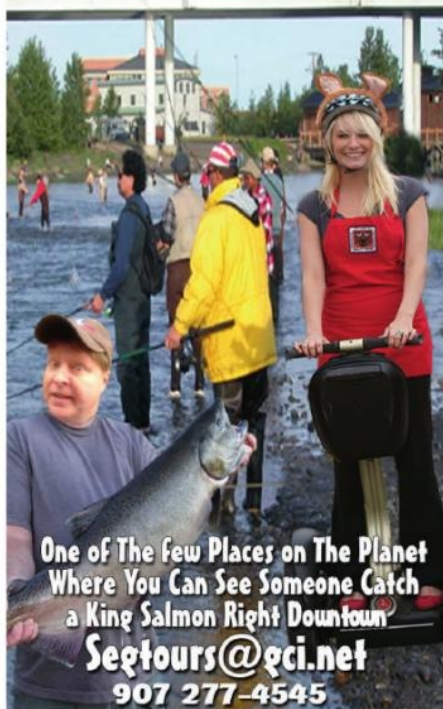
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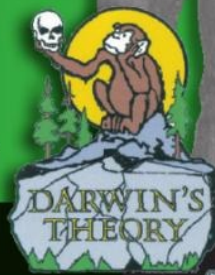
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LESLIE FORSBERG

Swedish Idyll

Swedish folklore blends with modern charms

By Eric Lucas

The lilac is colloquially known as the “queen of shrubs”—a humdrum moniker that fails to do justice to the stately, fragrant and lively ancient lilacs I’m riding past on Sweden’s lovely Baltic Sea island, Gotland. We’re in the serene countryside of Gotland’s far southern tip, using bicycles for a day trip, and the scene at each old farmstead is wondrous. A century or more ago, it seems, most every farmer on the

island lined his lane with lilacs. Today the bushes thrive beyond all expectations.

Still grows the vivacious lilac a generation after the door and lintel and the sill are gone, unfolding its sweet-scented flowers each spring, to be plucked by the musing traveler; planted and tended once by children’s hands, in front-

yard plots—now standing by wall-sides in retired pastures. ...

So wrote Henry David Thoreau in *Walden*, perhaps around the same time these very bushes were set in the ground. Indeed, here on Gotland the lilacs are sometimes the only hint left of a farmstead,

and my companion, Leslie, and I have ridden past dozens of such stands of lilacs.

We’ve also passed innumerable still-sturdy homesteads with ice-cream-colored stucco walls and russet tile roofs. Vast fields of ripening hay are bordered by poppy-clad fencerows and ivory-trunked birches. On twin-track gravel paths hugging the Baltic shore, platoons of wildflowers paint the gently sloping land in whites and yellows.

Gulls wheel and cry above. Wavelets brush the shore. The sunlight is spread wide by light clouds above.

Author Eric Lucas pedals past a Gotland farm, its fencerow lilacs in full bloom.

GOTLAND—its name refers to the original inhabitants, the Gutes, who may have also been the Goths—is a remarkably inviting but little-known corner of Scandinavia. It was better known a millennium ago, when its compact and charming capital, Visby, was one of the centers of the Hanseatic League, a confederation of Baltic-region merchant guilds, and trading vessels sailed from here to Russia, Istanbul and Africa. Vikings roared past these shores; traders and adventurers flocked to Visby; settlers of many types came and went.

Small Swedish cultural-interest signs point into woods and meadows to spotlight ... well, mysteries. The wise visitor will wander off to them and find everything from historic barns to Neolithic ruins.

Today, Gotland is a quiet, pastoral retreat; 700,000 people visit the island each year, most of them European. The majority stick close to Visby. The climate is near-Mediterranean, the lifestyle peaceful and agrarian, the visitor appeal based on the island's present serenity and past heritage.

"I wonder if we'll ever see a car?" I ask Leslie, as we pedal a back road past a pine forest, two hours into our ride. This is not a complaint, nor is it even a real question. We have seen cars. Two.

Reminders of Gotland's deep heritage appear periodically around the island. Standing stones—flat sheaves of slate set upright in the ground for unknown purposes—still rise mysteriously beneath birch trees one-tenth the markers' age. A ship setting—pointed stones arranged in the ground in the outline of a ship hull—marks a long-ago chief-tain's burial site. Churches older than entire civilizations soar atop massive stone buttresses beside patriarch oaks.



Old stone windmills still dot the Gotland countryside. Some have been revived to mill heritage grains, such as spelt, recently rediscovered on the island.

We stop for a picnic lunch in the side yard of one such church, in Vamlingbo, an ancient hamlet whose imposing 13th century church has medieval wall murals that depict the archangel Michael weighing the soul of the Holy Roman Emperor Henry

II. Henry was the only Germanic monarch to be canonized, and in the 13th century, Gotland was, as part of the Hanseatic League, as Germanic as it was Swedish.

Down the road is a gorgeous restored thatch-roof barn that houses a farm museum.

Beneath the rafters are historic implements and tools.

A small cafe serves a Gotland specialty: saffron cake.

The rest of the afternoon takes us around a district of fallow fields, tidy woods and peaceful farmhouses hidden behind ancient hedges. The afternoon's colors are straw gold and pine green, and wisps of birdsong ride the sea breeze. On one

stretch, we pass a low ridge dotted with stone windmills. Roaming the field are Gotland sheep, a unique breed whose ewes have horns, just like rams. The windmills are still and silent, but elsewhere on the island they have been revived to mill Gotland spelt, a species of wheat.

GOTLAND IS A 1,212-SQUARE-MILE package of surprises. Visby is an ancient walled-

WHAT TO EAT

Although it is far from the Mediterranean climes in which saffron is grown, Gotland was on extensive trade routes in ancient times that brought the fragrant spice north. Thus the signature Gotland treat, **saffron cake**, a sort of thick pudding that blends rice, cinnamon, almonds and saffron. Look for it in any coffee shop (the Swedes take coffee seriously!) or on dessert menus. —E.L.





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COLOURIA MEDIA / ALAMY

Above: A herd of Swedish "Gotlandsruss" ponies roam free near Lojsta moor in Gotland.

Below: A standing picture stone is displayed at the Bunge open-air museum in Gotland.

fortress city remarkably similar to those a thousand miles south in the Mediterranean. Roses spill over stone walls, and warm sun burnishes red-tile roofs. Medieval churches ruined by long-ago wars hold small courtyards where visitors savor coffee and pastries. Cobblestone lanes lead past ivory-walled stucco villas to centuries-old watchtowers. A World Heritage Site, Visby has been deemed by UNESCO to be the best-preserved fortified commercial city in Northern Europe.

The whole island has fewer than 60,000 inhabitants: About a third of those live in Visby. Not that the city feels crowded—even on a summer day, with two big ferries at dock, the city's history museum is quiet as we wander the rooms and halls.

Having bought pastries and coffee in a small cafe halfway up the city's hillside, we settle in among the ruins of a church reincarnated as a grassy courtyard. This commerce, small though it is, melds with the ancient Gotlandish mercantile character, revealed in one of European archaeology's biggest surprises in the late 1990s. That's when the Spillings Hoard—the largest silver treasure ever found, with 14,300

coins, 486 bracelets and many other valuables, totaling 148 pounds of silver—was discovered, some 1,200 years after being hidden under the floorboards of an ancient farmhouse.

Peering through the glass encasing the collection at the history museum, we eventually discern a remarkable fact: Virtually all of the coins are Persian or Turkish. No North European country was minting coinage in the late days of the first millennium (the hoard dates to A.D. 870), and traders bought and sold in the common currency of the time, which they brought back from their journeys to the eastern



ARMANDS PHARYOS / ALAMY

WHEN YOU GO

While it's almost exactly in the center of the Baltic between Sweden and Latvia, Gotland is indelibly Swedish—so much so that the movies and TV shows based on the beloved children's books character **Pippi**

Longstocking were filmed here. The house used for Villa Villekulla can still be seen in an island amusement park, Kneippbyn Activity Centre.



