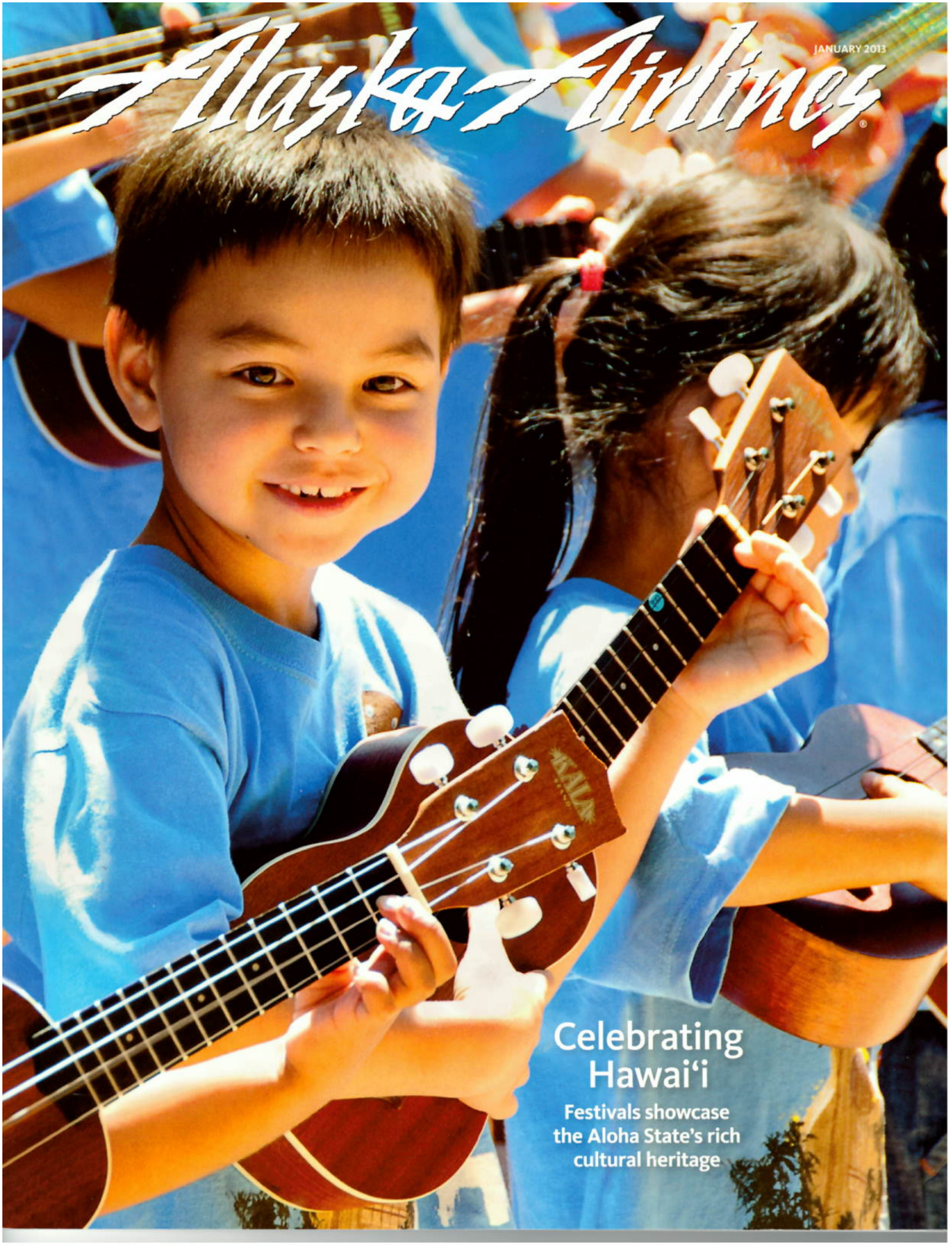
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Alaska Airlines MAGAZINE

JANUARY 2013

Departments

9 Spirit of Alaska
A message from Brad Tilden, Alaska Airlines' president and CEO.

14 What's New
The latest news from Alaska Airlines.

15 People Behind the Spirit
Lead Customer Service Agent Christie Young and Maintenance Shift Manager David Boyce.
By Paul Frichtl

18 Journal
Notes on life around the Alaska Airlines route system.
Edited by Ben Raker

116 Mileage Plan Adventures
East meets West: Dynamic Hong Kong. *By David Armstrong*

120 Reader Information
A convenient way to hear from our advertisers.



127 Autos
Nissan redesigns its Pathfinder.
By Bengt Halvorson

137 Alaska Airlines Guide to Services
Travel tips, flight information, Mileage Plan, air safety, route maps, Vacations and more.

150 Crossword Puzzle

152 Photo Page



Features

34 A Legacy of Caring
Athletes who excel both at sports and helping others.
By John Hickey

44 Celebrating Hawai'i
Local festivals reflect the culture and history of the Islands.
By Christine Thomas

58 Sustaining Wellness
Diet and exercise promote good health.
By Paul Clarke

107 Paths to Higher Education
Enhancing applications and getting ready for college.
By Myke Folger

San Francisco

70 Beauty by the Bay
Exploring the always vibrant San Francisco Bay Area.
By David Armstrong

78 Bay Area Itinerary
Things to see and do while in the Bay Area.

Meetings 2013

M4 Making It Personal
Using life stories increases the impact of your message.
By Jean Hamilton

M15 Memorable Meetings
New approaches to creating a more enjoyable event. *By Joe Follansbee*

M20 Resource Listings
A guide to convention and visitors bureaus across the Alaska Airlines route system.



M1

Cover: Isaiah Horimoto performs at Ukulele Festival Hawaii on O'ahu; see "Celebrating Hawai'i" starting on page 44. Photo by Tina Mahina/Courtesy: Ukulele Festival Hawaii.
Contents: Larry Fitzgerald, of the Arizona Cardinals, in Kenya; see "A Legacy of Caring," starting on page 34. Healthy eating is essential to good health; see "Sustaining Wellness," starting on page 58. Making the most of your meetings; see our "Meetings 2013" special section, following page 80.

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Editorial Interns
Kodi Clary, Rose Marie Gai, Kendall Goodwin, Ashley Michie, Amy Vance
Contributing Writers
David Armstrong, Skip Ferderber, Myke Folger, Joe Follansbee, Bengt Halvorson, Jean Hamilton, John Hickey, Christine Thomas
Art Directors
Margaret Elson, Patty Warkentin
Advertising Production Manager **Theresa Santucci**
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Accounting Manager **Holly L. Genest**
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Office Impresario **Liz Borovik**
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Coordinator for Alaska Airlines **Susan Peterson**

SALES OFFICES
2701 First Avenue, Suite 250, Seattle, WA 98121
phone 206-441-5871; fax 206-448-6939
email sales@paradigmcg.com

Advertising Director **Kenneth J. Krass, ext. 11**

Western Washington/Eastern Washington/
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Western Washington/Illinois/Kansas/Missouri
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Alaska **Duane Epton**
3705 Arctic Boulevard, #452, Anchorage, AK 99503
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Spirit of Alaska



Brad Tilden
President and CEO

GOOD ADVICE FROM YOGI

"If you don't know where you are going, you might wind up someplace else." Yogi Berra is perhaps the most loved and quoted baseball player of all time, and in his own inimitable way, he was telling us with this quote about the importance of knowing where we're going—or setting goals. Many of us are making resolutions ... to lose those 10 pounds (15 for me!), learn to speak Italian, run a marathon, etc. One of the things we're learning at Alaska is that we need to have not only goals, but concrete plans for achieving them. With a goal, but no plan for getting there, we could easily lose track of where we're going, or become, as Yogi said, lost, *"but making great time."*

I would like to share Alaska's goals for 2013 with you. We're continually striving to make Alaska a good airline for you, a good place to work for our employees, and a good investment for our owners. These goals should keep us on track (and making good time).

First, our highest priority is to be No. 1 in safety and compliance. Operating safely is the most important thing we do, and this will always be our top goal. In 2013, we'll be implementing a new Safety Management System, which will help us better track and analyze safety risk factors and take appropriate action.

Second, we're in the people business. While we are very proud to have some of the best technology in the industry, we're a small airline by U.S. standards, and we know we're successful because of our people and the special relationships they have built with our customers. In 2013, we'll be working to ensure all of our folks understand our strategic direction so that they can support it. We'll also work to better develop the principles and practices we all use as leaders, and to make our organization more inclusive.

Third, we want to be the airline that makes flying easier. In 2012, Sandy Stelling, our managing director of airport services, and Curtis Kopf, managing director, customer innovation, and their teams spent a lot of time talking with our customers. They stood with you in lines at the airport, watched how you use the check-in kiosks and mobile phone apps, and observed you searching high and low for an electrical outlet at airport waiting areas.

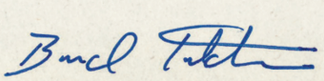
We've recently addressed a number of these needs, and we're working on others. We want to be the easiest airline to fly—period. We think we have a good start on this with our operational performance, our customer service and our track record for innovating—but there's much more to do, and this will be our focus in 2013 and beyond.

Fourth, we're stretching our wings a bit. We are fortunate to have a loyal following in the Pacific Northwest and in Alaska, but our growth in California, Hawai'i and eastward means we need to make sure we're talking with you so that we know what's important and you know who we are. In this incredibly competitive business, understanding what's important to our customers is critical for us to continue growing.

And, finally, we want to emphasize our low fares and ensure we have a cost structure that supports them. We've done a lot to make flying affordable with everyday low fares, one-way fares, reasonably priced first-class tickets and Mileage Plan awards. But we want to become *known* for low fares and great value—sort of like what Costco has done in the retail arena. To do this—while still taking good care of our employees—we need to continually focus on making our 80-year-old business simpler and more productive, and we need to continually strive to reduce overhead.

Perhaps even more important than having a good plan is having everyone in the organization understanding the plan and *working together* to execute it. Through a program we call Flight Path, we've been bringing our employees together, listening to them, communicating our plan, and asking for their help and commitment in carrying it out. We're doing this in small groups so it's taking some time, but we're nearly finished, and the response has been good. I'm hopeful that this will help us meet your expectations and achieve our goals.

Thanks for letting me share, and thank you for flying with us today. And ... please let us know how you think we're doing along the way. ▲



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El Espíritu de Alaska



Brad Tilden
Presidente y
Jefe Ejecutivo

UN BUEN CONSEJO DE YOGI

Si no sabes hacia dónde vas, podrías terminar en otro lado". Yogi Berra quizás haya sido el jugador de béisbol más querido y citado de todos los tiempos y, a su modo inimitable, con esta cita nos hablaba de lo importante que es saber hacia dónde nos dirigimos, es decir, fijarnos metas. Muchos de nosotros estamos tomando determinaciones, como adelgazar 10 libras (¡15 en mi caso!), aprender a hablar italiano, correr un maratón, entre otras. Una de las cosas que nos está enseñando Alaska Airlines es que no solo necesitamos tener metas, sino también planes concretos para alcanzarlas. Si tenemos una meta, pero no un plan que nos permita cumplirla, podríamos perder el rumbo fácilmente o, como decía Yogi, estaríamos perdidos, "pero a buen ritmo".

Quisiera compartir con ustedes las metas de Alaska Airlines para 2013. Siempre nos esforzamos por hacer de Alaska una buena aerolínea para los clientes, un buen lugar de trabajo para los empleados y una buena inversión para los propietarios. Estas metas deberían ayudarnos a mantener el rumbo (e ir a buen ritmo).

En primer lugar, nuestra máxima prioridad es llevar la delantera en cuanto a seguridad y cumplimiento. La realización de operaciones seguras es lo más importante de todo lo que hacemos y siempre será nuestra principal meta. En 2013, implementaremos un nuevo Sistema de gestión de seguridad, que nos ayudará a llevar un mejor registro de los factores de riesgo de la seguridad, analizarlos y tomar las medidas necesarias.

En segundo lugar, estamos en el negocio de servicio al cliente. Si bien estamos muy orgullosos de tener una de las mejores tecnologías de la industria, somos una aerolínea pequeña conforme a las normas estadounidenses y sabemos que tenemos éxito gracias a nuestros empleados y a las relaciones especiales que han construido con los clientes. En 2013, trabajaremos para asegurarnos de que todo nuestro personal entienda cuál es nuestra dirección estratégica y así pueda brindar su apoyo. También trabajaremos para elaborar mejor los principios y las prácticas que todos utilizamos como líderes y para lograr que nuestra organización sea más inclusiva.

En tercer lugar, queremos ser la aerolínea que facilite el hecho de volar. En 2012, Sandy Stelling, nuestra directora general de Servicios Aeroportuarios, y su equipo dedicaron mucho tiempo a conversar con nuestros clientes. Se paraban en las filas del aeropuerto con los clientes, observaban cómo usaban los quioscos de registro y las aplicaciones de teléfonos móviles, y los observaban mientras buscaban por todas partes un enchufe en las salas de espera del aeropuerto.

Recientemente, hemos abordado muchas de estas necesidades y estamos trabajando en otras también. Queremos ser la aerolínea con la que sea más fácil volar, y punto. Creemos que hemos sentado buenas bases respecto de esta meta gracias a nuestro desempeño operativo, nuestro servicio al cliente y nuestra trayectoria de innovación; pero hay mucho más por hacer y este será nuestro objetivo en 2013 y en el futuro.

En cuarto lugar, estamos extendiendo las alas un poco más. Tenemos la suerte de contar con seguidores fieles en el noroeste del Pacífico y en Alaska, pero nuestro crecimiento en California, Hawái y hacia el Este significa que necesitamos conversar con ustedes para que nos cuenten qué es lo que les importa y para que sepan quiénes somos. En este negocio sumamente competitivo, entender qué es importante para nuestros clientes es esencial para seguir creciendo.

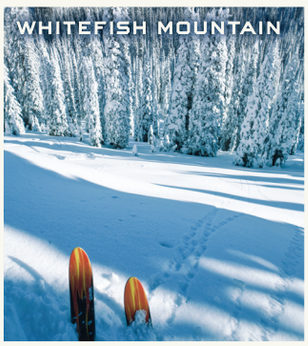
Y, por último, queremos destacar nuestras tarifas bajas y garantizarles que contamos con una estructura de costos que puede respaldarlas. Es mucho el esfuerzo que hemos realizado para que volar sea accesible con tarifas bajas todos los días, tarifas de ida, boletos de primera clase a precios razonables y premios del Mileage Plan (millas de viajero). Sin embargo, nos gustaría que se nos conozca por las tarifas bajas y el excelente valor, de modo similar a lo que Costco representa en el segmento minorista. Para poder lograrlo, mientras seguimos cuidando adecuadamente a nuestros empleados, debemos centrarnos constantemente en convertir nuestro negocio de 80 años en algo más sencillo y productivo, y debemos esforzarnos continuamente por reducir los costos operativos.

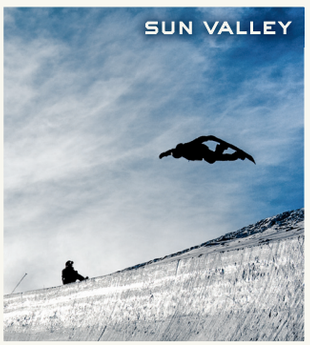
Mediante un programa que denominamos Flight Path (Ruta de vuelo), hemos reunido a nuestros empleados para escucharlos, comunicar nuestro plan y pedirles ayuda y compromiso a fin de llevarlo a cabo. Estas actividades se están organizando en grupos pequeños por lo que nos está llevando tiempo, pero prácticamente hemos terminado y la respuesta ha sido positiva. Tengo la esperanza de que este plan nos ayude a cumplir con sus expectativas y alcanzar nuestras metas.

Les agradezco por permitirme compartir esto con ustedes y gracias por volar con nosotros. No olviden informarnos lo que piensan respecto a nuestro trabajo a lo largo del camino.

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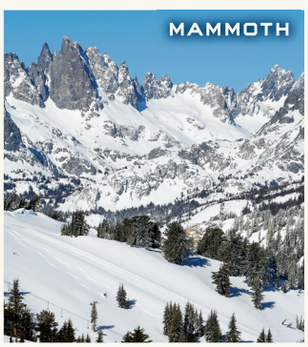














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STEVE LOST 116 LBS

I thought I had all the answers about diet and exercise. I was a competitive athlete, and I had been through every diet plan including Weight Watchers, Jenny Craig, Nutrisystem, and Atkins, always looking for the "magic bullet" that would fix my problem and allow me to go back to the lifestyle I wanted. I'd go on a diet or exercise program for 3-6 months, lose the weight, hit the goal, and then spend the next 12-18 months gaining it all back plus a good amount more. Each time, I'd go through this cycle, I'd get more discouraged. I did this about six or seven times over a 20-year period.

The reason I've had success with 20/20 LifeStyles is that I really don't view it as a program. With every other weight loss plan, I was always done when I'd hit my goal (which meant "it's time to put the weight back on again"). For the first time in my life, I really believe that I'm making a permanent change. I'm not going to be "done" this time. It's empowering to admit that I'm not going to be perfect and that it doesn't matter. After all, if this is going to be a lifestyle change that lasts, it has to be realistic, manageable, and include bumps along the way.

The support that I received from the entire 20/20 LifeStyles staff was the key. I can't narrow it down to anything in particular because all aspects of the program work together.

Prior to starting the program I was on cholesterol and high blood pressure medication for many years. I don't take medications any more. My blood pressure came down nearly 40 points and my cholesterol levels are well below normal. I could have never imagined this happening without medication.

When I started the program, I was using clichés like, "I'm doing this for my kids and my wife," and "I'm getting too old not to get in shape." I'm starting to figure out that this program can actually be for ME. Taking care of myself and feeling better both physically and mentally is the true gift I can give to my family. I don't have to do this for anyone else but me. My family and friends get the benefit of being around a happier, healthier husband, father, and friend.

The 20/20 LifeStyles program and the people that run it have literally changed my life. This is no cliché. To date, I've lost 116 pounds of weight and shame, and gained confidence, strength, and health that I never thought were possible.

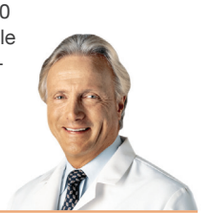
America's most successful weight loss program is now online.



20/20 LifeStyles®

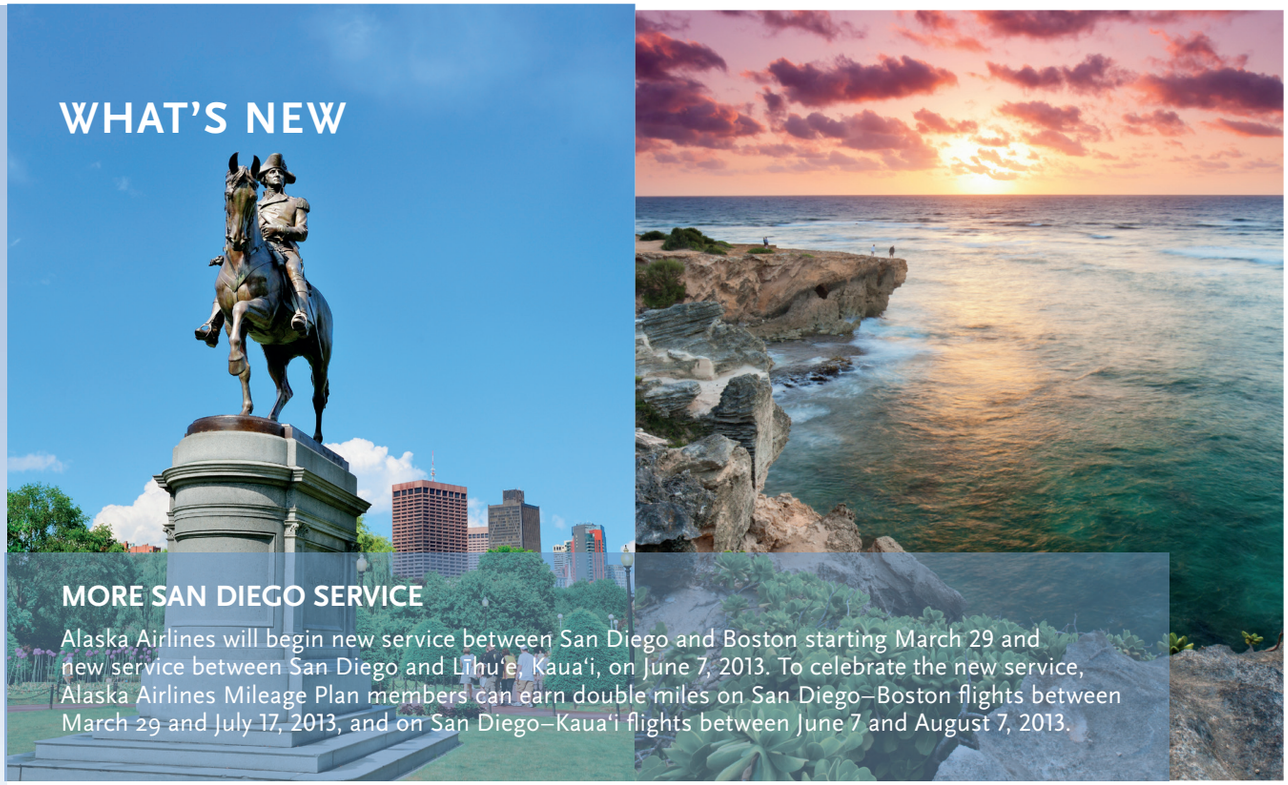
Start losing today at 2020lifestyles.com

Renowned cardiovascular surgeon **Dr. Mark Dedomenico** created 20/20 LifeStyles over 20 years ago to help people struggling with obesity-related metabolic disorders such as high cholesterol, diabetes and hypertension.



2020lifestyles.com 425.861.6281 4455 148th Avenue NE, Bellevue

WHAT'S NEW



MORE SAN DIEGO SERVICE

Alaska Airlines will begin new service between San Diego and Boston starting March 29 and new service between San Diego and Līhu'e, Kaua'i, on June 7, 2013. To celebrate the new service, Alaska Airlines Mileage Plan members can earn double miles on San Diego–Boston flights between March 29 and July 17, 2013, and on San Diego–Kaua'i flights between June 7 and August 7, 2013.

ALASKA AIRLINES RELEASES WINDOWS 8 TRAVEL APP

Continuing an effort to make customer-friendly enhancements to its mobile offerings, Alaska Airlines recently launched "Deals and Destinations," a Windows 8 travel application that alerts fliers to airfare deals from their hometowns and to cities where their friends live. The app is available for free in the Windows 8 Store and can be used on a variety of devices, including tablets, ultra-books and any desktop running Windows 8.





POWER AT THE GATE

Customers can now charge up electronic devices at hub airport gates in Anchorage, Portland, Los Angeles and Seattle, with 120-volt receptacles and two USB ports installed in seat groupings found in gate areas. Just look for the large gate power signs. Sacramento, San Francisco and San Jose airports also offer gate-seat outlets, and Alaska plans to add outlets at more of its major airports.

AROUND THE SYSTEM

➤ **Hundreds of Alaska employees** recently observed Veterans Day at an event recognizing military veterans and their families, which featured a special decal on Alaska's first 737-900ER.



➤ **Join us** at the Palm Springs International Film Festival January 3–14. The event will feature 189 films from more than 70 countries.

FOCUS ON THE ENVIRONMENT

Recognizing our Employees' Efforts

Alaska's very own employee-run Green Team won First Place (large organizations) for being "Stewards of Healthy Ecologies and Humans" at the Sustainability Leadership Awards, hosted by Sustainable Seattle on November 15, 2012. All of the nominees were carefully vetted, and more than 40 finalists were selected in five different categories. Congratulations and a hearty thanks to our hard-working employees and to our customers for helping us onboard.

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PEOPLE BEHIND THE SPIRIT

Loving the Challenge

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, Lead Customer Service Agent Christie Young.



Christie Young Alaska Airlines Legend

Christie Young had a challenge on her hands. An early winter storm in Juneau, Alaska, had forced Alaska Airlines to cancel six out of 10 departures the day before, and those passengers needed to be reaccommodated. As lead customer service agent, Christie took a central position in finding solutions, working with her teams of ticket-counter, gate and baggage agents in Juneau, as well as with operations people in Anchorage and Seattle who needed to reschedule aircraft and crews that were unexpectedly left on the ground overnight in Juneau.

Christie's job is to get people—more than 300 this particular morning—to where they're going. "We're the hub of Southeast Alaska, so there are always a lot of connections and changes and activity going on," Christie says. "Part of my job is to make sure things move as smoothly as they can."

Even on a normal day, keeping a diverse passenger load of tourists, fishermen, business travelers and high school sports teams moving from ticket counter to their airplane seats on a tight schedule can be demanding.

"Day after day, Christie succeeds because of her planning and preparation for any and all situations," says Matthew Keith, station supervisor in Juneau. "Christie's leadership skills set the standard for those who work around her."

Even as a high school student in Fairbanks, Christie knew she wanted to work in the travel industry. After her family moved to Juneau her senior year, she worked for a travel agency, and took a summer job as a deckhand on a Glacier Bay tour boat. In 1979, at age 18, she decided she wanted to become a flight attendant, but standing shy of the 5-foot-1-inch minimum for most airlines in the '70s, that wasn't in the cards. "I tried to think of ways I could travel," she says, "and if I couldn't be a flight attendant, I could work elsewhere at an airline."

Christie joined Alaska Airlines as a security screener and quickly moved to the reservations center to become a customer service agent, working at the Juneau city and airport ticket counters. In 1989, she became a lead CSA, and she's never looked back.

"I got into customer service, and I absolutely love it," Christie says. "I really like being out in the public."

Working for Alaska Airlines is also a family affair for Christie. Her husband, Garry, has worked for Alaska Airlines for 28 years as a ramp services agent. The couple married in 1986, and they have a son in Juneau and a daughter living in Yakima, Washington.

Co-workers like to joke that Christie is somewhat of a magnet for "irregular ops." If the weather is going to turn sour, it will likely happen on her watch. The good news is, she's the best person to handle the challenge. Christie is quick to point out that her best day at work is one in which everything goes right—as planned and on schedule—yet she also takes a certain amount of pride in her ability to handle the irregularities. "I love to be challenged," she says, "to be able to make it all work out." —*Paul Frichtl*

VOLUNTEER SPIRIT

Youth-League Gamer

Come rain or shine each spring, David Boyce is thinking baseball. David is a coach for the Mount Rainier Baseball Association, in a rural community south of Seattle, and for several years has served on the league board, as vice president and scheduler. MRBA is a youth league of about 350 kids ages 4 to 12, playing on 27 teams. That means a lot of games to schedule. And in many cases, reschedule because of spring rainouts.

David started with MRBA five years ago when his son began playing ball. Now 9 years old, his son is a pitcher, second baseman and catcher.



Coach David Boyce.

David has coached sports since he was in the Air Force, stationed in Alaska. He has also helped at foodbanks in Juneau and Seattle, and he volunteers with the Military Resources Group at Alaska Airlines, where he's worked for 14 years, currently as maintenance shift manager at Sea-Tac Airport.

David says he finds the rewards of coaching in his interactions with the players. "These kids always seem to know when a teammate needs encouragement, and their enthusiasm is contagious. And you can't beat the smiles on their faces when they succeed." —*P.F.*

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You've never cooked steak like this before.



This is a true Japanese "A5" 100% Wagyu Beef Zabaton steak. It was flown in fresh from the Kagoshima Prefecture in Southwest Japan so that you can take it home and create a meal you'll never forget. John Howie lets you choose from a variety of restaurant-quality steaks, from USDA prime to the world's best, Japanese Wagyu. They say the flavor comes from the marbeling of a steak. Judging by this photo, you are in for quite a treat.

And don't be nervous. We'll include directions so you can get it just right.

STEAK TO GO

JOHN HOWIE STEAK

JohnHowieSteak.com/steaktogo 425 440 0880

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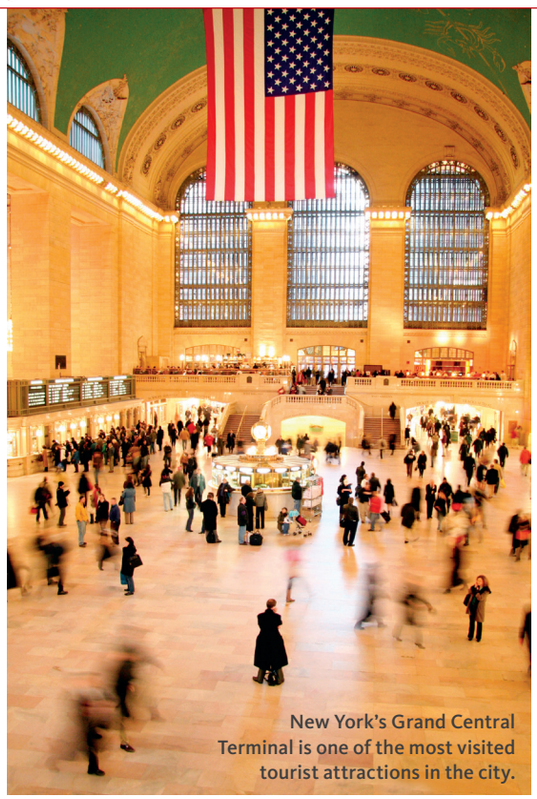
Alaska Airlines

*Flights operated by Horizon Air as Alaska Airlines

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JOURNAL



New York's Grand Central Terminal is one of the most visited tourist attractions in the city.

NEW YORK, NY

GRAND CENTRAL CENTENNIAL

AT 12:01 A.M. ON FEBRUARY 2, 1913, Grand Central Terminal officially opened its doors to the public. The terminal had taken nearly a decade to build, at a cost of $80 million. It quickly became one of the busiest train stations in the nation; in 1946, its busiest year to that point, it served more than 65 million travelers—more than 40 percent of the U.S. population at that time. The iconic building was added to the National Register of Historic Places in 1975. Today, the terminal remains a top New York tourist destination.

Grand Central will commemorate its 100th birthday on February 1 with a daylong celebration that includes musical performances, celebrity appearances and the opening of "Grand by Design," a multimedia exhibition that showcases the building's history and how it continues to shape New York City's transportation patterns and culture.

Numerous other events, exhibits and programs will pay homage to the centennial, through 2013. In March, the exhibit "On Time/Grand Central at 100" will feature contemporary art that represents the timelessness of the station; in May, the Grand Centennial Parade of Trains will bring historic railcars to the terminal for a family-friendly weekend. For more information, visit www.grandcentralterminal.com/centennial. *—Kendall Goodwin*



January is National Hot Tea Month. Research indicates that drinking tea regularly may have a variety of health benefits, such as lowering cholesterol and reducing the risk of heart attacks and certain cancers.

FORT LAUDERDALE, FL

Glimpses of Ancient Peru

Art can hold the key to a better understanding of past civilizations that did not leave written records. The exhibition "Wari: Pre-Inca Lords of Peru," which will appear at the Museum of Art, Fort Lauderdale (February 10–May 19), provides insight into a society that many interpret as Peru's first empire. Wari art, which dates to between A.D. 600 and 1000, has distinctive characteristics. One is its focus on human and supernatural figures. By comparison, later Inca art tends to feature geometric motifs.

At the exhibition, visitors will find depictions of the Staff Deity, a supernatural being found in many Wari works. This figure, the focus of Wari religion, is thought to have been associated with life and death.

The exhibition, which was organized by the Cleveland Museum of Art, will travel to the Kimbell Art Museum in Fort Worth, Texas (June 16–September 8). For more information, call 954-525-5500 or visit www.moafl.org. *—Kodi Clary*



This ceramic cup, created in Peru between A.D. 600 and 1000, depicts a supernatural being from Wari religion.

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ, LIMA M-U1242-C09. PHOTO: DANIEL ANTONIO GIANNONI SUCCAR.

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SAN FRANCISCO, CA

Groundbreaking Book Art

The award-winning artist and author Ezra Jack Keats was quietly revolutionary and inspirational. Born into a poor, white Jewish family living in Brooklyn, Keats eventually became famous for books with minority characters and economically poor—though brilliantly colorful—urban settings. By featuring



EZRA JACK KEATS FOUNDATION

Ezra Jack Keats' final illustration for *The Snowy Day* (1962), collage and paint on board.

an African-American protagonist in his famous book *The Snowy Day* (which won the 1963 Caldecott Medal for 1962's most distinguished American picture book for children), Keats opened new possibilities for children's books.

"*The Snowy Day* and the Art of Ezra Jack Keats" shows through February 24 at San Francisco's Contemporary Jewish Museum. Divided into six sections, this exhibit includes everything from final illustrations used in Keats' books to self-portraits, poems and notebooks Keats used while he created his art.

Known for his use of bright colors and collages, Keats represented poor neighborhoods and people in a style that was at once gritty and glorious. He painted positive representations of people and places not previously featured in children's book art.

For more information, call 415-655-7800 or visit www.thecjm.org.

—Kodi Clary



COURTESY: IRON DOG / ALASKA SNOWRIDER MAGAZINE

Two-time champion Chris Olds races through the Iron Dog course in 2012.

