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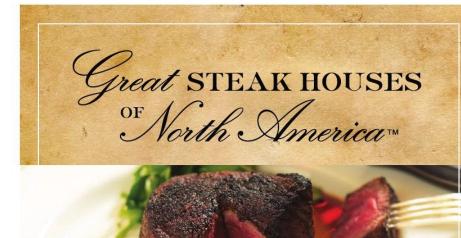


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COVER: Skiing powder at Mt. Baker Ski Area. See "Ski the West" starting on page 39. Photo by Grant Gunderson.

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NOVEMBER 2014 VOLUME 38, NUMBER 11

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Senior Editor MICHELE ANDRUS DILL
Associate Editors JEFF BOND, BEN RAKER

Contributing Editor ERIC LUCAS

Editorial Interns

Anna Harmon, Kyle Jensen, Marie Larsen, Nick Thomas Contributing Writers

DAVID ARMSTRONG, M. SHARON BAKER, BARBARA BECKLEY,
RENEE BRINCKS, CRAI BOWER, LYNN COOK, ROB DUNTON,
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Art Directors

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Associate Art Director WHITNEY L. LITTLE

CEO EDWARD B. KIRSCH

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Accounting Manager HOLLY L. GENEST

Advertising Data Wrangler LIZ BOROVIK
Office Coordinator KIMBERLY KNAPMAN

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

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Alaska Airlines Magazine (ISSN 0199-0586), the monthly inflight magazine of Alaska Airlines, is published by Paradigm Communications Group, at 2701 First Avenue, Suite 250, Seattle, WA 98121. Copyright ©2014 by Paradigm Communications Group, all rights reserved. No part of this magazine may be reproduced without permission of the publisher. Subscriptions: \$65 in the U.S.; \$70 elsewhere. Single-copy price: \$8. Photocopies of articles: \$3,50. Publisher assumes no responsibility for return of unsolicited manuscripts or artwork. Printed in the United States of America.

POSTMASTER: Send address changes to: Alaska Airlines Magazine, 2701 First Avenue, Suite 250, Seattle, WA 98121-1123.









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Spirit of Alaska



Brad Tilden, Chief Executive Officer



BORN TO BE WIRED

With our recent order for 10 more Boeing 737-900ERs, Alaska Airlines now has firm orders for 74 new 737s, including 37 aircraft to be delivered in the next three years. Greg Mays heads up our Maintenance and Engineering team, ensuring the safe operation of our

aircraft fleet so that we can get you to your destination safely and on time. This month Greg's team is completing one of our largest projects ever. —*Brad Tilden*

As you sit enjoying this magazine, perhaps you are waiting for departure or on approach to land. You may well find yourself sitting in one of our brand-new state-of-the-art Recaro seats, powering your phone or tablet in preparation for arrival before you head off to whatever adventure or business meeting brought

you to our airline.

At Alaska Airlines we spend a lot of time thinking about our customers.
About two years ago we had a vision for making your inflight experience even better. Through a review of industry data and feedback directly from you,

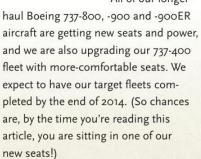
we worked with business partners and industry innovators to bring you creature comforts that matter.

This month, the professional men and women in Alaska Airlines Maintenance and Engineering take center stage, as we're completing one of the biggest projects Alaska has ever taken on with its fleet. Yep, we've had our own "extreme makeover," and we think you'll love it.

Working with Recaro, a company known worldwide for development of high-quality seats in the auto, child-safety and airline industries, we collectively designed a seat for the modern age. Along with cushioning where it matters most, a six-way adjustable headrest and our standard 3 inches of recline, the seat's innovative design gives you more personal space, especially for your feet and legs. And, while you're in your seat, we've got you wired, as Alaska Airlines is

proud to offer standard 110-volt and USB power for laptops, tablets and smartphones at *every* seat.

We are just about to finish this project, with about 100 airplanes undergoing the enhancements. All of our longer-



And we're not stopping there. We have more enhancements on the radar for you. Soon, we will offer a streaming entertainment system that will allow you to enjoy all kinds of great content on your own

Wi-Fi-enabled device, on virtually all of our flights. And we recently partnered with Boeing to be the launch airline for the new Space Bins overhead-storage system, which will increase the number of bags we can have in the cabin—keeping you closer to your bags and reducing the number of bags we need to check.

Our Maintenance and Engineering team members are working around the clock to ensure your travels are safe and enjoyable, and we are proud to bring these cabin enhancements to you. Along with our customer service agents, flight attendants and pilots, I want to thank you for rating Alaska Airlines "Highest in Customer Satisfaction Among Traditional Carriers" in the J.D. Power North America Airline Satisfaction Study^{5M} for seven years in a row.

As you can see, we are passionate about providing the best customer service—whether it's a smile at the boarding door or an outlet at every seat. Thank you for flying with us today. If this is your first flight with us, please come back. If you are a veteran flier, thanks for your continued loyalty, and please tell a friend! —*Greg Mays*

Alaska Airlines received the highest numerical score among six traditional airline carriers (tied in 2008) in the proprietary J.D. Power 2008-2014 North America Airline Satisfaction Studies^{5M}. 2014 study based on responses from 11,370 passengers who flew on major North American airlines between April 2013 and March 2014. Proprietary study results are based on experiences and perceptions of consumers surveyed in May 2013—March 2014. Your experiences may vary. Visit jdpower.com.



Craig Johnson, hangar line technician, and Rowena Monillas, stores agent, in an aircraft enhanced with new Recaro seats.

El Espíritu de Alaska



Brad Tilden, Jefe Ejecutivo



NACIDOS PARA ESTAR CONECTADOS

Con nuestra reciente orden para adquirir 10 aviones Boeing 737-900ER, Alaska Airlines tiene ahora una orden firme para 74 aviones 737 nuevos, incluyendo 37 de ellos que serán entregados en los próximos tres años. Greg Mays encabeza Mantenimiento e Ingeniería

aquí en Alaska Airlines. El trabajo de su equipo no se encuentra a la vista, se enfoca en el funcionamiento seguro y compatible de nuestras aeronaves para que usted pueda llegar a su destino en forma segura y a tiempo. Este mes, el equipo de Greg se destaca. —*Brad Tilden*

Mientras usted está sentado leyendo esta revista, quizás espera el momento de la partida o está próximo a aterrizar. También es muy posible que esté sentado en uno de nuestros asientos completamente nuevos e innovadores Recaro, cargando su teléfono o tableta mientras se prepara para la llegada antes de dirigirse a la aventura o a la reunión de negocios que lo trajo a nuestra aerolínea.

En Alaska Airlines dedicamos mucho tiempo para pensar en nuestros clientes. Hace dos años aproximadamente, tuvimos la idea de mejorar aún más la experiencia de a bordo. Mediante el análisis de los datos de la industria y los comentarios que usted mismo nos proporcionó en forma directa, trabajamos junto a socios comerciales e innovadores de la industria para brindar importantes comodidades para los pasajeros.

Este mes, hombres y mujeres profesionales de Mantenimiento e Ingeniería de Alaska Airlines ocupan un lugar central ya que estamos completando uno de los mayores proyectos que Alaska ha asumido alguna vez con su flota. Sí, hemos experimentado una "renovación total" y creemos que le encantará.

Junto con Recaro, una compañía conocida mundialmente por el desarrollo de asientos de alta calidad en la industria automotriz, de las aerolíneas y de la seguridad infantil, hemos diseñado en forma

conjunta un asiento para los tiempos modernos. Además de colocar cojines en los sitios más importantes, un apoyacabezas ajustable con seis puntos y nuestra reclinación estándar de tres pulgadas, su diseño innovador le ofrece más espacio, especialmente para los pies y las piernas. Y, mientras se encuentra en su asiento, podrá estar conectado, ya que Alaska Airlines se enorgullece de ofrecer energía estándar de 110 voltios y alimentación por USB para computadoras, tabletas y teléfonos inteligentes en TODOS los asientos.

Ya estamos próximos a completar este proyecto, con alrededor de 100 aviones que incluirán estas mejoras. Todas nuestras aeronaves de larga distancia Boeing 737-800, -900 y -900ER tendrán nuevos asientos y energía y también mejoraremos nuestra flota 737-400 con asientos más cómodos. Esperamos completar las flotas proyectadas para fines de 2014. (Existe la posibilidad de que cuando lea este artículo, jya esté sentado en uno de nuestros nuevos asientos!)

Y no vamos a detenernos allí. Tenemos en el radar más mejoras para usted. Próximamente, ofreceremos un sistema de entretenimiento de transmisión que le permitirá disfrutar de todo tipo de contenido excelente en su dispositivo con Wi-Fi, en prácticamente todos nuestros vuelos. Además, recientemente

nos asociamos con Boeing para que seamos la aerolínea que lance el nuevo sistema de compartimentos superiores "Space Bins", que aumentará la cantidad de maletas que podemos llevar en cabina, lo que lo mantendrá más cerca de sus maletas y reducirá la cantidad que debemos registrar.

Los miembros de nuestro equipo de Mantenimiento e Ingeniería trabajan día y noche para garantizar que sus viajes sean seguros y agradables, y nos enorgullece acercarle estas mejoras en la cabina. Junto con nuestros agentes de servicio al cliente, sobrecargos y pilotos, quiero agradecerle por situar a Alaska Airlines en "lo más alto en satisfacción del cliente entre las aerolíneas tradicionales" durante siete años consecutivos, según el Estudio de Satisfacción de Aerolíneas Norteamericanas (North America Airline Satisfaction Study) de J.D. Power.

Como puede ver, nos apasiona ofrecerle el mejor servicio al cliente, ya sea con una sonrisa en la puerta de abordar o con un enchufe en cada asiento. Sería descuidado de mi parte si no le dijera gracias por volar con nosotros hoy. Si este es su primer vuelo con nosotros, esperamos que vuelva. Si usted vuela con nosotros hace mucho tiempo, le agradecemos por su lealtad continua y jcuéntele a un amigo!