Two ferry routes reach Gotland from the mainland, departing Nynashamn, south of Stockholm, or Oskarshamn, near Öland. Crossings take three hours; for more information, visit destinationgotland.se/en, which is also the best source of general travel information about the island.

Multiple daily flights reach Visby from both Stockholm airports, Bromma and Arlanda; fares are generally less than \$100 and flights take about 45 minutes.

Where to stay

The vast majority of Gotland visitors rent small vacation cottages, called *stuga*, with kitchens and small yards; both vrbo.com and airbnb.com list a wide range of choices. In Scandinavia, you're expected to bring your own linens.

In Visby, **Hotell Strandporten** features airy rooms in shades of ivory and blue, and is within just minutes of the city's museums, parks, cathedral and docks; gtsab.se/strandporten.

Outside Visby, the other options are holiday resorts with family cottages and communal dining rooms. **Holmhällar** is one such, at the island's quiet south end, near Vamlingbo. There's a nice beach; holmhallar.se. —E.L.



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Gotland, Sweden

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Elsewhere on the island are wild horses, which here on Gotland are forest creatures. Ponies, really. Sturdy little denizens of a piney woods. We approach the Gotland ponies by treading carefully down sandy tracks through quiet copses where cloud shadows play with tree limbs, and we find the horses by spying their flicking tails. We carefully peer around pine trunks on the theory that the animals might spook.

As I move closer, the half-dozen

**Legend has it that
Gotland was once
an enchanted isle
that rose from the
sea each evening
and sank every
morning.**

Gotland ponies exercise an equine prerogative I have seen before: Even though they're well aware of me, I don't really exist until I reach the point where I wander into their personal space. Then they look up, staring stolidly as if I had just landed in a spaceship.

That night we head out for dinner at a delicatessen at the edge of a tiny farm hamlet. Hablingbo Deli, it turns out, has divine crusty table bread. We also order soup and handmade pizza, a Swedish mainstay that in the Hablingbo version measures up to any we've had anywhere: thick crust, savory fresh toppings of sheep cheese and Baltic anchovies.

While we're waiting, I inquire about the bread. Turns out it includes a heritage spelt grown on the island and "discovered" right nearby.

"Is it as old as the Spillings Hoard?" I ask. The server smiles. "Older. Ancient. Like nowhere else," he says.

MORE ANCIENT HISTORY awaits down the road the next evening. Following a path indicated by yet another cultural-interest

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sign, we encounter an otherworldly sight: a vast dryland barrens. The scene is sheer Tolkien: mist races past, distant dark woods seem to harbor trolls, and the landscape—which might be called a moor elsewhere—is marked only by huge rock barrows. These seven cairns, the largest 25 feet tall and 150 feet across, are among the more than 1,300 such on Gotland.

Most are smaller. They're of uncertain age, but surely thousands of years old, and may have served as watchpoints, or burial mounds, or beacons—no one is sure. A ceremonial stone, believed by archaeologists to have been used for sacrifices, rests near one of the cairns. While we're inspecting that stone, a cool mist rises behind us and dampens our shoulders.

Legend has it that Gotland was once an enchanted isle that rose from the sea each evening and sank every morning, so perhaps the barrows held fire beacons to lure in wayward sailors. Geologically speaking, the island has been above and beneath the Baltic surface many times, and human beings have been here 7,000 years.

Maybe those earlier civilizations built the cairns, but the locals heartily embrace their mythology: Perhaps it was a race of Nordic giants that built the cairns.

As we head back to our cottage, the mist lifts and the evening light angles through a small stand of birches. We fall asleep long before the summer sun falls into the sea, and wake the next morning to the same light and the quiet chuffing of nearby horses. ▲

Eric Lucas is contributing editor at Alaska Beyond.

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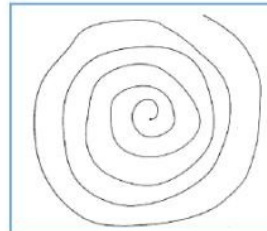
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Innovative Courses

By Lora Shinn

As a freshman, I enrolled in a course called Virtual College at The Evergreen State College. This was 1995, when computers took a couple minutes to connect to a website—if we were lucky. ■ Friends needled me over the name, saying things like, “Do you just pretend to attend class? Do you attend lectures on a computer?” It sounded too fanciful to be taken seriously. In our seminars, we discussed virtual

reality, hyperlinks and artificial intelligence—along with ridiculous ideas, like the American population shopping online.

How times have changed.

Today, novel courses pulse through the halls of academia, unusual classes designed to whet the appetites of both incoming freshmen and jaded seniors. Whole degrees are offered in what might at first glance seem to offer a narrow career track, or a professional gamble: a major in fermentation, for example.

At Oregon State University, Far Side Entomology teaches about bugs, using the works of cartoonist Gary Larson; Duke University offers Soccer Politics. The Soul of Harry Potter at Augustana College considers J.K. Rowling’s work; Philosophy and Star Trek at Georgetown University won-

ders whether Data is a person.

“Just because something is about popular culture doesn’t mean you dumb it down or that it’s frivolous,” says Rob Weiner, who teaches a James Bond–focused class called Icons of Popular Culture, an upper-level honors seminar at Texas Tech University. “I use popular culture to teach critical thinking about the world we live in, what it means to be citizens of the world.”

Any subject matter can be used to encourage critical thinking, if done well, Weiner notes. “I had one student a few years ago tell me how much they learned about critical thinking from my Zombie Culture class that could be applied to real world situations in terms of being able to problem-solve,” he says.

Just warming a seat won’t earn a pass in

Weiner’s class. Students write papers and presentations, analyze films. They read novels and a selection of scholarly articles.

In some cases, course titles might sound fanciful—perhaps to attract student enrollment—but the underlying concepts are fairly straightforward. At Arizona State University, *Laughing to Music* is an intro to music and comedy from comic operas to musicals; and *Signs of Aliens* is a deep exploration around what “aliens” represent in literature, movies and even bumper stickers, perhaps telling us more about our own culture than about life on Mars.

Critical thinking ability is an integral characteristic for a well-rounded employee, says Stephanie Welder, a Philadelphia consultant with Access College and Career Consultants. “These classes tend to be more activity- or discussion-based, and students really have to think about material and what it means,” she says. “It’s an opportunity for intellectual growth.”

And corporate managers want smart, rational job applicants who can box outside the think, as it were. Business majors might well try on a few of these nonconforming sessions to become the workers employers are seeking: individuals who stretch themselves, are creative problem solvers and “can look at the big picture and pick out salient details. That takes critical thinking,” Welder says.

In marketing, for example, the narrative sells the product, service or person. Someone who took Michele Ramsey’s *The Rhetoric of American Horror Film* at Penn State Berks in Reading, Pennsylvania, would learn how films invite us to side with one character or another, or view someone sympathetically. “As a marketer, you can use that information to frame messages for your audience,” Ramsey says.

Michelle Stansbury studied cyborgs at Duke University, along with *The Search for Utopia*; *Myths & Mysteries of Memory*; and *Communication, Improv, and Business*. Now she runs her own PR firm, but looks back fondly on her eclectic transcript.



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EDUCATION

"The cyborg class was about how technology is changing who we are as individuals, and as a community," Stansbury recalls. In session, students talked about wearable tech and the Internet in our homes. Today, one look at your Fitbit or Nest thermostat tells you that's no longer sci-fi.

Other classes have slightly tamer names, but present material in provocative new ways. In *Life in the Age of Dinosaurs*, at the University of Alaska Fairbanks, professors use chickens—descendants of dinosaurs—to help students learn how prehistoric dino tracks transformed into fossils.

Some classes at UAF go beyond the traditional four walls, as well. The Hawai'i Field Course includes a week-long trip to learn from the active Kilauea and Mauna Loa volcanoes about plate tectonics, erosion, and development of the ocean basins. These kinds of experiential classes stick with students.

"For about a month after our class trip to Hawai'i, students were still asking questions, wanting to learn how to cut and polish the rocks they collected and look at them under microscopes," says geophysics professor Jeffrey Freymueller.