ALASKA

The Iron Dog

Since the 1960s invention of the snowmobile—or "snowmachine" to most Alaskans—the mechanical beast has expanded on the Alaska sled-dog tradition, with uses including transportation, work and racing.

This year is the 30th anniversary of what organizers call the world's longest cross-country snowmobile race, the Iron Dog (February 15–23). In the main event, Pro Class riders, racing in two-person teams, will traverse more than 2,000 miles of rugged country from Big Lake (near Anchorage) to Nome along the northern route of the historic Iditarod Trail before returning along the Yukon River to Fairbanks.

Iron Dog favorites Scott Davis (a participant in the race since its inception) and four-time champion Todd Palin will ride together again in pursuit of the first-place $50,000 prize. Brothers Scott and John Faeo Jr. will also draw attention as they race for the first time with the number 20 on their racing bibs, in honor of their father, John Faeo, the first Iron Dog champion.

On the race's opening weekend, Big Lake Winter Fest will also entice visitors to enjoy sleigh rides, ice-skating, kids' and vintage-snowmachine races, plus a benefit concert. For more information, call 907-563-4414 or visit www.irondograce.org. *—Amy Vance*

SEATTLE, WA

Classic Italian Cinema



COURTESY: PHOTOFEST

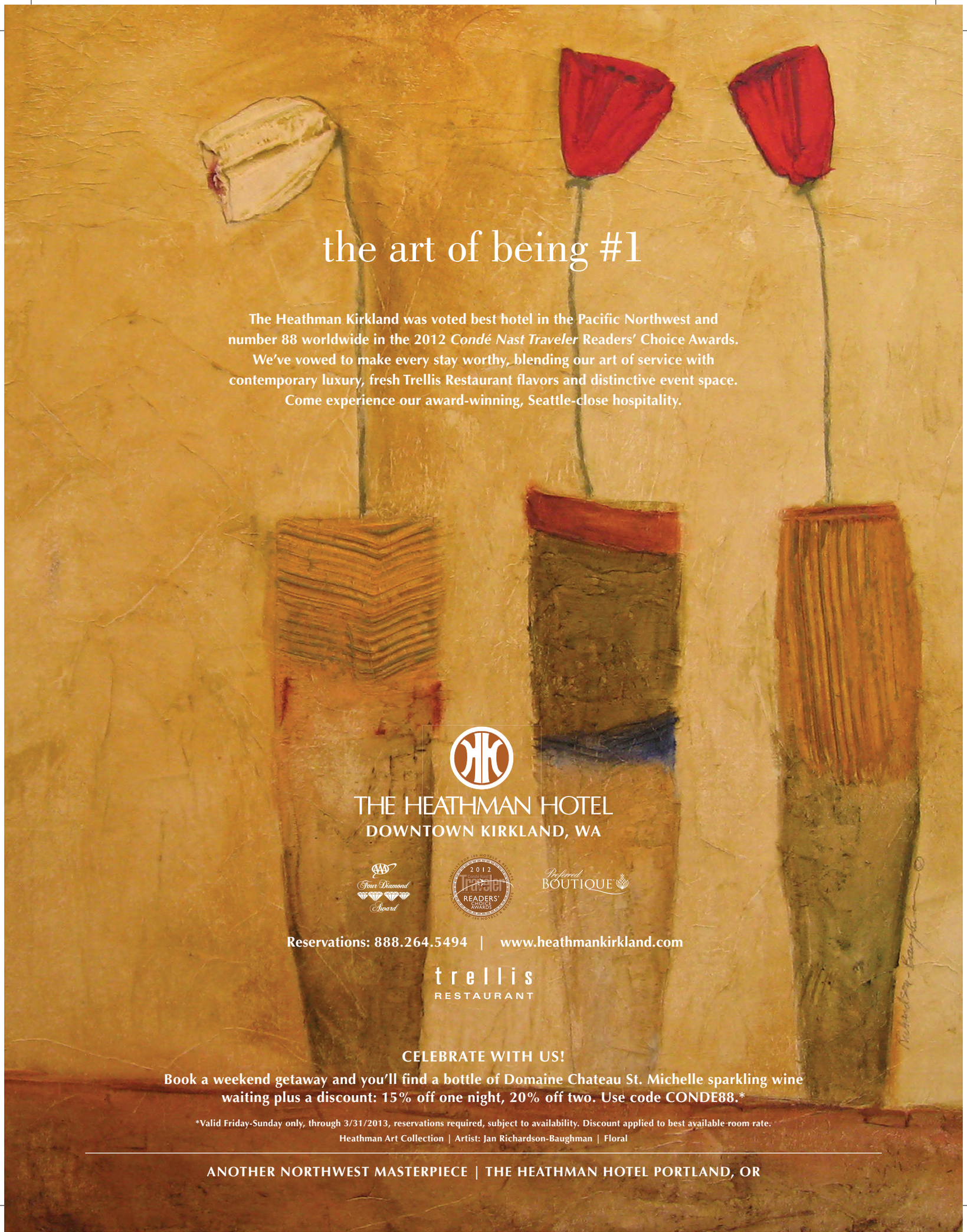
Sophia Loren and Marcello Mastroianni in *Marriage Italian Style* (1964).

The Italian film series showing at the Seattle Art Museum this winter takes viewers on a warm and thrilling cultural tour of the celebrated Mediterranean country that serves as the setting of many beautiful films.

"Viva Italia: Italian Film from Fellini to Commedia All'Italiana" features a film each Thursday evening from January 10 through March 7. The festival highlights films from the 1950s and 1960s, including classics such as *La Dolce Vita*, directed by Federico Fellini, and *Marriage Italian Style*, starring Sophia Loren and Marcello Mastroianni.

According to the series' organizers, moviegoers will experience the unique storytelling of Italian films—a blend of tragedy and comedy infused with optimism. The musicality of the Italian language will be heard as the films screen, with English subtitles. For more information, call 206-654-3210 or visit www.seattleartmuseum.org. *—Rose Marie Gai*

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PROFILE

High-Tech Treasure Mappers

They loved the outdoors. They loved gadgets. And for Seattle co-workers Bryan Roth, Elias Alvord and Jeremy Irish, selling men's clothing online—as they were doing in 2000—was not a dream job.



ANNIE LOVE

Groundspeak founders (left to right) Elias Alvord, Jeremy Irish and Bryan Roth, with their mascot, Signal the Frog.

So that year, when a friend dropped by their office with a then-brand-new GPS device and showed them what it could do, the three young men got excited. They soon realized that this was an open-sesame moment for a form of treasure hunting updated for tech geeks: using GPS—the satellite-based location technology that is accurate to 30 feet—to hide and find caches outdoors and share experiences online.

In 2000, GPS consumer technology was in its infancy. Early adopters seeking to announce or locate treasure locations accessed GPS Stash Hunt, an online news group. Irish did the initial work on a website to list the coordinates of available treasure hunts in a more user-friendly manner. That site and a snappier name for the activity—geocaching—kicked the sport into gear. The three men established the company Groundspeak to manage the site and explore related opportunities.

More than 12 years later, Groundspeak has grown from a part-time project to a company with a staff of 70 (headed by the three original founders), along with hundreds of community volunteers worldwide who review the placement and appropriateness of geocaches. Geocaching.com now has more than 5 million members and is the widely acknowledged clearinghouse of the sport, listing nearly 2 million active geocaches globally.

"If you'd told me 15 years ago that I would be in a business that combines my love of the outdoors and gadgets, I would have called you crazy," says Roth, now Groundspeak's vice president.

It's safe to say that the sport is no longer just for tech enthusiasts; anyone with Internet access and a GPS-enabled smartphone or other GPS device can participate. Groundspeak has developed $10 apps for Apple and Android devices and a free app for Windows Phones. Users can now send cache data from Geocaching.com to a smartphone or other GPS device. Groundspeak also continues to develop easily readable maps and to host popular online discussion groups on Geocaching.com.

Meanwhile, companies, nations, states and local governments are enlisting Groundspeak to help create geocaching events. For example, if you're a John Grisham fan and a geocacher, you can chase faux-gold ingots hidden around the country to promote *The Racketeer*, Grisham's latest novel. You can also register for the promotion's grand prize, a real 1-ounce gold ingot. Families with young children can now look for 127 caches hidden in the continental United States, Hawai'i, Canada and off the African coast, courtesy of a PBS partnership with Groundspeak and the Jim Henson Company to promote the *Dinosaur Train* TV show. Companies including Jeep, GEICO, Magellan, Ranger Rick and Timberland have partnered with Groundspeak on similar promotions.

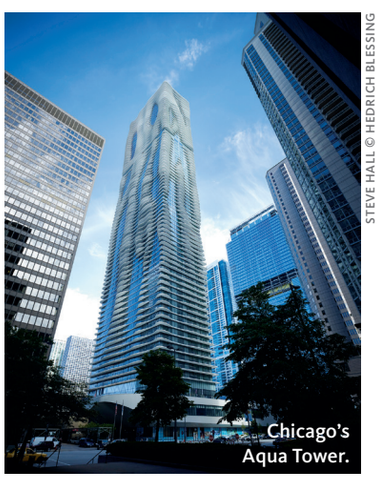
Geocaching is travel-friendly, too. With a GPS-equipped smartphone, you can now step off a flight at nearly any Alaska Airlines destination and start hunting geocaches. Visiting Las Vegas? Choose from 8,706 sites. Seattle? You'll have more than 10,000 sites available for searching while traveling.

"It's a nice way to break up your journey," Roth says.

So what does Groundspeak have planned for 2013? Perhaps appropriately for a hidden-treasure businessman, Roth is keeping some of Groundspeak's plans concealed. He does say that the company is working to expand its services through additional mobile and Web-based tools and to reach increasingly diverse types of sport enthusiasts. "If you're a hiker, mountain climber, scuba diver or kayaker, you can be a geocacher," he says. "It complements virtually every activity." *—Skip Ferderber*

CHICAGO, IL

Interactive Architecture



STEVE HALL © HEDRICH BLESSING

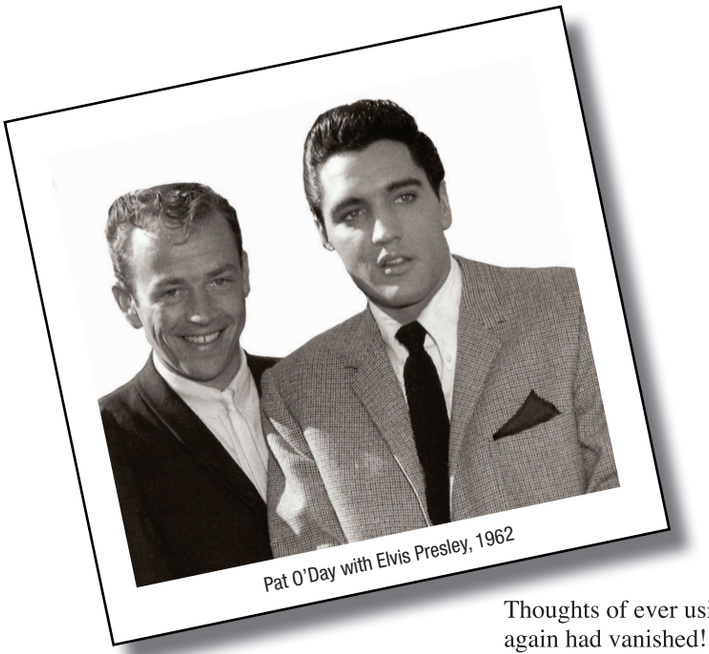
Chicago's Aqua Tower.

On its completion in 2010, Chicago's Aqua Tower was hailed as an architectural marvel for its undulating facade and unusual outdoor terraces. The structure also holds a place in history: At 82 stories, it's the tallest building in the United States (and the third-tallest in the world) designed by a woman: Jeanne Gang.

The achievements of Gang's architecture firm are on display in the exhibit "Building: Inside Studio Gang Architects" at the Art Institute of Chicago through February 24. The exhibit uses a mix of two-dimensional and three-dimensional materials and models to spotlight Studio Gang's conceptual and realized projects.

The exhibit also re-creates the studio environment where Studio Gang's architects work. The simulated workspace allows visitors to engage with material samples, digital media and full-scale project mock-ups—all to discover how Studio Gang's creative process turns an idea into a building. For more information, call 312-443-3933 or visit www.artic.edu/exhibition/building-inside-studio-gang-architects. *—Kendall Goodwin*

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Pat O'Day with Elvis Presley, 1962

HOW CAN IT BE?

I'm Pat O'Day and how could I have known it was in my genes to become an alcoholic? My father was a minister, and my parents never consumed alcohol. But when I entered the world of rock & roll, first as a disc jockey, performing on the air in Seattle for many years, and later as a concert promoter, regular drinking with artists, friends, or by myself, became part of my life. It just didn't seem to be a bad thing.

My career was going well. I was a top rated deejay in Seattle. The company I founded, Concerts West had become the Worlds largest in concert promotion. I counted among my friends Seattle's Jimi Hendrix, the guys in Zeppelin, and The Beach Boys. We also handled tours for Elvis, Sinatra, Neil Diamond, Creedence Clearwater Revival, The Moody Blues, Linda Ronstadt, The Eagles, and many more. What fun it was! But it also took its toll.

At age 52, I still didn't think anything was wrong with me. But some good friends insisted I needed help with my "drinking problem." That's how I became acquainted with Seattle's medical breakthrough for alcohol and drug addictions, Seattle's Schick Shadel Hospital.

You see, I agreed to enter Schick Shadel because their treatment takes only ten days. That way my friends would be satisfied, get off my back, and in a couple of weeks I'd be out and back to drinking. What a surprise awaited me.

Ten days later I walked out of the hospital door saying to myself, "How can it be?" Thoughts of ever using alcohol or drugs again had vanished! Craving and desires were gone, the very thought of ever drinking again was now repugnant.

I accepted it, not fully understanding what had happened inside my brain to bring about this monumental change. It's now been over 25 years since that day, living my life around others who drink and use all sorts of things. I'm never tempted for a moment. After treatment I attended no meetings, received no counseling, I'm simply sober for life!

Since then, my experience convinced numerous friends and family members (genes, again!) to enter Schick Shadel, so they could enjoy the same success. Personally seeing the treatment working over and over again led me to join Jim Graham, a Texas oilman, and nine other former patients in buying the hospital nine years ago.

"How does it work?" I'll now give you the answer. Dr. Shadel once said, "We've been doing it all wrong!" And he was right! Dr. Shadel recognized what so many had missed: The conscious portion of our brain, that portion occupied now as you read this article, is rarely capable of erasing addictions. Alcohol and drugs have powers that overcome logic, willpower, faith, demands, threats, and even punishment. The cravings are brain based conditioned responses, life long unless medically treated.

Dr. Shadel knew that the most powerful part of the human brain was the subconscious and said, "Let's attack it!" He successfully did, and his hospital has been doing so ever since, with more than 50,000 people treated nationwide by his formula. It simply stops addiction in its tracks, and that healing lasts a lifetime. Thus, Schick Shadel proudly boasts the highest long-term success rate of any treatment facility in the world.

What makes this treatment so successful? The subconscious is reprogrammed with two separate, highly effective measures on alternating days. Sedation interview therapy helps patients put aside fears, guilt, and problems created by the addiction. Its cleansing effect is responsible for the freshness of thought and attitude when leaving the hospital.

The other high impact portion of the treatment is called Chemical Counter Conditioning Therapy. Pavlovian in nature, it causes the patient to despise the sight, taste, and smell of the substance for which they're being treated. The combination of these two treatments causes the ever so powerful subconscious to overcome the thoughts of the conscious, resulting in a total rejection of further use. Two reinforcing booster sessions, lasting two days each, occur 30 and 90 days following the initial treatments.

For the past nine years, I've been the radio and television voice of Seattle's Schick Shadel Hospital, proud and passionate in telling the story. And why not! It saves lives and families, and for me, it gets no better than that! It also brings to mind a great Elvis song I heard and watched him sing so many times. "It's now or never!"

SCHICK SHADEL HOSPITAL

Schick Shadel Hospital is at *schickshadel.com* or by phone 1-800-CRAVING (1-800-272-8464).

Schick Shadel Hospital is located in Seattle Washington and Denton Texas

The above photo of Pat O'Day with Elvis in no way implies an endorsement of Schick Shadel Hospital by the late Elvis Presley nor his estate and is for O'Days historic purposes only.

ADVERTISEMENT



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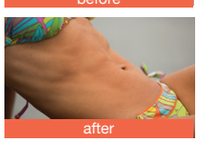




LEAH LOST 20 LBS & 10 YEARS IN 10 WEEKS

I grew up as a competitive athlete and have always been generally fit. Prior to My Best 10, I exercised six to seven times a week, but I'd reached a plateau and wasn't getting the results I was after. Although I'd read the success stories about the My Best 10 program, I was skeptical. I was doing all the "right" things. How much more could this program benefit me?


before


after

I'm thrilled to report that in the 10 weeks of training, I dropped 20 pounds of fat, gained two pounds of muscle, and am two jean sizes smaller than when I started! I'm fitter, leaner, and stronger than ever, and I've learned more about my health and fitness than I thought possible.

I'm not easily impressed and I don't call things out unless they've really made an impact on me. However, the holistic approach of the program, coupled with the way it was so well tailored, made it transformative. I was extremely pleased with the depth and range of knowledge displayed by the My Best 10 staff throughout the program. I was impressed by the diversity of workouts, the rapid results they helped me achieve in increasing my strength and body tone, and most of all for helping me understand my fitness zone so that I could continue to excel and reach for new health levels.

As someone who was already quite athletic, I was shocked at how visibly toned I became in just the first five weeks. At the end of 10 weeks, I was out hiking when a woman I'd never met before stopped me to say, "Oh my goodness, your body is amazing!" In all my years of sports and diets, I've never received a compliment like that. Even a good friend of mine, who had spent the weekend with me, asked, "I don't want to seem strange, but could you send me a picture of your abs? They're so inspiring!" I've never had this kind of muscle tone before, even in my most competitive years as a provincially-ranked swimmer and competitive rower. While I knew that being more toned would improve my physique, the calorie-free icing on the cake is that I'm also two full jean sizes smaller. And I love it!

I turned 41 in the 10th week of My Best 10. When I look back at how I approached my 30th milestone and where I was then compared to where I am now, I'm far happier with myself and feel much more prepared to take on the next 10 or 20 years with gusto. The value of what I've gained from the program is truly priceless.

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Renowned cardiovascular surgeon **Dr. Mark Dedomenico** created 20/20 LifeStyles over 20 years ago to help people struggling with obesity-related metabolic disorders such as high cholesterol, diabetes and hypertension.





SILVIO SILVESTRI, COURTESY: SOUTHWEST ARTS FESTIVAL

Silvio Silvestri, *Casita de la Quinta, Sunrise* (2012), oil on canvas.

INDIO, CA

Art in the Coachella Valley

Fine art from around the country goes on display this month at the 27th-annual Southwest Arts Festival (January 25–27), taking place near Palm Springs. As one of the largest arts festivals in the area, the event features works in a broad range of media, including oil paintings, ceramic art, photography, jewelry and more. Signed pieces will be on sale, and visitors will be able to meet the artists. More than 270 artists are expected for this year's event. Food and drink will be available, and live music will accompany the show. For more information, call 760-347-0676 or visit www.indiochamber.org/southwest-arts-festival. *—Kodi Clary*

DENVER, CO

PLAYWRIGHTS LIFT CURTAINS ON NEW WORK



Actors read from *Ed, Downloaded* in a workshop staging at last year's Colorado New Play Summit.

KYLE MALONE, COURTESY: DENVER CENTER THEATRE COMPANY

AS IS TRUE FOR MOST ART, dramatic works begin with ideas that can then be developed into masterpieces. February 8–10, the Denver Center Theatre Company will honor the process of creating drama, in the eighth-annual Colorado New Play Summit, an opportunity for experienced and emerging playwrights to display their fresh, creative works to audiences.

In world-premiere full productions, the summit presents Michael Mitnick's *Ed, Downloaded*, a comic drama about a man who downloads his brain and must choose 10 memories to keep for eternity. Lauren Feldman's *Grace, or The Art of Climbing* is a tale of self-discovery that pays tribute to Colorado's rock-climbing culture with a set that includes climbing ropes and apparatus.

Additionally, each year, five diverse and unique plays are selected for less formal readings by experienced actors. The Playwrights' Slam, historically one of the summit's most popular events, invites audience members to hear excerpts of in-progress works from the playwrights themselves.

For more information, call 303-893-6030 or visit www.denvercenter.org/summit.

—Amy Vance



The discovery that launched the California Gold Rush took place 165 years ago this month (on January 24, 1848). Workers hired by landowner John Sutter were building a sawmill on the American River when they noticed shiny flecks in the water. The secret got out and the population of California soon swelled with prospectors arriving in search of their fortunes.

TOP SHELF

Flower

By Andrew Zuckerman; Chronicle Books

Photographer-filmmaker Zuckerman's bold, close-up views of vibrant blooms on white backgrounds grace the pages of this stunning coffee-table book. In the same, spare style of Zuckerman's museum exhibits and other titles (*Bird* and *Creature*), most of *Flower*'s oversize pages are devoid of text—each page a masterpiece suitable for framing. A handy visual index provides common and botanical names for each gorgeous blossom. *—Rose Marie Gai*



The Dahlia Bakery Cookbook

By Tom Douglas & Shelley Lance; William Morrow

As one of Seattle's most popular chefs, Douglas has been instrumental in putting the city on the culinary map. In this volume of 125 tasty recipes, he shares tips to help epicures create some of the best-loved items from his iconic Dahlia Bakery. From Peanut Butter Sandwich Cookies, a favorite of the late Nora Ephron, to Grilled Cheese with Basil Pesto, Douglas' recipes marry sweet and savory deliciously.

—Kendall Goodwin



Safari

Written by Carol Kaufmann; Created by Dan Kainen; Workman Publishing

With special "photicular" panels embedded in its pages (plastic sheets, similar to holograms, that show motion instead of dimension), *Safari* takes readers on an exhilarating book adventure. The text tells about famous safaris, author experiences and the animals whose pictures come to life as you turn pages (a jaguar runs; a gorilla eats). *Safari* provides insights into the wildlife and habitats of Africa in a fun, distinctive format. *—Kodi Clary*



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COURTESY: NATIONAL CONSTITUTION CENTER

Daniel Okrent, curator of "American Spirits."

MULTIPLE LOCATIONS

A Not-So-Dry History Exhibit

Museumgoers can visit the era of flappers, gangsters, bootleggers and temperance crusaders in the exhibit "American Spirits: The Rise and Fall of Prohibition," showing through April 28, 2013, at the National Constitution Center in Philadelphia.

Among the attractions of this interactive exhibit are a dance floor for learning the steps of the Charleston and a re-created speakeasy for exploring the music, fashion and culture of the Roaring '20s. Guests can also have their "mugshots" taken next to mock-ups of notorious gangsters such as Al Capone and Lucky Luciano. Artifacts on display include original ratification copies of the 18th Amendment to the U.S. Constitution (which banned the sale, manufacture and transportation of alcohol) and of the 21st Amendment, which repealed the 18th Amendment 13 years later.

Exhibit curator Daniel Okrent is a Pulitzer Prize finalist for his book *Last Call: The Rise and Fall of Prohibition*. He was senior creative consultant on Ken Burns' three-part documentary *Prohibition*. From late 2013 through 2016 the exhibit will travel to museums in Seattle, St. Louis and St. Paul. For more information, call 215-409-6700 or visit www.constitutioncenter.org. —*Rose Marie Gai*

SOUTHERN CALIFORNIA

Desert Attractions

Set against the backdrop of the Santa Rosa Mountains, Anza-Borrego Desert State Park—about a two-hour drive from Palm Springs or San Diego—is widely known for its often spectacular wildflower panoramas. In good bloom years, the park bursts to life between February and April with wild heliotrope, smoke trees, Orcutt's aster and desert woolstar flowers. These and other species bedeck the desert in the rich blues, pinks, yellows and purples of a photographer's dream.



Wildflowers at Anza-Borrego Desert State Park.

Borrego Palm Canyon, just outside of Borrego Springs, typically draws the most wildflower enthusiasts, though blossoms may be found throughout the desert at different times and elevations. One caution: Call ahead, as blooms vary year-to-year based on the moisture and sunlight available during preceding winter months. At the height of the season, the Anza-Borrego Foundation offers "Show Me the Wildflowers!" tours to the most brilliant areas. Even during lesser bloom seasons, the park boasts impressive natural attractions. In spring, it welcomes migrating Swainson's hawks, which arrive from as far south as Argentina en route to northern breeding grounds. In summer, after peak wildflower season, cactuses and shrubbery in the desert may still be flowering. For more information, call 760-767-4205 or visit www.parks.ca.gov. —*Amy Vance*

CALENDAR

Through February 3 "40 under 40: Craft Futures," multimedia contemporary crafts; Renwick Gallery, Smithsonian American Art Museum, Washington, DC; 202-633-1000 or americanart.si.edu/renwick

January 21–27 Farmers Insurance Open, PGA Tour pro competition; Torrey Pines Golf Course, San Diego; 858-886-4653 or farmersinsuranceopen.com

January 26–February 3 24th Annual Zora Neale Hurston Festival of the Arts and Humanities, live concerts, seminars, heritage tours and more; Eatonville, FL; 407-647-3307 or zorafestival.com

January 30–February 2 Mile High SnowFest, winter sports, restaurant events; multiple venues, Denver; denver.org/milehighsnowfest

February 1–2 Ninth Annual Indigenous World Film Festival, films by and about indigenous people from around the world; Alaska Native Heritage Center, Anchorage; 907-330-8000 or alaskanative.net

February 15–24 2013 U.S. Bank Portland Jazz Festival presented by Alaska Airlines, 10th anniversary festival; internationally recognized and local musicians playing a wide range of jazz styles; multiple venues, Portland, OR; 503-228-5299 or pdxjazz.com/portland-jazz-festival

February 15–28 Documentary Fortnight: MoMA's International Festival of Nonfiction Film, feature-length and short documentaries from around the world; The Museum of Modern Art, New York; 212-708-9400 or moma.org/explore/film_festivals

February 16–17 L.A. Tet Festival, Vietnamese Lunar New Year celebration; Whittier Narrows Park; 626-410-5624 or latetfest.net

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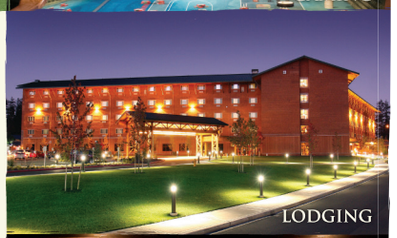
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Celebrating the 25th anniversary of its U.S. opening at New York's Majestic Theatre on January 26, Andrew Lloyd Webber's *The Phantom of the Opera* is the longest-running production in Broadway history.

PORTLAND, OR

A Chocolate Celebration

Book illustrator Jane Seabrook once wrote, "If there's no chocolate in heaven, I'm not going." From January 18 to 20, chocolate lovers can find a heaven on Earth as more than 75 chocolatiers from across the country present their confections at the Oregon Convention Center during this year's ChocolateFest.

ChocolateFest, now in its eighth year, highlights the best of the Northwest's chocolate, including



Portland favorites Moonstruck Chocolate Co. and JaCiva's Chocolates. Visitors can also expect an introduction to the sweet treats of chocolatiers from states such as California and Illinois. In addition to sampling opportunities, there will be cooking demonstrations and educational programming about the cacao tree and how chocolate is made—from bean to bar.

Proceeds from ChocolateFest help fund the World Forestry Center's education programs, which seek to inform people about environmental sustainability and the world's forests and trees.

For more information, call 503-228-1367 or visit www.chocolatefest.org. —*Kendall Goodwin*

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"We are blessed to be in a position to help those who are less fortunate. Let's work together to give back and create positive, long-lasting change in the lives of others."

Larry Fitzgerald, wide receiver, Arizona Cardinals, in Kenya.

COURTESY: LARRY FITZGERALD

A Legacy of Caring

Athletes who excel both at sports and helping others | By John Hickey

On the field, court or track, sports stars are celebrated for their athletic accomplishments, their scoring abilities and their highlight-worthy moves. • Some of those athletes, however, are equally respected for their accomplishments off the field of play. Such stars transcend athletics and inspire others with their sacrifice and dedication.

A number of sports figures have helped change our perception of the world through their perseverance and a continuing dedication to humanitarian causes. Baseball great Jackie Robinson, who played for the Brooklyn Dodgers, is remembered as the first African-American player of the modern era, as well as for his devotion to minority-youth programs. John Wooden, the former basketball coach of the University of California at Los Angeles, is remembered for his leadership skills and his dedication to the community. And tennis great Arthur Ashe was a well-known advocate for global civil rights and educating others about HIV and AIDS.

The legacy of people such as Robinson, Wooden and Ashe lives on in the dedication of many sports figures for whom service to the community and helping those less fortunate are priorities in their lives.

The profiles that follow feature five stars who come from different backgrounds and excel at different sports. But, like so many before them, they believe in giving back.

Each story represents an individual's long-standing commitment to improving the lives of others. In the process, they are expanding the definition of what it means to be a sports hero.

Larry Fitzgerald Jr.

[wide receiver, Arizona Cardinals]

Larry Fitzgerald Jr. was in the eighth grade when his mother, Carol, was first diagnosed with breast cancer.

The event would forever change the life of the man who went on to become a six-time Pro Bowler and one of the finest receivers in professional football. The disease would ultimately lead to Carol Fitzgerald's death in 2003, a year before her son's NFL rookie season.

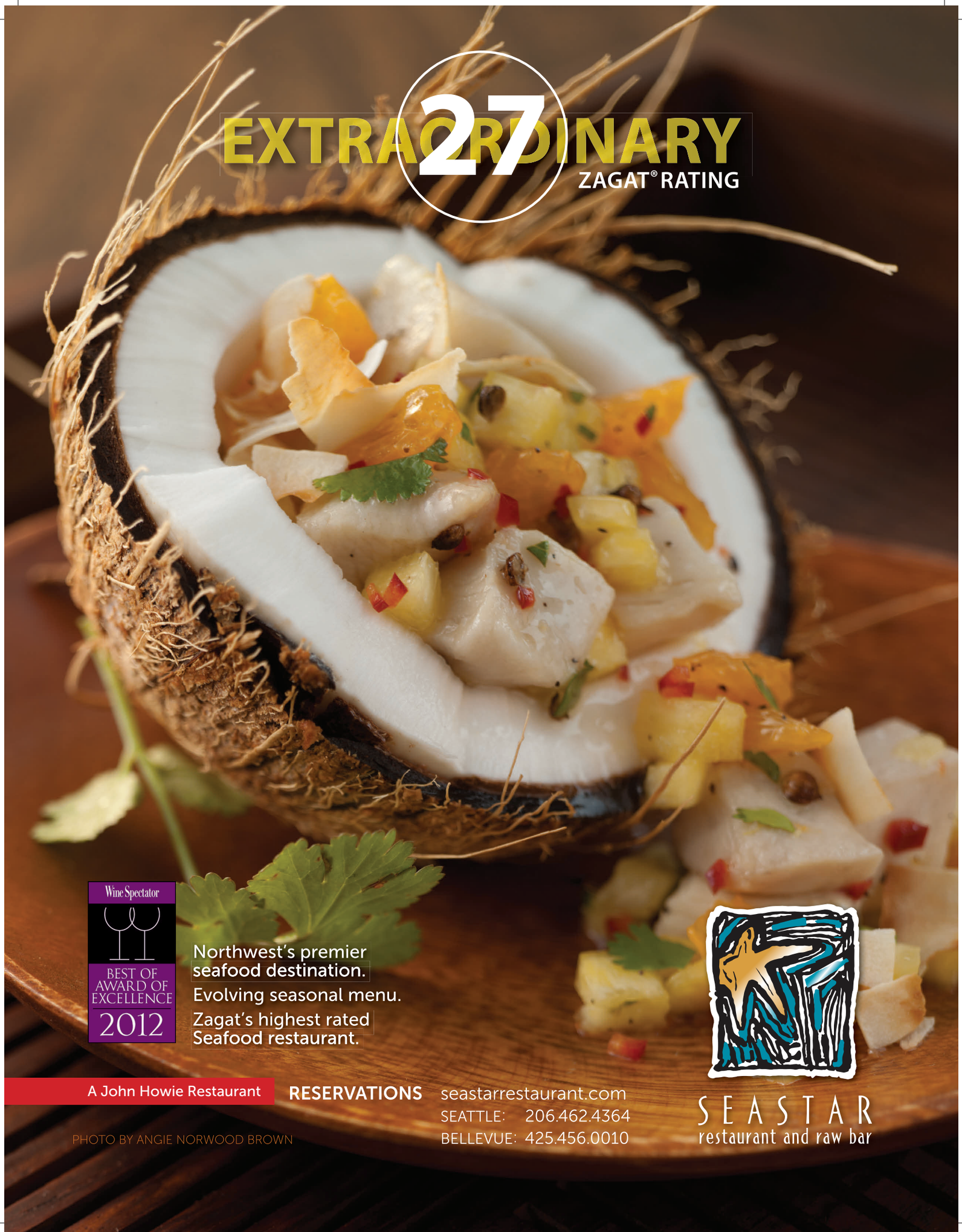
One of Carol's lasting legacies has been her son's focus on charitable giving. If you were to ask Fitzgerald why he donates so much of his time, money and energy to charitable causes, he would say he's only doing what his mother would have wanted. In her memory, Fitzgerald created the Carol Fitzgerald Memorial Fund to help those with breast cancer and to support community programs in his home state of Minnesota and around the country.