—Greg Mays



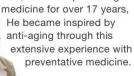
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Dr. Upton, the Medical Director of the Anti-Aging Center at PRO Sports Club, has been practicing









LIFE ASKED ME TO DANCE. I ACCEPTED!

You might say I was sitting on the sidelines. After all, I had been a widow for 30 years. I devoted myself to managing family assets and sharing in the lives of my family, which included six great-grandchildren.

But being a good steward didn't include time for personal love and joy. Still, I lived a life of hope. Somewhere inside me I had expectations of good things to come. I had watched my friends benefit from programs at PRO Sports Club. At age 70, I decided I wanted to make a positive change too. I knew that while some of the keys to staying younger are entrenched in the mind, the physical changes are just as important. So I pursued a change in my weight, eating habits, exercise, and skin (to avoid the horrible brown spots and alligator skin typical of older people).

Another one of my goals was to get off synthetic estrogen, which has been known to cause cancer. I learned, through the Anti-Aging Center at PRO Sports Club, that I could lead a full and healthy life by adding all the hormones that my blood test showed me being deficient like testosterone, progesterone, thyroid, and vitamin D. My body came back to life. Hormone balancing woke me up. My weight is down, my muscles are toned, and my brain is ready to tease back when flirted with. I relish

my fitness because it has made such a difference. Thanks to my outstanding trainer, I can engage in activities and not hurt myself with strained muscles and injuries. Not only am I vibrantly aware of the joy of living in the moment, but I also appreciate life to the fullest.

And now here's the kicker! Four months into the program, my life turned upside down! I attended a ball auction and met the love of my life. The theme of the ball was, "The Stars Are All Aligned" and boy, they were for me! There's no way you can make that kind of thing happen at will. Frankly, I believe this gentleman and I found each other in the middle of room filled with 800 other people because the Anti-Aging program set me free to live life fully. My attorney says, "You're a 70-year-old going on 30." That pretty well sums it up! I used to read paperback novels and now I am one. I recently retired, so if you want me, you'll find me on the golf course, fly fishing on the river, or dancing all night with the love of my life. I want to assure you that I'm dancing all night and loving it!

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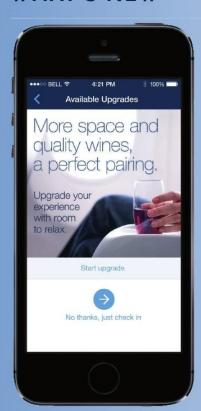


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Alaska's iPhone and Android apps can help you get on your way faster. A new feature will alert customers who are within one mile of certain airports when there is an earlier flight available to their destination. Participating airport locations include Seattle, Portland, San Francisco, Spokane, Los Angeles, Anchorage, San Jose, Las Vegas, San Diego and Boise.



MORE TIMBERS FUN IN PORTLAND

Alaska recently renewed its jersey sponsorship with Major League Soccer's Portland Timbers, and will continue as the official airline of the team. Alaska is a Founding Partner of the Timbers and has been the club's jersey partner since its inaugural 2011 MLS season. The partnership will also feature Alaska's supporting the Portland Timbers Community Fund; donating game-day tickets to Portland-area youths as part of the Timbers' "Tickets for Kids" program; and acting as presenting sponsor for all MLS Timbers youth-soccer camps.



FOCUS ON SUSTAINABILITY

Alaska's Catering Partner Steps Up

LSG Sky Chefs is an important partner for Alaska, providing catering services for nearly all of its flights. With support from Alaska, Sky Chefs is initiating a Zero-Waste-to-Landfill program, committing to reduce its waste to landfill by 100 percent throughout all of its 41 U.S. locations. With employee training, and new materials, processes and machinery, Sky Chefs will ensure that all waste generated or taken from its customers will be recycled, composted, turned into fuel, or digested so that no garbage is buried offsite.

AROUND TOWN

➤ If you're in Seattle, try out

Pronto Cycle Share, a new bike-

share program, sponsored by Alaska, which makes it easy to get around town. Read more about the new program on page 37 of this magazine, and at prontocycleshare. com.



PEOPLE BEHIND THE SPIRIT

Making a Difference

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



Renee Goldfoos Alaska Airlines Legend

If a flight attendant has already served you a glass of wine or one of the airline's popular fruit-and cheese platters, you paid for the items with a credit card that was swiped through a handheld point-of-sale device. The fact that you paid electronically is significant, and it's a credit to Flight Attendant Renee Goldfoos.

For the last six years, Renee has served as the flight attendant expert and advocate for the airline's cashless cabin, making programming recommendations, creating training programs and aligning procedures among different groups, such as catering and accounting. The latest device under development, an Android phablet, is not only a phone and credit card reader, but it will also contain each flight attendant's flight manualcurrently a heavy volume that each individual is required to carry with themas well as a Bank of America app for tracking passenger credit card applications. Other apps will eventually include the flight attendants' routine flight paperwork and passenger lists, a language translation app and access to alaskaair.com.

Renee grew up in an aviation family: Her father was a commercial airline pilot, and her stepmother was a flight attendant. While a college student, Renee was thumbing through an aviation trade magazine when she happened across a story detailing how an Alaska Airlines flight crew already in flight diverted to another Alaska city to pick up a critically injured boy and transport him on to suitable hospital care.

"They saved that kid's life, and I decided that I wanted to work for a company that cares that much about people," Renee says.

That was 1984, and by the end of the year, Renee had secured a job with the airline and completed her flight attendant training.

Throughout her career, Renee has been known as a caring, compassionate flight attendant, and the customer comment cards in her personnel folder are telling, says Shelly Parker, Director, Inflight Training, Standards and Product Development. "Whether it's giving a hug to a passenger having a really bad day or just finding a packet of jam for a passenger who brought on their own bagel, Renee is consistently and always just very, very nice," Parker says.

"Her work ethic, attention to detail, balanced approach and personal integrity are unparalleled in anyone else I have worked with."

While Renee has found it gratifying to be involved in developing products that make the jobs of her fellow flight attendants easier and more productive, her first love is flying. It's all about the people you meet, Renee says. "You get to hear their stories and be involved in their lives for at least a few moments.

"It's amazing how many customers want to talk," she says. "When they look up, I stop and ask what I can do for them. It's really just little things, but it often makes a big difference to them."

Renee has made a big difference for a lot of people. —Paul Frichtl

VOLUNTEER SPIRIT

Student Development

Raising kids who are not only well educated but also confident, kind, concerned and ready to make a difference in the world takes the concerted efforts of parents, schools, communities and active volunteers, such as Alaska Airlines' Sandy Schmidt.

Sandy has volunteered hundreds of hours at Almaden County School in San Jose. Since she has sons at the school who are 8 and 10, the Seattle-based flight attendant regularly volunteers in the classroom. She has also served as a Parent Service Auxiliary board member, and has been



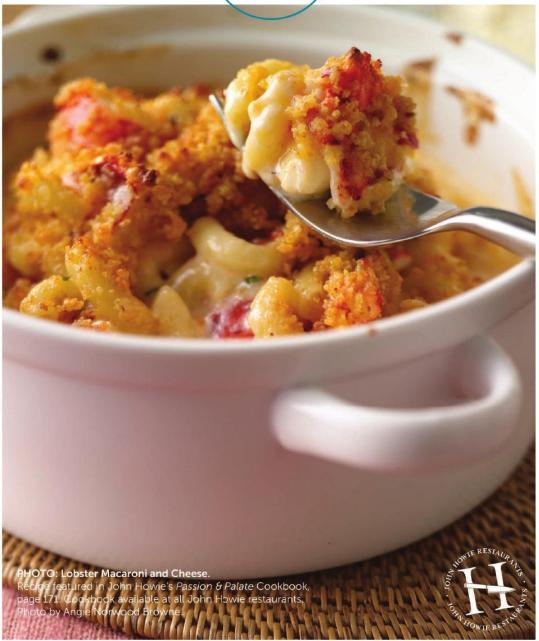
Alaska Flight Attendant Sandy Schmidt.

involved in fundraising through the school's Annual Giving Campaign and Fund Run.

ACS was founded in 1982 as an alternative to traditional public schools, focusing on a personalized learning environment. The preschool—eighth grade school has since grown to nearly 400 students. The school is very strong in STEM curricula and arts, but Sandy says she also likes that ACS is "kind of an old-fashioned school."

"It's a place that just lets children be children, where children grow up to be delightful people," she says. —*P.F.*







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Dating can be fun and invigorating – from that instant attraction you feel the first time you meet to jumping in the car for an impromptu weekend getaway. Unfortunately, it can take a lot of work to get to that stage of dating.

rom spending hours sorting through online profiles looking for a good match to trying to connect via pokes, winks and email, dating can suddenly feel like a full-time job. Wouldn't it be nice if you could just fast forward to the fun part of dating? That's exactly what newlyweds Desireé and Michael Schlitt say It's Just Lunch, a dating service for busy professionals, did for them. The matchmakers at It's Just Lunch took the time to learn what they were looking for in a partner and then delivered.

With so many dating options out there, why did you choose It's Just Lunch?

D: I travel a lot for work, so I'd read about It's Just Lunch in airline magazines, and then I ran into a friend who was attending the wedding of an attorney in town who'd met her husband through IJL — the fact that those two events happened so close together, I thought I should call them. At the end of my work day I didn't want to come home and go look at profiles online. I felt like it was a waste of my time.

What would you tell a friend who was apprehensive about investing the money on III.?

M: I'd ask, "Are you looking for a relationship or not?" With online dating you never know who's on the other side of the line. IJL had better quality people who were interesting. It truly was an experience that was tailored for me.

Describe your first meeting with an IJL matchmaker?

M: I had a phone interview first and then went in and met with a matchmaker. It really made me think. Online you can say anything, but if you're paying for this I assume you're not going to lie about what you want.

Tell us about your first date with one another.

D: I never went on lunch dates because I was always busy at work so I met Michael after work at a downtown restaurant. The conversation just flowed. I was attracted to him from the start. I remember it turned into dinner.