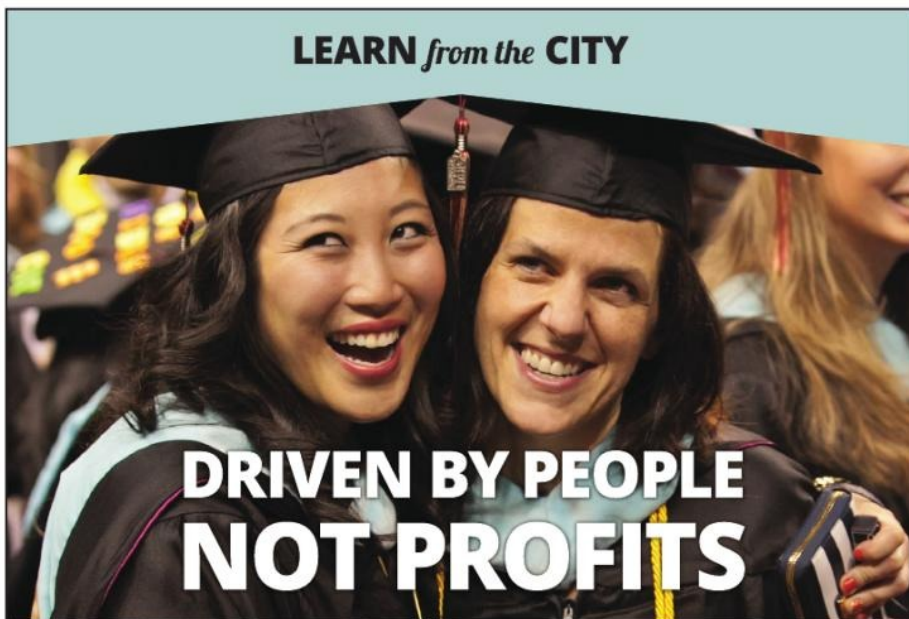
Courses like these can encourage interest in a previously overlooked topic, says consultant Welder. Perhaps a student thinks she hates history—until she watches great flicks for *Civil War in Film*.

Often, unusual classes allow professors to explore a new focus, or share their particular passions with the greater campus in short sessions. At the University of Washington, one-credit seminar courses include *Diversity in Comics: Superheroines*, which considers the transformation of Captain Marvel.

Some courses are novel but perfectly appropriate to the university's locale, such as *Culture and History of Surfing* at San Diego State University.

Some lucky students snap up courses only available for a limited or one-shot time. Massachusetts Institute of Technol-

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Co-teacher Margaret Mellinger helps engage Oregon State University freshmen in the Finding Bigfoot class.

ogy has offered Kitchen Chemistry; American Pro Wrestling; American Soap Operas; and Lego Robotics in past years. MIT's noncredit Street-Fighting Math—focused on educated guessing and opportunistic problem solving—was offered online at EdX, and is still available free in archived form.

Unusual courses aren't always taught by professors. In the University of California, Berkeley's DeCal Program, students lead more than 150 pass-fail classes for credit (between 0.5 and 2 units), sponsored by faculty. Upcoming sessions include Magic: The Art and Theory of Deception; Game of Thrones: Alliances, Power and Strategy; and House of Cards: Government, Media, and Politics.

Other college subjects explore the touchy topics some might not want to deal with head-on—yet are integral aspects of many modern careers.

The University of Washington's Swearing and Taboo Language covers how the brain processes profanity, cross-cultural differences in taboo language, and censorship and obscenity laws.

Those who admire a Cirque du Soleil show might enroll at University of Nevada Las Vegas, which combines



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Puzzle on page 166.

9	8	3	4	2	1	7	5	6
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EDUCATION

straightforward engineering with technical theater. Internships often take place along the Las Vegas Strip, and the degree leads to careers in theme parks, cruise ships and Broadway touring productions.

"They start in Vegas, spread their wings and off they go," says Joe Aldridge, who directs the UNLV B.S. in Entertainment Engineering and Design. Literally, the students take flight at times. At one commencement, a graduate was hoisted by cable and flew in for the diplomas.

Other unusual majors include citrus at Florida State University and fermentation science at Oregon State University.

Novel first-year seminars and courses "help students transition from high school to college work in a smaller class setting, where writing, reading and critical thinking are developed," says educational consultant Kiersten Murphy.

For example, at Oregon State University, this year's U-Engage specialized 2-credit elective frosh classes include Finding Bigfoot, a 50-minute, twice-weekly course on the mythical beast. Topics include what the legendary creatures represent in Pacific Northwest culture, and how various disciplines approach Bigfoot existence. Storytelling, pop culture, anthropology, journalism and science all come into play.

Some may deride such unusual college pursuits with a joke about "Underwater Basket Weaving," the archetypal urban legend of a frivolous class.

But it turns out that Underwater Basket Weaving was a real course, at a real college. The noncredit class was student-taught through the Paideia program at Reed College in Portland, a weeklong learning-teaching session where any Reed faculty, staff or alumni can teach on any topic. In this case, some materials need to be kept wet to be workable, ergo kept underwater (no snorkel required). So, not frivolous in the least—it's learning for the sake of knowledge. ▲

Lora Shinn is based in Los Angeles.

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Volvo V60 Cross Country.



Nordic Versatility

By Bengt Halvorson

If you ever get the chance to spend time driving some of Sweden's highways and backroads, especially north, toward the Arctic Circle, you'll find that Volvo's vehicles have perfect synergy with the landscape, culture and climate of the automaker's homeland. ■ There, the winter is long, dark and frozen, and it's quite likely you'll need to travel on a gravel road for some distance to get to nearly any destination that's

not within big-city reaches. It's not likely you'll need true off-road capability, yet just over three-quarters of roadways in Sweden—in total distance—are unpaved.

Volvo's Cross Country (XC) wagons have always been right in line with those expectations: keeping a form that's more carlike than many of their peers yet loading on the all-weather gear, and an extra dash of ruggedness, where it matters.

Actually, they're also perfect for the needs of most American families, and in the case of the new Volvo V60 Cross Country, it didn't take a trip to Sweden to see that. Over a week of varied driving on highways and backroads around Portland, Oregon, I found the Swedish-built V60 Cross Country to offer a smorgasbord of traits and technologies for all-weather use

and active lifestyles.

The V60 Cross Country's form is a racy one, considering all the practicality built in. It's the same body that made its debut here recently as the V60 Sport Wagon—essentially a station-wagon version of the not-quite-midsize S60 Sport Sedan. Yet with an additional 2.6 inches of ground clearance versus the standard S60 and V60, complemented by just the right upgrades, some protective body cladding and other rugged cues, the Cross Country "gears up" without going overboard.

Visually, the Cross Country makes strong first impressions with its higher stance and sport-wagon shape. It's a curvaceous yet brawny look that stands in contrast to boxy SUV designs. Eye-catching details include a unique honeycomb

grille, fender extensions, black fender enclosures, and glossy black window trim and mirror covers. The Cross Country also rides on exclusive 18-inch alloy wheels.

The Cross Country puts all the traction that it can to the pavement, snow or gravel with the help of a Haldex all-wheel-drive system that quickly reduces power to wheels where the V60 loses traction and reroutes power to the wheels with the best grip. The latest system doesn't require wheel slip to reapportion the flow of power, so there's a lot of finesse here, not just for gravel and snow, but for improved stability and handling on wet roads, as well. To help the latter, a torque-vectoring function of the traction control puts more power to the outer wheels in hard cornering, for improved stability.

Underneath, the Cross Country rides on a bolstered, retuned suspension that allows a little more wheel movement for rugged situations but enough for good on-pavement control. Volvo has also added a few technologies that may help when the going gets tough, including hill-descent control and an off-pavement mode for the traction- and stability-control systems.

The Cross Country handles precisely, tracks well on the highway, and feels like it's a single, solid piece—although some shoppers may find the ride quality a little too firm. It has some especially well-tuned underpinnings, and it feels at home on high-speed curves. In low-speed turns it can feel a bit heavy, and I suspect the higher-profile tires don't help, either.