"My mom was big on helping people," Fitzgerald says. "I remember the last time she went to the hospital. Actually, a friend of hers was in the same hospital, and [Mom] went to visit her before she checked herself in. [Mom] was always about helping other people. She taught me to try to put a smile on people's faces; you never know what they are going through."

Since joining the Arizona Cardinals in 2004, Fitzgerald has founded The Larry Fitzgerald First Down Fund, with the goal of helping children and their families lead happier and healthier lives.

He has supported numerous Boys &

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Girls Clubs, and Big Brothers Big Sisters organizations, as well as giving money to help victims of AIDS and other diseases. The prime beneficiaries of the fund have been located in Arizona, but the fund's reach extends to his hometown of Minneapolis, as well as to Chicago and beyond.

Fitzgerald has also been one of the most active NFL players in supporting the league's extensive breast cancer awareness program. In late October, Fitzgerald combined his interest in social media with his focus on giving back by making a YouTube video of himself shaving the head of Minnesota Timberwolves star forward Kevin Love as "an act of solidarity" with cancer patients who often lose their hair during treatment. The two are donating 25 cents to a breast cancer charity every time the video is viewed, tweeted or shared on Facebook. They have vowed to give a combined donation of up to $250,000. As of early December, the video had been viewed about 280,000 times, meaning their donation had reached at least $70,000.

Such dedication earned Fitzgerald the 14th-annual Arthur S. Arkush Humanitarian Award in 2012, which is presented annually to an NFL player whose contributions to the community and charitable organizations are especially outstanding.

Fitzgerald is also an avid traveler who, by his own admission, has visited more than 80 countries and every continent, except Antarctica. His wanderlust is partly the result of his curiosity about the world and his passion for photography. But the trips have also been a way to expand his charitable work.



COURTESY: SF GIANTS

"It's a personal thing. Maybe someone's mother gets sick. Maybe something else impacts their lives. But a lot of us find a way to give back."

Barry Zito (second from the left), pitcher, San Francisco Giants, leaves the mound with Willie Mays, Corporal Nicholas Kimmel and Giants relief pitcher Sergio Romo after Kimmel threw out the ceremonial first pitch of game two of the 2012 World Series.

Fitzgerald and Baltimore Ravens wide receiver Anquan Boldin have made trips to Africa, together and separately, on behalf of Oxfam International, the global relief agency that works in 90 countries to build a world free of poverty.

"We are blessed to be in a position to help those who are less fortunate," the two are quoted as saying in a printed statement released after their trip last March to Ethiopia and East Africa. "Let's work together to give back and create positive, long-lasting change in the lives of others. We're back home getting ready to start the season ... but Oxfam is still there."



BRITTANY MOREHOUSE

"When I went there in 2007, there were not a lot of girls playing basketball. It's exciting to see how participation by girls in the sport has grown."

Ruth Riley, center, Chicago Sky, after returning from South Africa and Namibia.

Barry Zito

[PITCHER, SAN FRANCISCO GIANTS]

At the beginning of the second game of the 2012 World Series, Marine Corporal Nicholas Kimmel stood on the AT&T Park pitcher's mound in San Francisco, next to the great Willie Mays, and threw out the ceremonial first pitch.

The moment culminated an extraordinary year for the young marine and baseball fan in which he'd faced his own mortality, recovered from serious injuries and now found himself on the game's biggest stage.

Sharing the mound with Kimmel and Mays was Giants pitcher Barry Zito, whose foundation Strikeouts For Troops had made the moment possible.

Kimmel was in his second

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TIM LAWRENCE

"Through my whole journey I have said that you can't stop, but you have to keep going and give back however you can."

Lopez Lomong, middle distance runner, U.S. Olympian, shown here at the Chicago Marathon where he raised money for clean water in South Sudan.

tour of duty in Afghanistan when, on December 1, 2011, he stepped on a mine. The blast resulted in the officer's losing both of his legs and his left arm. Last March, while he was recovering in San Diego, Strikeouts For Troops reached out to Kimmel and brought the veteran to spring training in Arizona. The organization also arranged for him to receive season tickets to the San Diego Padres.

"It meant a lot to be able to do all that," Kimmel says of his involvement with Zito's foundation. "Growing up, baseball was a big part of my life. And this gave me a chance to get out of the hospital and enjoy something I really love."

A native of Moses Lake, Washington, Kimmel had chosen to join the Marines over accepting a partial baseball scholarship to Arizona State University following his graduation from high school. His love of the game has made Kimmel's recent friendships with Zito, Mark Kotsay, Jered Weaver and other major leaguers all the more special. During the past year, Kimmel has learned to walk, and now he is taking snowboarding lessons.

All of which means the world to Zito, a San Diego native who in 2005 decided to form the Strikeouts For Troops organization to help American military members serving overseas in Afghanistan and Iraq.

"At the time, there was not a lot of support for the troops," Zito says of when he started the foundation. "People were kind of grouping troop support together with war support. And that was almost two years after the start of the [Iraq] war. It was unpopular, and I was looking for a way to get baseball players behind the men and women fighting for us."

Since then, Zito has won the support of more than 80 major-league players and many corporations, who donate time, money and auction items to help support service men and women and their families across the country. Zito's original idea for the charity was that pitchers would donate a certain amount of money for each strikeout recorded, and hitters would donate for each home run hit. That form of donating is still in place, but some players and corporate donors now give fixed donations as Strikeouts For Troops has grown into a major support system for recovering troops and their families.

To date, the charity has raised more than $2 million to help pay for transportation costs and lodging so that family mem-

"The game of basketball has given me wonderful experiences ... to be able to give back to the community. [I've been able to] use basketball as a platform to really try to make a difference."

Grant Hill, forward, Los Angeles Clippers, hands out books to students at 42nd Street Elementary School.



COURTESY: LOS ANGELES CLIPPERS

AAM 01.13 Sports Heroes.indd 39 12/17/12 8:09 AM

bers can be with wounded loved ones. It also helps pay for entertainment and meals for these families.

Strikeouts For Troops is the charitable cause for which Zito is best known, but he has been involved with community service since he was a pitcher at the University of Southern California in 1999. That was the year his mother, Roberta, needed a liver transplant. After she had a successful transplant that enabled her to live until 2008, Zito developed what he calls "a true passion" for the cause of organ donation.

"I think it's different for every athlete, for every person," Zito says. "It's a personal thing. Maybe someone's mother gets sick. Maybe something else impacts their lives. But a lot of us find a way to give back."

Zito's passion for community service will be honored this month when he receives the 48th-annual Hutch Award. The distinction is given each year to a major league player who best exemplifies the honor, courage and dedication of Fred Hutchinson, who was known as a great competitor during his 11-year career as a pitcher for the Detroit Tigers. Hutchinson went on to manage three different clubs, including the Cincinnati Reds, before he was diagnosed with cancer in 1963. He passed away a year later. The award is presented in Seattle, Hutchinson's hometown and the site of the renowned cancer research center that bears his name.

One of the heroes of the 2012 World Series, Zito is entering his 14th major league season, and he realizes he is closer to the end of his baseball career than to its beginning. However, he says that's not true of his passion for community service and helping others, which also includes supporting the Special Olympics, Make-A-Wish Foundation, Juvenile Diabetes Research Foundation and Muscular Dystrophy Association, among others.

"I don't see myself slowing down, regardless of where baseball is at," he says. "I will still be every bit as involved to support these men and women and these causes. It's just a way to say thank you."

Lopez Lomong

[MIDDLE DISTANCE RUNNER, U.S. OLYMPIAN]
Few American Olympians have a more compelling personal history than middle-distance runner Lopez Lomong.

Born in 1985, Lomong became one of the estimated 20,000 "Lost Boys of the Sudan," when his small village in the southern region of the war-ravaged country was attacked by the People's Liberation Army. Lomong, who was 6 at the time, was abducted by the army and forced to suffer weeks of brutal treatment before he and three other boys managed to escape.

The four youngsters ran for three days in order to reach neighboring Kenya, where they found a home in a refugee camp. Lomong calls this run to safety "my first race."

Lomong, along with scores of other young men, lived in a refugee camp for 10 years before Catholic Charities brought him to the United States in 2001 and helped him start a new life with a family in Tully, New York.

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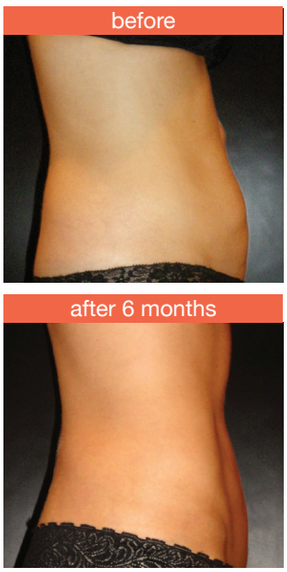
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TAKE OFF WHAT DIETING WON'T

Having undergone abdominal surgery as a young child, Heather was always aware of the two trapped pockets of fat that had developed around the scar tissue on her belly. In spite of her diligence with exercise and diet, they seemed immobile. Over the years, she'd explored one cosmetic procedure after another, hoping to find a solution.

"Heather was the ideal candidate for SmartLipo™ MPX," says Cosmetic Dermatologist Dr. Daniel Levy. "It allows me to precisely target stubborn pockets of fat and eliminate them in a single treatment. Most importantly, general anesthesia is not required, so it's much safer than traditional surgery and the recovery is swift."

"With each pregnancy, my stomach would stretch out and, while it would come back in, I could never seem to lose those stubborn pockets of fat. It even affected the way I dressed. Since having the procedure done, I feel much more comfortable in form-fitting clothes," explains Heather.

"The other amazing thing about SmartLipo™ MPX, is that recovery time was so quick. Of course, I was sore for a couple of weeks, but I was still able to care for my three kids and continue with the responsibilities of daily life.

"It has been a great experience throughout. Dr. Levy and his staff are so wonderful and friendly. The one thing I love is that it feels so spa-like. You get to slip into a warm robe and it's much more relaxing. In comparison, during a consultation at another medical clinic, I had to wear a paper gown and felt awkward. Here, they go out of their way to make you feel comfortable. That was unexpected. I thought once I'd completed the procedure, that would be it. Both Dr. Levy and my personal trainer would check in every so often to see if I had any questions and if everything was going well. I felt very cared for.

"The combination of the SmartLipo™ MPX, and the core work with a personal trainer made all the difference. Having the fat removed gave me a jumpstart. Then I began to develop ab definition I've never had before. I can see muscles. I dropped an entire pant size and lost nine pounds.

"I can't quite believe how my whole life feels easier. My husband is also thrilled. He says he needs to write a thank-you note to my trainer and Dr. Levy. The results have been amazing!"

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





Lomong played soccer and other sports, but he was inspired to become a runner while still living in the camp and watching U.S. Olympian Michael Johnson win two gold medals at the 1996 Summer Olympic Games in Atlanta. When he arrived in New York at the age of 16, Lomong joined his high school's cross-country team and went on to become a star athlete at Northern Arizona University. There, he developed into a serious contender for every mid-distance race, ranging from 800 meters to 5,000 meters.

By 2008, Lomong had realized one of his dreams when he qualified for the U.S. Olympic team in the 1,500-meter race. The naturalized U.S. citizen had not only become an Olympian, he was chosen by his teammates to carry the American flag at the opening ceremonies in Beijing. Unfortunately, Lomong's dreams of Olympic gold ended when he was eliminated in the semifinals.

Since his first Olympics, Lomong has gone on to establish the Lopez Lomong Foundation, which is aimed at helping people who live in the South Sudan area. His newfound notoriety also helped him reunite with his parents, who he had believed were killed at the time of his abduction. Recently, his foundation has teamed with the charitable organization World Vision to start the 4 South Sudan campaign, which supplies basic needs, such as food and clean water, to the people of the Republic of South Sudan.

The southern region voted to separate from Sudan in 2011 and is now an independent nation. However, South Sudan is dealing with major challenges, such as the need for clean water, food, basic health care and childhood education.

Lomong, who trains in Beaverton, Oregon, has used his fame and success to bring the plight of his homeland to the world's attention. He competed in the 2012 London Games in the 5,000 meters, finishing 10th in the finals.

While he was disappointed not to medal in London, he was able to recruit teammates Sanya Richards-Ross, who struck gold in the 4x400-meter relay, and distance specialists Shalane Flanagan and Kara

AAM 01.13 Sports Heroes.indd 42 12/14/12 6:03 PM

Goucher to help him raise money for the 4 South Sudan organization. In less than a year, the group has raised more than $150,000 to support clean-water projects. Lomong's goal is to raise more than $250,000 by the end of this month.

In honor of his accomplishments, Lomong was named the 2012 Visa Humanitarian of the Year. In accepting the award, Lomong said he hoped that it would help publicize his causes and bring much-needed benefits to the kids in South Sudan.

"Through my whole journey I have said that you can't stop, but you have to keep going and give back however you can," Lomong said in acknowledgement of the humanitarian award. "There are still kids going through the same things I went through, or even worse. I just want to be there to give them a hand. I want to be there to tell them that this isn't the end, and there is hope."

Lomong still has many more dreams to realize. He majored in hotel management in college, and he wants to put that knowledge to work by opening a hotel in South Sudan. He wants to help develop a tourism industry as a way of bringing money and resources to the war-torn nation.

"The Lost Boys of Sudan made the news back in 2001, but people have short memories," Lomong says. "The more successful I am as an athlete [and] as a former Lost Boy, the more people will talk about where I came from, and the greater focus I can put on the needs of South Sudan. Then … I can lead the way in doing something."

Ruth Riley

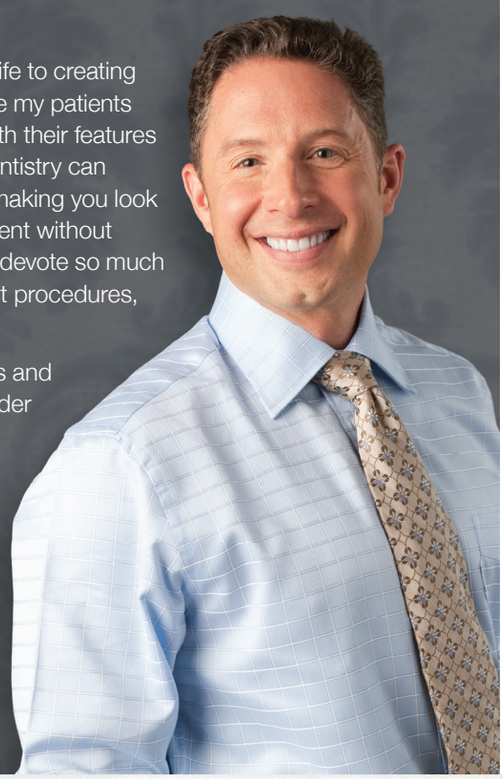
[CENTER, CHICAGO SKY]

Basketball has been at the center of Ruth Riley's life since she first started playing the sport as a child in Macy, Indiana.

The 6-foot, 5-inch Notre Dame All-American led the Irish to an NCAA National Championship in 2001 and was named the Naismith Player of the Year in the process.

As a professional, Riley has won two championship rings with the Detroit Shock and has played for the Miami Sol, the San Antonio Silver Stars and now the Chicago Sky. But one of her *CONTINUED ON PAGE 130*

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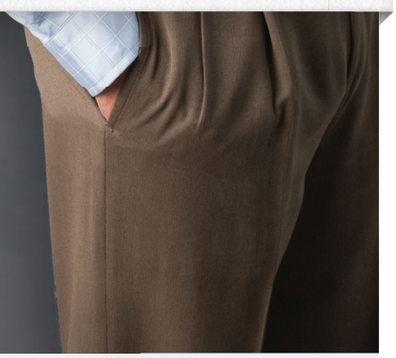
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CELEBRATING HAWAI'I

Local festivals reflect the culture and history of the Islands

Christine Thomas

Deep plantation green. Delicate powder blue. Bright neon pink. Rich color cascades around me as I meander along narrow, winding Māmalahoa Highway past old garages and storefronts in charming Hōlualoa village on Hawai'i Island. Many homes have been transformed into art galleries and shops, and tents are set up in front of nearly every building, displaying art and coffee for the Kona Coffee Cultural Festival's annual Coffee and Art Stroll. It's one of dozens of events held during this 10-day festival, which for 42 years has been celebrating the state's revered gourmet bean, grown here at elevation on the slopes of Mount Hualālai above Kailua-Kona, and the art stroll is one of my favorites.

Amid a friendly group, I browse eclectic pottery, art and elegantly painted gourds for sale. But the real treat is the more than two dozen estate coffee farms—from industry leaders such as Greenwell Farms, operating since 1850, to newcomer Hula Daddy, producing since 2005—that are giving out rich tastes of intensely aromatic 100 percent Kona coffee. I sip and "talk story" with some of the farmers tending the booths, inquiring about growing and roasting techniques, and trying to keep each variety separate. I see some coffee lovers marking scorecards for the event's People's Choice Competition, and later learn that the handpicked and hand-sorted Mr. Bean Kona Coffee won over the crowd's taste buds.



COURTESY: CURRENT EVENTS



It's nearly a perfect day in Hawai'i for indulging in the state's premier brew in front of such historic buildings as the 1900-built Hōlualoa Post Office, now the 'Ukulele Gallery; the pink Kona Hotel built in 1926; and the 1914 Y. Kimura Store, now Kimura Lauhala Shop, where woven hats and baskets are sold. Once named for the ancient Hawaiian sport of dryland sledding, and settled in the 19th century by immigrant workers who transformed the area into an agricultural haven, Hōlualoa is today fueled by coffee, art and old-time charm.

Too soon the farmers, vendors and artists begin packing up, and it's time for me to head to my car. For the past few hours time seemed to reverse, connecting me to a vibrant past that this unassuming commu-

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Tahitian dancers take the stage in the weeklong Merrie Monarch Festival in Hilo, Hawai'i Island. Far left: A contestant picks ripe coffee cherries in the Kona Coffee Cultural Festival's Picking Contest.

GETTY IMAGES / LONELY PLANET IMAGES

nity gathering once again brought to life.

Events such as the Kona Coffee Cultural Festival reveal the passions of the Islands' residents, and festivals throughout the state celebrate our rich history and diverse culture.

"There are not only traditional Hawaiian festivals but festivals of the many different cultures that are now part of the Islands—it's really a cosmopolitan thing," says Daniel Akaka Jr., longtime historian and director of cultural affairs at the Mauna Lani Bay Hotel & Bungalows on Hawai'i Island, and son of former U.S. Senator Daniel Akaka.

No matter the island or the occasion, we in Hawai'i love an excuse to get together and celebrate, almost always with a bounty of delicious food that reflects the ancient tradition of *'aha'aina*, or gathering for a feast to mark an important occasion.

"Whether it was a canoe blessing, preparing for a long voyage, or graduating students from a *hālau hula*," says Akaka, "'aha'aina was something that happened year-round." Later, these get-togethers began to be called *lū'au*, or taro tops, after the leaves still central to Hawaiian meals.

Also traditional in celebrations and everyday Hawaiian life is the practice of sharing what one has with family, friends, neighbors and even visitors. "One thing that is today called aloha spirit

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was really *ho'okipa*—to treat one hospitably, to entertain," says Akaka, who recalls stories of his grandparents' generations doing just that with people walking past their homes. "For people of Hawai'i and people who grew up in the Islands, this is still very important," he says.

Today's festivals bring people together in the spirit of ho'okipa, whether they are Hawaiian, *kama'āina* (longtime residents) or *malihini* (newcomers or visitors).

Modern public festivals "started as a way to support our tourism industry, but it has grown way beyond that," says Harry B. Soria Jr., host of the weekly radio program *Territorial Airwaves*, mainly because local communities have become involved. "Festivals have been so important for us because they have allowed us to come together to celebrate our host culture and our forms of musical expression and dance."

The Islands host hundreds of events each year, and the following types of festivals encompass much of what inspires us today while continuing early Hawaiian traditions.



COURTESY: HAWAI'I CHOCOLATE FESTIVAL

CULINARY DELIGHTS

A great place to begin exploring Hawai'i's festivals is through *mea'ai*, or food. Food is entwined with the very genealogy of Hawaiian people, via the traditional staple *kalo*, or taro, which in creation narratives is said to be the "root of life" sprung from the first man. And ancient Hawaiian life was based largely on food production, about which Hawaiians were respectful and careful.

"You would take, but you would give back, and always ask before you take," Akaka says.

Perhaps that's one reason a principal ancient festival was the Makahiki, the annual harvest festival honoring Lono, god of peace and agriculture, and patron of sports and games.

"It was a time of giving tribute, to travel around the Islands and stop in each *ahupua'a* [land division], where food and products of the land were given as tribute or tax," says Akaka. Afterward, feasting and games abounded, and warfare was prohibited.

Modern culinary celebrations are often large and tend to spotlight celebrity chefs and talents, while more-focused events often shed light on contemporary food movements and locally grown culinary delights, from coffee to chocolate.

A 10-day affair with events throughout Kona's coffee belt, the **Kona Coffee Cultural Festival** (November 1–10; *www.konacoffeefest.com*) is where coffee farmers, residents and visitors mingle at Kona coffee cherry–picking competitions, professional farm tours, tastings and contests, culminating with the Gevalia Kona Coffee Cupping Competition. It's also been joined by Pāhala's more informal **Ka'ū Coffee Festival** (May 4; *www.kaucoffeefest.com*), celebrating this south Hawai'i Island's Ka'ū coffees, which have placed in the top 10 at recent Specialty Coffee Association of America's Coffee of the Year competitions. Events include farm tours, tastings, craft and coffee vendors, hula and live music.

As part of the effort to expand our ranching and agriculture industries, more than 30 chefs prepare succulent bites of local beef, wild boar and more at Hawai'i Island's **Mealani's Taste of the Hawaiian Range** (October 4; *www.tasteofthehawaiianrange.com*) at the Hilton Waikoloa Village. Grass-fed local beef has begun to appear on the menus of top Island chefs, and this event continues to expose chefs and residents alike to this sustainable and healthy resource. Guests can peruse food stations,

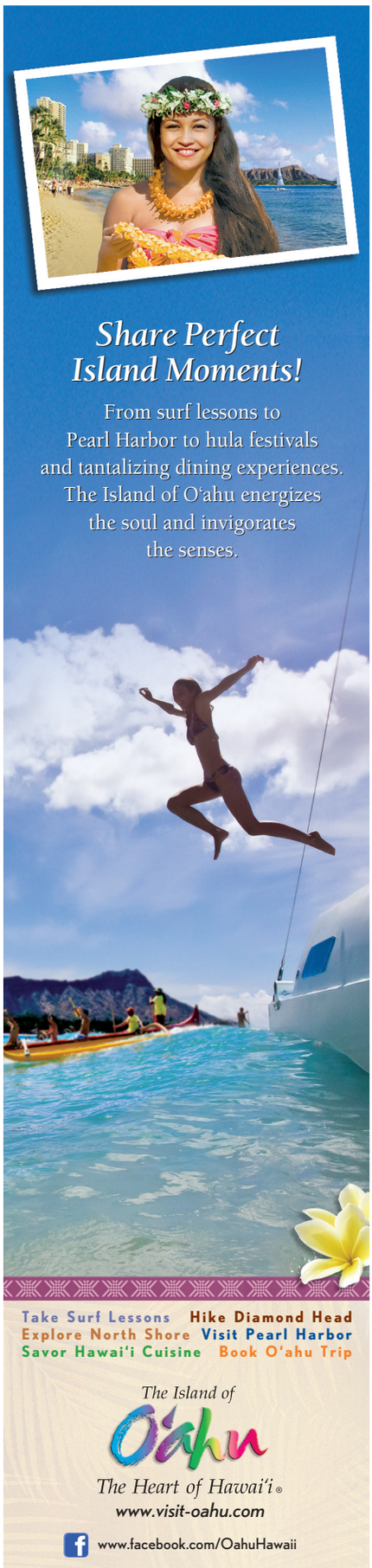

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COURTESY: MEALANI'S TASTE OF THE HAWAIIAN RANGE

Above: *Keiki* hula dancers from Hālau Hula O Hokulani perform at O'ahu's Kapi'olani Park on Lei Day, May 1.
Left: Ricard Chocolat's chocolate fountain exhibit features sweet and salty at the Hawai'i Chocolate Festival on O'ahu.
Below: Chef Dayne Tanabe, of the host hotel Hilton Waikoloa Village, presents plates of smoked grass-fed-beef brisket at the Mealani's Taste of the Hawaiian Range.

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explore local vendor exhibits featuring honey, vanilla, chocolate and taro, and meet the people who grow our food.

Four events honor important, if small, essential ingredients. Kalo will be venerated at Hāna's 21st-annual **East Maui Taro Festival** (April 20–21; *www.tarofestival.org*), where food booths will offer dishes such as taro chowder, and guests and experts can pound kalo into *poi* and make stone pounders and other traditional crafts. The 24th-annual **Maui Onion Festival** (May 4; *www.whalersvillage.com/onionfestival.htm*) brings the island's prized sweet onions to the fore, with an onion-pairing dinner the night before, and food booths, entertainment and chef demonstrations at Whalers Village. O'ahu's 4th-annual **Hawai'i Rice Fest** (September 14; *www.ricefest.com*), praises the grain that connects Hawai'i's many ethnic cultures and traditions with a "riceipe" contest, chef demonstrations and rice cuisine.

And Kaua'i's **Breadfruit Festival** (September 15; *www.breadfruit.org*), hosted by the National Tropical Botanical Garden, is meant to revitalize the breadfruit, a nutritious, delicious and once abundant staple.

Hawai'i is the country's only commercial cacao grower, and local chocolatiers impress with creative confections. When the **Hawai'i Chocolate Festival** (February 23; *www.hawaiichocolatefestival.com*) opens at O'ahu's Dole Cannery shops, tastings, speakers, a chocolate spa and garden, and more serve up both knowledge and delectables.

Hawai'i Island celebrates at the **Big Island Chocolate Festival** (March 23; *www.bigislandchocolatefestival.com*), this year at The Fairmont Orchid, Hawaii, with cacao farm tours, educational demonstrations and a gala tasting event.

SOULFUL SOUNDS

Hawaiian music has inspired generations of listeners in Hawai'i and around the world. Though its origins lie in ancient Hawaiian chants and drums, contemporary musicians are elevating classic instruments and traditional Hawaiian-language songs, and earning Grammy nominations. Today, all major islands host festivals honoring

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Hawaiian music, the "jumping flea" strum of the Hawai'i-perfected 'ukulele, and the stirring finger work of *kī hō'alu*, or acoustic slack key guitar, and its roots in local *paniolo* or cowboy culture.

It's a summer treat to sit under the shade of monkeypod and *kiawe* trees at O'ahu's Kapi'olani Park bandstand during Roy Sakuma's **Ukulele Festival Hawai'i** (July 21; *www.ukulelefestivalhawaii.org*). As a hundreds-strong student orchestra, celebrities and virtuosos take the stage, marvel at how masterfully they play their beautiful koa wood instruments and soak in the distinct sound made increasingly popular by top strummer Jake Shimabukuro.

The nonprofit organization of the same name also hosts festivals on Hawai'i Island (March 2); and Maui (date to be announced).

The **Hawaiian Slack Key Guitar Festival** (*www.slackkeyfestival.com*) also features multiple events that preserve and perpetuate kī hō'alu.



COURTESY: RED CLAY JAZZ

The Vanessa Collier Quartet, from Boston's Berklee College of Music, performs at last year's Red Clay Jazz Festival on Kaua'i.

"Each year we have slack key festivals on several islands in Hawai'i, stretching over most of the year," says festival emcee Harry B. Soria Jr. This year, visitors can indulge in six hours of education and entertainment in this distinctive style, made famous by Gabby Pahinui, at these island locations: Maui Arts and Cultural Center (June 23); O'ahu's seaside Kapi'olani Park (August 18) and Ewa Gentry at Hoalauna Park (October 27); Hawai'i Island's Sheraton Kona Resort & Spa at Keauhou Bay (September 1); and the Kaua'i Beach Resort (November 17).

Some festivals incorporate all styles of Hawaiian music, and they're a great way to learn about the genre overall. On O'ahu the third-annual **Mele Mei** (April 26–May 25; *www.melemei.com*) is quickly becoming one of the state's larger festivals because it offers a month of concert performances, workshops and events, such as a Steel Guitar Festival, as well as the 36th-annual Nā Hōkū Hanohano Awards, Hawai'i's version of the Grammys. Another of the must-attend events is the eighth-annual **Hawai'i Book & Music Festival** (May 18–19; *www.hawaiibookandmusicfestival.*



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Festivals of History

For history buffs, several Island festivals bring Hawai'i's past alive.

On Kaua'i, the **Prince Kuhio Celebration** (March 17–29; *www.princekuhio.net*) in Kōloa and at the south shore's Grand Hyatt Kaua'i Resort and Spa features canoe races, salt making, "talk story" gatherings, a royal feast and more honoring Prince Jonah Kuhio Kalaniana'ole and the traditional Hawaiian practices he fought to maintain.

The 19th-annual **Honolulu Festival** (March 1–3; *www.honolulufestival.com*) celebrates Pacific cultures and the city of Honolulu. Three days of art, music, dance and crafts are highlighted by a new long-distance relay race, a grand parade and a spectacular Nagaoka fireworks show in Waikīkī.

Every Memorial Day, thousands visit Ala Moana Beach Park's Magic Island for the **Lantern Floating Hawai'i Ceremony** (May 27; *www.lanternfloatinghawaii.com*). In Buddhist tradition, candlelit lanterns are set afloat on the ocean to honor deceased ancestors and loved ones.

Set in the North Kohala birthplace of the monarch who brought the Islands under one rule by 1810, the **Kamehameha Day Celebration** (June 11; *www.kamehamehadaycelebration.org*) features a floral parade, hula performances, food booths, music and the draping of the king's statue in fragrant lei. Hilo's **Kamehameha Festival** (June 8; *www.kamehamehafestival.org*) hosts top Hawaiian entertainers, hula, a chant competition and warrior exhibition. And the **Kamehameha Day Parade** (*www.konaparade.org*) brightens Kailua-Kona with hundreds of colorful *pā'ū* horseback riders and live entertainment.

Learn about the sugar plantation era during Kaua'i's **Kōloa Plantation Days** (July 19–28; *www.koloaplantationdays.com*), nine days of events exploring the area's archaeology, ecology and multicultural history.

Kaua'i's last plantation closed in 2009, but many residents who grew up or worked on one speak to the experience of camp life. —*C.T.*

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org), which blends the state's literary and musical talents, showcasing two essential means of modern storytelling.

For a hint of other music appreciated in the Islands, I like Kaua'i's **Red Clay Jazz Festival** (June 26–29; *www.redclayjazz.org*), a four-day affair that this year spotlights Kaua'i's The Pro Am Band, the Maui Jazz Quartet and, from the mainland, Lavay Smith & Her Red Hot Skillet Lickers. Attendees can meet the artists and hear bands play at different locations around the island as well as at the main festival venue.