What was your favorite part about dating through IJL?

D: I met my husband, so I guess I would say that! It's Just Lunch – it's just a lot of fun. I remember I'd get off a plane and have a voicemail from the matchmaker saying she had a potential date for me. With online dating, you can go back and forth and waste a month with someone and not really get to know them. With IJL, you go meet your match and if you like them, you see them again, and if you don't, you're done.

Find out what an It's Just Lunch matchmaker can do for you by calling 1-800-858-6526 or visit ItsJustLunch.com.



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66%

Of singles surveyed say chemistry is more important than compatibilty. A computer can't detect that!

20 MINUTES

Amount of time most people need on a first date before they decide if they want to see their date again.

70%

Of people prefer to date someone in a different profession vs in the same industry.

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It's Just Lunch Matchmakers







BETTY SINCLAIR AMY BRINKMAN

SARA DARLING



OURNAL



ANCHORAGE, AK

A Historic Tournament Gets a New Home

In 1978, coach Bob Rachal gained national attention for his University of Alaska Anchorage Seawolves basketball program by drawing top teams to Alaska for an earlyseason tournament. Since then, the event has become a signature Thanksgiving tradition—for Alaska and for college basketball in general. This year, the GCI Great Alaska Shootout will be held November 25-29, with eight men's teams playing 12 games and four women's teams playing four games. The university will host the event on its campus for the first time, at the new 5,000-seat Alaska Airlines Center (which opened in September). This year, eight of the tournament's games will also be televised nationally on the CBS Sports Network. Alaska Airlines is a sponsor of UAA Athletics. For more information, visit goseawolves.com.

—Nick Thomas

2014 Shootout Teams:

- Men University of Alaska Anchorage; Colorado State University; Mercer University; Missouri State University; Rice University; University of California, Santa Barbara; University of the Pacific; Washington State University
- Women UAA, Boise State University, Long Beach State University, Yale University

This year is the 88th Macy's Thanksgiving Day Parade, in New York City. Originally named the Macy's Christmas Parade, the event started in 1924. In 1927, giant balloons were introduced. The parade went on hiatus during World War II, with balloon rubber and helium going to the war effort. Visit macys.com/parade.



Wood Works

In the Pacific Northwest, wood is a plentiful resource that displays great variation—and local artists use a diverse range of techniques when they work with this medium. Bellevue Arts Museum's third biennial exhibition, "BAM Biennial 2014: Knock on Wood," showing through March 29, 2015, spotlights 39 regional artists, designers and craftspeople chosen from more than 180 applicants. Previous biennials focused on clay and fiber; this year, the museum continues the tradition of celebrating one medium, with wood works ranging from sculptures to furniture to contemporary Native masks. In one instance, Helga Winter, a woodturner from Washington, uses salvaged wood for her creations. She shapes wood such as madrona and allows it to warp while it dries. This produces fluid, dynamic shapes that Winter scrapes, sands and stains—as shown in the piece First Light (2012), above. To learn more, call 425-519-0770 or visit bellevuearts.org. —Anna Harmon

LOS CABOS, MEXICO

Wine, Food & Film in Baja

Visitors to Cabo San Lucas can enjoy the renowned cuisine and wine of the Baja California Sur region at the ninth-annual Sabor a Cabo, November 30-December 6. This year's festival is expected to be the largest ever, as it will take place over the course of a week for the first time. As local chefs craft regional favorites, international culinary stars will reinterpret Baja dishes. Among this year's guest chefs are Dieter Koschina, chef at Portugal's Michelin Star-winning restaurant Vila Joya, and Federico Zanellato, co-owner of the acclaimed Sydney, Australia, restaurant Ormeggio at The Spit, who has also cooked at NOMA, the Copenhagen restaurant ranked No. 1 in 2014 in The World's 50 Best Restaurants competition. Festival events include a beer fest, a sunset dinner cruise, a wine and art walk and a grand finale dinner under the stars. To learn more, call 011-52-624-143-39-44 or visit saboracabo.mx.

Also in Cabo, vacationers will enjoy the Los Cabos International Film Festival, November 12–16. In past years, this festival has featured celebrity guests such as actors Gael García Bernal and Diego Luna. This year's event will have actor Edward Norton on the advisory council. For details, call 011-52-55-6585-1061 or visit cabosfilmfestival.com. —Kyle Jensen



The annual Sabor a Cabo food and wine festival showcases top local and international chefs.

After Thanksgiving, Black Friday and Cyber Monday comes **#GivingTuesday** (December 2, 2014), a global event founded in 2012 by New York's 92nd Street Y and the United Nations Foundation. The day is dedicated to generosity and philanthropy. Visit givingtuesday.org.



NEW YORK, NY

Interactive by Design

It starts with "The Pen." Upon admission to the new Cooper Hewitt, Smithsonian Design Museum, each museumgoer will receive one of these digital devices to use in interactive experiences spread throughout the exhibit space. The museum, which will reopen to the public on December 12 at the significantly renovated Carnegie Mansion, boasts 60 percent more gallery space than its former iteration (the Cooper-Hewitt, National Design Museum). Ten fresh exhibitions will inaugurate the new space, incorporating engaging and creative technological experiences. With their pens, visitors will be able to create their own designs, interact with displays and "collect" objects virtually that they can access online via unique Web addresses after turning in their pens at the end of a visit. In addition to the interactive experiences, the new exhibits will feature displays that support the museum's focus on historic and contemporary designs. To learn more, call 212-849-8400 or visit cooperhewitt.org. —Anna Harmon

Also Reopening

for interactive experiences.

On November 23, the Baltimore Museum of Art reopens its Merrick Historic Entrance and its Dorothy **McIlvain Scott** American Wing. Visitors can view 800+ works of art from the 18th century through the 20th century in the new wing, with renovations enhancing the wing's Neoclassical architecture. Visit artbma.org.







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PROFILE

Word Surfer

Hawai'i's poet laureate, Kealoha, brings a varied background to slam performance

It's the first Thursday of the month at the Fresh Cafe in Honolulu, which means it's time for slam poetry. Every seat is filled. The energy is electric in the room as the event's founder and host, **Steven Kealohapau'ole Hong-Ming Wong (Kealoha)**, fires off the fast-paced lines of a slam poem.

It's natural that Kealoha draws a crowd; his words are lively, lyrical and thought-provoking. Drawing on diverse experiences and interests, the Hawaiian wordsmith infuses his work with an originality that has earned accolades, including being named the state poet laureate.

Kealoha's winding path to becoming a slam poet started in Hawai'i. On one particular morning in Waikīkī, in the late '90s, news rolled through the surfer crowd like an ocean swell: Did you hear about Kealoha? He's going for a degree in nuclear physics at MIT!

The surfers were surprised. They knew their buddy danced hula, played 'ukulele, and had been a breakdancer, actor and star student at Punahou School, a prep academy in Honolulu. But nuclear physics? Who knew?

"Fusion energy was my thing," says Kealoha. For a time, it was part of everything he did. During Kealoha's college days, he had confidential clearance at a federal think tank.

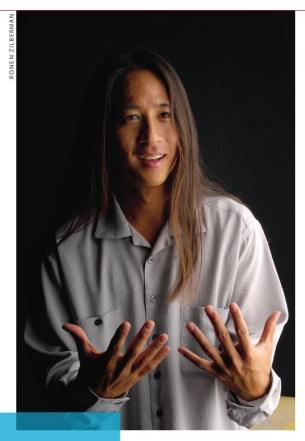
After college, Kealoha took a different path, finding success in marketing in San Francisco. But he was bored with a desk job.

Then, one life-changing night in 2000, he went to a slam poetry event. He was inspired.

"I caught a bus home at I A.M., wrote all night, was late for work and determined that I wanted to surf that energy full-time," he says. He started performing, and eventually moved home to Hawai'i to stay with his brother until he could earn a living performing.

Kealoha's fame grew on stage, on TV and online. In 2003, he created HawaiiSlam's First Thursdays. In 2005, he founded the group Youth Speaks Hawai'i to support young poets.

Kealoha represented Hawai'i seven times at the National Poetry Slam. He ranked No. 8 in the 2007 individual competition. He received a National Slam Legend award in 2010.



The multitalented performer Kealoha has an honors degree in nuclear physics from MIT and has ranked among the top 10 U.S. slam poets. He draws on many influences, including the history and cultures of his native Hawai'i.

LYRICS

A sampling from Kealoha's poems:

from Zoom Out:

"I want you to think about all the things you wish you could do // And tonight, I want you to do one of them // And tomorrow, another ..."

from Live Local:
"Each time I take the
time // To listen //
To breathe // To watch //
Carefully as keiki play in
sunshine rays // As
smiling faces ride the
waves ..."

from **Destiny:**"I'm not trying to
be anything that
I'm not. // Instead, I'm
trying to be everything
that I am."





Among other honors, he entertained President Obama at the White House—an event that made sense to him: "After all, we went to the same high school," Kealoha quips.

Kealoha advises students that a slam poem is a powerful way to bring truth into the world. "And sometimes it touches a single soul," he says.

This proved true when Hawai'i Governor Neil Abercrombie heard Kealoha's words. On May 3, 2012, Abercrombie proclaimed the word surfer poet laureate for the state of Hawai'i.

Kealoha still performs monthly at First Thursdays. He also tours nationally. This month, he performs in Juneau, Alaska. Visit hawaiislam. com and kealohapoetry.com. —Lynn Cook

»What's next for the word surfer? Kealoha is creating a multiarts stage-show mega-poem called "The Story of Everything," due to premiere in Hawai'i and tour in 2015.