ALTHOUGH VOLVO offers a new generation of efficiency-oriented Drive-E four-cylinder engines on some of its models, the Cross Country has under its hood the brand's tried-and-true turbocharged five-cylinder engine. In the V60 Cross Country, the 2.5-liter five makes 250 horsepower and, perhaps more importantly, 266 pound-feet of torque at just 1,800 rpm. That, with the six-speed automatic transmission, amounts to a great combination of perky perfor-



VOLVO V60 CROSS COUNTRY

Model type: 5-door crossover

Base Price: \$41,000

Power: 2.5L, 250 hp

Technology: Blind Spot Information system; Forward Collision Warning; Park Assist Pilot; Lane Keeping Aid; Adaptive Cruise Control; and Sensus Connect system with Stitcher, Pandora and TuneIn audio streaming and navigation.

mance and the sort of strong responsiveness at low revs that used to be the hallmark of a larger-displacement engine.

The V60 Cross Country is about 183 inches long; that's comparable in size to the Audi Allroad but significantly shorter (and smaller) than the Subaru Outback. Just as with the Allroad, the place where you notice that reduced length is in the back seat, where legroom can be rather tight.

If you value versatility over legroom for taller passengers, the V60 Cross Country has it in abundance. The rear headrests and seatbacks release and lower smoothly, in one motion, yielding a flat cargo space. Seatbacks are split 40/20/40, which allows you to balance cargo and passengers.

The V60 Cross Country also has some of the best front seats to be found in a luxury vehicle this size. The leather is sup-

ple and pliable, with excellent side bolsters.

The Cross Country is aesthetically right on the mark, too, both for what Volvo traditionalists might expect and for attracting others who've grown tired of rival brands. Volvo interiors for many years have managed to feel lighter and more balanced, with contrasting trims, wood and graphite inlays, and a dash design that's positioned low relative to the driver—all lending an airy feel inside.

VOLVO HAS ALWAYS BEEN a safety leader, and there is no shortage of active-safety features and options. One package wraps the Blind Spot Information system together with Cross Traffic Alert—which will help you back out onto a busy street—plus Park Assist and a Lane Keeping Aid.

One technology package adds pedestrian and cyclist detection with full auto brake, Adaptive Cruise Control, an Active

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High Beam control system, and other active-safety systems. There's even a road sign information system that takes speed-limit information from the navigation system and updates it with actual road-sign information.

The Cross Country has Volvo's Sensus Connect system, which now has built-in functionality with Stitcher, Pandora and TuneIn audio-streaming apps, plus Yelp and other apps for weather and local-info search functionality. While it doesn't include the infrared-based touch controls and new vertically oriented, tabletlike layout that's being fitted to the new XC90 and other future Volvos, it does have a relatively simple menu system, and the navigation portion has been updated for better 3-D graphics, improved voice controls and new eco-routing options.

Volvo also has one of the best integrated smartphone apps for accessing your car

remotely. Called Volvo On Call (and offered in iPhone and Android versions), it lets owners remotely check vehicle status (including how much fuel is in the tank, and the odometer reading), lock or unlock the vehicle remotely, or remote-start the car to preheat or precool the cabin.

And let's not forget about all those features that makes the V60 Cross Country a Volvo—a comfortable four-season car.

THE MODEL I DROVE added up to \$49,350, as its options included the \$3,650 Platinum package (Harman Kardon sound, active dual xenon headlamps with washers, accent lighting, keyless drive, a garage-door opener and many other accessories).

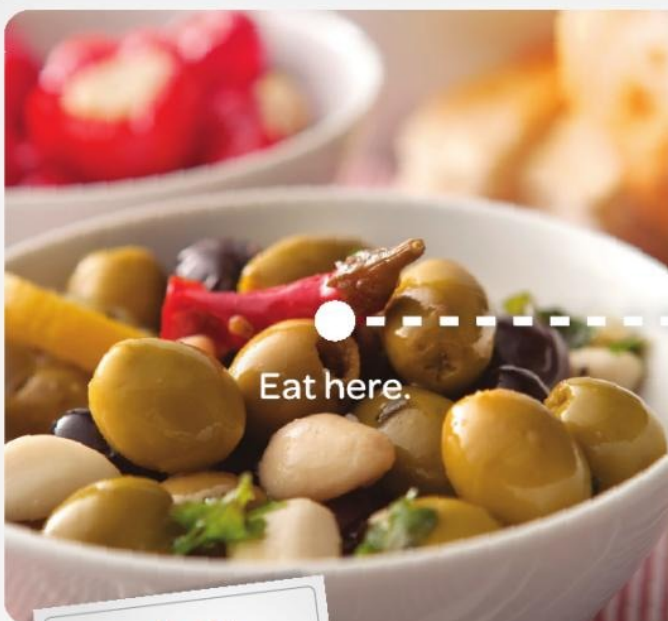
There's one more interesting footnote: For the 2016 model year, Volvo is also offering a sedan version, dubbed the S60 Cross Country. Although it's not the first time an automaker has offered a rugged sedan such

as this—the Subaru Outback SUS (sport-utility sedan) and the AMC Eagle sedan come to mind—it's new territory for Volvo, yet entirely appropriate.

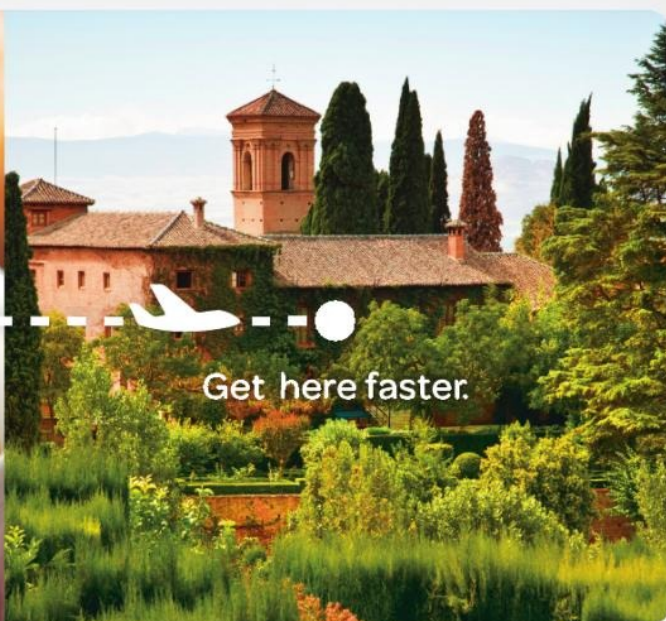
WHILE THE PRICES of these models are hefty, it's difficult to see the V60 Cross Country being anything but a resounding success. It's a luxurious alternative to mass-market crossover wagons, and to other all-weather workhorses. Yet it stays close enough to the rugged-wagon formula that built Volvo's reputation a generation ago, with models such as the venerable 240/245.

Over recent generations, Volvo's sturdy wagons earned a strong following among American families. Fortunately, Volvo has continued its tradition of excellence in its new V60 Cross Country. ▲

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



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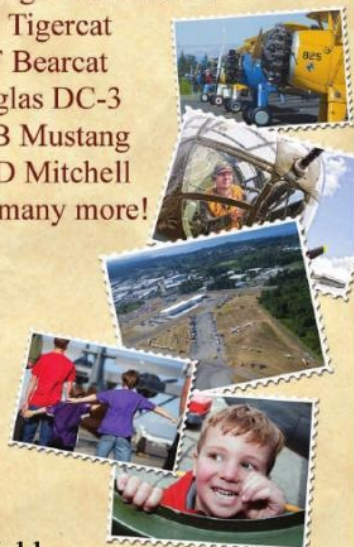
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Puzzle on page 164.