SEEING STORIES

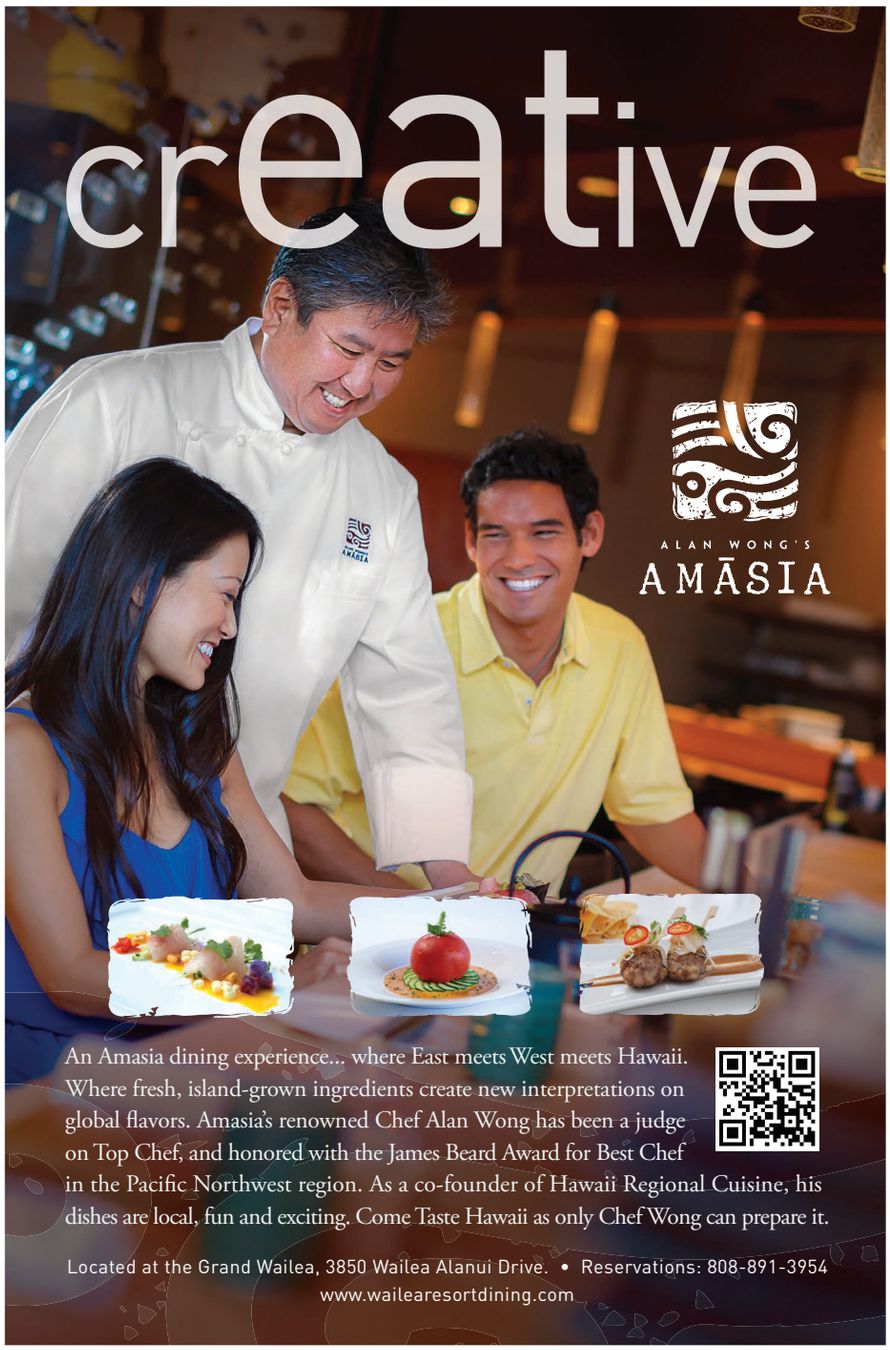
Hawai'i has long been a darling of the big screen, whether it's Elvis in *Blue Hawaii* or George Clooney in the film *The Descendants*, which was based on a novel by Kaui Hart Hemmings, who grew up in Hawai'i. Our film industry puts the Islands on the map as a first-class film-production destination, and the films capture the imaginations of people around the world.

"Being born and raised in Hawai'i, we come from a storytelling people, and film is really that for everyone," says Donne Dawson, Hawai'i State Film Commissioner. "Film is all about the story and telling stories. Film festivals are the ideal venues that pull together all of these storytellers who are using the medium of film to share their cultures."

Residents and visitors flock to Island film festivals, especially the long-running Hawaii International Film Festival and Maui Film Festival, to see films they might not see in mainstream theaters and to gain windows into other worlds. The events also provide an opportunity for young Hawai'i filmmakers to rub elbows with industry professionals, who are in turn exposed to Hawai'i and its culture.

"It's all about connecting the dots," Dawson says. "Festivals are the whole package. Who doesn't want to come to Hawai'i and watch amazing film in an amazing environment with a bunch of remarkable, gifted storytellers?"

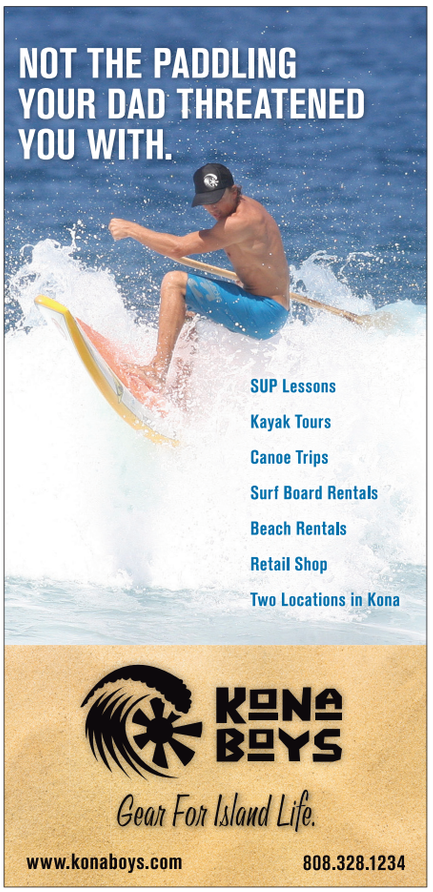
The eighth-annual **Big Island Film Festival** (BIFF) (May 23–27; *www.bigislandfilmfestival.com*) lights up The Fair-





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mont Orchid, Hawaii, on Hawai'i Island's perpetually sunny Kohala coast, with outdoor screenings of features and short films from around the world. The festival focuses on compelling characters and stories by independent filmmakers. For instance, the Maui-made comedy *Get a Job* stars local musicians Willie K and Eric

Additional 2013 Festivals

HAWAI'I ISLAND

Pu'uhonua o Hōnaunau Cultural Festival (late June; *www.nps.gov/puho*)

Parker Ranch Round-Up Club Rodeo (Aug. 31–Sept.1; *www.parkerranch.com*)

Hilo Wayfinding and Navigation Festival (September 28; *www.imiloahawaii.org*)

Kona Brewers Festival (March 9; *www.konabrewersfestival.com*)

KAUA'I

Waimea Town Celebration (February 16–23; *www.wkbpa.org/events.html*)

Kaua'i Orchid and Art Festival (April 5–6; *www.hanapepe.org*)

Kaua'i Polynesian Festival (May 23–26; *www.kauaipolynesianfestival.org*)

Kaua'i Powwow Native American Celebration (September 27–29; *www.kauaipowwow.com*)

MAUI

Ha'iku Ho'olaule'a and Flower Festival (April 20–21; *www.haikuhoolaulea.org)*

Kapalua Wine and Food Festival (June 7–9; *www.kapaluawineandfoodfestival.com*)

Makawao Rodeo and Paniolo Parade (July; 808-283-2741)

Maui Whale Festival (through May 2013; *www.mauiwhalefestival.org*)

O'AHU

Hale'iwa Summer Arts Festival (July 20–21; *www.haleiwaartsfestival.org*)

Duke's Ocean Fest (August 17–25; *www.dukesoceanfest.com)*

Made in Hawai'i Festival (August 16–18; *www.madeinhawaiifestival.com*)

Hawai'i Food & Wine Festival (September 5–8; *www.hawaiifoodandwinefestival.com)*

Aloha Festivals (September 21; *www.alohafestivals.com*) —*C.T.*

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Gilliom. Events also honor Hollywood film stars, such as Tom Berenger, and include celebrity receptions, workshops, and a Best of the Fest event on the final night.

The **Maui Film Festival** (June 12–16; *www.mauifilmfestival.com*) in the town of Wailea and at the Maui Arts & Cultural Center in Kahului is known for attracting luminaries such as William Hurt and Angela Bassett, but the real treat is open-air and beachfront screenings of what director and MFF founder Barry Rivers calls life-affirming films. Approximately 50 narrative, documentary and international feature films play before audiences of thousands, who rave about the outdoor Celestial Cinema with its 50-foot screen.

The country's largest "East meets West" festival is O'ahu's 11-day, 33rd-annual **Hawai'i International Film Festival** (HIFF) (October; *www.hiff.org*). Local and international moviegoers delight in niche Asian films, which often open here, and other films made in Hawai'i, the Pacific Rim, Europe and South America. One-time unknowns such as Ang Lee's *The Ice Storm* and *Crouching Tiger, Hidden Dragon* went on from here to become big hits.

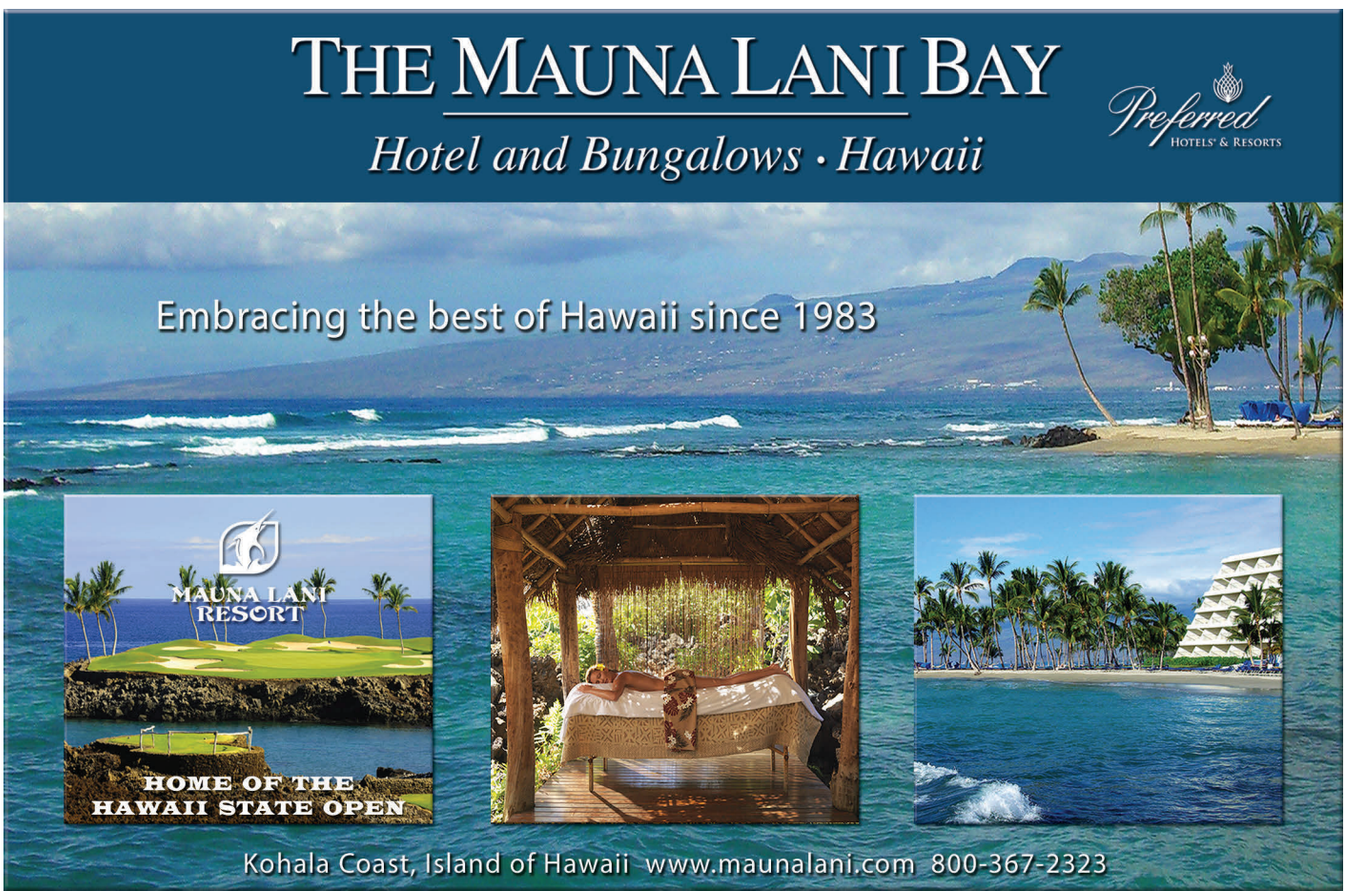
"HIFF is considered one of the must-see festivals globally because of its showcasing of the best of the Asia-Pacific region," Dawson says. "They've become so much more than that, but you really are able to see some very obscure films that in any other environment you may not be able to see."

Two festivals fuse filmmaking with Hawaiian surf culture. The sixth annual **Honolulu Surf Film Festival** (July 6–31; *www.honolulumuseum.org/events/films*) at the Honolulu Museum of Art's Doris Duke Theatre attracts ocean lovers, surfers and personalities such as "Mr. Pipeline" Gerry Lopez and big-wave legend Peter Cole. And the 10th-annual **Kona Surf Film Festival** (December; *www.konasurffilmfestival.org*) at Hawai'i Island's Mauna Lani Bay Hotel & Bungalows welcomes attendees for an epic



COURTESY: HAWAII BOOK & MUSIC FESTIVAL

The Hawai'i Book & Music Festival celebrates the Islands' storytelling traditions through a blend of literary and musical talents.



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weekend of acoustic entertainment, food and the stunning cinematography of short and feature films by established and emerging surf filmmakers. A love of the ocean links films about surfing, surf culture and lifestyle with a sustainable art fair.

ISLAND TREASURE

An entirely different kind of storytelling typifies the ancient art of hula. The chants and songs that dancers perform are palpable links to the past, expressing continuing values, emotions, and stories of important places and people who are long gone. For native Hawaiians, hula is a powerful bond to their ancestors that keeps history alive, and for residents and visitors not of Hawaiian descent, it provides a way to connect to Hawai'i's culture and learn more about the natural world.

"Hula is something that has to be treasured forever," says Kumu Hula Leina'ala Pavao Jardin, whose Kaua'i-based Hālau Ka Lei Mokihana o Leina'ala competes regularly at the Queen Lili'uokalani Keiki Hula Competition (for children) and the Merrie Monarch Hula Festival.

"My first festival was the Mokihana Festival," Jardin says of the weeklong cultural fete (September; *www.maliefoundation.org*) on Kaua'i that features three days of solo and group *kahiko* (ancient) and *'auana* (modern) hula, and which is named for the berry that represents Kaua'i in traditional Hawaiian lei. "The Mokihana Festival promotes innovation and creativity while Merrie Monarch promotes tradition. For me it was quite challenging to get out of the box and use my creativity."

Many Island hula festivals encourage innovation and inspire dancers to present their best choreography, chants and artistic vision year after year. Celebrating its 50th anniversary with a robust renovation of the competition site at Edith Kanaka'ole Tennis Stadium, the weeklong **Merrie Monarch Festival** (March 31–April 6; *www.merriemonarch.com*) draws large crowds to Hilo for free art exhibits, craft fairs, performances and a town parade. Advance tickets are required for the prestigious three-day hula competition featuring men's and women's kahiko and 'auana hula,

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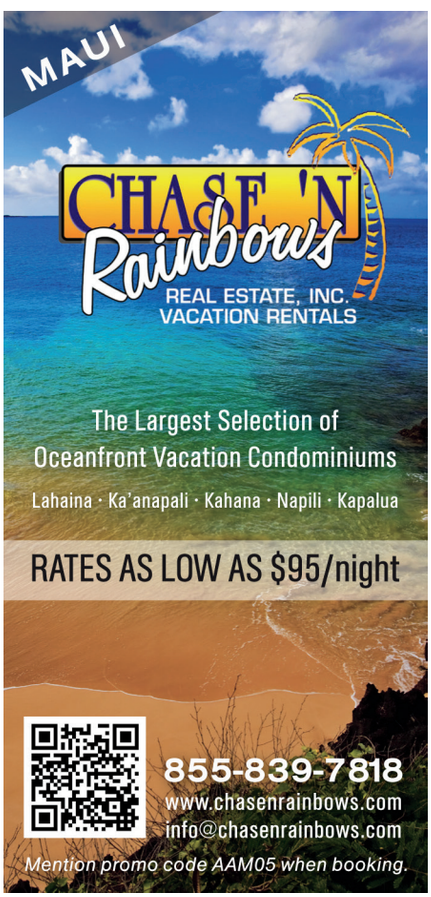
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a magnet for hula dancers and aficionados worldwide. This event is televised throughout the state and is so significant to the art that many dancers affectionately call it the "Olympics of hula."

The state's largest noncompetitive hula event is O'ahu's 36th-annual **Prince Lot Hula Festival** (July 20; *www.moanaluagardensfoundation.org*), honoring Prince Lot Kapuāiwa and his effort in the mid-19th century to revive hula through parties at his Moanalua summer home, now located at verdant Moanalua Gardens. Hula performances on the hula mound, native crafts, arts and games make for a special day.

Showcasing the best of *keiki* hula by young dancers ages 6 to 12, the **Queen Lili'uokalani Keiki Hula Competition** (July 18–20; *www.kpcahawaii.com*) is held annually at O'ahu's Neil S. Blaisdell Center. Solo and group dancers perform kahiko and 'auana, with separate boys and Hawaiian-language divisions. And in the cool uplands of Kōke'e State Park's Kanaloahuluhulu Meadow, on Kaua'i, the 25th-annual **Emalani Hula Festival** (October 12; *www.kokee.org*) brings together hundreds of hula dancers to honor the memory of Queen Emma with cultural demonstrations, Hawaiian music and hula performed outside in a natural setting.

Whether you just happen upon an Island festival by chance, as I have many times, or plan a trip to include a celebration that inspires your imagination, a festival is an exciting way to experience the pulse of Hawai'i and the welcoming spirit of its people. ▲

Regular contributor Christine Thomas lives in Honolulu and is the editor of Don't Look Back: Hawaiian Myths Made New.

GETTING THERE

Alaska Airlines offers daily service to O'ahu (Honolulu), Maui, Kaua'i and Kona/Hawai'i Island. For flight reservations, go to alaskaair.com or call 800-ALASKAAIR. To book an Alaska Airlines Vacations package to Hawai'i, go to alaskaair.com/vacations or call 800-468-2248.

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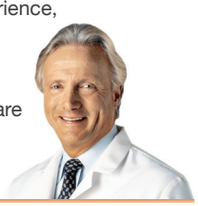
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To be honest, I was extremely skeptical that I'd be able to lose the 20-25 pounds that had gradually snuck up on me since college. While I've always been active outdoors, whether skiing or golfing, I needed a jumpstart back into a more aggressive workout schedule.

My Best 10 was the perfect answer. It exceeded my expectations and was worth every cent. I treated the program as a part-time job and made sure that I met or exceeded all the exercise goals set for me each week. My trainer did an amazing job of reading me and mixing up the workout just enough to keep me hooked on exercise. I also followed the diet exactly, making myself eat all the food on schedule, even when I didn't think I needed to eat. I wasn't ever hungry and found some new vegetables that I continue to enjoy. One of the best things that happened is that I had to go and buy all new clothes because nothing fit!

Ten weeks was the perfect amount of time to do something that intensely. I was motivated to stick to the schedule as I had a special trip planned with my girlfriends at the conclusion. That was my real test. I was anxious to see if they'd be able to notice any changes. They most certainly did!

I very much appreciate how my whole being feels better and continues to feel better even two months after finishing the program. Previously, I had minor but persistent foot pain and limited energy. All of this made me a little grumpy and short tempered with my family. Shortly after starting the program, all of this improved. My headaches are simply gone, I have no foot pain, and my energy has improved immensely. I hope my family says I'm less grumpy.

I really enjoyed all the perks that come with the program. With the help of the Medical Spa, I finally got rid of the sun spots on my face, my skin feels amazing, and my eyelashes are spectacular. The massages and the facials are all incredibly invigorating. My hair color and cut made me feel more than 10 years younger. Then, of course, there's the final day. While it feels just plain silly getting all "dolled up" for a photo shoot, I have to say that this is one of the unexpected luxuries. The only other times I've ever done that were for my senior class photographs and my wedding. I'm truly grateful that my kids will always have these photos to remember that their mom really did "look good."

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SUSTAINING WELLNESS

Diet and exercise promote good health

By Paul Clarke

Long before the breakup, it was clear our relationship was over. After many years together, my couch and I were splits.

The signs had been apparent for some time. As my 40th birthday receded into the distant past and my graying hair (and expanding midsection) became impossible to ignore, I began coming to terms with middle age. It was increasingly clear that the long hours I'd been spending with my couch—while watching television, tapping at the laptop or simply lounging away a Sunday afternoon—needed to come to an end in order to delay the approach of my own.

It was the kind of breakup millions of middle-aged Americans are making with their couch-potato lifestyles, or, at least, are being encouraged to do by their family physicians and by their loved ones.

Today, thanks in part to advances in medical treatments, pharmaceuticals and technology, Americans are living longer than ever. The current average life expectancy is more than 78 years, compared to less than 74 years in 1980. But while we're living longer, the quality of life during these extra years is largely up to us. Doctors say that the decision to lead an active, vibrant life in our advanced years is one that should be made long before retirement.

Despite our increasing longevity, Americans are also heavier and less active, on average, than previous generations. Even younger people are experiencing a troubling rise in chronic conditions such as diabetes and heart disease. This convergence of a longer life span and a greater incidence of chronic disease has been referred to by researchers as a "lengthening of morbidity." While we'd like to fill our golden years with golfing and beach vacations and frolicking in the yard with our grandkids, many of us instead are facing a gradual decline in health, followed by years or even decades of hospital visits and long-term care.

However, there are signs of improvement. Smoking among Americans is in sharp decline, physicians are aggressively monitoring and addressing early warning signs of high cholesterol and hypertension, and efforts to curb youth obesity are showing promising signs of success in several major cities.

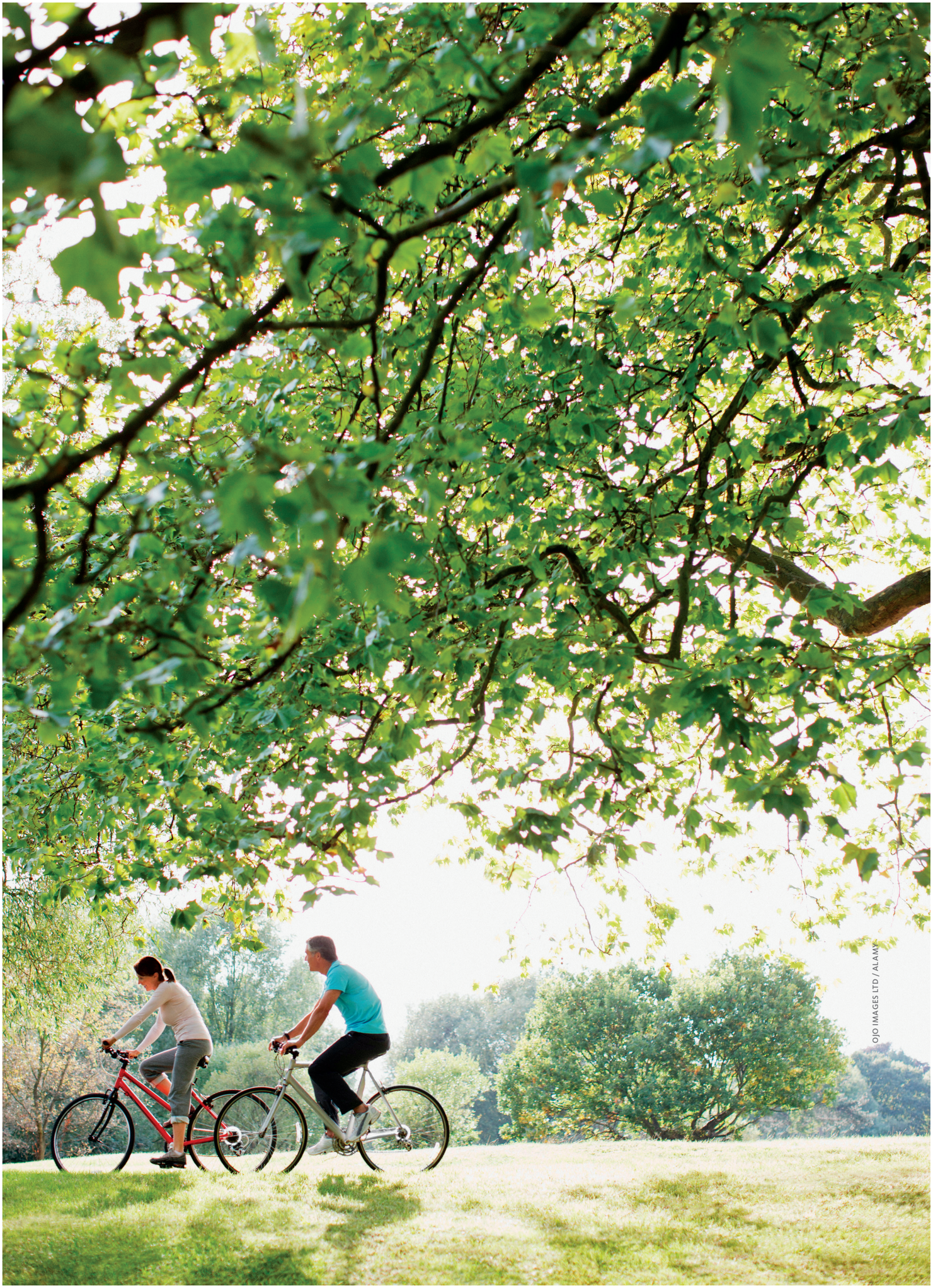
Many Americans are getting the message that diet and physical fitness matter when it comes to our long-term health, and, like me, are changing the ways they eat and exercise in an effort to remain healthy and active.

Our lifestyle choices in middle age can help determine which path we follow. Complete control over our health as we age is beyond any of us, but there are steps the reluctantly middle-aged like me can take to create a longer, healthier future.

STARTING SLOW

Despite all we know about the importance of physical fitness in maintaining good health, many Americans continue to lead sedentary lifestyles. Their lack of movement is linked to a corresponding increase in such conditions as diabetes and cardiovascular disease.

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Experts say that the choice to become more active doesn't necessarily mean signing up to train for a marathon or taking up permanent residence at the gym. Instead, they recommend, and recent studies have reinforced, that engaging in even mild forms of physical exercise on a regular basis can still do a world of good.

Some of the most recent support for this approach comes from a study published in the September 2012 issue of the *Archives of Internal Medicine*. A team of researchers at the University of Texas Southwestern Medical Center and the Cooper Institute in Dallas reviewed the medical records of nearly 19,000 men and women who'd each visited the Cooper Institute's medical clinic beginning in 1970.

At the time of the first checkup, all the patients were middle-aged and free from chronic diseases, and the general fitness of each patient was assessed using a treadmill test; the subjects were divided into groups, based on level of fitness. The study's researchers examined these subjects' Medicare claim records from 1999 to 2009 and found that the adults who were least physically fit at the

Healing our Wounded Warriors

New treatments and facilities are helping veterans with traumatic injuries. By Paul Clarke

Millions of Americans are paying close attention to their health, evaluating nutritional choices and developing exercise regimens in pursuit of a better quality of life.

But for the hundreds of thousands of American men and women wounded or injured while serving in the armed forces, improving the quality of their lives often requires a different, more specialized approach.

Fortunately, these veterans have allies in hospitals and medical institutions across the country, where teams of physicians, researchers and other health-care professionals are engaged in efforts to aid their recoveries and develop new ways to treat their injuries.

One such institution is The Center for the Intrepid (CFI), at the Brooke Army Medical Center in San Antonio, Texas. Opened in 2007, CFI had an ambitious mission: to provide treatment for veterans wounded in Afghanistan and Iraq, with innovative programs focusing on prosthetics, orthopedics, and physical and occupational rehabilitation.

From its inception, this facility was different than most military medical facilities. For one thing, CFI officials like to describe the operation as a joint venture of sorts between the American people and the armed forces. More than 600,000 people donated a total of more than $45 million to the Intrepid Fallen Heroes Fund to pay for the construction of the facility. The Army now funds the center's daily operations.

Recognizing that helping wounded service members requires an innovative recovery center, CFI uses a combination of sophisticated physical and occupational therapy systems. It also offers computer-assisted rehabilitation methods and an individualized, in-house prosthetic fabrication and fitting program. The advanced center includes a number of unique programs, including a water-wave machine to help patients develop coordination and balance, and a two-story-tall climbing wall to build strength.

In its first year, CFI documented more than 28,000 patient visits, and continues to treat more than 140 individual patients each week.

The Department of Veterans Affairs (VA) is also developing ways to help soldiers suffering from "polytrauma," a medical term referring to the complex patterns found in multiple, severe injuries caused by the same event. These combinations often include traumatic brain injuries (TBI).

> "Medications can mask the problems in brain injury and PTSD. But we need therapies that can be more effective, and we hope to find something that can actually treat the [injury]." —*Bernadette Howlett*

To address the challenges faced by patients recovering from multiple injuries such as damage to the brain or spinal cord, the loss of a limb and psychological trauma, the VA operates a Polytrauma System of Care, composed of a network of 23 facilities from Seattle to Boston to Tampa.

The centers provide long-term care and rehabilitation to service members who've suffered major injuries, with a particular focus on patients with brain injuries.

Developing innovative treatments for brain injuries is being studied at various hospitals around the country, including Bingham Memorial Hospital in Blackfoot, Idaho. Bingham Memorial is taking part in a national research program on the use of hyperbaric oxygen therapy (HBOT) to treat patients with chronic TBI, as well as post-traumatic stress disorder (PTSD). The study will help researchers assess if HBOT treatments can help veterans heal from these damaging brain conditions and recover a better quality of life.

The need for such a project is urgent. The Department of Veterans Affairs has reported that combat-induced TBI and PTSD are estimated to affect as many as 360,000 veterans.

In hyperbaric oxygen therapy, a patient is placed in an enclosed chamber or room, and pure oxygen is introduced at an air pressure several times higher than normal. The increased pressure allows the patient's lungs to inhale up to three times as much oxygen as would be possible at normal atmospheric pressure. This oxygen-rich condition CONTINUED ON PAGE 62

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FROM PAGE 61 stimulates the body's release of stem cells, which may aid the healing of damaged organs and tissues.

"Oxygen is part of every interaction your body has—this will get it into the parts of the body that need to heal, and the body itself can do the healing work," says Bernadette Howlett, director of research at Bingham Memorial Hospital. "Medications can mask the problems in brain injury and PTSD. But we need therapies that can be more effective, and we hope to find something that can actually treat the [injury]."

time of the initial evaluation were also the most likely to have developed one or more of eight chronic conditions—including diabetes, Alzheimer's disease, heart disease and certain types of cancer—earlier in the aging process.

"We followed people for an average of about 26 years, and what we found was that the people who were more physically fit tended to have their symptoms develop later in life," says Dr. Benjamin Willis, a staff epidemiologist at the Cooper Institute and the chief author of the study. "Across the board, there was a reduction in those diseases with improved physical fitness."

Willis says a takeaway message from this study is simple: By following the *Physical Activity Guidelines for Americans*, established in 2008 by the Centers for Disease Control and Prevention, it's relatively easy to reduce the risk of suffering one of these chronic diseases. The CDC guidelines are straightforward, specifying that an average person between the ages of 18 and 64 should engage in a minimum of 150 minutes per week of moderate activity—examples include brisk walks, general gardening and leisurely bicycling. Also advised are periods of longer or more-intense activity, such as running, swimming or playing tennis.

"Once you get out of that lowest level of cardio-respiratory fitness, you can reduce your level of chronic conditions by about 20 percent," Willis says. "That's possible to do simply by following those guidelines."

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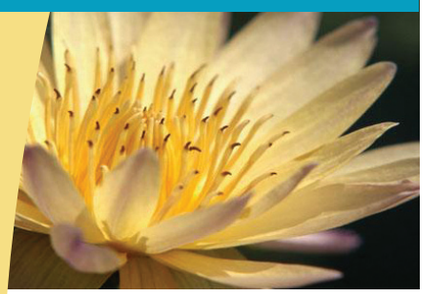
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Tech Tips

Sometimes, our goals of eating better and exercising more could use a little assistance. Here are a handful of tools that may help lead to a healthier you.

› **Pedometers** – A rule of thumb for healthy walking is to take between 6,000 and 10,000 steps per day. A simple step-counting pedometer, such as the *Consumer Reports*–recommended Mio Trace ACC-TEK, helps track your steps and your progress. Smartphone users have access to applications that perform the same function, often with additional features such as GPS tracking for accurate measurement, calorie-use calculation and (with optional accessories) heart-rate monitoring during exercise. Pedometer FREE and the related Pedometer Pro GPS are useful apps for the iPhone, and Accupedo is available for both iPhone and Android.

› **Heart-rate monitors** – These wrist-worn devices monitor the intensity of your walk or workout so you can accurately gauge your level of calorie consumption. The Timex Personal Trainer 5G971 and Omron HR-100C receive high marks from users.

› **Exercise monitors** – For accurate, detailed (and downloadable) information about everything from exercise intensity to body temperature to sleep patterns, consider a tool such as the BodyMedia Fit Core. This round-the-clock armband gives users a better idea of the relationship between calorie intake and expenditure.

› **Nutrition and weight-loss apps** – Nutritionists have long known that people who monitor their calorie consumption tend to do better at losing weight. Lose It! is an iPhone app and website that helps users track daily calories (with helpful pre-set data for many common grocery items and restaurant meals), and balances intake against daily exercise in an easy-to-use format. Fooducate, available for Android and iPhone, helps users make better decisions while food shopping; the app can scan a bar code on a wide variety of supermarket foods, then provide nutritional data and a nutrition-based letter grade, with recommendations for healthier alternatives. *—P.C.*

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INCREASING LONGEVITY

A recent study by researchers from institutions including Harvard University and the National Cancer Institute suggests additional support for the CDC guidelines.