I Thought I Was on Top of the World

I'd been drinking to excess for years. Being in radio and on the road with rock acts, from Hendrix to Zeppelin, The Beach Boys to Bad Company, cocaine and other things also entered the picture. Oh sure, I thought

I was just fine, but several acquaintances saw it differently. There was an unwelcome intervention where a little group of friends cornered me and demanded that I get treatment. I thought, "Are you kidding? I'm no weak, simpering alcoholic or addict. I just like to drink." The group demanded I go to Schick Shadel Hospital in Seattle, which has a unique ten-day medical treatment that halts addictions. "OK, fine," I said. In ten days, these guys will get off my back and I can drink again, socially of course. Ten days later, I walked out of Schick Shadel Hospital to never have another drink. My habit, the urges, desire and the mixed-up rationale had simply gone, vanished; I was sober, happy and healed. So, may I tell you the rest of the story?

Mr. Charles Shadel of Seattle once said, "Something just isn't right. People are addicted to alcohol. It's wrecking lives. They want to quit, but they can't. Churches, rehab centers, counselors all try to help, but the craving seems impossible to extinguish. Soon, they're right back into drinking

or the drugs. We must be doing something wrong!" He joined with Doctors Lemere and Voeghtlin in search of a solution. It was clear from their studies

that the conscious portion of the brain, the portion you're using as you read this, once addicted, lacks the power to erase the overpowering urge of dependency. These latent cravings simply become overwhelming. The doctors concluded, "To truly halt the habit, we must employ a more powerful portion of the brain, the subconscious" — And they did! Their stunning achievement created a medical treatment that has been proven to be very successful. Logically you're asking, "What is it they do?" The answer is that two powerful but painless medical innovations were combined to take away the cravings.

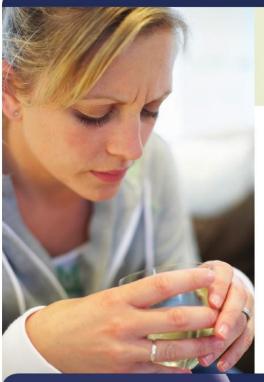
First, they developed a powerful "Counter Conditioning" methodology that "trains" the patient to hate the sight, smell, taste and thought of using the addictive substance.

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

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

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Schick Shadel also provides education, one-on-one counseling and group therapy along with post discharge sober support which creates a solid foundation for people to begin a new, balanced life. 65,000 former patients can't be wrong — Our treatment simply works! Patients are able to leave here poised for a life of hope, happiness and most importantly, sobriety.

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HOSPITAL

*Based on results of a verified, independent survey of former patients (success being measured as total abstinence for one year and assessed by self-evaluation), as against published success rates from verified, comparable studies of other medical institutions.



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When I began My Best 10, I joked that my goal would be to lose 20 pounds and look 20 years younger. What started as a joke had a happy ending because I lost 23 pounds.



before

I had this dream about doing the My Best 10 program every time I read another success story in a magazine. When I turned 45, I decided it was time and gave myself an early birthday present. It seemed like the perfect opportunity.

Two years before, I had started working with a personal trainer and successfully lost 10 lbs. But other than meeting with my trainer once a week, I didn't exercise much. I'd take an occasional walk or hike, but that was the extent of it.

The My Best 10 program provided the perfect jumpstart to change my exercise and lifestyle habits. The entire team coordinator, dietitian, personal trainer, medical spa, spa, physician, and counselor - was fabulous. They all guided me through the program with continuous support and encouragement. My weekly dietitian appointments, which included a weigh-in, became my "moment of truth."

I looked forward to seeing my progress every week.

I also loved all the spa appointments and looked forward to those moments where I could relax. The best day of the program was the photo shoot with four hours of complete pampering. I also had the privilege of having my daughter with me. She was leaving for college a few days later and the photos we took together are priceless. I'm so grateful that I'll have that memory with me forever and ever.

Besides achieving my goal weight, I'm thrilled about the improvements in my health. I used to have high blood pressure and now it's normal. I also think my skin improved with the changes in my diet and the spa treatments I received. I participated in a 5K run after completing the program and finished it in seven minutes less than I had two years ago. The program has made such a big difference. It's so much easier to run and exercise - and so much more enjoyable as well. I couldn't have picked out a better 45th birthday present for myself!



Sonny Assu, #Potlatch-ShadesOfGrey (2013), acrylic on panel.

exhibition of Modern and

Contemporary art.

SEATTLE, WA

Past Meets Present

In the exhibition "Here & Now: Native Artists Inspired," at the Burke Museum of Natural History and Culture, November 22, 2014–July 27, 2015, modern works by 15 Native artists from Alaska and the Pacific Northwest will be on display next to older works that inspired them. The show honors the 10th anniversary of the Burke's Bill Holm Center, a premier research institution for Pacific Northwest and Alaska Native art, as it examines how artists and historians learn from past generations. Visitors will view paintings, sculptures and other items collectively representing a Native art continuum. Also included is a Kwakwaka'wakw Thunderbird mask from the 19th century, which inspired the original Seattle Seahawks logo. For more information, call 206-543-5590 or visit burkemuseum. org/hereandnow. —Kyle Jensen

MIAMI, FL

Art in Miami

Greater Miami will be the focus of the art world next month with **Miami Art Week** (December 2–7).

Included in this week is the 25th edition of **Art Miami** (December 2–7, in the Wynwood Arts District in Midtown), which will gather work from more than 125 international galleries to feature



20th and 21st century art. The fair will include works by icons such as Pablo Picasso and Salvador Dalí, as well as by emerging talents. For details, call 800-376-5850 or visit art-miami.com.

During the same time span, **Art Basel in Miami Beach** (December 4–7) will bring together more than 260 international galleries to show Modern and Contemporary art, including paintings, films, sculptures, drawings and more. More than 60,000 art lovers are expected at the fair, which is now in its 13th year. To learn more, visit artbasel.com/en/Miami-Beach. —*Marie Larsen*

TOP SHELF

The North Cascades

By William Dietrich; Braided River Through photos, descriptions and accounts of personal experiences,

this comprehensive coverage of the North Cascades illustrates the region's ability to captivate its visi-



tors. Author Dietrich's natural and human history is complemented by personality profiles and a travel guide by other contributors. *The North Cascades* emphasizes the need to protect this magnificent region. —*Kyle Jensen*

Ovenly

By Agatha Kulaga and Erin Patinkin; Harlequin Organized by dessert type and featuring mouthwatering photos, this book includes salty-sweet signature creations from the Ovenly bakery in Brooklyn, along

with new takes on classic treats. Among the tempting recipes are Brooklyn blackout cake, caramel bacon hot tarts, and pear, sour cherry &



cardamom pie. —Anna Harmon

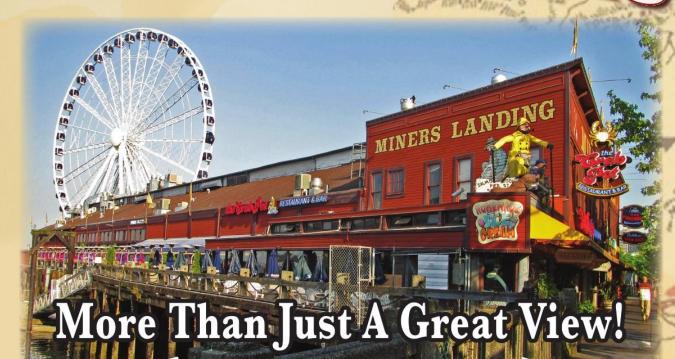
Mary's Wild Winter Feast

By Hannah Lindoff; Illustrated by Nobu Koch and Clarissa Rizal; University of Alaska Press Indoors on a rainy Alaska day, Mary listens to stories from her father about foods in the pantry—including a nearly depleted jar of

dried black seaweed, collected during a trip to the beach. Each chapter focuses on a different jar and invites readers to learn about human connections to Alaska's food sources.



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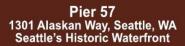














JOURNAL



Francisco Goya's
The Parasol
(1777, oil on
canvas) was originally created for
Spanish royalty
as a tapestry
cartoon (a design
for a tapestry).

BOSTON, MA

Goya Masterpieces

From oil paintings of idyllic scenes and well-dressed aristocrats to prints of giants and portrayals of chaotic wartime scenes, "Goya: Order and Disorder" (through January 19, 2015, at the Museum of Fine Arts, Boston) covers a wide range of works by Francisco Goya (1746–1828). This substantial exhibition comprises 170 works by the Spanish master and aims to explore better understandings of the artist's intentions. Via eight thematic sections, visitors follow Goya's progress from early commissions by the Spanish Crown to his bold Enlightenment-influenced subjects infused with moral questions and filled with satire. For more information, visit mfa.org/goya. —Anna Harmon

DALY CITY, CA

Victorian London by the Bay



Tea and Infusions

Association.

A lamp-lit, 120,000-square-foot replica of Victorian-era London, complete with winding roads and details such as roasting chestnuts, will return again this holiday season for the 36th-annual **Great Dickens**Christmas Fair (November 22—December 21). Since its first appearance, the fair has provided

annual entertainment, gourmet food, artisan goods and attractions such as a handmade, hand-powered carousel in the fair's Cow Palace venue just outside San Francisco. Although the fair's primary inspiration is A Christmas Carol, this theatrical and educational event isn't only

about the holidays.
Featuring a troupe of about 750 costumed actors playing roles of everyday Victorians and literary characters, this immersive experience feels like time travel. For guests, costumes are not required. To learn more, visit dickensfair.com.

—Anna Harmon

Costumed actors and guests toast the season at a past year's Great Dickens Christmas Fair.