BOONE	SALK	AMINO	ALEE
OLDEN	ALIE	SITAR	POMP
BLOOD	ALLEY	STAGE	COACH
BIRN	ROOD	GIRLS	OSTEO
YES	GLOW	ERSE	TITHED
	GLEN	ERAT	SMALL
CAREEN	SLOT	SOON	ERAL
ADELA	THESE	CHASE	ETE
RAP	MARIA	NOON	TACOS
TREK	TIS	ARGO	EUROPE
	ALLEGHENY	UPRISING	
LATEEN	AGES	EON	ENOL
ARIES	BURL	MANES	IDA
RAN	THESPOILERS	LAZED	
ALGA	UTES	CONS	CARESS
	GONER	GIBS	MOSS
ANOINT	CREE	MACH	MAB
LOTTE	ASHER	ZENO	PACE
INHARM	SWAY	FORTA	PACHE
KEET	ETAPE	OLEA	AGLET
ETRE	WANED	PASS	LEEDS

Puzzle © 2015 Penny Press, Inc.



Alaska and Hainan Airlines Partner to Take you Farther

Alaska Airlines is proud to announce a new partnership with China-based Hainan Airlines.

Together, we'll provide expanded access to dozens of destinations within China—all with the exceptional service and amenities you'd expect from a five-star airline. If you're a member of our top-ranked loyalty program, Mileage Plan, you'll now earn miles on Hainan flights—and for a limited time, earn double miles*. Join us, along with our new partner Hainan Airlines, as we make your international travel experience exceptional.

*Registration for this promotion is required. Sign up at www.alaskaair.com/DoubleMiles.

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Discover what Alaska Airlines can offer you

MILEAGE PLAN Easy sign-up at alaskaair.com/mileageplan.

WHERE YOUR MILES CAN TAKE YOU



Starting at 7,500 miles (one way) anywhere within one state, including Alaska, California, Oregon and Washington.



Starting at 12,500 miles (one way) or 25,000 (round trip) Fly anywhere Alaska Airlines flies in continental U.S. and Canada.



Starting at 17,500 miles (one way) or 35,000 miles (round trip) to Mexico.



Starting at 20,000 miles (one way) or 40,000 miles (round trip) to Hawai'i.



Money and Miles Awards
Reduce the price of your ticket by up to 50% while still earning Mileage Plan™ miles.



Partner Airlines
Redeem your hard-earned miles with any of our 14 airline partners and travel to over 700 destinations worldwide.

HOW TO GET THERE



Earn flight miles on Alaska Airlines and all our airline partners.



Purchase onboard products, vacation packages or tickets for travel on Alaska Airlines, or send shipments with Alaska Air Cargo, using the Alaska Airlines Visa Signature® card, Alaska Airlines Platinum MasterCard® and Alaska Airlines Visa® Business card.



Purchase an Alaska Airlines Vacation package at alaskaair.com. Receive an automatic 1,500 Bonus Miles, your actual miles flown and triple miles on every dollar spent with an Alaska Airlines Visa card. Choose from more than 75 destinations and 5,000 hotels.



Sign up for the Alaska Airlines Visa Signature® card. Earn 25,000 miles when you are approved for the card. Plus earn triple miles on Alaska Airlines purchases and one mile per dollar spent on everyday purchases made with the card. Also, receive a Coach Companion Fare every year.*



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



ALASKA AIRLINES VISA CARD

*Yearly Coach Companion Fare from \$121 (\$99, plus taxes and fees from \$22). For every dollar you spend with your card, you'll earn one Bonus Mile. Ask a flight attendant or visit alaskaair.com for details.

AIRLINE PARTNERS—TRAVEL THE WORLD ON YOUR WAY TO ELITE STATUS

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

American Airlines

DELTA

FIJI AIRWAYS

Emirates

BRITISH AIRWAYS

QANTAS

CATHAY PACIFIC

AEROMEXICO

AIRFRANCE

KOREAN AIR

KLM

LAN

HAINAN AIRLINES

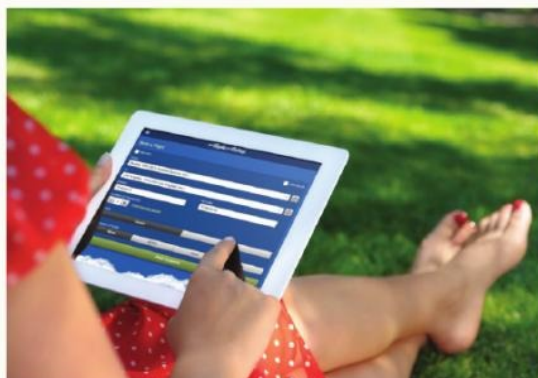
Ravn ALASKA

PenAir

*Not applicable for international Elite Qualifying Miles.

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- Purchase, change or cancel and redeem miles
- Check in and print boarding passes
- View Mileage Plan activity and access My Account

Access to alaskaair.com is free on flights with Inflight Internet.

THE APP KEEPS YOU MOBILE ON ANY DEVICE

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

- Find and book flights
- Check in from your phone
- No more paper—use your mobile boarding pass
- Access Mileage Plan™ information
- View and change seats



FLIGHT STATUS ON THE GO

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

Message and data rates may apply.

MOBILE DEALS

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

Message and data rates may apply. Maximum of four messages per month. Text HELP to 44227 for help. Text STOP to 44227 to opt out. Terms and Conditions at <http://bit.ly/1hUeTdd>.

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MVP, GOLD AND 75K STATUS

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

Gold and 75K benefits include:

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

Elite status level miles/year:

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



BOARD ROOM

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

ONBOARD AMENITIES



Premium Wine \$7 USD

Canoe Ridge Exploration
Red Blend
Canoe Ridge Exploration
Sauvignon Blanc



Liquor \$7 USD

Sun Liquor Vodka
Sun Liquor Gin
Sun Liquor Rum
Crater Lake Hazelnut Espresso Vodka
Sauza Tequila
Dewar's White Label Scotch
Jack Daniel's Black Label
Crown Royal
Courvoisier Cognac
Baileys Irish Cream

Beer \$6 USD

Miller Lite
Budweiser



Complimentary

Coca-Cola, Coke Zero, Diet Coke,
Sprite, Sprite Zero
Seagram's Ginger Ale, Seltzer &
Tonic
Bottled Water
Juices: Orange, Tomato, Cranberry,
Apple and our special blend of
Passion, Orange and Guava (on
flights to Hawai'i)
Bloody Mary Mix
Tazo® Awake® black tea
Tazo® Sweet Orange Hot Herbal
Tea (caffeine-free)
Proudly serving Starbucks®
Pike Place® Roast

Premium Beer \$7 USD

Alaskan Summer Ale
Alaskan Freeride Pale Ale
Corona (to/from Mexico)
Kona Longboard Island
Lager (to/from Hawai'i)

Meals & Snacks

AUGUST 2015



Tom Douglas' Smoky BBQ Chicken Sandwich

As we say goodbye to summer, we hope you'll enjoy one last taste of the season with the Tom Douglas Smoky BBQ Chicken Sandwich. We know you'll savor every bite of this entree created especially for Alaska Airlines customers by iconic Seattle chef Tom Douglas—champion of seasonal food, locally-sourced ingredients and serious flavor. So roll up your sleeves and assemble your sandwich just the way you like it... tangy coleslaw on the side, in the sandwich, or maybe both!

Alaska **Beyond**
DELICIOUS

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

FIRST CLASS

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

WINES OF THE MONTH

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



Chateau Ste. Michelle Indian Wells Chardonnay Washington

An appealing tropical-fruit character; ripe pineapple and butter-scotch flavors.



Chateau Ste. Michelle Indian Wells Cabernet Sauvignon Washington

A ripe, jammy style with dark fruit aromas and flavors; Syrah adds an enhanced richness.

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

INFLIGHT INTERNET

Gogo® Inflight Internet is available on nearly all our 737s, including all aircraft flying transcontinental routes.

- Surf the Web
- Check email and access social media sites
- Enjoy free access to alaskaair.com

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

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

ALASKA BEYOND™ ENTERTAINMENT

Calling all sci-fi geeks, indie buffs and rom-com fans. Now virtually every flight offers Alaska Beyond™ Entertainment, which allows you to watch more than 70 premium movies, 80+ TV shows and nearly 100 free video shorts on your own device. Movie and TV prices start at \$1.99.