These researchers found that of the 650,000 American adults included in its study, those who met the minimum exercise guidelines lived, on average, 3.4 years longer than those who didn't exercise, and those who surpassed the minimum guidelines experienced additional gains in life span.

The study also indicated that those who had at least some level of physical activity—though still below the CDC recommended minimum—typically enjoyed longer life spans than sedentary adults.

Improving the level of physical fitness is clearly essential, but other research also emphasizes the importance of frequent activity, in addition to sustained periods of exercise. For a study published in October 2012, by the European Association for the Study of Diabetes, researchers reviewed data from 18 studies that included nearly 800,000 individuals.

They found that the average adult spends between 50 and 70 percent of his or her time during waking hours sitting—in a desk chair at the office, in a car during the daily commute, and on the couch at home, in front of a television.

Even among those who exercised regularly, these extended periods of sedentary activity came at a cost: For those who spent the most time sitting, the risk of developing diabetes or cardiovascular disease shot up by more than 100 percent, and the risk of dying prematurely increased by nearly 50 percent.

While regular exercise is certainly beneficial, the study suggested that additional activity throughout the day that gets you on your feet—walking down the hall to talk to a colleague rather than sending an email, standing during telephone calls or meetings—will break up these long stretches of sitting. Such simple activity choices may also help reduce the risk of developing certain diseases.

The start of a new year is a time when many Americans vow to change their couch-potato lifestyles. Willis says that



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Bingham Memorial Hospital Selected for National Study



Research to Focus on Chronic Traumatic Brain Injury Treatment for Veterans

The Healing Center at Idaho Doctors' Hospital and Idaho Hyperbarics, a proud affiliate of Bingham Memorial Hospital, has been selected as one of 30 hospitals in America to participate in the National Brain Injury Rescue and Rehabilitation Project, Observational Study of Hyperbaric Oxygen Therapy (HBOT) in Chronic Traumatic Brain Injury to be conducted by the International Hyperbaric Medical Association (IHMA).

The study aims to provide further evidence that treatment in Hyperbaric Chambers is beneficial to the hundreds of thousands of veterans suffering from traumatic brain injury (TBI). In 2009, the Pentagon's Centers of Excellence for Psychological Health and Traumatic Brain Injury reported that as many as 360,000 veterans may be suffering from this condition.

"Bingham Memorial Hospital has one of the largest hyperbaric oxygen therapy facilities west of the Mississippi River," said Louis Kraml, CEO of Idaho Doctors' Hospital and Bingham Memorial Hospital. "That capability allows us to treat multiple patients at the same time in a comfortable setting, bringing the cost for treatment down while achieving the best results for patients. Our community has many individuals who have sacrificed to serve in our military, and we are so pleased to be selected in a study that is seeking to identify the best treatments for a devastating condition that impacts military personnel all over the country."

"Taking care of our veterans and their families is an important responsibility that Idaho takes very seriously. We salute programs that improve the lives of those who put themselves in harm's way to protect our freedom and way of life," Governor C.L. "Butch" Otter said.

Idaho Senator Mike Crapo welcomed the involvement by Idaho medical leaders in the study and treatment of TBI injuries for veterans and others. "Statistics from the Centers for Disease Control and other sources indicate there may be 19,000 TBI cases in Idaho alone. More must be done to help these victims and I appreciate Bingham Memorial and Idaho Doctors' Hospital's role in this national effort."

The study will focus on veterans who suffer from TBI and/or post-traumatic stress disorder (PTSD). The Healing Center at Idaho Doctors' Hospital will accept 100 military veterans between 18-65 years old who suffer from TBI.



Governor Butch Otter and U.S. Senator Mike Crapo praised the effort by IDH and their hyperbaric team.



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Kraml continued, "We hope to not only support this study through our participation, but want to bring national attention to Hyperbaric Oxygen Therapy as a treatment option."

The Healing Center at Idaho Doctors' Hospital hosts a multi-person hyperbaric chamber that can treat up to 20 individuals at one time, thus significantly reducing costs for treatment.

the age of 25. With TBI and PTSD being the signature injury of the Iraq and Afghanistan wars, NBIRR believes these combined statistics make the study and the selection of Bingham Memorial significant.

If you know a veteran with head trauma or PTSD, call us today to see if they qualify for this free treatment. Idaho Doctors' Hospital and Bingham Memorial Hospital are committed to seeing that America's heroes get a head start.

"Bingham Memorial is one of only 30 hand-picked HBOT facilities nationwide. The size and scope of the facility at Idaho Doctors' Hospital, in addition to the award winning patient satisfaction they deliver, will provide the excellence in care we must have in a clinical trial of this importance."

"The National Brain Injury Rescue and Rehabilitation Consortium are proud to welcome Bingham Memorial Hospital as a registered participant in the study to benefit veterans," said Robert L. Beckman, NBIRR Site Coordinator and Platform Architect.

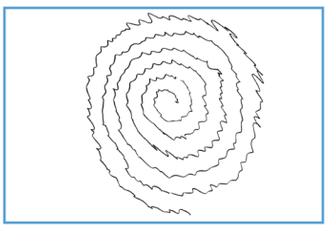
The Department of Veterans Affairs has reported the suicide rate for veterans is rising to 18 veterans a day due to combat-induced TBI and PTSD. The Department also reports Idaho is host to one of the nation's highest percentage of veteran populations under



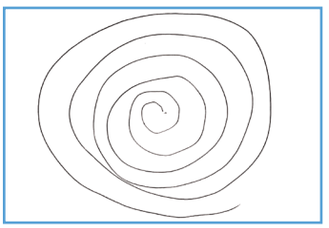
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while buying a gym membership may not be a bad idea, the most important factor is to simply get up and get in motion.

"If you're completely inactive, you don't want to jump out there and start running. [You also] don't need a gymnasium and a lot of equipment," he says. "Simply walking and doing things open to most people is the kind of exercise we're talking about here—it's not Olympic superstar kinds of activities."

EATING FOR LIFE

The human metabolism can be deceptive. In our youth, we become accustomed to eating with innocent abandon, assured that the influx of calories will be deployed in helping our bodies grow or will fuel long days of play. But as we age, our metabolism slows, and our body's demand for nutrition changes.

Failure to compensate for the changing needs of our body as we enter middle age can lead to weight gain and obesity, and leave our systems susceptible to chronic disease.

"Now, more than ever, it's important to pay attention to what you're eating," says Ruth Frechman, a registered dietitian in Los Angeles and a spokesperson for the Academy of Nutrition and Dietetics. Frechman says that when planning for healthy aging, physical activity is certainly a key element—"and smoking, that's a deal breaker." However, she maintains our dietary choices are also of tremendous significance when it comes to our health and longevity.

"The main chronic diseases we face as we get older—hypertension, elevated cholesterol, diabetes and cancer—those are all related to food," she says.

Frechman says that our slower metabolisms and changing nutritional needs in middle age require a dietary reevaluation.

"You need to make the most of your calories, and get the most nutrients out of your calories that you can," she says. The USDA "Choose My Plate" guidelines are a good place to start, Frechman says. The guidelines recommend balance, variety and moderation, with an emphasis on whole grains, fruits and vegetables.

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Beyond these basic guidelines, Frechman has additional recommendations for healthy nutrition in middle age, including fiber. "Most people aren't getting enough fiber in their diet—men over 50 should be getting 30 grams per day, and women 21 grams," she says.

Essential fatty acids found in fish such as salmon, herring and mackerel are also increasingly desirable during middle age, as is limiting sodium intake to less than 1,500 mg per day and maintaining an adequate intake of calcium.

Potassium-rich foods such as yogurt, potatoes and other fruits and vegetables can help lower blood pressure. Frechman recommends having a physician check your levels of iron and vitamin B12, and taking supplements if necessary.

"Vitamin D is also a hot thing now—many people have low levels, and it's involved in all processes of the body," she says. "It's really important, in protecting your health, that you have a normal level of vitamin D."

TAKING THE FIRST STEP

We're still on good terms, my couch and I, though we're not as close as before. The weekend mornings we used to spend together now more frequently find me on one of the walking and running paths near my Seattle home.

These paths have become more inviting and easier to explore since I started becoming more active, and shedding the spare tire I've carried around for much of the past 15 years.

Never particularly the athletic type, I was slower than I should have been to embrace a more active lifestyle. But as science is suggesting, middle age isn't too late to make a change.

"I think the idea is to get off the couch now, rather than later," says Dr. Willis. "There's that old saying: the best time to plant a tree is 20 years ago; the second-best time is today. In terms of physical activity, if you're inactive, then today is the best day to get started." ▲

Paul Clarke is an associate editor of Alaska Airlines Magazine.

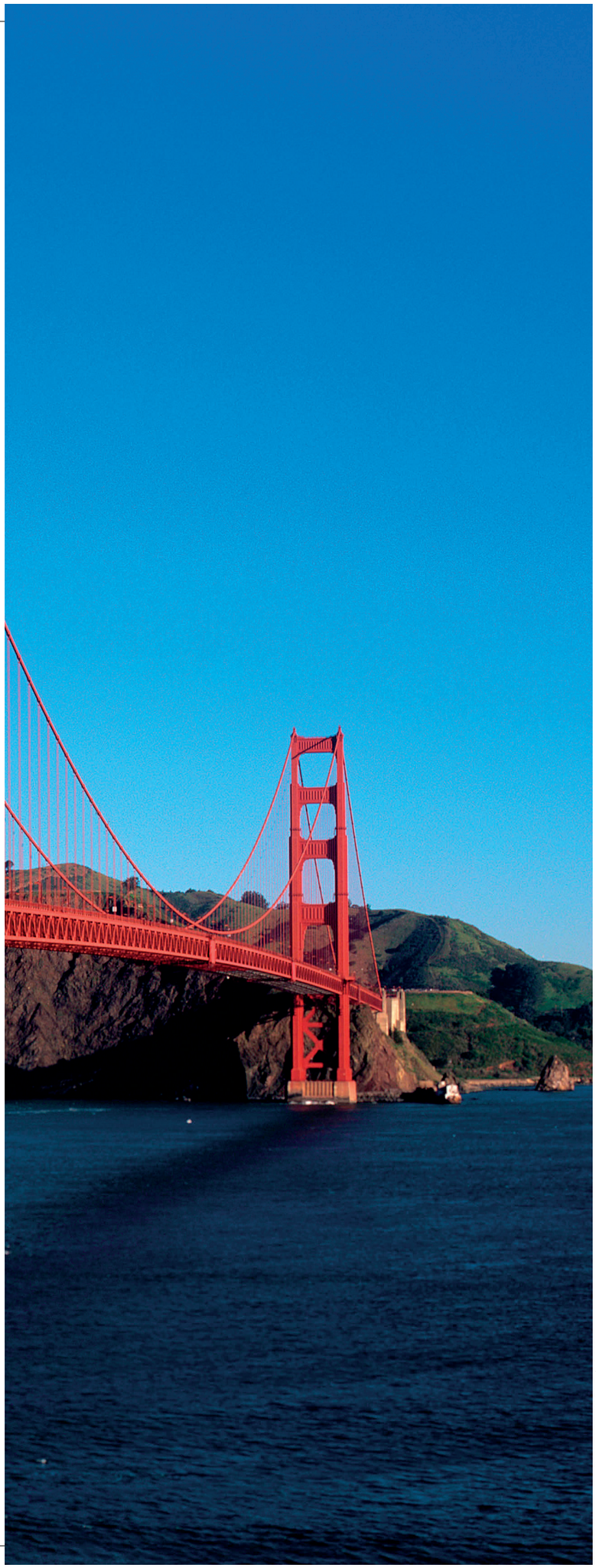


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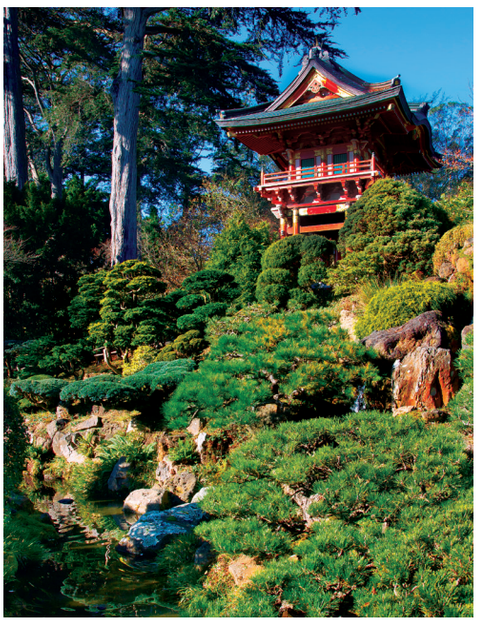


Completed in 1937, the Golden Gate Bridge is one of San Francisco's most enduring icons.
Right: The Japanese Tea Garden is a tranquil oasis in Golden Gate Park.

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DANITA DELIMONT / ALAMY



Beauty by the BAY

Exploring the always vibrant San Francisco Bay Area

By David Armstrong

This is called the Bay Area for a reason, I muse as I navigate the busy pedestrian walkway across the Golden Gate Bridge. I watch sailboats slice across the bay and ferries churn past Alcatraz Island; now and again, I pause on the 1.7-mile span for a photo, or simply to take in the view. Twice, I take souvenir snapshots for visitors, who pose with the bay as a backdrop as they lean against the burnt-orange structure. The photos say: "We are here."

Generations before the bridge was completed in 1937, years before the development of San Francisco's high-rise skyline and the advent of smartphone cameras, Spanish conquistadores missed San Francisco Bay entirely, as their galleons cruised the California coast from the 16th to the

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ERIC BRODER VAN DYKE / SHUTTERSTOCK.COM

Left: AT&T Park is home to the San Francisco Giants, champions of the 2012 World Series. Below: A cable car crests a hill overlooking Alcatraz and San Francisco Bay. Below left: Built in 1898, the Ferry Building on San Francisco's Embarcadero was renovated into an expansive marketplace.

18th centuries. Sir Francis Drake, the English navigator and privateer, missed it, too, when he landed around 30 miles to the northwest of the bay in 1579. The blankets of thick summer fog that now charm visitors shrouded the narrow entrance to the bay from the Pacific so thoroughly, European explorers repeatedly passed it, until Spain's Juan de Ayala sailed into it in 1775.



JEFF GREENBERG / ALAMY

It's easier now. A simple plane ride brings the 21st century explorer to the Bay Area, a region famous for its beautiful surroundings, first-rate food and drink, history and heritage, and family fun ranging from big-league sports to outdoor recreation. And the attractions are abundant, whether a visitor is destined for San Francisco, Napa/Sonoma wine country, Oakland and the East Bay, or San Jose, in the traditional heart of Silicon Valley.

Although I have lived here a long time, I never get tired of exploring the Bay Area. My exploration typically begins in San Francisco. The fourth-most-populous city in California and second-largest in the Bay Area (it was passed by San Jose in the 1980s), San Francisco has very much earned its reputation as one of the most exciting cities on the planet. With just 813,000 residents, San Francisco animates and engages this region of more than 7 million.

The City by the Bay is rich with renowned, and frequently gorgeous, attractions: the Golden Gate Bridge; panoramic views from the city's hills; vibrant neighborhoods; major museums, performing arts centers and sports venues; and the iconic cable cars that climb halfway to the stars of Tony Bennett's heart-tugging song. Tying it all together is San Francisco's sensibility: willfully, even gleefully offbeat, and always up for something new.

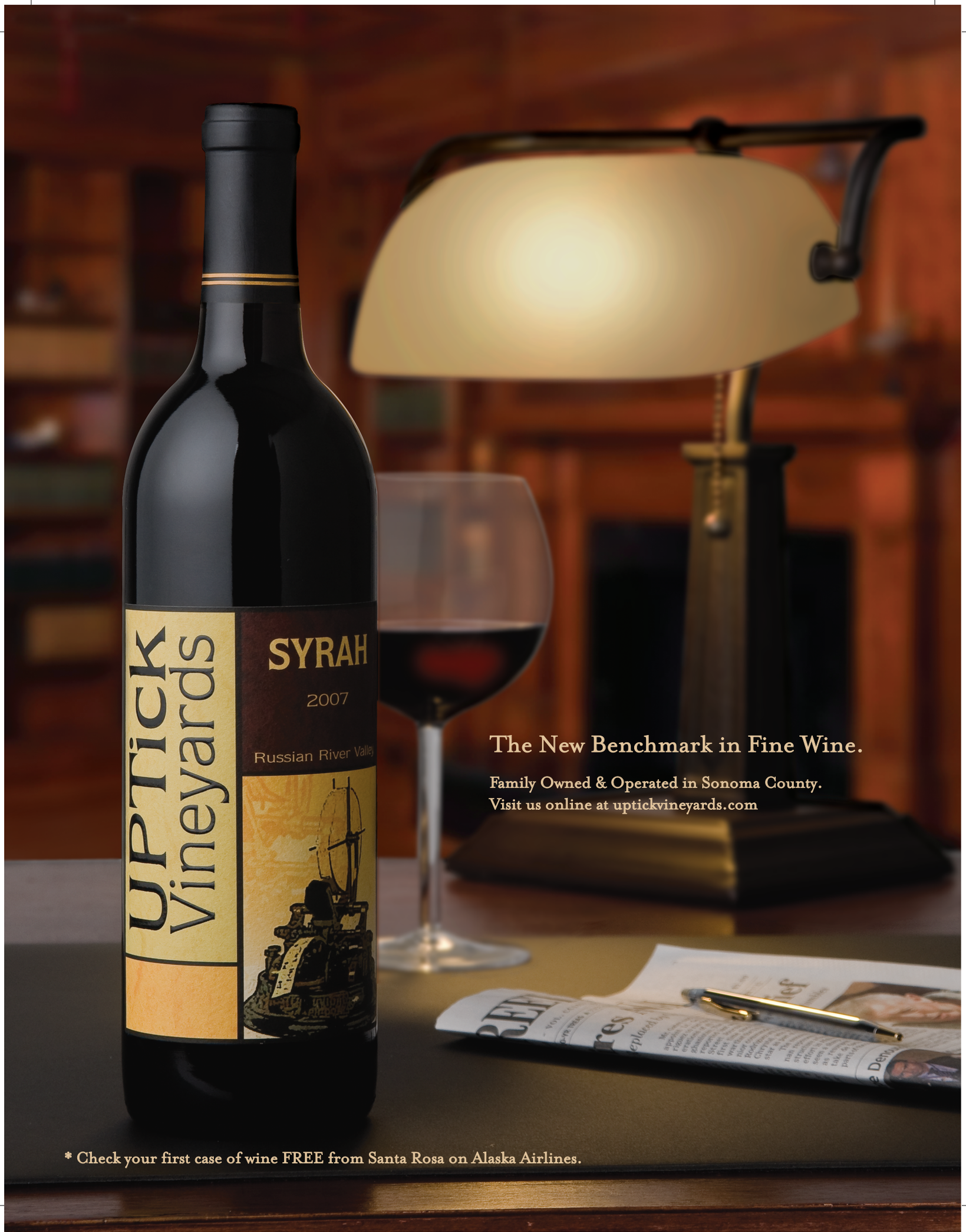
San Francisco's maritime past is showcased on its northern waterfront. Pier 39—a refurbished, wide-planked wooden pier at the edge of San Francisco Bay—is filled on sunny days with visitors who've come for its shops and restaurants, and to see the pier's anchor attraction, the Aquarium of the Bay. With more than 20,000 marine creatures from the bay and surrounding waters, the aquarium plays an important role in the conservation of the area's aquatic resources. I enjoy walking through the aquarium's glass tunnels and getting a close look at the bay's marine life, especially the sharks and jellyfish.



PIUS LEE / SHUTTERSTOCK.COM

The most famous place on the waterfront—and the city's most-visited attraction—is Fisherman's Wharf. Long home to a fishing fleet that harvests Dungeness crab, rockfish and other marine life from the surrounding waters, Fisherman's Wharf today also has seafood restaurants and shops, and is the base for tours of the bay. The area is also home to the stately red-brick, multilevel Ghirardelli Square; first built as a chocolate factory in the 1890s, the building was converted

AAM 01.13 Bay Area.indd 73 12/14/12 10:44 AM



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PETER HORREE / ALAMY

to retail use in the early 1960s and is listed on the National Register of Historic Places. I browse in shops that honeycomb the converted chocolate factory, and treat myself to a hot fudge sundae in the Ghirardelli Ice Cream and Chocolate Shop.

When I have time, I like to head to the corner of Hyde and Beach streets, pull up a stool in the century-old Buena Vista Cafe, and watch the bartenders make steaming, cream-topped Irish coffees. With a lively mix of locals and visitors, the Buena Vista claims to have introduced the whiskey-laced drink to the United States in 1952. Even when the hour is too early for me to partake, the Buena Vista is a favorite; the cafe's bustling staff and flurry of customers make for great theater.

Entertained and fortified, I cross Beach Street and join the queue for the Powell Street cable car. San Francisco's first cable cars began service in 1873, and today three lines still take riders on memorable trips over the city's steep hills. The best "seat" on the cable car is not a seat—it's standing on the outside running board; be sure to hold on, because while the cable car hits a top speed of just 9.5 miles per hour, it feels much faster as you crest Nob Hill and start rumbling down the far side toward Union Square, with its cheery outdoor cafes, art displays, and surrounding nimbus of department stores, restaurants and hotels. At the foot of the hill, in the sunken plaza at Powell and Market streets, the nonprofit San Francisco Travel Association operates a spacious and information-rich visitors center.

Sometimes I ride all the way down the hill, but today I decide to clamber off the cable car at the top of Nob Hill, and walk down to Union Square. Along the way, I pass Nob Hill's prestigious hotels, among them the InterContinental Mark Hopkins hotel, the Huntington Hotel and the circa-1907 Fairmont San Francisco with its palatial front entrance and main lobby. At one point, I repair to vest-pocket Huntington Park, where Nob Hill residents take their kids to the children's playground and walk their dogs. I love hearing the California Street line's cable cars roll by, the metal wheels clacking on the tracks and the bells ringing as they go by. To the west of the park rises gothic-style Grace Cathedral; to the east is the Pacific-Union Club, a storied, private social club in an 1886 brownstone mansion.

A few hundred yards down the hill from the park, shoppers populate Union Square's department stores: Macy's, Wilkes Bashford, Gump's, Neiman Marcus and more. Farther downhill, across Market Street, Bloomingdale's and the Westfield San Francisco Centre offer just about everything shoppers could desire, as well as a cinema multiplex and a fine food court. The food court opens into the Powell Street station of Bay Area Rapid Transit (BART, the regional light-rail and subway system) and the Muni Metro (the city streetcar and bus system). With the Powell Street cable car stop nearby, this is San Francisco's most central transit hub; many journeys begin and end here.



COURTESY: AQUARIUM OF THE BAY



JERRY LEE HAYES, COURTESY: SFCVB

The 1989 Loma Prieta earthquake shook the Bay Area, but the quake had an unexpected benefit: It resulted in a tear-down of the damaged Embarcadero freeway, an elevated road that had long cut off an expansive stretch of waterfront from the city. Today, a handsome promenade for walking,

Top: San Francisco is home to favorite destinations including Yerba Buena Gardens and the San Francisco Museum of Modern Art. Above: A young visitor admires moon jellies at Aquarium of the Bay. Left: Fisherman's Wharf, which originated as the home harbor for the Bay Area's extensive fishing fleet, is today among the most popular places to visit in San Francisco.

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NAPA/SONOMA

My wife, Georgina, and I pull up to Bouchon Bakery, bent on buying brioches. The line of customers snakes out the door and into a cozy outdoor mini-park, but the service is fast, the brioches are warm and fresh, and all is well in the heart of the Napa Valley.

>> Even for Napa Valley—with neighboring Sonoma County, America's premium wine region and a culinary favorite—Yountville's dedication to fine food and wine is impressive. This town of 3,000 permanent residents swells with admirers of its lovely, manicured surroundings. No wonder. In addition to Bouchon Bakery, celebrity chef Thomas Keller owns and operates three restaurants here: Bouchon Bistro, Ad Hoc and world-renowned restaurant The French Laundry.

>> St. Helena, Rutherford, Calistoga and other "up-valley" Napa towns also offer excellent food and drink, with restaurants wreathed by gorgeous vineyards, including many planted with Napa's signature grape, Cabernet Sauvignon. Robert Mondavi, Joseph Phelps and Silver Oak are just a few of the big names in wine that maintain vineyards and run winery tours and tastings. Floating over the long, narrow valley in a hot-air balloon is one popular way to see it, and I had one of my best Napa touring experiences one spring by doing barrel-tastings of young wines and gliding through the area on a bicycle.

>> The exciting Napa news of late is the emergence of the city of Napa, at the valley's southern tip, as a prime dining and lodging destination. In September 2012, the Hyatt Andaz Napa opened on First Street, in an area sprouting with art galleries and cafes. The Westin Verasa Napa, on the Napa River, downtown, boasts my favorite Napa restaurant: the Michelin-starred La Toque, helmed by gifted chef Ken Frank, who performs wonders with truffles.

>> West over the ridgeline in Sonoma County, the beauty and the bounty continue. I find Sonoma every bit as interesting as Napa, and Sonoma's farmland is more diverse, with dairy farms and apple orchards to go with the grapes. Major wine producers such as Chateau St. Jean, Gloria Ferrer and Kenwood have a presence here.

>> Longtime area favorites such as Mustards Grill still thrive, joined lately by flavorful newcomers, such as chef Cindy Pawlcyn's new Wood Grill & Wine Bar. Sipping coffee and devouring a spongy beehive cake—made with custard and honey-almond praline from the Basque Boulangerie Cafe in Sonoma's historic plaza—is a deliciously fine way to cap a visit to Wine Country. *—D.A.*

AAM 01.13 Bay Area.indd 76 12/17/12 10:22 AM

TERRY CARROLL, COURTESY: OAKLAND MUSEUM OF CALIFORNIA



The Oakland Museum of California features the wonders of the Golden State.

running, roller-blading and cycling follows the water's edge. In April, the Exploratorium, the city's groundbreaking interactive science museum, will move into spacious new quarters at Pier 15, north of the Ferry Building.

To the south is AT&T Park, the waterside home of the 2010 and 2012 World Series–champion San Francisco Giants. This year, the Giants will defend their title starting with their first home game on April 5, against the St. Louis Cardinals. On March 17–19, AT&T Park will host the semifinals and finals of professional baseball's World Baseball Classic. Several miles south, but also near the bay, Candlestick Park is home to the San Francisco 49ers, who made it to the NFC finals during the 2011 season, and hope to advance in the playoffs this year.

Come fall, there will be even more activity on and alongside the bay, as the America's Cup yacht races take place here, September 7–23. A new visitors center on Pier 27 was built to hold the estimated 10,000 fans who'll come to see the races.

Whenever I am traipsing about the city, I invariably make time to visit the Ferry Building Marketplace. Built in 1898, this handsome Beaux Arts structure is topped by a 245-foot-tall clock tower. The longtime ferry terminal was shut down in 1999 and extensively renovated, and reopened with an extended marketplace in 2003.

The Ferry Building houses a number of one-of-a-kind shops and three top-flight restaurants, hosts an immensely popular farmers market and, befitting its name, is home to a network of ferries to Sausalito and Tiburon in Marin County, and San Francisco Bay CONTINUED ON PAGE 134

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BRIAN STECHSCHULTE, COURTESY: SAN FRANCISCO BREWERS GUILD

Tastings of rare or special beers highlight San Francisco Beer Week.

BAY AREA BREWS

Acclaimed as a leading region in the craft-beer movement, San Francisco and the Bay Area celebrate local brewers and the popular beverage during the fifth-annual San Francisco Beer Week.

This year's events take place February 8–17, and will feature more than 325 events highlighting 80 participating breweries, with 450 unique beers to taste. Many breweries and participating restaurants will present specialty craft beers, host release parties for new brews, and conduct home-brew demonstrations for thirsty visitors.

Among this year's highlights are the grand-opening celebration of California's new Beltane Brewing and the debut of a new ale brewed by Sierra Nevada Brewing Co. to honor the 25th anniversary of *Celebrator Beer News*. This new beer will be available during the week's final event, *Celebrator Beer News* Brew Fest.

For more information, visit www.sfbeerweek.org. *—Amy Vance*



COURTESY: ROYAL PICTURE GALLERY MAURITSHUIS, THE HAGUE

Girl with a Pearl Earring, by Johannes Vermeer, will be on display during a national tour.

LEGENDARY DUTCH PAINTINGS

The image is iconic worldwide; now, a new exhibit at the de Young Fine Arts Museum will give many American art lovers their first-ever glimpse of Vermeer's captivating painting. "Girl with a Pearl Earring: Dutch Paintings from the Mauritshuis," on view January 26–June 2, features 35 works on display for the first time in the United States, in an exhibit marking the beginning of a national tour.

The exhibit features art from the Dutch Golden Age—a period that stretched roughly from 1575 to 1725—by painters including Rembrandt van Rijn and Carel Fabritius. The Golden Age marked an evolution in artistic approach, as painters began to move away from the dominant religious influence. These painters began to focus their work on scenes from everyday life in the Netherlands, as can be seen in Jan Steen's *The Oyster-eater.*

For more information, call 415-750-3600 or visit www.deyoung.famsf.org. *—Kodi Clary*

DINING

AQ (415-341-9000; www.aq-sf.com), in San Francisco's SoMa District, has been at the top of many Bay Area "best of" lists recently, a testament to the appeal of its creative, seasonally driven cuisine served in an expansive, comfortable room—where the decor, like the menu, also changes with the seasons. **Adesso** (510-601-0305; www.dopoadesso.com) is a casual destination in Oakland, featuring more than 30 types of cured meat and a menu of select small plates, best enjoyed with a chilled aperitif or a glass of Italian wine. **Bar Agricole** (415-355-9400; www.baragricole.com) is housed in a dramatic modern structure in the Mission District, and is renowned for its daily changing menu of small plates (such as sea urchin deviled eggs and chicken with nettles, brussel sprouts and preserved lemon) and its ambitious bar. **North Beach Restaurant** (415-392-1700; www.northbeachrestaurant.com) has served its signature Tuscan specialties since 1970, and has an extensive selection of Italian and California wines. **Prospect** (415-247-7770; prospectsf.com), which opened in an expansive, loftlike space in SoMa in 2010, serves creative modern cuisine such as buffalo carpaccio with green-garlic aioli, and duck with smoked oats. **Slanted Door** (415-861-8032; www.slanted-door.com) introduced the concept of modern Vietnamese cuisine more than a decade ago; today, this Ferry Building restaurant continues to set the standard for ingredient-driven Asian cuisine. **State Bird Provisions** (415-795-1272; www.statebirdsf.com) is a favorite new addition to the city, with dishes such as duck liver mousse with almond biscuit, and glazed pork ribs with Swiss chard, served dim sum–style from wheeled carts. **Terra** and **Bar Terra** (707-963-8931; www.terrarestaurant.com), in St. Helena, offer two options for Wine Country dining: a prix fixe menu in the dining room at Terra, and lighter, more casual fare in the next-door bar. After more than 30 years in business, **Zuni Cafe** (415-552-2522; www.zunicafe.com) is a San Francisco institution, and dishes such as Zuni's wood-fired roast chicken with bread salad have thrilled a generation of guests.

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GLOBAL ARTS

Buffalo-hide shields from Kenya, a Moroccan Berber necklace with prayer boxes, and a handpainted 19th century birdcage from Indonesia are among the more than 15,000 exceptional items on display at the 27th-annual San Francisco Tribal & Textile Arts Show, February 8–10 at Fort Mason Center.

The show features art and antiques from Asia, Africa, Europe and the Americas, ranging from a third century Bodhisattva statue from Afghanistan to a 20th century *ogba*, or ankle bracelet, from Nigeria. The show attracts art lovers, collectors and museum professionals, who come to see this extensive selection of historically and culturally significant objects.

For more information, call 310-455-2886 or visit www.sanfranciscotribalandtextileartsshow.com. *—Paul Clarke*



COURTESY: GALERIE SMEND

A *tok wi*, or altar cloth, designed for a Chinese house altar, circa 1920, will be one of the objects on display.