CALENDAR

Through January 3, 2015 "Ice Age Unfrozen," paleontology comes alive with animatronics; Michigan Science Center, Detroit, MI; 313-577-8400; mi-sci.org

Through January 11, 2015 "The Forbidden City: Inside the Court of China's Emperors," nearly 200 items from Beijing's Palace Museum, once hidden from the public; Vancouver Art Gallery, Vancouver, BC; 604-662-4719; vanartgallery.bc.ca

Through February 16, 2015 "City

Dwellers: Contemporary Art from India," life in India, in photos and sculptures; Seattle Art Museum, Seattle, WA; 206-654-3100; seattleartmuseum.org

Through April 26, 2015 "The Discovery of King Tut," re-creating the discovery of the king's tomb; San Diego Natural History Museum, San Diego, CA; 619-232-3821; sdnat.org/kingtut

November 8, 2014–March 29, 2015 "BAM! It's a Picture Book: The Art Behind Graphic Novels," works by leading illustrators; Joslyn Art Museum, Omaha, NE; 402-342-3300; joslyn.org

November 13, 2014–April 12, 2015 "Aquascapes: The Art of Underwater Gardening," underwater plantings and aquarium works of art; Conservatory of Flowers, Golden Gate Park, San Francisco, CA; 415-831-2090; conservatoryofflowers.org

November 21–23 2014 Sacramento Harvest Festival, arts and crafts, entertainment, food; CalExpo, Sacramento, CA; 415-447-3205; harvestfestival.com/sacramento

December 5–7 Waterfront Fine Art & Wine Festival, works by about 100 artists; Scottsdale Waterfront, Scottsdale, AZ; 480-837-5637; thunderbirdartists.com/waterfront



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DEARBORN, MI A Hall of Fame on Tour

Featuring hundreds of football artifactsfrom an accounting ledger representing football's "birth certificate" to the Pro Football Hall of Fame's Vince Lombardi Trophy— "Gridiron Glory: The Best of the Pro Football Hall of Fame," continues a



for Detroit 1953-1965. His helmet is on display in "Gridiron Glory."

celebration of the 50th anniversary of Canton, Ohio's Pro Football Hall of Fame, founded in 1963. On the road since October 2012, this exhibit is now showing at the Henry Ford Museum, just outside Detroit, through January 4, 2015. Visitors can try on gear, watch new material from NFL Films and enjoy the Hometown Tribute section dedicated to the Detroit Lions. "Gridiron Glory" will tour into 2017, with stops in Phoenix, Kansas City, Austin, Minneapolis and Tacoma. For details about the Detroit event, call 313-982-6001 or visit thehenryford.org/gridironglory. —Kyle Jensen



"Numbers in Nature" explores patterns that appear in the real world.

CHICAGO, IL

Patterns upon Patterns

Mysteries of naturally occurring math patterns are explored in "Numbers in Nature: A Mirror Maze," a recently opened permanent exhibition at the Museum of Science and Industry, Chicago. Visitors walk past a sequence of displays, starting with a gallery and theater, where they can learn about wonders of repeating patterns in nature. A 1,800-square-foot mirror maze, the exhibition's centerpiece, is next; guests get pleasantly lost here in a repeating pattern of mirrors. In one of the many other hands-on activities, museumgoers draw patterns on a digital screen and see real-world objects that feature the patterns. For details, call 773-684-1414 or visit msichicago.org. —Stacie Larsen



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KAUAI: Poipu Bopping Village • Grand Hyatt Kauai
BIG ISLAND OF HAWAII: Kona Marketplace • Kings' Shops • Hilton Waikoloa Village

NORWEGIAN CRUISE LINE: Pride of America

BOSTON: Natick Mall • Northshore Mall CHICAGO: Oakbrook Center • Woodfield Mall DALLAS: NorthPark Center

DENVER: Cherry Creek Shopping Center LAS VEGAS: Grand Canal Shoppes at The Venetian LOS ANGELES: Glendale Galleria

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"It is important for today's patients to understand that the results that can be achieved can look completely natural and amazing when done properly," says Dr. Goertz. But patients should not be fooled with promises of new machines or instruments doing hair transplants. "The instruments are developed to aid the doctor," says Dr. Goertz. "Ultimately, natural results are achieved by the surgeon who has the surgical and aesthetic skill to create results that are completely natural." When a hair transplant can pass the scrutiny of a hair stylist, you know you have a great hair transplant. "Dr. Goertz has an eye for artistry in making it look natural, which is why I refer my clients to him," says David Cheung, master designer and owner of MARGIDAVID SALON in Seattle.

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

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

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



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JOURNAL



Ben Pierce celebrates his view of the northern lights.

The northern lights glowed brightly in late September for a young boy living a dream, and for the many people who made his dream a reality.

Nine-year-old **Ben Pierce**, faced with the certainty of losing his eyesight, put together a bucket list of visual experiences he wants to fulfill before his vision fails. Ben was born in Dallas four months early, weighing only 22 ounces. While he is otherwise healthy, his vision is already poor, even with strong corrective lenses. Among his wishes was witnessing the shimmering glory of the aurora borealis.

Ben's trip to Alaska began when Alaska Airlines pilot Christopher Cice read about Ben in a Dallas newspaper. Captain Cice returned to Seattle determined to work with the airline to find a way to assist Ben and his family—including his parents, and his five siblings, who range in age from 4 to 12. Among the many people at the airline eager to help was Marilyn Romano, Regional Vice President, Alaska. She coordinated efforts at the airline with Ray Prentice, Marianne Lindsey and KC Hostetler, among many others, and placed calls to friends in Fairbanks to help cover as much of the family's needs as possible. Cice arranged to fly the Dallas–Seattle leg of the family's journey himself.

As the green glow of the northern lights appeared over the horizon at Chena Hot Springs Resort, near Fairbanks, Ben stood in awe, impressed by the scene he described as a beautiful watercolor. Photographer Ronn Murray captured the above photo of Ben, standing on a picnic table, as a gift for the family and a memento of Alaska.

The family also met Santa in North Pole, toured the Aurora Ice Museum and visited the kennels of Aliy Zirkle and Allen Moore, where Ben rode behind dogs Moore had raced in the Yukon Quest.

"We even saw a moose wandering through Chena Hot Springs, as if it were arranged just for Ben!" says Heidi Thaden-Pierce, Ben's mother. "When we woke up after seeing the lights during our first night, one of our kids asked, 'Was I dreaming, or did we really see them?' That's what the entire journey felt like—a beautiful, amazing dream."

"It was inspiring to witness the outpouring of hospitality for this special family," Romano adds. "And, seeing the northern lights two nights in a row—that was truly the icing on the cake." —Paul Frichtl

MINNEAPOLIS, MN

An Avante-Garde Anniversary

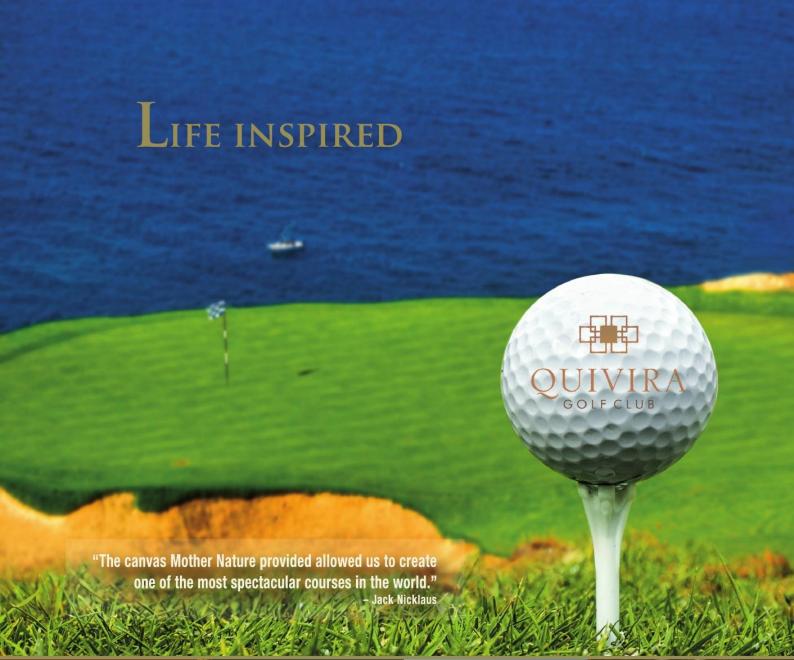
In 1879, businessman T.B. Walker mounted 20 paintings in his Minneapolis home and invited the public in to view the art. In 1927, the Walker Art Galleries opened, and in 1940, the institution became the Walker Art Center, as it is now known. Today's center, along with the adjacent Minneapolis Sculpture Garden, draws more than 700,000 annual visitors and is renowned for its bold, cross-disciplinary contemporary art. Celebrating the 75th anniversary of the center's founding, the exhibition "Art at the Center: 75 Years of Walker Collections" showcases works such as Chuck Close's Big Self Portrait (1967-68) and Edward Hopper's Office at Night (1940). On display through September 11, 2016, the exhibition



This gallery in T.B. Walker's Minneapolis home, circa 1904, was a precursor to the Walker Art Center. The institution is celebrating its 75th anniversary as a public art center.

will also feature archival materials from T.B. Walker's private collection, as well as select artists' books and correspondences. For details, call 612-375-7600 or visit walkerart.org. —Marie Larsen

Aurora borealis activity follows several days after solar flares. Electrically charged solar particles stream down on Earth, and the particles glow when they strike atmospheric gases high above the planet's polar regions.



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SEATTLE, WA

Ready to Ride

Bicycle sharing launches in the Emerald City, with Alaska Airlines' support

The Emerald City just got a little greener with the launch of **Pronto Cycle Share**, a 500-bike, 50-station system for automated bike rental. The system, which is supported with a \$2.5 million presenting sponsorship from Alaska Airlines, is designed to provide a healthy, inexpensive, convenient and environmentally friendly transportation option for residents of Seattle and visitors to the city.

The system opened on October 13 with an inaugural ride hosted by Seattle Mayor Ed Murray. On a sunny Seattle morning, representatives of Pronto and its sponsor organizations, including Alaska Airlines CEO Brad Tilden, rode through downtown along the new protected bike lane on Second Avenue to a celebration in Pioneer Square.

With a phalanx of the distinctive brightgreen bikes standing ready, speakers at the event, including Pronto Executive Director Holly Houser, Murray, Tilden and others, celebrated the activation of bike stations throughout the city.

"We're proud to be sponsoring Pronto Cycle Share," Tilden said. He pointed out the relevance of the program to Alaska's focus on sustainability and community. "Making Seattle bike-friendly and pedestrianfriendly is an important part of making the city more accessible for visitors," he noted.