MORE THAN 70 TOP MOVIES, INCLUDING:



A Little Chaos
R; 1:57



5 Flights Up
PG-13; 1:32

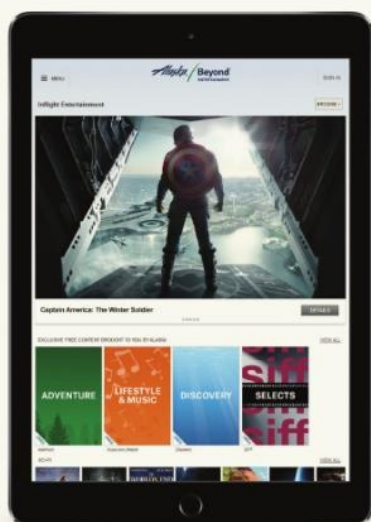


The Longest Ride
PG-13; 2:19



Home
PG; 1:36

NEARLY 100 FREE VIDEOS FROM:



HERE'S HOW IT WORKS:

Once your aircraft reaches 10,000 feet:

- 1) **Connect** to the "gogoinflight" network and launch your web browser
(Internet purchase not required.)
- 2) **Visit** airborne.gogoinflight.com and click on **WATCH NOW**.
(Depending on device, you may need to scroll to find the Entertainment section.)
- 3) **Select** a video and enjoy!

FIRST-TIME USERS:

- 1) **When you select** a movie or TV show, you will be prompted to download the free Gogo Video Player.
- 2) **After download completes**, go back to your browser and enjoy!

➤ **Hawai'i Customers:**

Apple device users traveling to/from Hawai'i should use home, office or airport Wi-Fi, or your device's cellular connection, to visit loadplayer.com and download the free Gogo Video Player.

RENT A TABLET FOR EVEN MORE ENTERTAINMENT



On longer flights, you can rent an Inflight Entertainment Tablet that includes more than 30 hit movies and 20 TV shows—including new movies you can't get anywhere else. They also offer music, Xbox games, and digital magazines such as *National Geographic*, *Us Weekly*, *Rolling Stone* and more. Tablets are free in First Class, and available to rent for \$8–\$10, depending on flight length.

TOP MOVIES AVAILABLE ON THE TABLET:



Furious 7
PG-13; 2:17*



The Water Diviner
R (edited); 1:51



Hot Pursuit
PG-13; 1:27*



Tomorrowland
PG; 2:10*



Far From the Madding Crowd
PG-13; 1:59*

*also available with English subtitles

WHERE WE FLY

Alaska Airlines is proud to serve more than 100 destinations throughout the United States, Canada, Mexico and Central America. On routes that require a connection to one of our partners, we strive to make your journey as easy as possible by taking care of your bag transfer and providing assistance at any stage of your journey.

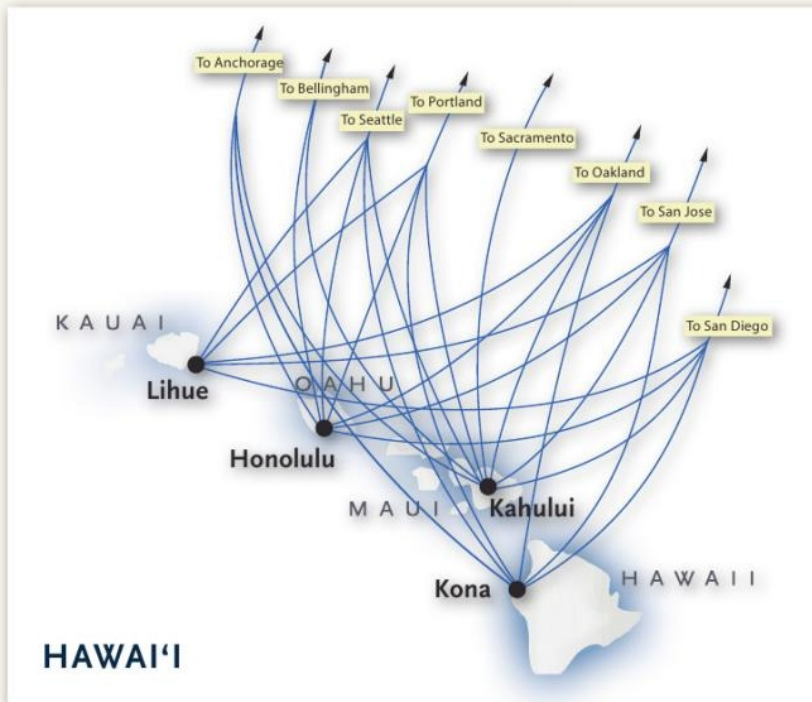
U.S. MILEAGE

Between	Mileage
Seattle &	
Boston	2,496
Denver	1,024
Fort Lauderdale	2,697
Honolulu	2,677
Los Angeles (LAX)	954
New York City/Newark	2,401
Orlando	2,553
Phoenix	1,106
San Francisco	678
Washington, D.C.	2,306
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	550

LEGEND

-  Alaska
-  American Airlines
-  DELTA

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.
Some routes shown operate seasonally.





UPCOMING NEW SERVICE

Route	Service Begins
Boise–Spokane	Aug. 24, 2015
LAX–Baltimore	Sep. 9, 2015
Seattle–New York/JFK	Sept. 16, 2015
Seattle–Nashville	Sept. 23, 2015
Seattle–Raleigh/Durham	Oct. 1, 2015
Orange County–Los Cabos	Oct. 8, 2015
Orange County–Puerto Vallarta	Oct. 9, 2015
LAX–San Jose, Costa Rica	Oct. 31, 2015
LAX–Liberia, Costa Rica	Nov. 1, 2015
Boise–Reno	Nov. 5, 2015
Eugene–San Jose	Nov. 5, 2015
LAX–Monterey, CA	Nov. 5, 2015
Portland–Austin	Nov. 5, 2015
LAX–Gunnison, CO	Nov. 16, 2015

ALASKA



ALASKA MILEAGE

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

Between	Mileage
Fairbanks &	
Barrow	503
Seattle	1533
Chicago	2785
Between	Mileage
Juneau &	
Sitka	95
Petersburg	123
Yakutat	199
Ketchikan	235
Seattle	909
Between	Mileage
Ketchikan &	
Wrangell	83
Sitka	185
Juneau	235
Seattle	679

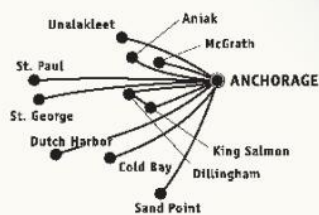
Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

Some routes shown operate seasonally.

† Dutch Harbor–Anchorage service operated by PenAir.

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.



ALASKA'S FLEET

Alaska maintains a fleet of more than 130 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, with sculpted overhead bins and lighting designed to provide a more spacious cabin environment.



B737-900/900ER



B737-800



B737-400F



B737-400C



B737-400



B737-700



Bombardier Q400
Operated by Horizon Air



Embraer 175
Operated by SkyWest Airlines



Bombardier CRJ-700
Operated by SkyWest Airlines

OUR BAGGAGE SERVICE GUARANTEE

We're proud to offer a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a \$25 Discount Code for use on a future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

- One voucher per qualified passenger, for one or more checked bags.
- Restrictions apply. See alaskaair.com for full terms and conditions.

HOW ARE WE DOING?

Alaska Airlines has a new, easy way for customers to provide instant feedback on their travel experiences. At any point in your journey, visit alaskalistens.com from any device to take a fast, two-minute



survey—even inflight, where access to alaskalistens.com is free if your flight offers Inflight Wi-Fi. Your feedback will enable Alaska to provide feedback directly to employees you interact with. Give it a try at alaskalistens.com.

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente
- Quioscos de registro del aeropuerto
- alaskaair.com/español
- El editorial mensual del director ejecutivo que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda. "A su servicio."