LODGING

Argonaut Hotel (415-563-0800; www.argonauthotel.com), near Fisherman's Wharf, has 252 guestrooms and suites in a grand 1907 building that evokes the California Gold Rush and San Francisco's Barbary Coast past. **Fairmont Heritage Place, Ghirardelli Square** (888-991-4300; www.fairmont.com/ghirardelli-san-francisco) is an elegant, residential-style all-suite hotel in one of San Francisco's sweetest locations. **Hotel De Anza** (408-286-1000; www.hoteldeanza.com) is an opulent boutique hotel in the heart of San Jose, with 100 guestrooms and suites. **Hotel des Arts** (415-956-3232; www.sfhoteldesarts.com) is a boutique hotel near Chinatown and Union Square that features the works of contemporary artists in some rooms. **Hotel Healdsburg** (800-889-7188; www.hotelhealdsburg.com) offers luxury wine country lodging in Sonoma County, with 55 rooms (including six suites), and proximity to some of the country's best restaurants and wineries. **Hotel Triton** (415-394-0500; www.hoteltriton.com) is a lively, eclectic hotel near Union Square, with 140 guest rooms, including specialty celebrity-influenced suites. **The Huntington Hotel** (415-474-5400; www.huntingtonhotel.com) is a stately, historic property at the top of Nob Hill, with 136 guestrooms and suites originally designed as luxury apartments. **Omni San Francisco Hotel** (415-677-9494; www.omnihotels.com) features 362 luxury guestrooms and suites in a 1926 building—originally built as a bank, and decorated with Italian marble and crystal chandeliers.

MEMORABLE PHOTOS

Vintage poster-size photographs highlighting California's natural landscapes will be displayed February 1–March 31 in the Napa Valley Museum's "Dreaming of the West: Vintage Southern Pacific Railroad Photographs from the Collection of Ralph Domenici."

The 47 original photographs were commissioned by the Southern Pacific Railroad to promote tourism at the turn of the 20th century. The photos feature landscapes along the Coast Line from Los Angeles to San Francisco, and the Shasta Route from San Francisco to Portland. Southern Pacific called this route the "Road of a Thousand Wonders." The historic images capture pristine scenes in sites such as Yosemite and Lake Tahoe.

For more information, call 707-944-0500 or visit www.napavalleymuseum.org. *—Rose Marie Gai*

CALENDAR

Through February 3, Sketchtravel, Cartoon Art Museum, San Francisco; 415-227-8666; www.cartoonart.org

January 8–February 3, *Anything Goes,* Golden Gate Theatre, San Francisco; 888-746-1799; www.shnsf.com

January 31–February 2, Zinfandel Festival, Concourse Exhibition Center, San Francisco; 530-274-4900; zinfandel.org

February 15–17, California International Antiquarian Book Fair, Concourse Exhibition Center, San Francisco; 800-454-6401; www.cabookfair.com

March 1–3, Napa Valley Marathon, with Sports & Fitness Expo, Napa Valley; 707-255-2609; www.napavalleymarathon.org

March 21–28, *Onegon,* San Francisco Ballet, San Francisco; 415-865-2000; www.sfballet.org

April 11–14, Strictly Sail Pacific Boat Show, Jack London Square, Oakland; 401-289-2540; www.strictlysailpacific.com

April 12–13, Two Operas: *Theotokia* & *The War Reporter,* Bing Concert Hall, Stanford; 650-723-2300; www.livelyarts.stanford.edu

Through April 28, Artful Animals, Legion of Honor, San Francisco; 415-750-3600; www.legionofhonor.famsf.org

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Comprehensive Center of Excellence. The Skin Cancer Center, directed by Dr. Piasecki, specializes in treating all types of skin cancer. The Center offers all aspects of skin cancer care, including:

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The Skin Cancer Center is conveniently located in the quaint Tacoma suburb of Gig Harbor, an hour from Seattle and 45 minutes from Sea-Tac International Airport.

Housed within Harbor Plastic Surgery Center adjacent to St. Anthony Hospital, The Skin Cancer Center has a Medicare-certified ambulatory surgery center which allows patients to have reconstructive surgery immediately following their Mohs surgery (cancer excision) in the same outpatient setting.

The Harbor Plastic Surgery Center ASC is accredited by AAAHC, the most stringent deeming agency for surgery centers. This accreditation underscores the Center's commitment to patient safety and continuous quality improvement.



Unique Skill Set. Justin Piasecki, M.D., the founder of Plastic Micrographic Surgery, is the only physician in the world who is Double Board Certified by the American Board of Plastic Surgery and the American Board of Facial Plastic and Reconstructive Surgery and is ACMS fellowship trained in Mohs Surgery.

Lemons into Lemonade. Dr. Piasecki can combine cosmetic procedures such as eyelift, necklift, browlift, rhinoplasty (nose surgery), otoplasty (ear surgery), or mini-facelift with skin cancer surgery. Fees are reduced by 30% when combined with Plastic Micrographic Surgery. Come in with cancer, leave rejuvenated.

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Ashleigh Kilcup | 206.292.6023 | ashleigh.kilcup@cbre.com

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AMERICAN LIFE INCORPORATED

Paths to Higher Education

Enhancing applications and getting ready for college | By Myke Folger



He's the captain of the swim team.

She runs cross-country.

She helps feed homeless women at a shelter and assists with food drives. He lifeguards in the summer and is also the captain of his lacrosse team. They both get good grades—a mix of A's and B's.

These two students—Reed and Hannah—certainly seem to be good college candidates. But what exactly does it take for them to get into their colleges of choice, let alone be prepared for high-level curricula? Not all students are like Reed and Hannah, either. What do average students need to be doing in their high school years to make their applications as strong as possible?

It's difficult to say, of course. Different students will seek out different colleges, and colleges will have their own varying standards and priorities for assembling their classes. However, there are certain approaches that students can take during high school to help prepare themselves for college and beyond. Advanced academic programs—such as International Baccalaureate (IB) and Advanced Placement (AP) curricula offered by certain high schools—can offer advantages to students, though they are not the only student pursuits that get colleges' attention. Other activities, such as community service and involvement in sports, can enrich high schoolers' experiences and help them get into college, too.

By planning ahead, working hard, taking challenging courses, helping out in their communities and paying attention to the advice of counselors and admissions officers, students can improve their chances of being accepted at their top-choice colleges and universities.

Planning ahead

As you read this article, Reed, 18, is in the middle of his senior year at a public high school in Des Moines, Washington, about 15 miles south of Seattle. For most of his life, when he wasn't skiing or hiking or playing board games with his family (a favorite activity), Reed has been slowly assembling the academic and extracurricular credentials to give him a clear path from high school to a quality college experience. He has shown the initiative throughout middle school and high school to take the advanced versions of available courses. In high school, he has managed straight A's except for a couple of B's in Spanish. For his final two high school years he has focused on his

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coursework in an IB program, regarded by some people to be the new academic barometer by which colleges measure applicants.

Hannah, 16, attends a Catholic school in the Seattle area. She is utilizing the help of counselors, friends, nonprofit organizations and devoted parents to navigate her way toward college. She is also looking at how her personal interests and admirable extracurricular activities during high school have made her an appealing candidate. Similar to Reed, she has created a résumé that demonstrates her academic dedication and personal character. On the academic side, she has worked hard and done well in her classes. But grades aren't everything for her—she has also taken part in a range of activities to complement her school-based learning.

These two students are taking different paths to college and attending high schools with different offerings. Reed's, which is often regarded as the top high school in its public-school district, serves more than 1,500 students, with more than 40 percent of its students qualifying for free and reduced-price meal programs. His is the only school in its district that offers an IB program. Hannah's school is a private institution, with tuition. It serves about 1,000 students, all of whom take college-prep coursework. More than 90 percent of its students go on to two-year or four-year colleges.



Hannah, 16, is a junior at a private high school in the Seattle area. She does well in her courses, runs cross-country, and engages in a wide variety of extracurricular activities for a well-rounded high school experience.

Reed's and Hannah's high schools may be different, but the students have similar goals. For one thing, both happen to be interested in the University of Colorado. Both are planning professional careers. Hannah wants to be a doctor; Reed wants to be an engineer. And both feel that their high school academics and other activities are helping them to prepare.

Advanced programs

An important part of Reed's high school experience has been his involvement in an advanced academic program. Reed's high school has been licensed by International Baccalaureate to use its materials since 1989. IB is an educational foundation headquartered in Switzerland that aims to make its curricula relevant around the world. Its stated mission is "to develop inquiring, knowledgeable and caring young people who help to create a better and more peaceful world through intercultural understanding and respect."



Reed, 18, a senior at a public high school south of Seattle, is a successful student in the International Baccalaureate program, the captain of two sports teams and a lifeguard in the summer.

To address this mission, IB offers four different programs for students from 3 to 19 years old. Of these, the Diploma Programme (DP), a two-year program offered to students who are between 16 and 19 years of age (usually in grades 11 and 12) is the most widely available in the United States, though it is still limited to 777 qualified U.S. schools. This is the program that Reed is enrolled in. Other programs offered by IB include one for primary grades, another spanning middle grades and early high school, and a more recently introduced high school certificate track providing coursework for students interested in specific careers. For the Diploma Programme, students must take a certain number of courses in five different categories—a foreign language, language and literature, the social sciences, the experimental sciences and mathematics—plus a sixth in one of those categories or the arts. On completion, they earn IB-specific diplomas recognized by colleges and universities worldwide as a valuable mark of student achievement.

Advanced Placement is another, more widely available, program that involves rigorous coursework. This program provides college-level courses and tests to high school students to help them stand out as applicants and to earn college credits in advance. Students take as many or as few AP classes and tests as they like, and enrollment criteria for the classes are determined by the high school that hosts them. According to the College Board—the nonprofit affiliation of schools, colleges and other education organizations that owns and oversees the program—AP classes reach more than 7 million students annually, in 23,000 high schools nationwide. The College Board, which also runs the SATs and other education programs, determines the content of 34 AP courses and their related exams. The subjects range widely—from art history to chemistry to Latin to psychology. When a high school offers an AP class, the College Board audits that class to make sure it conforms to the AP curriculum.

AAM 01.13 College Ready.indd 109 12/14/12 4:56 PM

College Admission Keys

Here are some tips to improve students' chances of college admission, adapted from advice the College Board gives to high school counselors to help their students (professionals.collegeboard.com/guidance/prepare):

- Have a challenging course schedule
- Track graduation requirements
- Work with counselors to figure out which college admission tests to take and when to take them
- Connect with counselors about information on various colleges, majors and careers
- Make sure transcripts are sent to colleges
- Get letters of recommendation
- Explore financial aid and scholarship opportunities

The day-to-day differences between IB and AP classes in a U.S. school can be subtle. One high school AP literature course, for example, is called English Literature and Composition. According to the College Board, this course is designed to engage students in careful reading and deepen their understanding of the ways that writers use language. Students write expository, analytical and persuasive essays. After taking the class, the student has the option of taking the AP exam. Each exam costs $89, though students with financial needs can get the fee reduced. If a student receives a 3, 4 or 5 on the exam, the student can earn college credit.

IB offers three literature courses, including Language A: Language and Literature, a class that explores world issues through literature, and how, for example, the dominance of the English language can affect various cultures. Students study 13–15 literary works and are assessed through various exams, written assignments and oral activities.

The appeal of IB

Chris Wilder has been the IB program's coordinator at Reed's school for the last six years. Wilder says that at one time IB was suffering from image problems among students and parents who viewed it as elitist and inaccessible. But officially, IB only limits the Diploma Programme by age; any further restrictions depend on the school. At Reed's school, it is open to all juniors and seniors who have passed previous coursework in required subject areas. The program also re-evaluates itself every five years, using research from third parties to increase its accessibility.

Wilder says that the IB program gives



AAM 01.13 College Ready.indd 110 12/14/12 4:56 PM

students an edge in handling rigorous college curricula as well as providing the well-roundedness that can stimulate conversation in college dining halls. He indicates that IB curricula take a practical approach that gives students a strong grounding in core subjects. He also believes that IB's philosophies have been ahead of other educational programs in promoting the flexible, creative thinking that helps students most: "IB is about the skills, and that's where the advantage is," Wilder says. "Inquiry learning. That's what IB has been about since its inception."

Reed says that entering the IB program increased his enjoyment of school. He is certain that it has helped him strengthen his personal character and will make his academic record more appealing to college admissions officers.

"I do think colleges appreciate it, and it has helped me personally," he says.

His program's coordinator agrees: Wilder says that local and regional colleges such as Pacific Lutheran University, University of the Pacific, Seattle University and University of Oregon "court IB kids aggressively."

Pro-IB testimonials that Reed's program has collected and placed on its website are compelling. These include quotes such as the following from Vanderbilt University: "There is no other curriculum anywhere that does a superior job of both educating students and inspiring a true and broad-based love of learning." And a Massachusetts Institute of Technology representative is quoted saying, "Send us prepared students à la IB. ... It is the best high-school prep curriculum an American school can offer."

Praise for AP

While the IB Diploma Programme continues to gain attention as a mark of achievement, the AP program is still far more ubiquitous in U.S. schools, which gives this widely recognized program an advantage.

As with IB, students can take AP classes to demonstrate their willingness to tackle academically rigorous curricula—and colleges recognize that success in these classes (and on corresponding tests) ensures a certain level of college preparedness.

"Because [AP] is standardized, students are going to be prepared to handle college curriculum," says Nicole McCoy, a counselor at a Seattle-area school that offers AP and not IB courses.

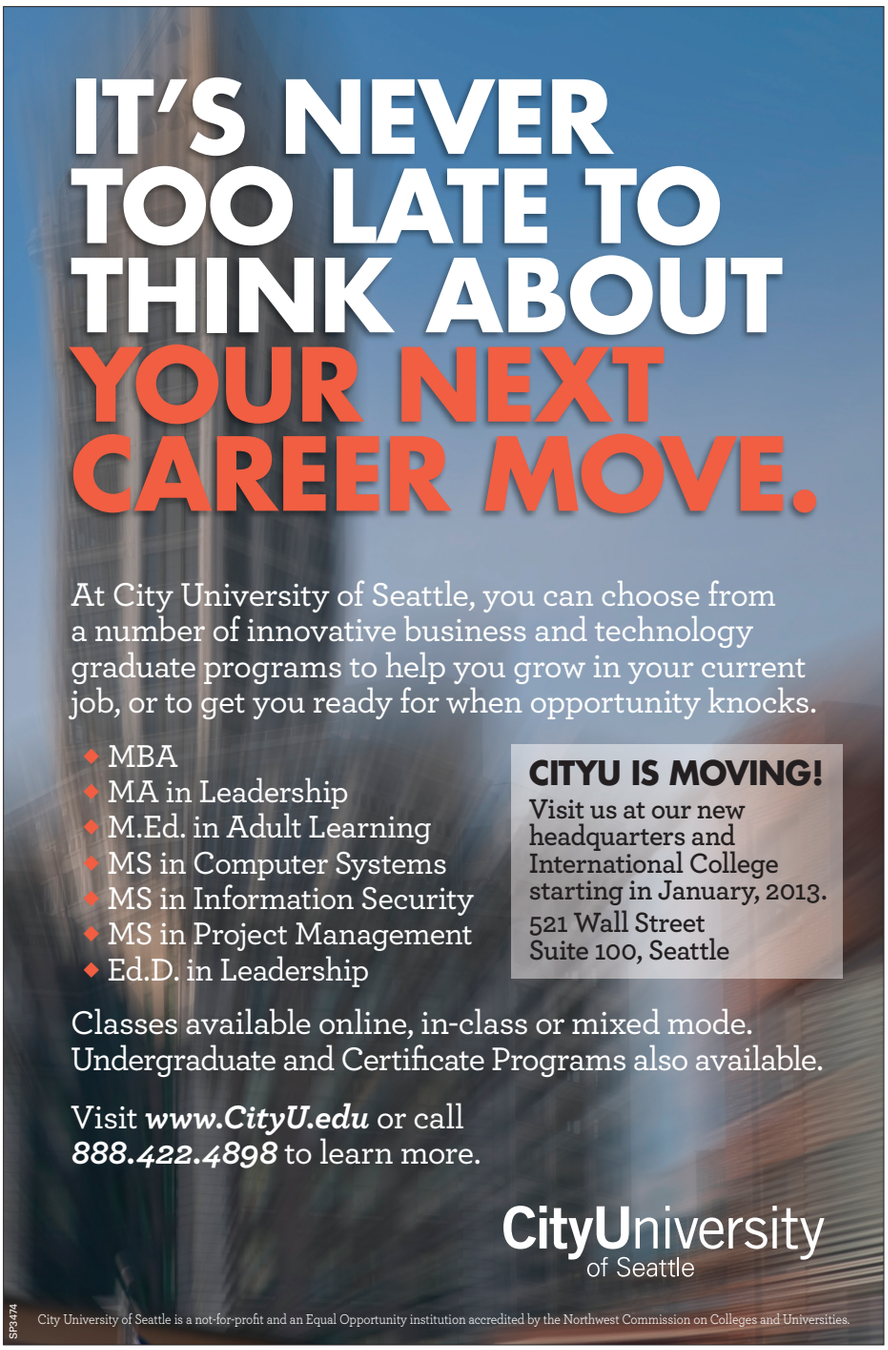
In the end, both AP and IB classes can help students to ready themselves for college and to demonstrate college preparedness. But these classes are not the only things colleges assess. The AP/IB discussion is only part of the equation, according to McCoy. She says that AP mixed with the kind of service development and moral compass provided at her school gives students the range of experience admissions officers seek.

Developing personal appeal

In a recent series of entries on *The New York Times* blog "The Choice" (beginning September 10, 2012), a set of students from around the world describe the efforts they



AAM 01.13 College Ready.indd 111 12/14/12 4:56 PM





make to get into college. For some of these students (as for thousands of others each year), completing applications, meeting with counselors and writing essays seems to be a painstaking process.

In another series (beginning September 10, 2009) on "The Choice" blog, William R. Fitzsimmons, dean of admissions and financial aid at Harvard College, fields questions about the selection process used at his institution, always among the most selective in the nation. His answers indicate that, at Harvard, determining the "best" students is not based solely on standardized tests, grades and class rank. "… [W]e also scrutinize applications for extracurricular distinction and personal qualities," Fitzsimmons says. He adds: "Students' intellectual imagination, strength of character, and their ability to exercise good judgment—these are critical factors in the admissions process, and they are revealed … by students' activities outside the classroom, the testimony of teachers and guidance counselors, and by alumni/ae and staff interview reports."

Harvard generally wants its students to be extremely well-rounded, according to information from its Office of Admissions website. This site recommends that before college, students take four years of English literature courses, four years of a foreign language, at least two years of history (including American and European history), four of mathematics and science (including physics, chemistry and biology), and frequently practice expository writing.

It is clear, however, that Harvard looks for more from its applicants than a solid academic foundation. In the 2009 "The Choice" blog, Fitzsimmons says, "The education that takes place between roommates, in dining halls, classrooms, research groups, extracurricular activities, and in Harvard's residential houses depends on selecting students who will reach out to others."

Harvard is not an appropriate choice for all students, of course. But other excellent colleges and universities express similar preferences for well-rounded candidates.

Brian Henley, director of admissions at the University of Oregon, says that students are more likely to get into his institu-

AAM 01.13 College Ready.indd 112 12/17/12 12:39 PM

tion when they have taken the rigorous coursework offered at their high school. And they also, collectively, need to represent a diversity of experiences and bring with them intellectual curiosity.

"Having students from a wide range of backgrounds is important; they bring different experiences to the student setting and enhance the level of conversation on our campus," he says. "We like students who are inquisitive, want answers to questions, and go to find them through scientific research, the humanities or business. We want students here who will be a part of the community and who are going to bring different perspectives."

Well-rounded approaches

Although high school students are not all Hannahs and Reeds (good students aiming for relatively selective colleges), their examples demonstrate how students can combine academics with extracurricular activities for well-rounded experiences during high school.

Hannah is keeping busy with the kinds of after-school and extracurricular activities that appeal to colleges. She is in her school's French Club and Culinary Club and is a member of the fashion board at locally based Nordstrom. She has also helped with food drives for the local branch of the St. Vincent de Paul Society and volunteers with a Seattle-based nonprofit that helps homeless women.

"Working at the homeless shelter was an eye-opening experience, because at [my high school], you don't see a lot of poor people," Hannah says. "Seeing the homeless has made me more accepting."

Hannah is still also doing well in her psychology, human anatomy and physiology classes, which she thinks will help reach her goal of becoming a doctor.

Her counselor, Mary Pat, praises Hannah's efforts in their high school's challenging courses—and beyond: "She does very well in our college-prep program. And she's very well-rounded."

Meanwhile, Reed works to be well-rounded through his IB program and other pursuits. Last summer, for his IB program's Creativity, Action and Service component,

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AAM 01.13 College Ready.indd 113 12/14/12 4:57 PM





Reed spent four to 10 hours per week pedaling his Specialized Allez road bike around the Greater Seattle area to prepare for a 100-mile race and journaling about his experiences. This activity addressed the character-building aspect of the IB program by teaching him to persevere, take personal risks, and reflect on his goals, progress and plans.

As far as his more conventional studies go, Reed has taken two years of high-level physics, English, American history and chemistry. Reed also pored over *The Adventures of Huckleberry Finn* last summer so he and other students taking an IB Language and Literature course could begin work on a comparative essay when school began on August 30. He did all this while chipping away at a 4,000-word essay on Germany's economic and military expansion between the two world wars—because a long-form essay such as this is required for seniors taking IB.

Presenting strong applications

Similar to Harvard and the University of Oregon, the University of Colorado at Boulder—a school that interests both Reed and Hannah—asks applicants to show how they would enrich its diverse and inclusive community. Reed confidently opened his application essay by highlighting some of his many activities, including his work in IB classes:

It's a Thursday afternoon. By Monday, I need to complete a calorimetry lab for chemistry, annotate four chapters of Yukio Mishima's The Sound of Waves, *and construct a balsa-wood bridge for physics. …*

Reed goes on to describe nonacademic endeavors—sports, work and family activities. He concludes that his ability to balance and execute academic, athletic and social obligations is an attribute he will bring to the college he attends.

Nicole McCoy has spent 12 years counseling students. She says that students get so nervous about their college applications that she tries to set their minds at ease and insist they don't "overthink" any questions. She stresses that what colleges want most is passion. They want to see a diverse freshman class with many interests so that they

AAM 01.13 College Ready.indd 114 12/14/12 4:57 PM

can "fill their art programs and their business programs," she says. McCoy says students need to figure out the uniqueness and passion they can bring to the university, and then present that in the application.

"Sometimes I tell students that if you're involved in everything, you can't be truly effective," McCoy says. "Find things you're truly passionate about, and then stick with those. You'll get so much more out of that as a person if you can invest some time in it."

Hannah's mother, Kathy, may well be her daughter's No. 1 supporter. She pays close attention to Hannah's workload and applauds her involvement in fashion and nonprofit activities. But she wants to make sure her daughter is happy, too. That well-roundedness was something she felt her daughter would acquire from attending her high school—something colleges would find appealing.

"We chose [Hannah's school] because it's a great college-prep school and they really help the kids plan," says Kathy. "Even from their freshman year, they're planning courses and thinking about what different schools require in language arts, math and the arts. All of those things we've thought about."

Like Hannah, Reed's parents have supported his efforts along the way. "My parents left it all up to me," Reed says. He explains that they encouraged him to do as well in school as he could and helped make it possible to do so.

Should the University of Colorado welcome Reed and Hannah, the respective acceptance letters would illustrate that there's more than one way to get into a great college. And even for students unlike Hannah and Reed, with more-average grades or limited opportunities to participate in advanced classes, the basic elements of their approaches—taking on academic challenges, engaging in interesting and admirable extracurricular activities, and considering advice from experts in order to file strong applications—seem universal for improving chances to reach college and to be college-ready. ▲▲

Myke Folger teaches language arts and lives in Seattle.

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The International Commerce Centre is the tallest building in Hong Kong.

East Meets West

Dynamic Hong Kong

By David Armstrong

Looking down at the Hong Kong skyline and Victoria Harbour from the slopes of Victoria Peak, I see one of the most majestic sea-sky-and-city panoramas in the world. The deep-water harbor is filled with cruise ships, cargo vessels and passenger ferries—a testament to a region thriving with trade and tourism. The whole city beats to a rapid, 24-hour pulse—from mainland Kowloon, at the tip of continental Asia, to Hong Kong Island, just offshore—the heart of the metropolis.

Hong Kong is a city, and region, of paradoxes. Along with its greater metropolitan area, the central city is both Asian and international. It is a glittering showpiece for an officially communist country, as well as a modern commercial center that is devoted to business. It is proudly Chinese, yet set apart from the People's Republic of China as a special administrative region with its own laws and currency. It attracts mainland Chinese people and expatriates from all over the world, thanks to its dynamic banking, finance and services sector. It is both set in its ways and resolutely modern.

Imperial China ceded Hong Kong Island via treaty to rising industrial and maritime power Great Britain in 1842. Over time, Britain enlarged its footprint in this southeast Chinese region, adding the Kowloon Peninsula and surrounding land that came to be called the New Territories. In 1997, the treaty expired, and China

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reclaimed the area. In the interim, the combination of Chinese industry, on the one hand, and a modern, British outlook and rule of law on the other hand had transformed what had been a collection of sleepy fishing villages into the bustling, East-meets-West center that visitors experience today. As another vestige of the period of British control, many English place-names survive on maps, on signs, and in everyday references among Westerners and other visitors.



STEVE VIDLER / ALAMY

A woman lights incense sticks at the Man Mo Temple on Hollywood Road in Hong Kong.

The area's rich history is on my mind as I ride the Peak Tram—a hugely popular funicular with stunning views that has been here in some form since 1888—up past the pastel-colored skyscrapers along the steep slopes of roughly 1,800-foot Victoria Peak. Hong Kong has made space for more structures in its compact city center by filling in parts of its harbor with rocks and dirt, creating new land. From its base on one of these created pieces of land, a recent megaproject—the International Commerce Centre (ICC), which opened in 2011—reaches nearly as high as Victoria Peak.

Although Hong Kong keeps changing, the excitement I feel in this magnificent place is unaltered from the time I first traveled here in 1997, just before Great Britain returned the city—which had a population of about 6.5 million at the time—to China. I have visited Hong Kong perhaps 10 times and have always been fascinated by its people, its culture and its seemingly limitless attractions.

I consider my options as I wind my way down from Victoria Peak aboard the green No. 1 city minibus to the water's edge in Central (the central business district). I hardly know where to begin. The choices are appealing on both the Kowloon and Hong Kong Island sides of the harbor.

Will it be the Flower Market or the Temple Street Night Market, both in Kowloon, for shopping? Perhaps I could explore one of those grand Hong Kong Island buildings, such as the Island Shangri-La Hotel with its sumptuous buffets and harbor views? Or maybe have a meal and drinks in the Island's Soho (south of Hollywood Road) District? For nightlife, maybe I should try the nightclub Felix atop the Peninsula Hotel, or the InterContinental Hong Kong lobby to enjoy live jazz as tall



WHEN YOU GO

GENERAL INFORMATION

Hong Kong Tourism Board (discoverhongkong.com/usa).

LODGING

Island Shangri-La Hotel (Pacific Place, Supreme Court Road, Central; 852-2877-3838; shangri-la.com) a sleek, glass-and-steel high-rise on Hong Kong Island.

The Ritz-Carlton, Hong Kong (International Commerce Centre, levels 102–118, 1 Austin Road West, Kowloon; 852-2263-2263; ritzcarlton.com) one of the world's tallest hotels; stunning harbor views.

The Upper House (Pacific Place, 88 Queensway, Central; 852-3968-1111; upperhouse.com) a comfortable, coolly elegant, two-year-old hotel.

DINING AND ENTERTAINMENT

Bistro Manchu (33 Elgin St., Soho, Hong Kong Island; 852-2536-9218) Manchurian-style beef and lamb dishes with a touch of spicy heat, in a popular nightlife area.

InterContinental Hong Kong (18 Salisbury Road, Kowloon; 852-2721-1211; hongkong-ic.intercontinental.com) live jazz, views.

Peak Cafe Bar (9-13 Shelley St., Soho, Hong Kong Island; 852-2140-6877) well-prepared Western food in a casual setting.

Tin Lung Heen (Ritz-Carlton, as above) refined Cantonese seafood, noodles and soups in sumptuous surroundings.

SHOPPING

1881 Heritage (Tsim Sha Tsui, Kowloon).

Flower Market (Mong Kok, Kowloon).

Nathan Road (Tsim Sha Tsui, Kowloon).

Temple Street Night Market (Yau Ma Tei, Kowloon).

GETTING AROUND

MTR (Mass Transit Railway) a fast, efficient, safe subway with English and Chinese touch screens.

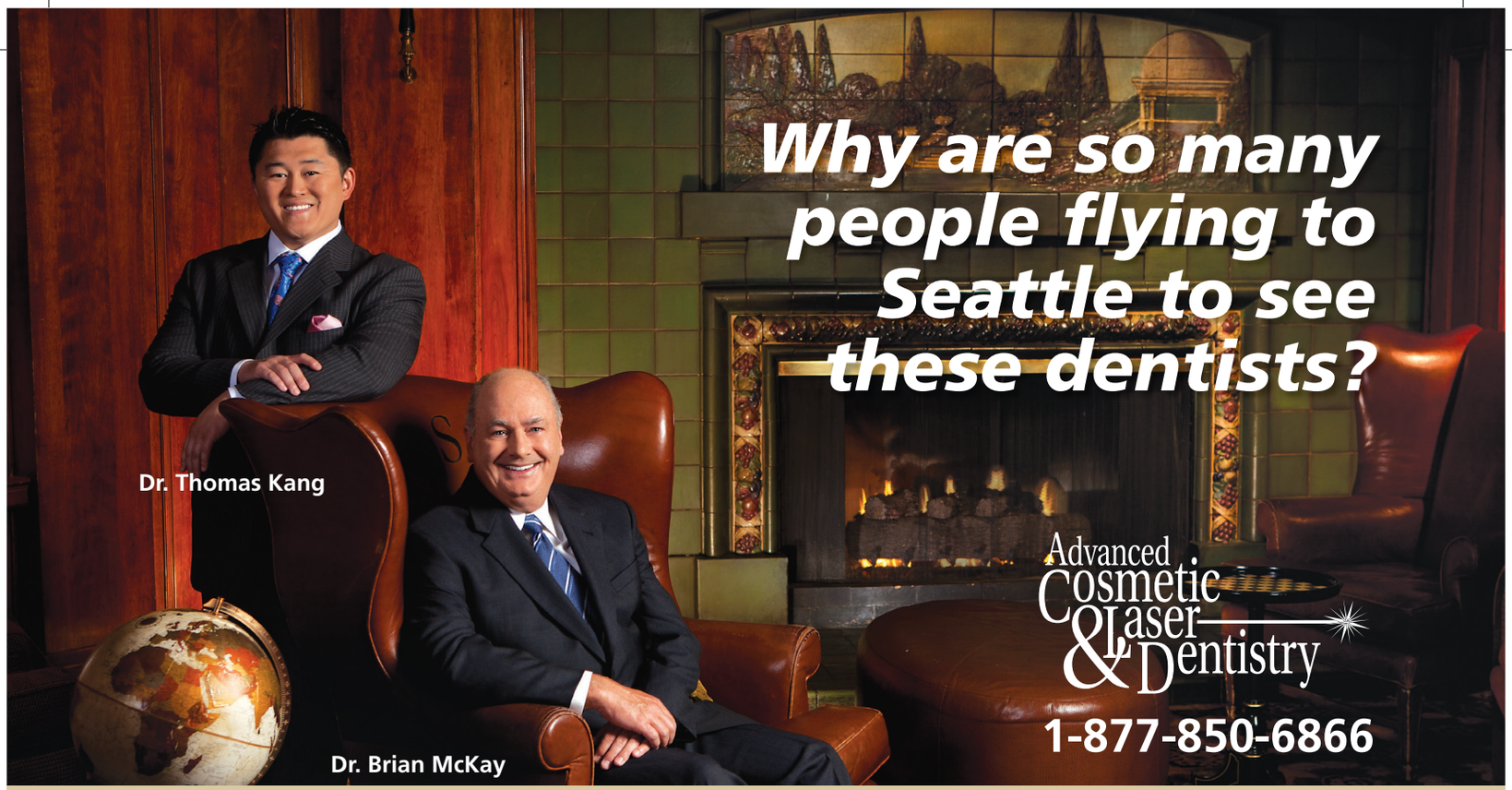
Star Ferry (852-2367-7065; www.starferry.com.hk) a beloved 1880s ferry system.

OUTDOORS

Mai Po Nature Reserve (New Territories; 852-2845-2734; wwf.org.hk).

Peak Circle Walk (Victoria Peak; thepeak.com.hk).

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buildings glow and flash in the nightly harbor light shows.

I know from past visits that all these activities are excellent ways to spend time in Hong Kong. But for now I want to try something new. So I hop on the Mass Transit Railway (MTR), the city's first-rate subway system, with my prepaid, electronically coded Octopus Card, which can be loaded with different amounts (I load it with $18 in U.S. dollars, at about 7.75 Hong Kong dollars to one U.S. dollar). I zip over to West Kowloon, a new, rapidly growing harborside development. I want to visit The Ritz-Carlton, Hong Kong, located in the top floors of the ICC (Hong Kong's tallest building).

This wonder crowns West Kowloon. I enter through the enormous Kowloon MTR station at the base of the building. An intricate system of elevators, escalators and stairways takes me up through the lower floors of the building, which are devoted to the upscale shopping mall, Elements. Eventually, I reach The Ritz-Carlton's lobby on the 102nd floor. The hotel, which occupies floors 102–118 of the ICC, soars to about 1,600 feet above humming 24/7 construction sites at street level.