Bike usage requires an annual membership, three-day pass or 24-hour pass. With a membership or pass, riders can take unlimited trips of up to 30 minutes each, after which additional fees apply.

Helmets, available at stations, are checked and sanitized between uses. Wearing a helmet is the law in Seattle, and Houser noted that Pronto makes safety a priority.

Houser touted the benefits of touring on bikes: "You see the city in an entirely different way," she said. "You're more in touch with your surroundings."

To learn more, visit prontocycleshare.com.

—Ben Raker



frame with a

low center of

gravity

Chain guard to protect clothes

Cycle Sharing by the Numbers Pronto is operated by Alta Bicycle Share, which runs programs in nine other cities, including New York, San Francisco and Washington, D.C. Alta reported the following numbers in June:

16,733 total Alta-system bicycles

Internal hub gears to

shift smoothly

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118+ trips to the moon to equal total miles ridden by Alta's fleet 13,000 Tour de France rides to equal Alta fleet miles

0.001% total accident rate for U.S. Alta-trip riders

19 MILLION

pounds of carbon emissions averted (equal to annual greenhouse gas emissions of about 6,700 cars)

1.2 BILLION

Wide, rugged tires

to avoid flats and wedging in rail

tracks

calories burned by Alta riders (about 2.5 million orders of French fries)

SOURCE: ALTABICYCLESHARE.COM

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THE ARCTIC CIRCLE is near one end of Alaska Airlines' ski territory; at the other, the Mexican border is close. Skiland Mt. Aurora is a charming day-use area 20 miles north of Fairbanks—northernmost lift-served skiing in North America. About 2,600 miles south, near Albuquerque, Ski Apache is America's southernmost major winter resort, not far from Mexico. ■ In between lie the biggest, oldest, snowiest, most popular and highest ski resorts in North America. The West has hosted four Winter Olympics (Squaw Valley, Calgary, Salt Lake City and Whistler) and has nurtured dozens of Olympic champions. You can finish a run near sea level at Alaska's Alyeska Resort; can start a run at 12,840 feet at Colorado's Breckenridge; can ski down 6,100 vertical feet at British Columbia's Revelstoke; and cruise down the longest intermediate run (Peak to Creek, 4 miles) at Whistler. More than 175 resorts span the West, so we asked our writers for their favorites. Read on, and then start planning your own winter adventure with our resort listings and a visit to alaskaair.com/ski.

WESTERN SLOPES

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KEOKI FLAGG, COURTESY: SQUAW VALLEY

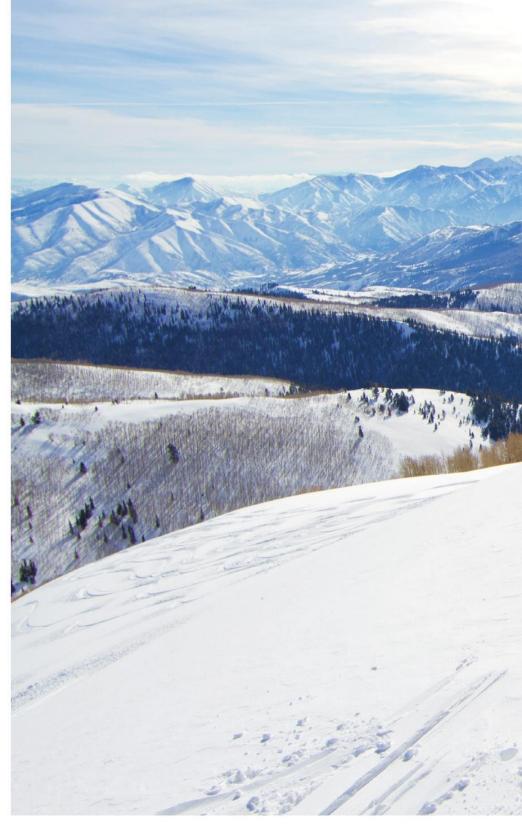
SALT LAKE CITY, UT By Tina Lassen

WHEN IT comes to challenging terrain and reliably deep, dry-as-dust snow, nothing really can match Utah's Wasatch Front. This grand wall of mountains rears up thousands of feet right from the city's east-side streets, running north all the way to Ogden and south beyond Provo. The Wasatch provides a photogenic backdrop to the city skyline, and it prompts winter storm clouds to break open like piñatas, spilling their goodies deep and light along that first line of mountain peaks. Five hundred inches a season is common.

And it's all within shoutin' distance of Salt Lake City. Close-by driving distance, anyway: Seven of the state's most famous ski resorts are within an hour from Salt Lake City International Airport.

Local legend says the Great Salt Lake, or maybe the desert just to the west, is responsible for sucking the moisture out of the snow. Seems logical enough. I do know that once you've porpoised through thigh-deep fluff you can't even feel, it spoils you for life. You immediately understand why "Utah Powder" is the standard by which all other ski conditions are measured. Two University of Utah meteorologists even published a paper in a professional journal seeking to explain "The Greatest Snow on Earth."

It's remarkably easy to reach these riches. Within an hour of touching down at Salt Lake City International, you can be gearing up in one of several canyons that lead east into the mountains like teeth in a comb. They hide a Goldilockspleasing assortment of ski areas: Big Cottonwood Canyon, home to Brighton and







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Solitude, suits families and locals looking for a low-key environment. Up Parley's Canyon lies Park City, an old silver mining town with so much charisma, nightlife and quality dining, the village almost outshines the three major resorts here: swanky Deer Valley, Park City Mountain Resort and Canyons.

And Little Cottonwood Canyon draws the hard-core contingent to two contrasting resorts. Alta is a cult favorite, limited to skiers only, which is determinedly old school—no gondolas, famously steep terrain focusing on fall-line skiing. Snowbird is a tram-served big mountain with a midmountain tunnel conveyor linking two of its basins. Both boast deep snows, ample expert and intermediate terrain, and a joint lift ticket allows skiers to sample both.

Pick one area and ski it for a week, or get a room in Salt Lake and sample a different one every day. It's the ultimate skiing smorgasbord.



FEW SCENIC sights can upstage Lake Tahoe, shimmering like a dragonfly and ringed by the serrated Sierra Nevada. Apparently captivated by that big blue beauty, for years I overlooked the dozen or so ski areas scattered around the lake. It took just one February trip a decade ago to convince me that, as idyllic as Tahoe can be in summer, it's even better in winter.

Californians know this, of course— Tahoe is the ski "neighborhood" for Sacramento and the San Francisco Bay area. From big-name resorts such as Heavenly to lesser-known gems that include Sugar Bowl and Kirkwood, Tahoe offers plenty of world-class skiing and riding.

And then there's Squaw Valley, home of the first Winter Olympics in the West, in 1960. Six miles from Tahoe's northwestern shore, the ski area arcs across a broad



amphitheater of rock, 3,600 acres of steep bowls and granite knobs. Cliff bands such as KT-22 made Squaw and many local skiers famous, starring in so many ski movies it's earned the nickname Squallywood.

Squaw has everything. A network of more than 30 lifts leads to loads of sunny cruisers, powder-filled tree stashes and terrain parks for all abilities. You can partake in the hard-charging scene at KT or the vertiginous upper bowls, or you can kick back on a sundeck near the midmountain ice rink and then cruise down a blissful intermediate run.

Neighboring Alpine Meadows dials things down another notch. Owned by Squaw since 2011—and skiable on the same



Squaw Valley & Alpine Meadows Lifts: 34.

Skiable terrain: 6,000+ acres—25% beginner; 43% intermediate; 32% advanced/expert. Vertical rise: 2,850 feet. Trails: 270+. 800-403-0206; squawalpine.com.

Though its surface is at 6,225 feet, Lake Tahoe does not freeze in the winter. And Alpine Meadows' celebrity ski patrol dogs fend off subfreezing temperatures, too.







IN THE EVENING.

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A Ski Getaway

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ARRY PIERCE / STEAMBOAT (3)

lift ticket—some of Alpine's biggest stars are its ski patrol dogs, trained for avalanche rescue. They've become such icons of the ski area that patrollers hand out collector cards: Bridger, a 62-pound golden retriever, "likes powder, practicing my search-andrescue techniques and rolling in the snow."

But Alpine Meadows skis big, with short traverses leading to huge expanses of terrain you didn't even notice on the trail map. Plus there is plenty of in-bounds off-piste skiing that requires only a short hike along the top of the ridge. It's the kind of place where locals bond by shouldering their skis or board and setting off to hunt untracked stashes. At the end of the day, après consists of craft beer in a Solo cup, a deck drenched in California sunshine and a place to prop up tired legs. Ah, the California lifestyle.

STEAMBOAT SKI RESORT, CO

By Crai Bower

WHEN I WAS 12, my older brother, wearing a cowboy hat no less, skied an East Coast black diamond run, backward. He was visiting from Colorado, where he worked as a liftie at Steamboat. I'd never been west of Ohio, and couldn't fathom how different ski resorts could be—until I visited Steamboat, my first Rockies ski experience.

Steamboat isn't the steepest, longest, glitziest, biggest or most famous resort, but this forms much of its appeal. It's an actual town, a Western ranching center dating back to the 19th century: The town's F.M. Light western wear emporium, on the main drag, is one of the last of its kind. The mountain itself is a series of 10,000-foot peaks that release runs close to 3 miles long, down 3,668 feet of vertical spread across almost 3,000 acres, with light snow nicknamed "Champagne Powder."

Steamboat's cowboy culture dates back to the early '70s, thanks mostly to Billy Kidd. Though raised in Vermont, Kidd





carried his 1964 Olympic silver medal, an American first, back to Steamboat, where his image hitting the steeps under a 10-gallon hat suggested slope-slide cool, and began the resort's still-strong cowboy chic.

West-facing Steamboat reins in some of Colorado's driest snow and brightest sunshine. There's plenty of mixed ability room off the Sunshine and Sundown Express chairs, but things become serious on the opposite side, where advanced skiers find more chutes than at the summer rodeo.