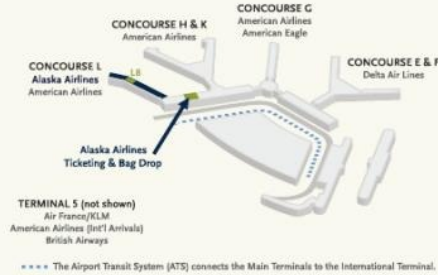
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



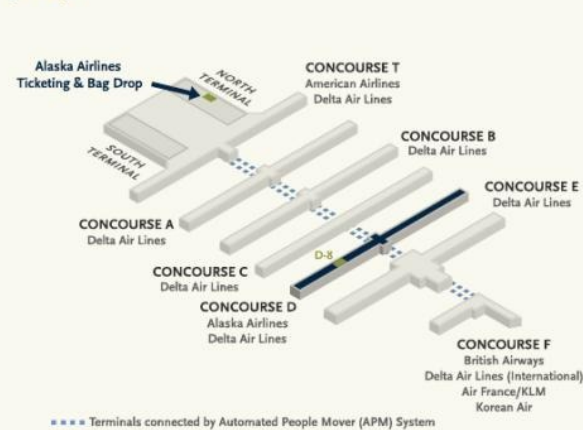
Chicago O'Hare International Airport (ORD)



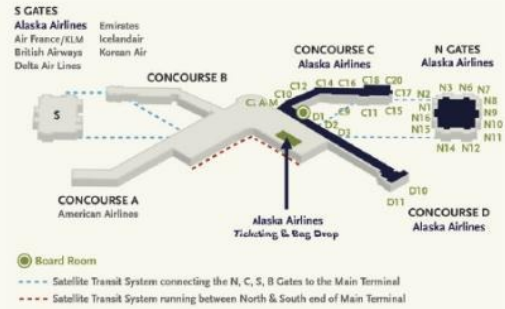
Los Angeles International Airport (LAX)



Atlanta International Airport (ATL)



Seattle/Tacoma International Airport (SEA)



Portland International Airport (PDX)



San Francisco International Airport (SFO)



San Diego International Airport (SAN)



CUSTOMS AND IMMIGRATION

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

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

TO THE UNITED STATES

U.S. CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

- One form per person or one per family (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption)
- Lines 5, 6—If not using a passport, leave these lines blank
- Line 9—Enter "AS" for Alaska Airlines
- Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6—Si no tiene pasaporte, deje esta sección en blanco
- Línea 9—Use "AS" para Alaska Airlines
- Firme en la "X"



TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form?

All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?

Todos los pasajeros.

Datos de ayuda

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



TO CANADA

Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.



FEM FOR MEXICAN NATIONALS

Who must complete this form?

Citizens of Mexico

FEM PARA MEXICANOS

¿Quién debe completar esta forma?

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

Datos de ayuda

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



Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

MEXICO STATE CODES

City / State	State Code
Cancún / Quintana Roo	ROO
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerías and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.
- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking, chewing tobacco and electronic cigarette use are not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations Within the U.S. and Canada:

800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:
800.858.5525

From Mexico:
001.800.252.7522

Alaska Airlines Vacations:
800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight




- › Voice calls of any kind, including VoIP
- › Devices with cell service enabled
- › AM/FM radios or TVs
- › Personal air purifiers
- › Remote-control toys
- › Electronic cigarettes

JUNEAU

GLACIERS • WILDLIFE • WILDERNESS


JUNEAU

Alaska's Stunning Capital City




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Come stay and relax at Juneau Travelodge Hotel!
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- MiCasa Restaurant & Travelodge Lounge
- Complimentary In-Room Safes
- Complimentary Wireless Internet



Juneau is Alaska's capital city, one of the most scenic in the country.

Called the "gateway to the glaciers," Juneau offers access to many spectacular glaciers by air, land and water. Visitors may also enjoy fishing, hiking or a walking tour of Juneau's scenic downtown and waterfront.

JUNEAU'S TOP ATTRACTION

Goldbelt MOUNT ROBERTS TRAMWAY



See It All! Do It All! Above It All!

- Authentic Alaska Native culture
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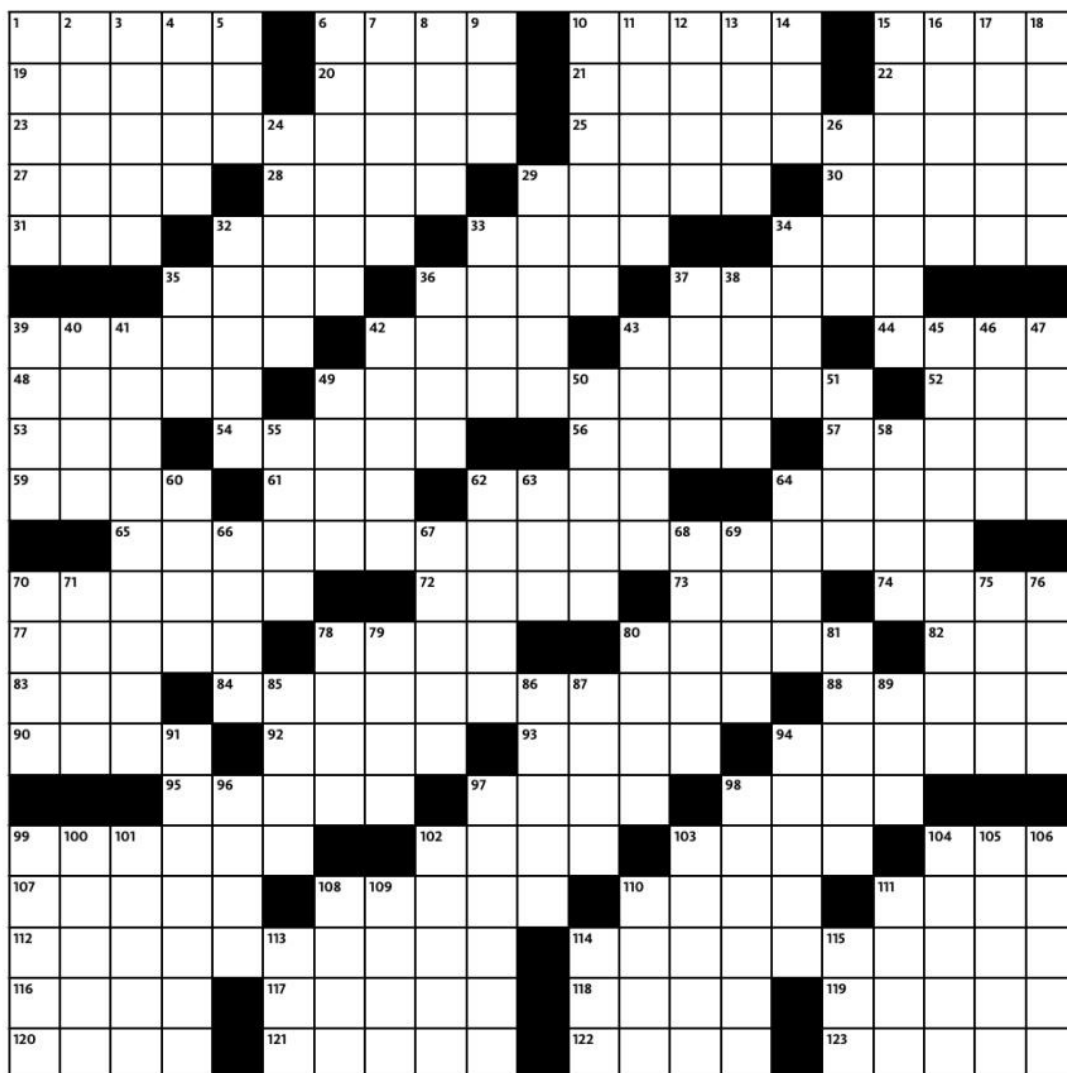
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ACROSS