The Ritz-Carlton opened in 2011, succeeding a much smaller Ritz-Carlton in Central that had been demolished. That's Hong Kong, where a 20-year-old building is considered old. The gleaming new Ritz-Carlton will likely be here a while, though, with its marbled bathrooms; fine-dining Cantonese restaurant, Tin Lung Heen; and 118th-floor bar, Ozone. Everything is flawless in this extremely trendy establishment, where a sleek, young crowd nibbles from small plates and sips cocktails in one of the world's highest bars.



LEUNG CHO PAN / ISTOCKPHOTO

Hong Kong's iconic Peak Tram, a popular attraction, offers an expansive view from 1,800 feet above Victoria Harbour.

Afterward, I explore Kowloon. I stroll through 1881 Heritage, a beautifully renovated former Marine Police headquarters, its colonial-era grandeur restored and then some—it is now honeycombed with elegant shops. A vintage signal tower sits on the top of a bluff nearby, preserving a touch of Hong Kong's past in this increasingly busy area.

Walking away from the harbor and up Nathan Road, I pass iSquare, a 31-story glass and flashing-neon shopping mall on the site where an upscale hotel stood until 2006. This whole area has transformed in a short period of time—again, *very* Hong Kong.

Nathan Road is one of the great shopping streets of Asia. Lining a mile-long stretch are clothing shops, electronics retailers, fast-food places and touts urging one and all to visit nearby tailors. Dozens of neon signs hang directly over the busy thoroughfare.



FLPA / ALAMY

Visitors to the Mai Po Nature Reserve can view many species of birds, such as the juvenile eastern imperial eagles shown here.

I cross Nathan Road and walk back in the direction that I came from. Along the way, I check out a shoemaker—you can get fine shoes custom-made in Hong Kong, just as you can order tailor-made suits.

Leaving Kowloon, I take a 10-minute ride on the estimable MTR and approach Mid-Levels, a residential and commercial neighborhood on Hong Kong Island, partway up Victoria Peak, above Central. Getting around the crowded sections in this part of town is not easy at street level. Hence, locals and Hong Kong–savvy visitors often use the overhead webs of covered walkways.

One of these overpasses takes me to the Mid-Levels Escalator. This escalator runs downhill from 6 a.m. to 10 a.m. and uphill from about 10:30 a.m. to midnight. I step onto the slow-but-steady rubberized surface that conveys me uphill (it is more like a covered, moving sidewalk than a conventional escalator). The Peak Cafe

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Bar, just off the escalator in the buzzy nightlife area of Soho, looks lively. I slip in and nurse a beer at the long, convivial bar, watching as people ride the escalator on the way up and descend the concrete steps alongside the escalator on the way down.

Appetite whetted, I take the escalator to Elgin Street, returning to one of my favorite dining places: Bistro Manchu. I follow high, narrow sidewalks to the restaurant, marked in front with red pillars and small stone lions, and decorated inside with hanging red lanterns.

Manchurian food, the specialty of the house, differs from the excellent Cantonese food that dominates Hong Kong. Cantonese cuisine is the Chinese regional food most familiar to North Americans, with its rice, pork and chicken dishes, its emphasis on fresh seafood, and, of course, its steaming cups of Chinese tea.

Manchurian cuisine highlights beef and lamb, wheat-flour noodles and dumplings, pickled vegetables, stews and braised-meat dishes. It is intensely flavorful, stick-to-the-ribs food, the product of a much colder climate than that of subtropical Hong Kong. I feast on Bistro Manchu's lamb dumplings, spinach-sesame salad and sauteed eggplant with garlic.

After my meal, I decide that a walk is in order. What many visitors don't know is that Hong Kong, with one of the densest concentrations of people on Earth, devotes 40 percent of its land to parks, and that those parks offer wonderful walking and hiking opportunities.

I set off on Peak Circle Walk, a two-mile pedestrian loop on the slopes of Victoria Peak. It is a clear day, and in the distance I can see the boats in the harbor at Aberdeen, an enduring outpost of Hong Kong's British heritage on the south side of Hong Kong Island. As I walk the well-marked trail, I come to numerous overlooks, perfect for taking water breaks or for snapping keepsake photos. I see brightly colored tropical plants and birds, and the homes of the Hong Kong elite. An hour and a half later, I am back where I started.

On my last full day in Hong Kong, I visit an undeveloped area: the Mai Po Nature Reserve, near the sprawling

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AN EASIER WAY TO MEET SOMEONE

An Insider Look at Dating in the Modern World

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

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

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

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

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

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

A: People hire specialists such as financial advisors and personal trainers to handle so many aspects of their lives, so why not use a professional to help you find someone special. We specialize in dating—we've made more than two million matches over the past 20 years!

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

A: We believe that the best way to get to know someone is face-to-face. So, we meet every IJL client in person to get a feel for his or her personality, preferences and relationship goals. Then we hand-select and arrange fun casual dates so our clients can meet someone face-to-face and see if there is chemistry.

Q: Does it work?

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mainland Chinese city of Shenzhen, on the northern edge of Hong Kong's New Territories. I booked in advance for a guided tour. I travel to the reserve by taxi; the ride takes a little more than a half hour.

At Mai Po, my guide leads me to bird-watching hole No. 7, a small wood-and-corrugated-metal structure with a softly sliding door, to look at a few of the more than 2 million migratory birds that stop every year in the area's marshes. The guide helps me identify some of the bird species we see. As I peer out, I see a lanky egret wading through shallow, briny water. For a moment, all is silent. Then, suddenly, the egret looks up, unfolds its wings and flies away. It soars off into a landscape of mountains and clouds turned orange by the sunset.

I end my visit back in the heart of the city. On Hollywood Road, a prime shopping street known for its antiques, I find the 1840s Man Mo Temple. I feel like I've stepped right into a scene from Imperial China, complete with religious statues, red and gold ornamentation, and devotional corners. Elaborate coils of incense dangle from the ceiling, perfuming the temple.

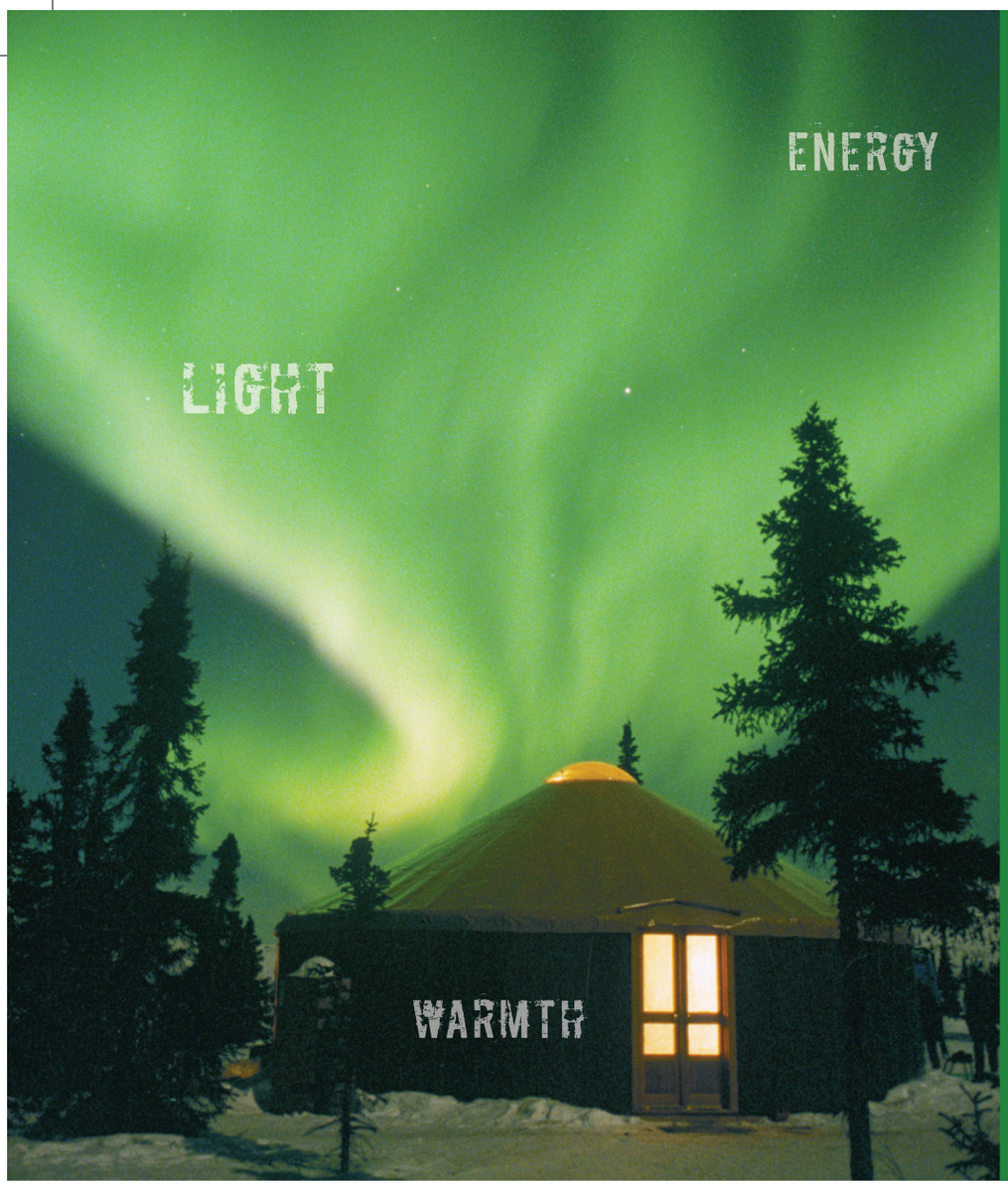
That night, I leave Hong Kong Island by way of one of the city's classic forms of transportation, the endearingly old-fashioned Star Ferry. Crossing the harbor from Hong Kong Island to Kowloon, the green and white, lozenge-shaped Star Ferry boat (fare: the equivalent of 32 cents in U.S. currency) gives unmatched views of the skyline from the water, as the lights of skyscrapers glow and flash, beckoning the world to Hong Kong and reminding me to return soon. ▲

David Armstrong is a San Francisco Bay Area author and journalist.

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2013 Nissan Pathfinder

Path Found

By Bengt Halvorson

Back in the 1990s, SUVs were all the rage, and the rugged good looks, flexibility and go-anywhere ability of these vehicles made models such as the Nissan Pathfinder popular picks for families. ■ In recent years, however, those families have reshuffled their priorities in vehicles, placing greater emphasis on fuel efficiency, comfort and safety—and they're willing to sacrifice some of the good old truck ruggedness.

For 2013, Nissan has redone its Pathfinder in that more-modern mold. And while it's a new direction for Nissan, which had made the Pathfinder brawnier than ever in its outgoing edition, it's a familiar direction if you've shopped for a new utility vehicle over the past several years. Ford redid its longtime best-seller Explorer nearly two years ago as more of a passenger-oriented crossover vehicle. GM replaced its Chevrolet and GMC mid-size SUVs with roomier crossover models (Chevy Traverse, GMC Acadia, Buick Enclave) several years ago, after seeing the success of models such as the Honda Pilot and Toyota Highlander.

Nissan isn't quite ready to fully remove the SUV tag from the Pathfinder, though. The company is calling the Pathfinder the "Next-Gen SUV" and carrying over to the new model a few design cues, such as the chunky grille and flared rear wheel wells. But with a sleek, rakish look and far softer silhouette for the new model, owners of previous Pathfinders will find very little in common with their trucks.

Think of the Pathfinder as a sturdy, tall wagon. The seating isn't nearly as upright as in more trucklike SUVs, and getting in and out is very easy, as the seats are at a height that doesn't involve too much bending down or climbing up. Moms and dads will find the same ease when reaching in to fasten a child's seatbelt or to buckle a booster seat.

The new Pathfinder has the parking footprint of a large sedan. It's nearly 5 inches longer, more than 4 inches wider and about 3 inches lower in overall height than the previous version.

Nissan's larger cars and crossovers, including the Maxima, Altima and Murano, use an Xtronic continuously variable automatic transmission (CVT) in place of a standard automatic, and it works very well with the 260-horsepower, 3.5-liter V-6 engine in the Pathfinder, raising revs when they're needed for quick acceleration and lowering them when you're cruising, all in order to get better fuel economy. In the Pathfinder, Nissan has replaced the CVT drive belt used in those other vehicles with a drive chain, resulting in not only more ruggedness for the Pathfinder, but a tow rating of up to 5,000 pounds. A special Tow Mode with Downhill Speed Control helps preserve the brakes for when they're truly needed.

The resulting Pathfinder drives with responsiveness and composure on pretty much any kind of highway, street, back road or trail that most families are likely to travel. Whether you're maneuvering slowly on city streets or cruising at Interstate-freeway speeds, the Pathfinder's variable-electric-assist steering feels responsive when you need it to be, and at ease the rest of the time. The MacPherson strut front and multilink rear independent suspension provide superb ride quality. And the V-6 and CVT work in concert to allow you to seamlessly change your speed without upsetting your passengers.

The new Pathfinder doesn't just drive lighter; Nissan actually trimmed about 500 pounds, and the new model stands out as one of the lightest of the large three-row crossovers. That's one of the reasons the V-6 can move this large vehicle around with authority (whereas the former model had larger V-6 and V-8 engines).

Strong four-wheel disc brakes with Brake Assist and Electronic Brake-Force Distribution help this Pathfinder stop confidently—much more like a lean-and-low sedan than a taller SUV.

Together, the lighter weight, the more-aerodynamic body and the CVT enable

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some of the best fuel-economy ratings in this class of vehicle—up to 20 mpg city, 26 highway with front-wheel drive, or 20/25 mpg with four-wheel drive. The new features also afford a great highway-driving range, with the 19.5-gallon tank, of more than 500 miles. Even when I test-drove a new Pathfinder with a pretty heavy right foot, in conditions that consisted mostly of scenic back roads in California's Napa and Sonoma counties—mixed with some freeway driving and stop-and-go through small towns—the vehicle averaged about 21 mpg. Overall, that's an impressive number for such a large, spacious vehicle.

Opt for the available All-Mode 4x4-i (four-wheel drive) system in the Pathfinder and you'll have no problem whatsoever finding your way up steep gravel trails, along slippery and muddy two-tracks or through deep snow. Through a dial on the center console, you can select from three modes: 4WD Auto, 4WD Lock and 2WD. While the 2WD mode is there to help give you the best possible gas mileage when on dry pavement and in clear weather conditions, you can simply leave it in the 4WD Auto position most of the time; that's where the system smartly manages the engine torque, delivering it to whichever wheels have the best traction (there's even a torque-split readout on the dash). For powering through deep snow or mud, the 4WD Lock mode would be better. And to get started on steep, slippery inclines, Hill Start Assist coordinates the brakes and power delivery to add confidence and avert wheel spin or rolling backward.

That said, the new Pathfinder does tend to reveal its carlike origins if you motor too far off the pavement, as there's not much "give" in the body structure, the tires or the suspension. All the components are up to the task, but the experience is not as pleasant and reassuring as it might be in an old-style, body-on-frame SUV such as the former Pathfinder. And if you're the type who takes note of specifications such as approach and departure angles, or crawls underneath the vehicle to size up off-road toughness, the Pathfinder probably isn't for you. Its 6.5 inches of ground clearance is more than that of a typical passenger car,

AAM 01.13 Autos.indd 128 12/12/12 9:30 AM

but less than that of a Subaru Outback.

If interior space and comfort are greater priorities, there's plenty of both in the 2013 Pathfinder. There's space for seven, split over three rows, and a so-called EZ Flex Seating System allows you to balance out legroom between the second and third rows by sliding the second-row seats fore and aft as much as 5.5 inches. The second row is split 60/40, and you can even slide the two sections to different positions. In addition, the seats slide forward and tilt to allow easy entry to that third row. And quite easily, the second- and third-row seats will all fold forward, nearly flat, for about 80 cubic feet of cargo space. But even filled with seven passengers, the Pathfinder still has 16 cubic feet for groceries and the kids' sports gear.

What you end up with, overall, is a three-row seating arrangement that can accommodate adults in all three rows—with what Nissan boasts is the most passenger volume in this class of vehicle. And for parents, there's also a Latch and Glide system for the second row, which allows you to access the third row even when there's a child seat mounted in the second-row seat.

Nissan notes that the new Pathfinder offers "premium features for all passengers," so there's plenty to help keep the kids happy. All models include a three-zone climate-control system so that those in the back won't be shivering in the winter or sweating in the summer. And the whole family will enjoy the new Tri-Zone Entertainment System, with an 8-inch screen in the dashboard (capable of playing entertainment through DVD, Bluetooth, iPod or auxiliary input) and dual 7-inch screens on the back of the front seats, which can independently play DVDs, video games or photo galleries.

Many Pathfinder buyers also may want to upgrade to the awesome sound of the 13-speaker Bose Premium Audio system.

The entertainment systems are paired in option packages with the Dual Panorama Moonroof.

There's useful new technology for the driver, too. The navigation system now includes XM NavTraffic and NavWeather information, plus a Zagat restaurant guide, voice recognition and Bluetooth streaming audio. And a special Around View Monitor allows four different camera views (rear, sides and front), with a composite bird's-eye view, as well; it works in conjunction with the RearView Monitor system and the Rear Sonar System that aids in parking and backing up safely.

After sampling the new Pathfinder, which starts at a base price of $28,270, I had no hesitation in calling it a smart move for Nissan and a good addition to the family-vehicle market. After all, the automaker plans to continue its tough Xterra SUV, which still fits the bill for the serious weekend warriors who plan to venture far off pavement, scrambling over rocks and across streams.

Those of us who keep mostly to roads—even gravel roads, or forest trails—will be happy with the better ride quality, more-spacious interior and better performance that's offered in the new Pathfinder. ▲▲

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



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FROM PAGE 43 most cherished moments was playing on the U.S. women's basketball team that won the 2004 Olympic gold medal in Athens.

Riley is just as accomplished off the court, thanks to her desire to teach others the game and help those less fortunate.

In 2005, Riley co-authored a children's book, *The Spirit of Basketball*, with the hope of inspiring kids around the world to play the game.

Living the message of the book, Riley spent part of 2007 in South Africa, helping to create opportunities for girls to play basketball. She also helped to spread the word about HIV and AIDS prevention.

Just a few days before last Thanksgiving, Riley returned to the United States. after having made another trip to Africa. She had passed up lucrative offers to play basketball overseas so that she could return to South Africa and also visit Namibia to conduct basketball clinics for girls playing in local programs.

"When I went there in 2007, there were not a lot of girls playing basketball. It's exciting to see how participation by girls in the sport has grown," Riley says. "The older players who established the program are now the ones sacrificing their time in order to give back to their community. It's exciting to see their commitment to making it sustainable."

Riley also has donated much of her time to charities closer to home, including working with No Kid Hungry, an organization aimed at ending childhood hunger in America. Internationally, she works with Nothing But Nets, a United Nations foundation that is helping to end malaria deaths by the year 2015 by promoting the use of insecticide-treated netting that people can drape around their beds to stop mosquitos from spreading the deadly disease. Her drive to volunteer started when she was a star at the University of Notre Dame, where athletes were encouraged to participate in community efforts.

"The university did a good job of providing the players with opportunities to help kids by speaking at schools, visiting hospitals and similar activities," Riley says.

Her college coach, Muffet McGraw, had

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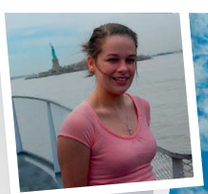


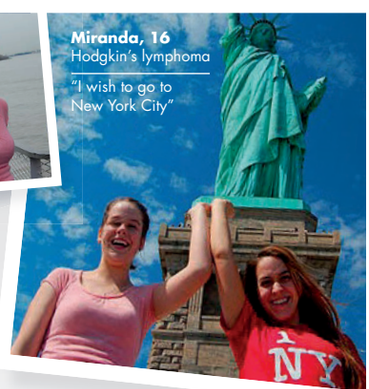
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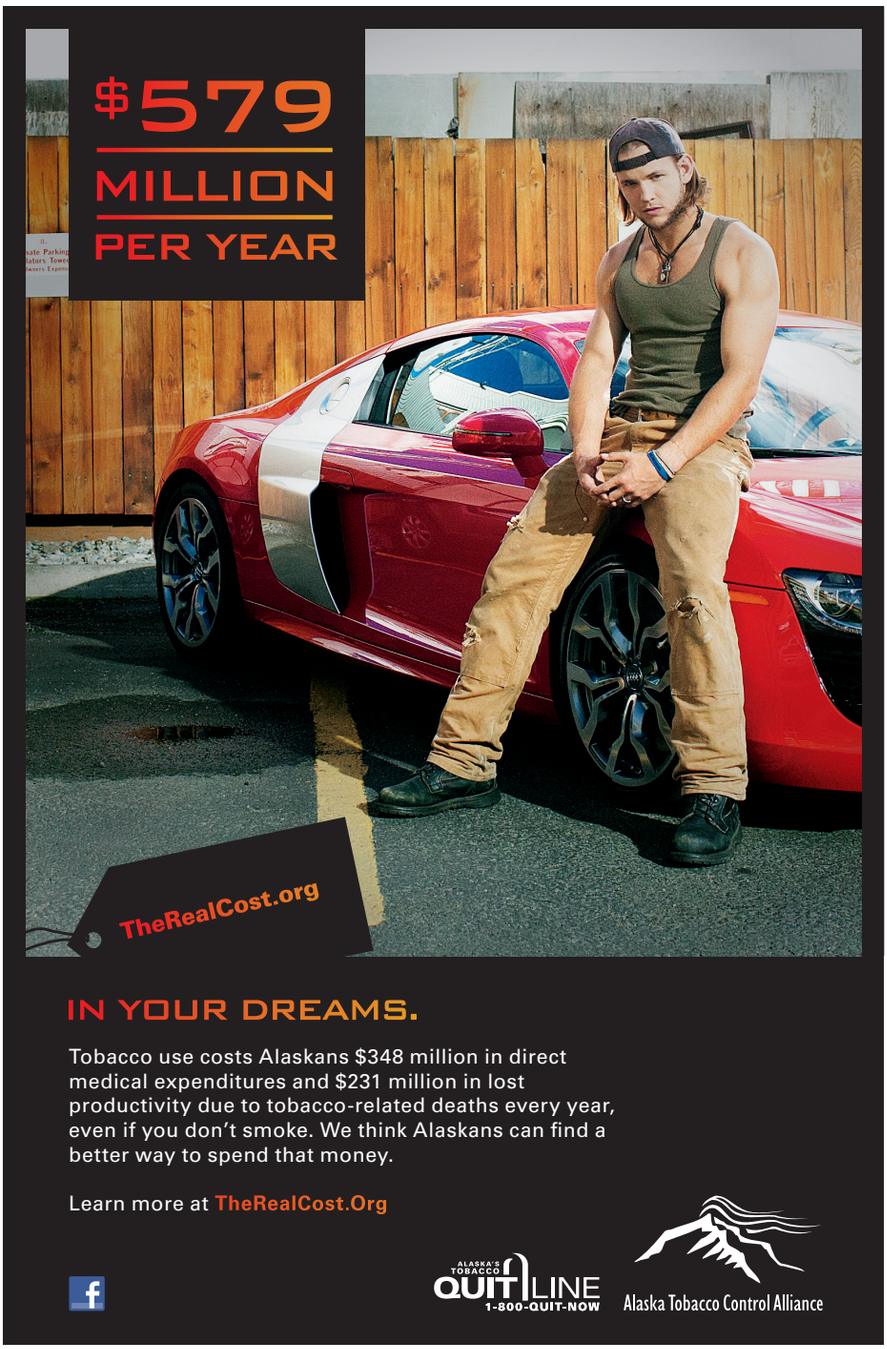
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a significant impact on Riley's commitment to the community. That need to give back continued when she entered the WNBA with Miami and met team chaplain Arlene DeBardelaben.

"There are a lot of people who had an influence on my wanting to make a contribution," Riley says. "Our team chaplain mentored me, not by telling me what to do as much as I just was able to see all that she did in reaching out to people. The work she does is amazing."

Grant Hill

[FORWARD, LOS ANGELES CLIPPERS]

You could say that Grant Hill was born to be not only an athlete but also someone deeply committed to improving his community.

His mother, Janet, a well-known consultant in Washington, D.C., with a long history of government service, was a friend of former First Lady and Secretary of State, Hillary Rodham Clinton, while the two attended Wellesley College. His father, Calvin Hill, was a star running back at Yale University and then spent 12 successful years playing in the NFL, mostly with the Dallas Cowboys.

Calvin Hill later became an executive with various sports franchises, including the Baltimore Orioles, and has continued to serve as a consultant to the Cowboys.

Grant Hill, an All-American at Duke and among the best small forwards in the NBA for much of his 18-year career, is in his first year with the Los Angeles Clippers after playing with the Detroit Pistons, Orlando Magic and Phoenix Suns. Now 40, he is currently the second-oldest player in the NBA. (Kurt Thomas of the New York Knicks is older by one day.)

No matter where Hill has played, the seven-time all-star has joined with his wife, R&B singer Tamia Hill, to find ways to give back to both their local community and to national causes, as well.

Just before the start of the 2012 London Olympic Games, Grant Hill found himself among seven other former U.S. Olympians aboard Air Force Two flying to the opening ceremonies. Hill, a member of the President's Council on Fitness, Sports & Nutrition, was there to add his support to First

AAM 01.13 Sports Heroes.indd 132 12/17/12 8:09 AM

Lady Michelle Obama's Let's Move! campaign, which is aimed at fighting the problem of childhood obesity.

Matt Wade, head of the Seattle-based Athlete Foundations, which helps athletes develop nonprofit groups, says Hill's charitable work is legendary in NBA circles.

"Grant, along with a lot of the Duke [University] guys, is really good about community involvement," Wade says. "I think it's partly the (Coach Mike) Krzyzewski influence. The service is instilled in those guys. And Grant grew up around people who believed that, too. I believe his dad did a lot to steer him toward giving back."

Last year, Hill was named the winner of The Mannie Jackson–Basketball's Human Spirit Award, which is given to a person involved with the game of basketball who embraces "the values of hard work, striving to improve and commitment to others." Hill received the award, in part, for the work of the Tamia & Grant Hill Foundation, which supports schools, churches, the Make-A-Wish Foundation and Special Olympics. He has also acted as the spokesperson for the Arizona Commission of the Arts to promote arts education in schools.

"The game of basketball has given me wonderful experiences … to be able to give back to the community," Hill said at the award ceremony. "[I've been able to] use basketball as a platform to really try to make a difference."

The five athletes profiled here are only a few of the many outstanding sports stars who have used their unique positions in the public eye to help improve communities and focus much-needed attention on the needs of others.

Whether it is dedication to helping those stricken with breast cancer, a focus on improving the lives of our military families or educating people about the needs of a struggling independent nation, these individuals are making a difference in the lives of those around them and, in the process, becoming role models for a whole new generation of sports stars who will follow in their footsteps. ▲▲

John Hickey is a sportswriter living in Seattle.





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FROM PAGE 77 cruises. For me, there are few things more pleasant than buying a cup of aged Sumatran at Peet's Coffee and Tea and a book at Book Passage, and watching the world go by from a table in the Ferry Building.

Of course, sometimes food for the mind and soul is as important as food for the body.

The area around Moscone Center, the city's meetings and convention center,



COURTESY: SANTANA ROW

Restaurants, shops and cinemas attract locals and visitors to the vibrant Santana Row region in downtown San Jose.

often draws me back. I savor the array of museums, large and small: the Museum of the African Diaspora, the San Francisco Cartoon Art Museum, the Yerba Buena Center for the Arts, the San Francisco Contemporary Jewish Museum, the Mexican Museum and the California Historical Society, with its pioneer artifacts and evocative old engravings, prints and maps. Yerba Buena Gardens, at Fourth and Mission streets, includes a 1906 children's merry-go-round and a rooftop ice-skating rink.

One of this area's major institutions, the San Francisco Museum of Modern Art, will close this summer to double the size of its galleries and exhibition spaces; the museum will reopen in 2016. In the meantime, SFMOMA plans to locate site-specific art exhibits around town.

A mile west is another cluster of arts and cultural venues: the Civic Center. Here, a visitor can find a bright palette of attractions: the Asian Art Museum, San Francisco Symphony, San Francisco Ballet, San Francisco Opera and SFJAZZ Center.

Still farther west, in Golden Gate Park, the cultural bounty continues. Tucked inside the park is the de Young Museum, a

AAM 01.13 Bay Area.indd 134 12/14/12 10:44 AM

major center of fine arts in an eye-catching contemporary building. Nearby is the California Academy of Sciences, installed in a 2008 building with a living, planted, contoured rooftop and a four-story-high rain forest inside. Golden Gate Park also offers walking paths, bicycle lanes, ponds, expansive gardens and the Japanese Tea Garden—and, surprisingly, a small herd of buffalo. Just outside the park, at the Pacific's edge, are two of the city's longtime institutions: the rebuilt Cliff House and the Beach Chalet, complete with its artfully restored 1930s frescoes.

San Francisco's neighborhoods are an archipelago of urban pleasures. The Richmond District, on the north side of Golden Gate Park, encompasses not only the Cliff House but Lincoln Park, with its splendid California Palace of the Legion of Honor art museum and an 18-hole public golf course. The vibrant Mission District is the city's prime youth-oriented zone and major Latino neighborhood. The Marina District harbors the Fort Mason Center of art venues, plus bay-side Crissy Field open

DON FERIA



The Tech Museum of Innovation, in San Jose, has many family-friendly exhibits including Silicon Valley Innovation.

space and the gracefully domed Palace of Fine Arts. And I can't leave out North Beach, the traditionally Italian neighborhood that nurtured the Beats; their legendary, still-popular watering holes such as Specs', Caffe Trieste and Vesuvio; and the much-loved City Lights Books.

The Bay Area is a big place, and there is plenty to do outside San Francisco, too.

San Jose has revitalized its downtown core in recent years. Heading the South Bay city's downtown attractions is The Tech Museum of Innovation ("The Tech"), San Jose's suitably interactive shrine to Silicon Valley's entrepreneur-in-the-garage history and startup business culture. San

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Puzzle on page 150.

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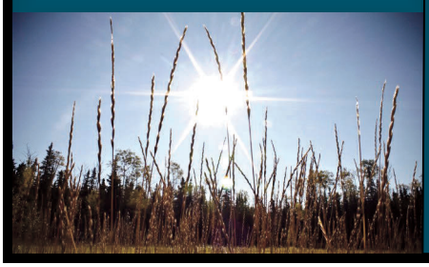
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Jose puts big-league sports on display at HP Pavilion, where the National Hockey League's San Jose Sharks play, and the city is building a new stadium, set to open in 2014, for Major League Soccer's San Jose Earthquakes.

My new favorite destination in the city of 971,000 is Santana Row, a smartly designed cluster of condos and apartments interspersed with restaurants, shops and cinemas in a roughly six-block area downtown made for pedestrians.

Directly across the bay from San Francisco, the East Bay is home to the university town of Berkeley and to Oakland, a sports-loving city that boasts pro football's Oakland Raiders, basketball's Golden State Warriors (who hope to remain in NBA playoff contention) and the team that inspired *Moneyball*, baseball's Oakland Athletics. Both cities roll up to hills that offer hiking, boating and picnicking in the expansive East Bay Regional Parks system.

Berkeley, home to the University of California's original campus, was my first home in the Bay Area. Whenever I want a refresher course, I revisit the student haunts along Telegraph Avenue or the Gourmet Ghetto along north Shattuck Avenue, home to delis, bakeries, artisan-food markets and citadels of California cuisine such as Chez Panisse.

In Oakland, I frequent the recently renovated Oakland Museum of California, the walking paths circling lovely Lake Merritt, and the thriving shopping and dining options in the Rockridge neighborhood. It was in leafy Rockridge, in the Italian restaurant Oliveto, that my wife and I had our first date. Oakland's profile is sometimes earthy, but Rockridge is one place where earthy meets elegant. ▲

David Armstrong is a freelance writer in the San Francisco Bay Area.

GETTING THERE

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AAM 01.13 Bay Area.indd 136 12/14/12 8:08 AM

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FEATURES ON THE FOLLOWING PAGES

A2–3 Mileage Plan and alaskaair.com
A4 Onboard Amenities
A5 Inflight Entertainment and Wi-Fi
A6–8 Route Maps
A9 The Place We Call Home
A10 Terminal Maps
A11 Our Fleet
A12 Customs and Immigration Information
A13 A Guide for Air Travelers

Above: Alaska Airlines' Salmon-Thirty-Salmon II debuted in October. As the world's largest flying fish, this 737-800 painted in the likeness of a glimmering King Salmon flies throughout the Alaska Airlines route network. On the inaugural flight, customers were treated to special salmon-themed treats by flight attendants wearing commemorative aprons.