Morningside Park provides a gilded bowl of post-breakfast terrain, where the east-facing back side features wide open spaces creased by long, agreeable intermediate runs, great for families. I usually settle on the front side after lunch, lassoing consistent drops off ½ Hitch, working the Pony Express chair like a frontier gambler.

As for the cowboy hat—that's best left to my brother.

Steamboat Ski Resort
Lifts: 16. Skiable terrain:
2,965 acres—14%

beginner; 42% intermediate; 44% advanced/expert. Vertical rise: 3,668 feet. Trails: 165. 800-922-2722; steamboat.com.

Champagne powder is the term Steamboat applies to its famous snow. Strawberry Park Hot Springs provides the reward for tired skiers.



MAMMOTH MOUNTAIN, CA

By Rob Dunton

MY LOVE affair with Mammoth began during family ski trips in the early 1970s. I recall hitting the slopes dressed in a lemon yellow two-piece ski suit with a rainbow knitted collar—something Steve Austin the bionic man might have worn if he skied. I would race my older brother down Mammoth's diverse slopes with glee, using my "pizza-wedge" to slow down only when absolutely necessary.

In a way, Mammoth and I grew up together, green dots progressing to blue squares and double-black diamonds. These days, I rediscover the exhilaration of my early beginner-slope runs with grown-up adventures in rocky chutes such as Hangman's Hollow or Philippe's, at a resort that



has become world-class.

Through the last 40 years I've collected personal stories of epic powder days, historic snowfalls, catching air off jumps, wipeouts I felt lucky to survive, dog sledding, snowmobiling, snowshoeing. I've relished countless miles on machine groomed Nordic trails that meander

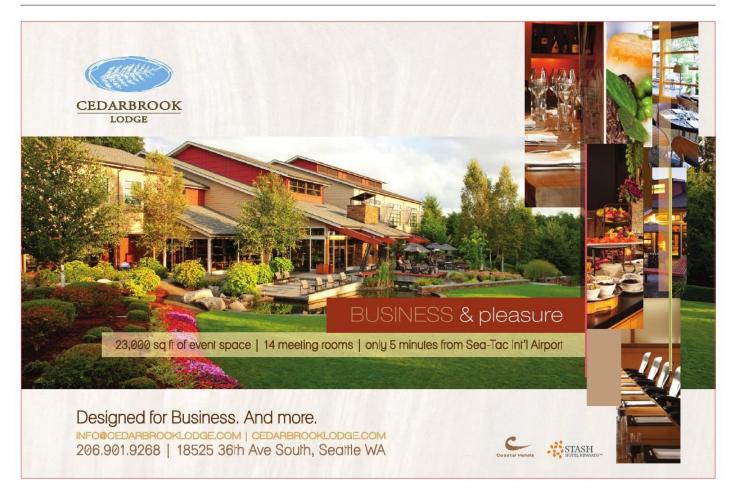


Mammoth Mountain

Lifts: 28. Skiable terrain: 3,500 acres—25%

beginner; 40% intermediate; 35% advanced/expert. Vertical rise: 3,100 feet. Trails: 150. 800-626-6684; mammothmountain.com.

Both the terrain and the season at Mammoth are, well, massive—skiing often lasts into midsummer, with huge doses of sunshine.



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through pine forests with dazzling vistas of the Eastern Sierra skyline, and endless days spent tree skiing on the back side off Chair 14 and through the glades below chairs 9 and 25. Yes, this mammoth place has more than two dozen lifts. Cherished memories include cooking with friends and family in cozy mountainside condos and cabins; watching stars materialize while soaking in the nearby hot springs; exploring the scenic mountains that frame Lake Mary on a cross-country ski trail above Tamarack Lake; catching rays on Main Lodge's huge deck in the spring; and enjoying the din of après skiers at the Swiss-styled Yodler.

I remember skiing one Fourth of July weekend during which we'd finish by 12:30 each afternoon and spend the rest of the day exploring the sights nearby: a well-preserved ghost town called Bodie, the surreal tufa towers of Mono Lake, or the trails above June Lake on horseback.

Where else on the planet can I do all this in a three-day summer weekend?

MT. BAKER SKI AREA, WA

By Crai Bower

MT. BAKER IS a locals' hill, though there are skiers and boarders who regularly detour here from higher-profile mountains such as Whistler, Squaw and Vail. I've met visitors from as far away as Vermont at this mid-size, locally owned hill beside the third tallest peak in Washington (10,781 feet).

This iconic area one hour east of Bellingham was among the first winter resorts in North America to welcome snowboarders; some claim the sport was invented here. In 1985, Mt. Baker launched the "Legendary Banked Salmon," the "Lollapalooza" of snowboarding. Two decades later, the four-day competition in late February is so popular competitors are now selected by lottery.

But we two-plankers have just as much fun at Baker as the riders, finding our way

Mt. Baker Ski Area Lifts: 8. RANTGUNDERSON.COM

down scores of unmarked tracks, through the occasional gully and into the woods or onto a fresh, plush field of white.

Lots of white, in fact—another reason Baker is known far outside the Pacific Northwest. Much is made of 1998, when the resort received 1,140 inches of snow, the world's greatest recorded one-season snowfall ever. Though Baker got "just" 623 inches of snow last season, the total still topped all other North American ski areas. Further, Baker's average annual snowfall

Skiable terrain: 1,000 acres—23% beginner; 35% intermediate; 42% advanced/expert. Vertical rise: 1,500 feet. Trails: 38. 360-734-6771; mtbaker.us.

Prodigious snowfalls, glorious tree skiing and memorable expert terrain draw snow sports enthusiasts from far and wide to Washington state's legendary Mt. Baker.

Unhibernate in IDAHO.

If your local winter forecast is a daily rerun of cloudy with

.

a 100% chance of perpetual drizzle, a little downhill therapy is the perfect treatment to cure what ails you and get the winter blahs out. Maybe a little unhibernation with a getaway to Idaho for some Vitamin ID can help rejuvenate you. Winters in Idaho are filled with weeks of clear blue skies, great snow and plenty of sunshine. With 18 ski

slopes there are plenty of après ski activities, inside and out, including art galleries, skating rinks, eclectic restaurants, pampering spas and more.

If you're looking for the most snow anywhere in the state, come to McCall and Brundage Mountain Resort. Situated on the southern shore of Payette Lake in the heart of the Payette National Forest, McCall has a rustic mountain-town feel yet the comforts of city living. Lodging

Mountains above Sandpoint with an average of 300 inches of annual snowfall and a stunning view of Lake Pend Oreille below. Nearby towns of Sandpoint, Priest River and Coeur d'Alene offer overnight lodging, gift shops, galleries, plus restaurants, cafes and bars.

.

Getting to Idaho for your Vitamin ID fix is easy. Just grab your gear, load up the fam and hit the road or hop on a short plane ride. Get ready to put your tray tables and seat backs









resorts throughout the state, Idaho offers a range of terrain, pricing and amenities to satisfy everyone's craving for bluebird days and Vitamin ID. And short lift lines mean you can make the most of your winter getaway.

Idaho is proud to be home to the country's first ski resort, Sun Valley, which attracts visitors from around the world. It has a cozy, Old World feel of a European alpine village paired with cosmopolitan sophistication. When you're off the

ranges from upscale on the lake to RV facilities and campgrounds in the pines. A short drive from McCall takes you to Brundage Mountain, packed with powder (320 inches annually) and wide, groomed trails.

To the north, Schweitzer Mountain Resort lies high in the Selkirk in the upright position for some serious fun.

Escape endless doldrums and leave winter-as-usual behind. One word of caution: Vitamin ID straight from the Idaho mountains may be habit-forming, however side effects are undeniably positive.

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AND GET YOUR DOSE OF VITAMIN ID, VISIT

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Giveaways begin October 6th.





bests every other resort in the world.

Snow aside, it's the Baker atmosphere that remains the primary reason I never tire of making the trip up State Highway 542. From chairlifts I through 8, many of the best runs remain unnamed, making it easy to truly pioneer new tracks almost every morning. And when it's time for midday chili, folk musicians play live in the day-lodge's modest eating area.

"Canuck's Delux" and "Lower Canuck's" indicate Baker's popularity with our neighbors across the border. Other runs such as "Daytona" and "Austin" perhaps signify the provenance of more distant aficionados. I like to zip down Canuck's Delux and then pop into the "Canyon" for some serious tree sluicing, but I recommend you choose your own path when coming to Baker. You may not remember exactly where you've just been, but that is half the fun.

BIG WHITE SKI RESORT, BC

By Crai Bower

MUCH IS MADE of skiable acreage these days, but to me it isn't the size of

the spread that matters, it's the number of glades. I'm a skier who will happily bop around in the forest from first run to last chair. And any way you slice it, Big White is a glade skier's paradise.

A cool dozen glades fill the mountain on just half of the resort, from the Gem Lake to the Powder chairs, most likely the highest concentration of arboreal bliss in Canada. I like to begin my day's drama atop the Sun Rype Bowl, then disappear into the Black Bear Glades, pop into the Talon Glades, and then Ribbon glades, before jumping on the Cann Cann run with more



than half the mountain below still to go.

The Gem Lake Express chair whisks me back to the double-black Playground, before I plunge into the Black & Blue Glades for a little extra leg burn. Though tree runs always demand a keen eye and decent skills, a first timer can try out turns in Never Never or Paradise Glades near the middle of the mountain. (Remember to always ski with a partner when tree skiing.)

Of course you don't have to be a lumberjack to appreciate Big White, one of those rare terrains where the 7,606-foot summit releases a series of true beginner runs (not just cat tracks cut into the slope). Tackling a



Big White is aptly named—the

mountain's snow-draped summit

looms high above the Okanagan Valley below. The hockey-friendly

skate rink is big, too.









green trail such as Sun Run from top to bottom is the best way to instill the ski bug in a beginner or child. Bottom-of-the-hill bunny slopes are fine, but it's cool to take Big White's Cliff Chair to the powdery pinnacle whether you're 5 or 50. With everything from the top winding up back at the village, Big White is perfect for a family ski vacation.