- 1 Famed frontiersman
 6 Famous bacteriologist
 10 Type of acid
 15 To shelter
 19 Ancient
 20 "I cannot tell ____"
 21 Indian lute
 22 Splendor
 23 Wayne/Bacall film
 25 Wayne/Trevor film
 27 Clarinet mouthpiece
 28 Crucifix
 29 Lasses
 30 Bone; pref.
 31 Affirmative
 32 Shine
 33 Gaelic
 34 Gave a share
 35 Valley
 36 QED word
 37 Trivial
 39 Sway
 42 Opening
 43 Any time now
 44 Of a period
 48 Character in
A Passage to India
 49 Wayne/Turner film
 52 French season
 53 Hit sharply
 54 Natalie Wood role
 56 Showdown time
 57 Mexican food
 59 Schlep
 61 Poetic contraction
 62 Southern constellation
 64 Spain's locale
 65 Wayne/Trevor film
 70 Triangular sail rig
 72 Dark and Golden
 73 Epoch
 74 Hydroxyl compound
 77 Spring sign
 78 Mr. Ives
 80 Mops of hair
 82 Director May Parks
 83 Rushed
 84 Wayne/Dietrich film
 88 Lolled
 90 Swamp plant
 92 Colorado braves
 93 Stings
 94 Loving touch
 95 Hopeless case
 97 Some fasteners
 98 Bog growth
 99 Baptize
 102 Canadian Indian
 103 Jet speed
 104 Fairy queen
 107 Ms. Lenya
 108 Son of Jacob
 110 Greek philosopher
 111 Rate
 112 Wayne/Douglas film
 114 Wayne/Fonda film
 116 Young guinea fowl
 117 Marching troop's camp



- 118 Olive genus
 119 Lace tip
 120 To be, in Toulon
 121 Weakened
 122 Mountain gap
 123 West Yorkshire city

DOWN

- 1 London policeman
 2 Stan's partner
 3 Scents
 4 Bright light
 5 Outcome
 6 Taproom
 7 Fess up
 8 German song
 9 Prime
 10 Facilitate
 11 Bishop's hat, in Westminster
 12 Type type: abbr.
 13 Pesters
 14 Bauxite, e.g.
 15 Paul, for one

- 16 Unwilling
 17 TV host
 18 Hebrew vestment
 24 British novelist
 Michael ____
 26 Entwine
 29 Exasperate
 32 Sparkle
 33 God of love
 34 Sunbathes
 35 Thicken
 36 Ancient Greek city
 37 London section
 38 Lament
 39 Haul
 40 Hebrew month
 41 Recurrent
 42 ____ kebab
 43 Little shovel
 45 Understand
 46 Straddling
 47 ____ majeste
 49 Neat, to a Brit
 50 Cattle breed

- 51 Needle case
 55 Egyptian solar deity
 58 English composer
 60 Swiss painter
 62 English prefix
 63 Certain grain
 64 Laborer
 66 For fear that
 67 O.K. Corral fighters
 68 Raises
 69 Charged particles
 70 Zhivago's love
 71 Inland sea
 75 Lyric poetry
 76 Young boys
 78 ____ noire
 79 Manipulator
 80 For males only
 81 Long cut
 85 Forage for game
 86 More aloof
 87 Earring place
 89 ____ gratia artis
 91 Incite

- 94 Warm drink
 96 Rare bird
 97 Dulled
 98 Spanish wraps
 99 Similar
 100 Music for nine
 101 Else
 102 Scabbard trim
 103 French mothers
 104 Twinned crystal
 105 Longed
 106 Sugar sources
 108 Nick and Nora's pet
 109 Cob or pen
 110 Novelist Emile
 111 Senate employee
 113 Feline sound
 114 Vain guy
 115 Best friend

SOLUTION ON PAGE 150.

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Complete each Sudoku grid by placing a number in each box so that each row, column and small nine-box square contains the numbers one to nine exactly once. **Solutions are on page 143.**

	5		6		3	8		9
7	6		5			3	1	
5	2			4	9		3	
		9		6		2		
	4		7	8			9	5
	3	4			6		7	1
1		8	9		4		6	

2			1		6	4		
	8		5		7		3	
5		3				7		6
3		8		6			1	
	4			8			9	
	9			1		8		3
8		4				9		1
	2		9		8		6	
		7	3		1			2

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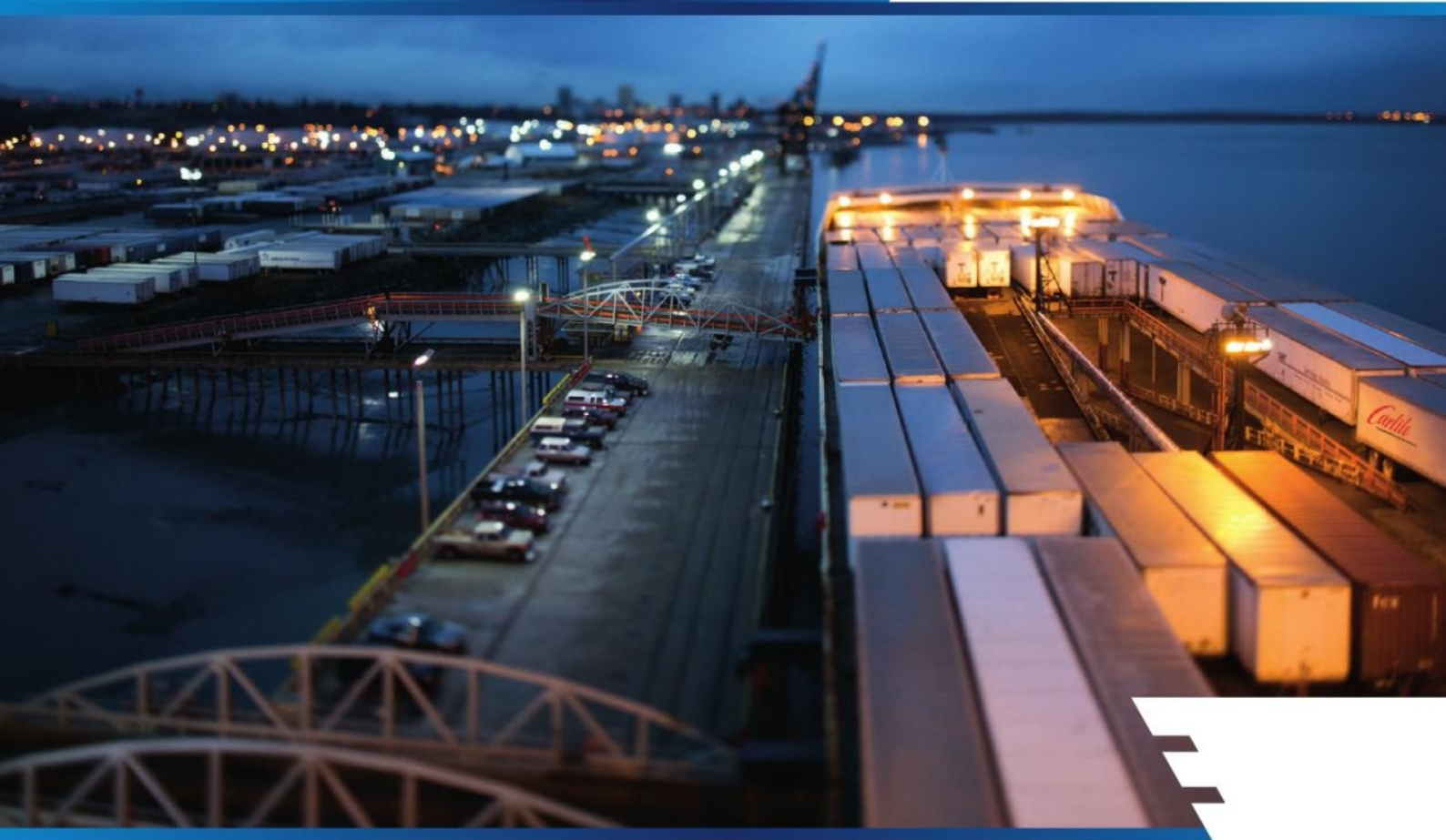


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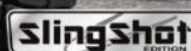
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