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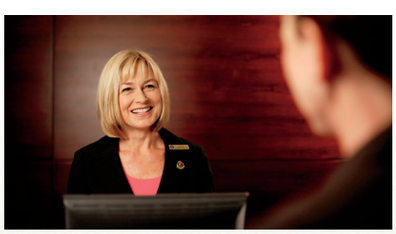
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Washington
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Bridgman Merlot
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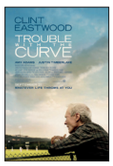
Taken 2
(PG13; 1:31)
Bryan Mills, a retired CIA agent who stopped at nothing to save his abducted daughter in *Taken*, is targeted by a vengeance-seeking crime lord. Bryan employs his "particular set of skills" to protect his family.



The Dark Knight Rises
(PG13; 2:44; available in English subtitles)
It has been eight years since Batman turned from hero to fugitive. Gotham City is safe, but everything changes with the arrival of a cat burglar and Bane, whose ruthless plans drive Bruce Wayne out of his self-imposed exile.



Diary of a Wimpy Kid: Dog Days
(PG; 1:33)
School's out and Greg is looking forward to enjoying the best summer ever. But when his dad decides that some father-son bonding is in order, Greg must do everything he can to keep his dad from ruining his vacation.



Trouble with the Curve
(PG13; 1:50; available in English subtitles)
Gus has been one of the best scouts in baseball, but age is catching up with him. When the front office begins to question his judgment, the one person who might help him is the one person Gus would never ask: his daughter.



Won't Back Down
(PG; 2:01)
Inspired by true events, two determined mothers use friendship, hope and courage to fight back as they try to transform their children's failing inner-city school.



The Campaign
(R, edited; 1:23; available in English subtitles)
Congressional candidates are out to bury each other in this mud-slinging comedy. Even when campaign ethics have hit rock bottom, there's always room to dig deeper.

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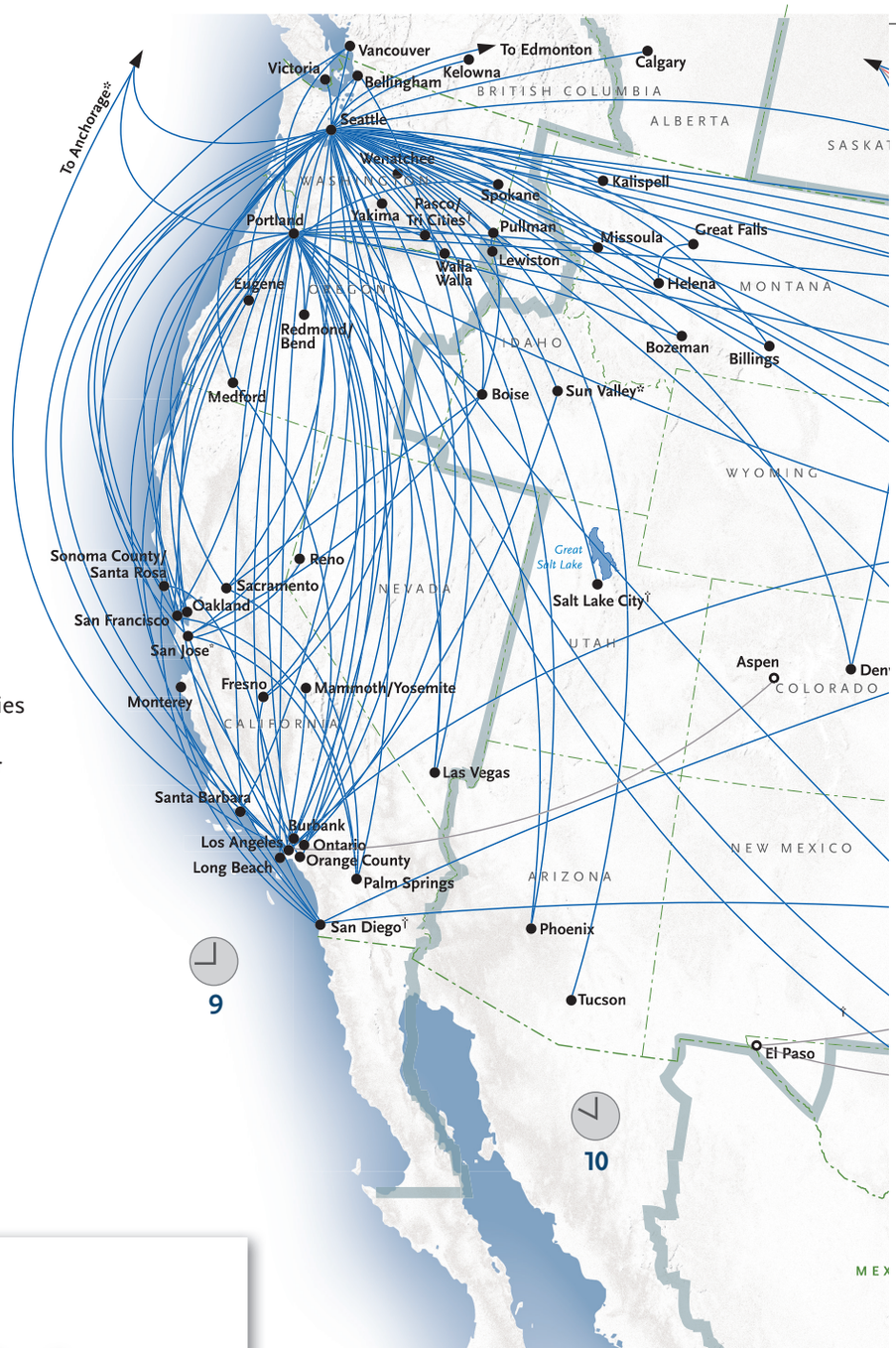
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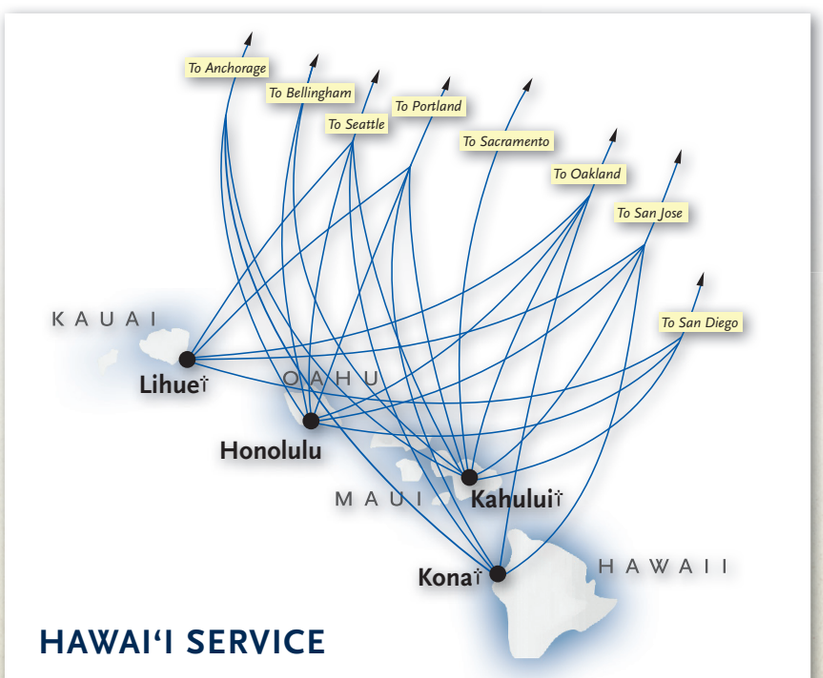
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MEXICO SERVICE

AAM ATLAS A6_A7.indd 142 12/12/12 5:08 PM





U.S. MILEAGE

Between	Mileage
Seattle &	
Boston	2496
Denver	1024
Honolulu	2677
Los Angeles (LAX)	954
New York City/Newark	2401
Orlando	2553
Phoenix	1106
San Francisco	678
Washington, D.C.	2306

Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	933
San Francisco	550

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket.

UPCOMING NEW SERVICE†

Route	Service Begins
San Diego–Boston	March 29, 2013
Seattle–Salt Lake City	April 4, 2013
San Diego–Lihue	June 7, 2013

AAM ATLAS A6_A7.indd 143 12/12/12 5:08 PM

ALASKA



ALASKA MILEAGE

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

Between	Mileage
Fairbanks &	
Barrow	503
Seattle	1533
Chicago	2785

Between	Mileage
Juneau &	
Sitka	95
Petersburg	123
Yakutat	199
Ketchikan	235
Seattle	909

Between	Mileage
Ketchikan &	
Wrangell	83
Sitka	185
Juneau	235
Seattle	679

Mileage Plan members receive mileage credit (500 miles minimum) based on the nonstop mileage between the origin and destination indicated on the ticket. For more information on the Alaska Airlines Mileage Plan, see page A2.

AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.

Era Alaska

PenAir
The Spirit of Alaska

** Some routes shown operated seasonally.*
† Dutch Harbor–Anchorage service operated by PenAir.

AAM ATLAS A8_A9.indd 144 12/12/12 9:43 AM



Dumbo the Flying Elephant is a family favorite at Disneyland.
PHOTO: D. HURST / ALAMY

Regional Highlights

Southern California is an American Icon

Hollywood and movie stars. Pacific shores and surf riders. Theme parks, shopping, desert sun, a day on the golf course or a day on a ski hill: The real beauty of Southern California is that one can easily mix and match activities for a fun-filled family vacation—even in a single day. Southern California is truly a land of dreaming.

Bound by the Pacific Ocean on the west and Sierra Nevadas on the east, Southern California is a product of its geography. Sandy shores such as Venice Beach glow under the never-ending sunshine immortalized in popular music, while the east side gravitates toward the lowest elevations and highest temperatures in the country at Death Valley National Park.

And Californians know how to make the most of their richly varied land. The Coachella Valley and Palm Springs area are verdant oases of resorts, featuring more than 100 golf courses. The coastal hills around Santa Barbara produce a variety of fine wines. And the cities along the southern coast—Los Angeles and San Diego are two of the largest cities in the country—hum with activities that range from shopping on Rodeo Drive to feeding giraffes at the San Diego Zoo Safari Park; from backlot tours at Universal Studios to the latest family-fun rides at Cars Land in Disney's California Adventure Park.

Southern California was home to ancient groups such as the Agua Caliente Tribe of Cahuilla Indians, in what is now the Palm Springs area, long before Franciscan missionaries traveled up the California coast and established the first of 21 Spanish missions in San Diego in 1769.

Today, Southern California is an icon of popular American culture, from auto trends to professional sports, performing arts and recreation.

California dreamin' is more than a lifestyle, it's an enticing invitation.

SO-CAL FACTS

- **Population:** If Los Angeles (including its five counties) were a U.S. state, it would rank as the fourth largest.
- **Sun:** Los Angeles has sunny skies 73 percent of the time.
- **Area:** California is the third-largest state in land area, behind Alaska and Texas, but California has a population 43 percent greater than the other two combined.
- **Beach:** Coronado Beach in San Diego is ranked No. 1 in the 22nd-annual "Top 10 Beaches in America" list produced by coastal expert Dr. Stephen Leatherman.



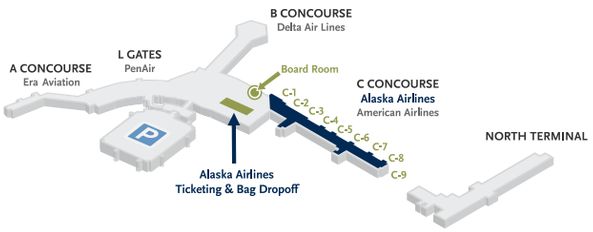
Jet America Airlines, which operated in the 1980s out of a base in Long Beach, California, merged operations with Alaska Airlines in 1987 after Alaska Air Group purchased it in 1986.

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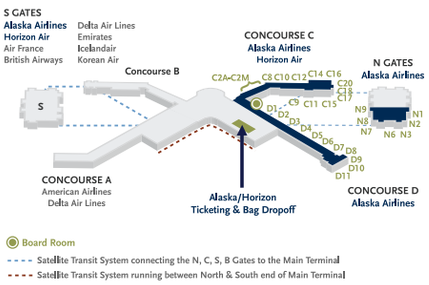
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections

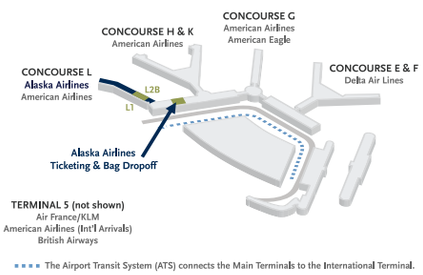
Anchorage International Airport (ANC)



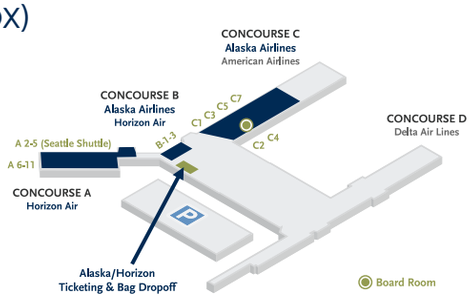
Seattle/Tacoma International Airport (SEA)



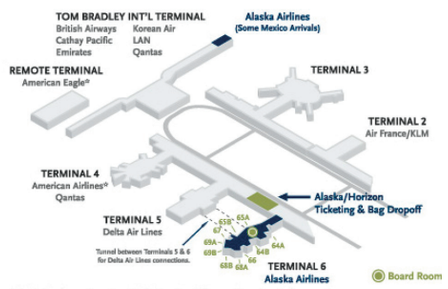
Chicago O'Hare International Airport (ORD)



Portland International Airport (PDX)



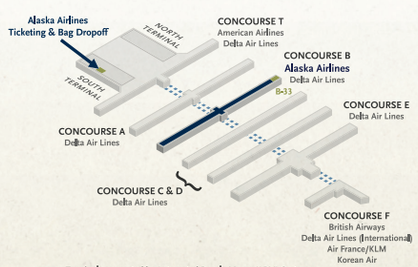
Los Angeles International Airport (LAX)



San Francisco International Airport (SFO)



Atlanta International Airport (ATL)



Helpful tips upon landing at SFO from Mexico:

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

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

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

AAM ATLAS A10_A11.indd 146 12/12/12 9:44 AM

HABLAMOS ESPAÑOL



Amy, Customer Service Agent, San Francisco

A SU SERVICIO

Alaska Airlines tiene el orgullo de ser la compañía de bandera extranjera más grande que presta servicios con destino a México. Por eso, hemos asumido el compromiso de cumplir nuestra promesa de proporcionar a nuestros apreciados clientes hispanohablantes una experiencia excepcional que, a la vez, sea segura, confiable y llegue a ellos con un servicio genuino y atento. Para atenderle mejor, nuestros productos y servicios se encuentran disponibles en español a través de:

- Centros de atención telefónica de Reservaciones y de Atención al Cliente
- Quioscos de registro del aeropuerto
- alaskaair.com/español
- El editorial mensual del director ejecutivo se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A12

Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".



OUR BAGGAGE SERVICE GUARANTEE

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

Size and weight limitations

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

Baggage Service Guarantee

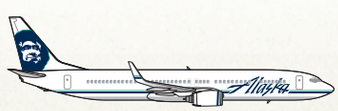
Alaska Airlines is the first major U.S. carrier to implement a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a $20 Discount Code for use on a future Alaska Airlines or Horizon Air flight, or 2,000 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.



- One voucher per qualified passenger, for one or more checked bags.
- Our guarantee does not apply for conditions beyond our control, such as severe weather or a malfunction in the airport's mechanical systems.
- Since additional care is needed to deliver specialty items such as pets, sports equipment, assistive devices, etc., the guarantee does not apply to these items.
- Additional international processing prevents us from offering our guarantee on flights arriving to the U.S. from Mexico.
- Full terms and conditions available at alaskaair.com.

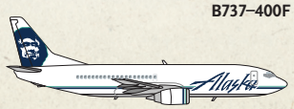
OUR FLEET

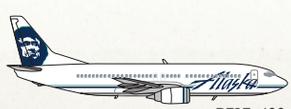
As sister carriers in Alaska Air Group, Alaska Airlines and Horizon Air are dedicated to bringing you the highest possible level of service. Together, we serve more than 90 cities throughout the United States, Canada and Mexico. To make your travel simple and seamless, you get one ticket, one low fare and one easy check-in that includes seat assignments on both airlines.


B737–900/900ER


B737–800


B737–400F


B737–400C


B737–400


B737–700


Bombardier Q400


Bombardier CRJ-700
Operated by SkyWest Airlines

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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 porporcionan a continuación. Las formas completas seran presentadas en la Terminal Internacional.

TO THE UNITED STATES



U.S. CUSTOMS DECLARATION

Who must complete this form?
All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?
Todos los pasajeros

Datos de ayuda

- Una forma por persona o por familia con la misma dirección
- Línea 5, 6—Si no tiene pasaporte, deje esta sección en blanco
- Línea 9—Use "AS" para Alaska Airlines
- Firme en la "X"

I-94 ARRIVAL/DEPARTURE RECORD (white)



Who must complete this form?
All travelers who are using a Visa to enter the U.S.

Helpful tips

- One form per person
- Complete both Arrival and Departure portions
- Do not write on the back
- Keep the lower portion with your passport in order to exit U.S.

I-94 REGISTRO DE LLEGADA/SALIDA (blanca)

¿Quién debe completar esta forma?
Todos los pasajeros que usen Visa de turista para entrar a EE.UU.

Datos de ayuda

- Una forma por persona
- Complete las dos partes de la forma, Llegada y Salida
- No escriba en la parte de atrás
- Una vez sellada por migración, debe guardar la parte inferior de la forma para su salida de EE.UU.

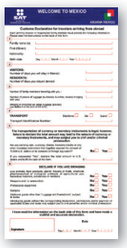
TO CANADA



Flight Attendants distribute a combined Customs and Immigration form during your flight. Prior to landing in Canada, complete this form, which includes easy-to-follow instructions. Completed forms are presented immediately upon entering the International Arrivals building.

Los Sobrecargos distribuyen una forma combinada para aduana y migración. Antes de aterrizar en Canadá, llene esta forma que incluye instrucciones fáciles de seguir. Las formas completas serán presentadas inmediatamente al entrar al edificio de la Terminal Internacional.

TO MEXICO



MEXICO CUSTOMS DECLARATION

Who must complete this form?
All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma?
Todos los pasajeros.

Datos de ayuda

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

FMM



Who must complete this form?
All travelers except citizens of Mexico
¿Quién debe completar esta forma?
Todos los viajeros, excepto los ciudadanos de México

FEM FOR MEXICAN NATIONALS



Who must complete this form?
Citizens of Mexico

FEM PARA MEXICANOS

¿Quién debe completar esta forma?
Ciudadanos de México (Aun siendo residentes permanentes de EE.UU.)

Datos de ayuda

- Pasajeros residentes en México, entregue la segunda parte de la forma FEM que lleno al salir de México
- Pasajeros residentes en EE.UU., llenar la forma FEM y guardar la parte sellada por migración para salir de México

MEXICO STATE CODES

City / State	State Code
Guadalajara / Jalisco	JAL
Ixtapa, Zihuatanejo / Guerrero	GRO
Loreto, La Paz, Los Cabos, San Jose / Baja California Sur	BCS
Manzanillo / Colima	COL
Mazatlán / Sinaloa	SIN
Mexico City / Distrito Federal	D.F.
Nuevo Vallarta, Bucerias and north / Nayarit	NAY
Puerto Vallarta, Mismaloya / Jalisco	JAL

Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

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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.
- Seat backs and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage, laptop computers and electronic devices 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, all portable electronic devices and headphones must be turned off. Cell phones may be used while the boarding door is open until advised by your flight attendant that they must be turned off. Upon landing, your flight attendant will advise when cell phone use is permitted. During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited. Your flight attendant will tell you when you may use approved portable electronic devices, such as cell phones/PDAs/two-way communication devices.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- The following equipment may never be used during flight: cell phones (in transmit mode), two-way pagers, radios, televisions, remote-controlled games or toys, cordless computer mouse, or global-positioning systems.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to $11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use of items that do not meet FAA Regulations or Company regulations. This includes the use of seat-belt extensions not provided by Alaska Airlines, devices that restrict the recline of seats, self-heating meals or beverages, air filters placed on overhead vents and personal air purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:
800.654.5669
(Mileage Plan, Web Support, Customer Relations)

Toll-Free Reservations Within the U.S. and Canada:
800.ALASKAAIR
(800.252.7522)

(TTY 800.682.2221)

En Español:
800.858.5525

From Mexico:
001.800.252.7522

Alaska Airlines Vacations:
800.468.2248

Portable Electronic Devices

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices prior to departure. Please refer to the guidelines below so that we can maintain an on-time departure.

At Gate Prior to Door Closure and Above 10,000 Feet



- Laptop/tablet/smartphone (airplane mode above 10k)
- Media/CD/DVD player
- Wi-Fi (where available)
- Noise-cancelling headphones

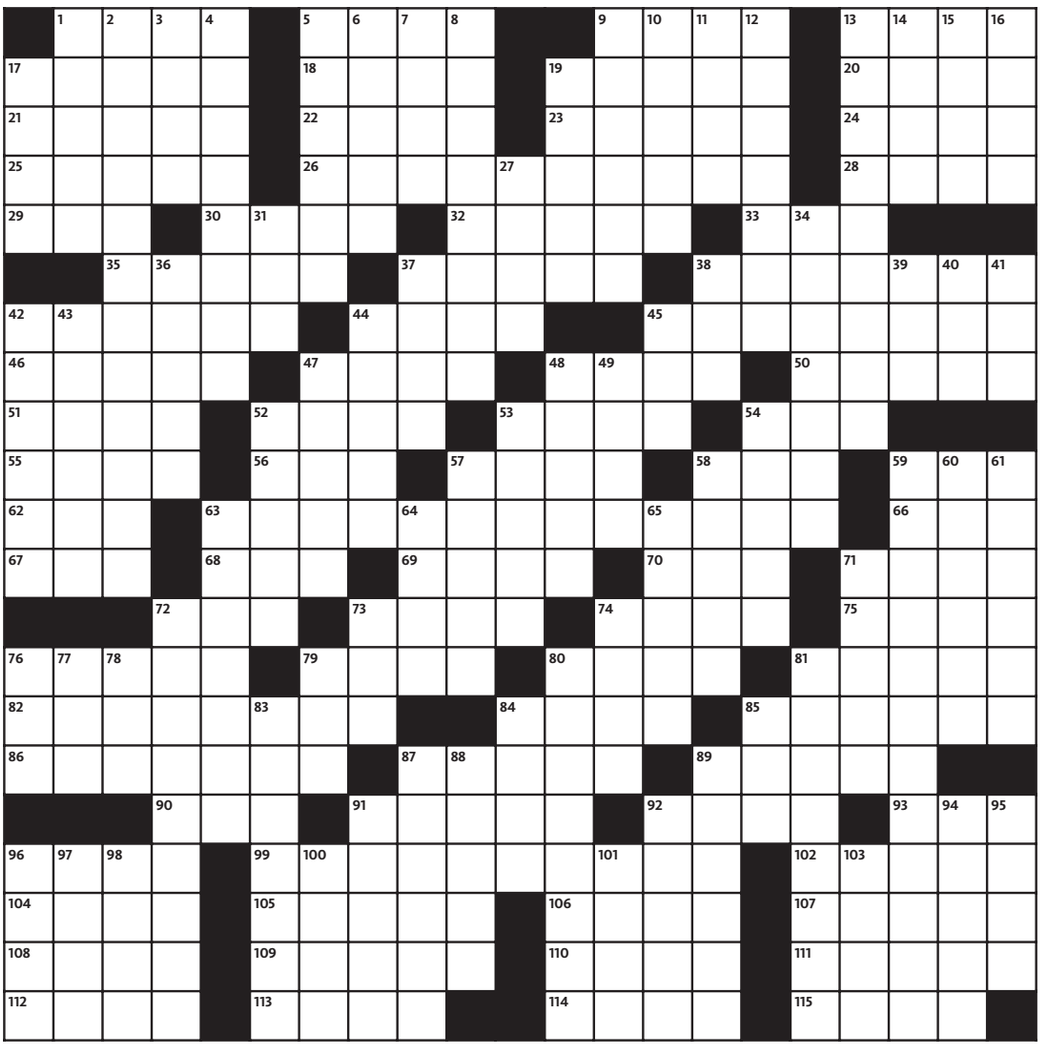
Not Allowed



- AM/FM radio
- TV
- Wireless mouse/keyboard
- Bluetooth
- Satellite radio

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Author, Author!



ACROSS

1 Commotion
5 Scottish inventor
9 Shed
13 Ms. Freud
17 Endured
18 Long
19 Eyelashes
20 Tragic king
21 Harden
22 Structural detail
23 Promo producers
24 Direction
25 Pal of Pythias
26 *The Caine Mutiny* author
28 Radiograph
29 Age
30 Even
32 Asian birds
33 ___ Wednesday
35 Exigencies
37 Austronesian tongue
38 Myopic cartoon star
42 Coveted statuettes
44 ___ Hari
45 Crisis alarm
46 Land maps
47 Pelt
48 Attack
50 Rent anew
51 Peace ___
52 Sensible
53 Of a 1920s style
54 Pen
55 Perfume
56 Personal quirk
57 Lackluster
58 Animation frame
59 Pa Clampett
62 Fixed
63 *Jaws* author
66 ___ in the hole
67 Before, of yore
68 Rorqual
69 Camel-hair togs
70 Durable wood
71 Bowie's model mate
72 Duped
73 French designer
74 Antarctic sea
75 Saint Philip ___
76 ___ pushers
79 Female relative
80 Jr.'s junior
81 Brahman, for one
82 Preventing
84 Off-road transports
85 Baryshnikov, e.g.
86 Genesis figure
87 Offense
89 Superman's dad
90 Hosp. sections
91 Formula of belief
92 Jig's relative
93 Delighted utterance
96 Critic Walter ___
99 *Cimarron* author
102 Understand
104 Lat. abbr.
105 Hag
106 Metrical unit
107 Porgy
108 Crescent
109 Solution strength
110 The Kingston ___
111 Spent
112 Tollgate
113 Zoomed
114 Greek letter
115 Toy

DOWN

1 Detection device
2 *In Cold Blood* author
3 Lacquer box for a kimono-wearer
4 Comes in again
5 Dry stream beds
6 Operated
7 Norse god
8 Fellow player
9 Sideshow spot
10 *Stand and Deliver* star
11 Place
12 Kind of vessel
13 *Roots* author
14 Approach
15 Space agcy.
16 Mil. munitions
17 Remain
19 Showy plant
27 Auel heroine
31 Common docs.
34 With dispatch
36 Honey ___ (bird)
37 Earned
38 Dr.'s prescription
39 Firm up
40 Nev.'s neighbor
41 Baseball's Mel ___
42 Counter
43 Certain pitch
44 Affect elegance
45 ___ Bravo
47 Part of Hispaniola
48 Controls
49 *High Voltage* band
52 Mount
53 Gloomy, to a poet
54 Solicits
57 Clergy member
58 Disagree
59 *Shogun* writer
60 Two-person game
61 Fabric-weight gauge
63 Liturgical book
64 Pour
65 Basketball
71 Meaningless
72 *To Kill a Mockingbird* author
73 Delved (into)
74 Drift
76 ___ seul
77 First lady
78 Not orig.
79 Syn.'s converse
80 Swiss resort
81 ___ Caverns National Park
83 Bugs
84 Nurse's ___
85 Hutch female
87 Extended one's neck
88 Ascribe (to)
89 Leaping rodent
91 Large bill
92 Send money
94 Profit
95 Paean
96 Seaweed
97 Needle case
98 Repugnant
100 Dullard
101 Minimum
103 A Guthrie

SOLUTION ON PAGE 135.

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CANADA'S LARGEST TOTALLY SKI-IN, SKI-OUT RESORT VILLAGE



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** some restrictions apply*

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PHOTO PAGE



A crew team rows through Seattle's Montlake Cut on a winter morning.

Photo by Mel Curtis

AAM 01.13 Photo Page.indd 152 12/13/12 6:34 PM



JANUARY 2013 YOUR COMPLIMENTARY COPY

SPORTS STARS: A LEGACY OF CARING • PATHS TO HIGHER EDUCATION • SUSTAINING WELLNESS • DESTINATION SAN FRANCISCO

ALASKA AIRLINES MAGAZINE

AAM 01.13 Cover2.indd 1 12/14/12 7:56 AM

Link-Belt RTC80100
Hydraulic Crane
Hicks Creek, Alaska



Link-Belt TCC1100 Hydraulic Crane
North Dakota



Chris Gerondale
Vice President of Mining
Sales & Key Accounts



Robert Fairbanks
Sales Manager
Anchorage Branch

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Construction Machinery Industrial, LLC

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Fairbanks, Alaska	(907) 455-9600	
Juneau, Alaska	(907) 780-4030	(888) 399-4030
Ketchikan, Alaska	(907) 247-2228	

Link-Belt®
CRANES

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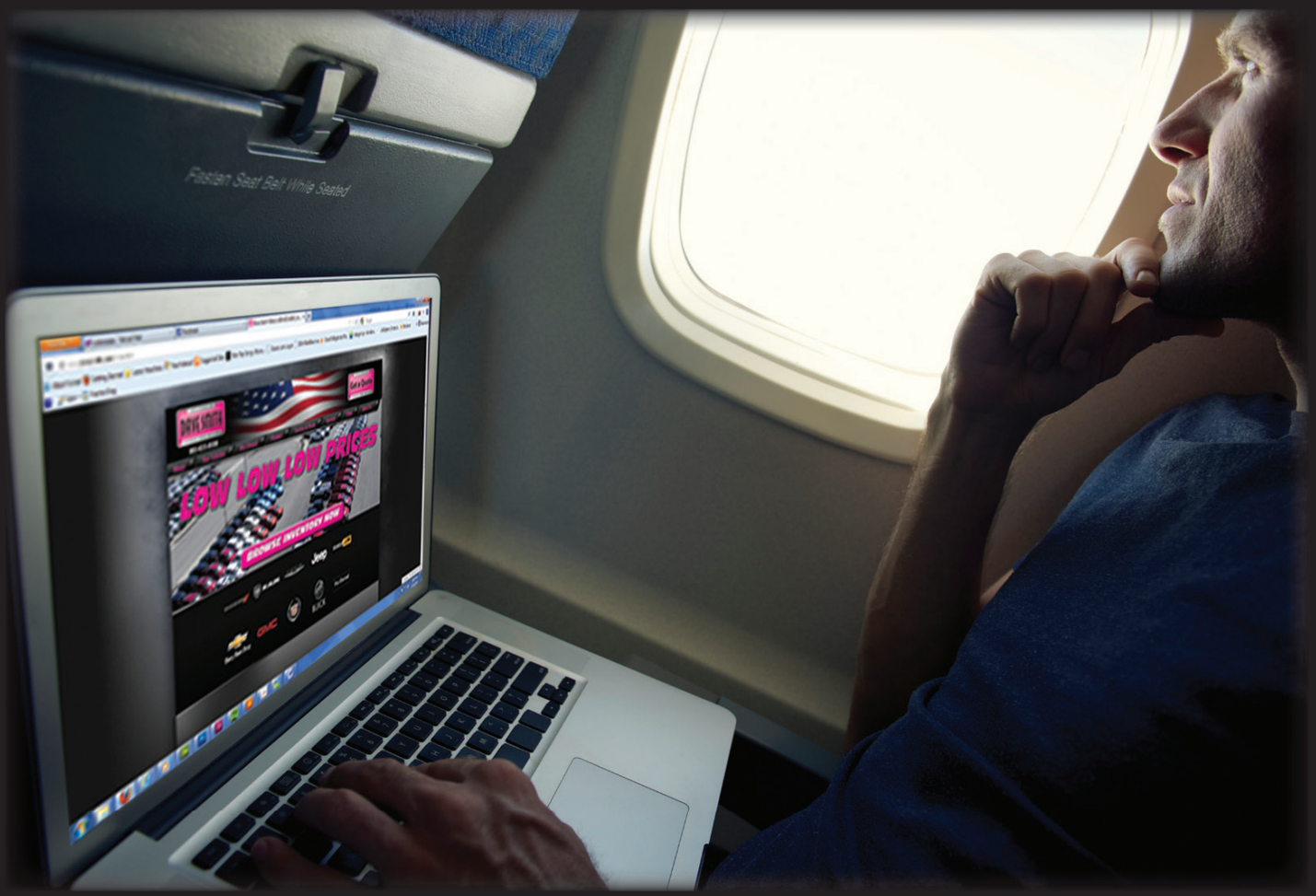
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Pre-production model shown

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[1]EPA-estimated 23 city/33 hwy/ 26 combined mpg, 1.6L I-4 EcoBoost, FWD. Class is Small Utilities with automatic transmissions vs. 2012/2013 competitors. [2]Optional Feature. [3]Class is Small Utilities vs. 2012/2013 competitors.

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