One of my favorite things about a Big White visit has nothing at all to do with vertical, trees or even snow; it's that sense of being settled in and contained, the knowledge that there's really nowhere else I need to go. My only commute here requires boarding Lara's Gondola from Village Centre to the Happy Valley, a route I take daily to get my fill of shinny (pond) hockey on the resort's Olympic-sized outdoor skating facility. Naturally, the rink, ice climbing tower and tubing area remain encompassed by trees.

LAKE LOUISE, AB

By Tina Lassen

POISED NEAR one of the most famous mountain lakes in one of the world's best-known alpine wildernesses, Lake Louise Resort seems memorably wild, big, unconfined and expansive. For starters, this 4,200-acre area is entirely within the borders of Banff National Park, a swath of mountains so sublime Canadians named it their first national park 130 years ago. Stand on a ridgeline here, and you stand face to face with a saw blade of 10,000-foot peaks strung along the Continental Divide, some still crusted with thick slabs of blue glacial ice.

The ski area feels as burly and wild as its surroundings. Down the big, broad front side, you can arc down wide, rolling runs or seek out narrow slots through the trees. There are no short laps here; sufficient vertical lies on the front face that Lake Louise is a regular stop for World Cup Tour downhill events.



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-Larry Campbell, Suhr Guitars Director of Corporate Strategy

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Down the back side of the ridge lies an even more challenging string of bowls, some open and exposed, others stippled with larch glades. The Summit platter lift, topping out at 8,650 feet, reaches the highest and hairiest stuff. Even in the steeper areas, though, Lake Louise carefully carves out at least one green, blue and black run, so skiers and riders of all abilities can explore the entire mountain together. The more you nose around, the more you discover new pockets of terrain facing every which way. That translates to decent snow in virtually all weather conditions.

For my money, I'll take spring. When more southerly ski areas are turning to slush and mush, Lake Louise is just hitting its stride. Here the ski season reliably stretches well into May, with air cool enough to hold the snow even as the skies glow electric blue. Oh, I'm sure those back bowls are dreamy on a powder day—tempting to stay there all day. But it would be a shame to miss the front side's jaw-dropping mountain views.

WHISTLER BLACKCOMB, BC

By Crai Bower

IF YOU'RE uncertain what I mile of vertical drop feels like, try rushing from top to bottom at Whistler Blackcomb. A couple of years ago I was just settling into a bowl of chili inside Horstman Hut, high up on Blackcomb Mountain, when my cellphone rang. My teenage son was not feeling well at the bottom of the hill. More important, I'd made an error with our checkout date and the housekeepers were standing in our condo's living room. Bummer. Down I raced from the 7,494-foot top of the 7th Heaven chair. I was worn out by the time I hit the top of Zig Zag, and that's only halfway down the mountain. Whistler Blackcomb is big like that.



Proximity to Whistler is a mile above the many reasons I feel lucky to live in the Pacific Northwest. Designed from the start in 1966 to become a world-class wintersports mountain village, Whistler reached its goal when the Peak 2 Peak gondola linked the once-rival mountains in 2008, and the entire alpine world arrived for the 2010 Winter Olympics. No surprise that this was North America's first winter resort to surpass 2 million skier visits, in 2009.



Whistler's European-style village, at the toe of the two ski mountains, is perfect for after-ski cuisine and conviviality.



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Whistler Blackcomb Lifts: 25. Skiable terrain: 8,171 acres—18% beginner;

55% intermediate; 27% advanced/ expert. Vertical: 5,280 feet. Trails: 200+. 800-766-0449; whistlerblackcomb.com.

Whistler Blackcomb's extraordinary Peak 2 Peak Gondola—longest in the world—makes it easy to ski both mountains in a single day. Olympics, yet each year presents a new face. Much as I adore Symphony, I've never really spent time with the other mountain's Crystal Ridge, and it certainly seems intriguing. That's the beauty of Whistler: I'll never run out of new territory to explore.

tives while living there during the

If the snow conditions are relatively even on the two mountains, I tend to crush on one area with the enthusiasm of a middle school boy. Years ago, I couldn't get enough of the puffy meadows off Black-comb's Glacier Express, coupled with the occasional more adventurous dip over the top onto Blackcomb Glacier. Then came a 7th Heaven infatuation—so much open glade terrain with a quick finish through the woods, a premier arboreal loop.

Like many regulars, I eventually graduated to Whistler, and spend days traversing the faces of Glacier, Whistler and Bagel bowls, those glorious pillows that spill white down off the peak. Recently, Symphony has showed up in class, and I've been able to consider little else. There's a creek bed in there somewhere, broader than most, where the buzz of North America's most popular ski area becomes as quiet as a monastery.

I thought I might have exhausted myself of Whistler after scouring scores of narra-

Around the West

From Alaska to California, Washington to Utah, Montana to Colorado and New Mexico, the West offers a multitude of ski destinations. The following listings provide basic mountain stats and contact info for many of these ski areas. Alaska Airlines has partnered with several leading resorts to offer exclusive savings. Learn more at alaskaair.com/ski.

ALASKA

Alyeska Resort Lifts: 7. Skiable terrain: 1,610 acres—11% beginner; 52% intermediate; 37% advanced/expert. Vertical rise: 2,500 feet. Trails: 76. 907-754-7669; www.alyeskaresort. com.

Eaglecrest Lifts: 4. Skiable terrain: 640 acres—20% beginner; 40% intermediate; 40% advanced/expert. Vertical rise: 1,540 feet. Trails: 36. 907-790-2000; www.skijuneau.com.

CALIFORNIA/NEVADA

Alpine Meadows Lifts: 11. Skiable terrain: 2,400+ acres—25% beginner; 40% intermediate; 35% advanced/expert.
Vertical rise: 1,802 feet. Trails: 100+.

800-403-0206; www.squawalpine.com.

Heavenly Mountain Resort Lifts: 20. Skiable terrain: 4,800 acres—20% beginner; 45% intermediate; 35% advanced/expert. Vertical rise: 3,500 feet. Trails: 97. 775-586-7000; www. skiheavenly.com.

Kirkwood Mountain Resort Lifts: 10. Skiable terrain: 2,300 acres—12% beginner; 30% intermediate; 58% advanced/expert. Vertical rise: 2,100 feet. Trails: 80+. 800-967-7500; www.kirkwood.com.

Northstar California Resort Lifts: 13. Skiable terrain: 3,170 acres—13% beginner; 60% intermediate; 27% advanced/expert. Vertical rise: 2,280 feet. Trails: 97. 800-466-6784; www.northstarcalifornia.com.

Sierra-at-Tahoe Lifts: 9. Skiable terrain: 2,000 acres—25% beginner; 50% intermediate; 25% advanced/expert. Vertical rise: 2,212 feet. Trails: 46. 530-659-7453; www.sierraattahoe. com.

Sugar Bowl Lifts: 12. Skiable terrain: 1,650 acres—17% beginner; 45% intermediate; 38% advanced/expert. Vertical rise: 1,500 feet. Trails: 103. 530-426-9000; www.sugarbowl. com.

COLORADO

Beaver Creek Resort Lifts: 17. Skiable terrain: 1,832 acres—19% beginner; 42% intermediate; 39% advanced/expert. Vertical rise: 3,340 feet. Trails: 150. 970-754-4636; www.beavercreek.com.

Breckenridge Ski Resort Lifts: 19. Skiable terrain: 2,908 acres—11% beginner; 31% intermediate; 58% advanced/expert. Vertical rise: 3,398 feet. Trails: 187. 970-453-5000; www.breckenridge.com.

Copper Mountain Resort Lifts: 22. Skiable terrain: 2,465 acres—21% beginner; 25% intermediate; 54% advanced/expert. Vertical rise: 2,601 feet. Trails: 140. 866-841-2481; www.coppercolorado.com.

Eldora Mountain Resort Lifts: 8. Skiable terrain: 680 acres—20% beginner; 50% intermediate; 30% advanced/expert. Vertical rise: 1,600 feet. Trails: 53. 303-440-8700; www. eldora.com.

Keystone Resort Lifts: 20. Skiable terrain: 3,148 acres—14% beginner; 29% intermediate; 57% advanced/expert. Vertical rise: 3,128 feet. Trails: 131. 800-328-1323; www.keystoneresort. com.

Vail Lifts: 22. Skiable terrain: 5,289 acres— 18% beginner; 29% intermediate; 53% advanced/expert. Vertical rise: 3,450 feet.

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Trails: 193. 970-754-8245; www.vail.com.

Winter Park Resort Lifts: 25. Skiable terrain: 3,081 acres—8% beginner; 18% intermediate; 74% advanced/expert. Vertical rise: 3,060 feet. Trails: 143. 970-726-1564; www.winterparkresort.com.

IDAHO

Bogus Basin Lifts: 7. Skiable terrain: 2,600 acres—22% beginner; 45% intermediate; 33% advanced/expert. Vertical rise: 1,800 feet. Trails: 53. 208-332-5100; www.bogusbasin.org.

Brundage Mountain Resort Lifts: 5. Skiable terrain: 1,500 acres—20% beginner; 50% intermediate; 30% advanced/expert. Vertical rise: 1,800 feet. Trails: 46. 208-634-4151; www.brundage.com.

Schweitzer Mountain Resort Lifts: 7. Skiable terrain: 2,900 acres—10% beginner; 40% intermediate; 50% advanced/expert. Vertical rise: 2,400 feet. Trails: 92. 877-487-4643; www. schweitzer.com.

Silver Mountain Resort Lifts: 7. Skiable terrain: 1,600 acres—20% beginner; 40% intermediate; 40% advanced/expert. Vertical rise: 2,200 feet. Trails: 76. 800-204-6428; www.silvermt. com.

Sun Valley Resort Lifts: 17. Skiable terrain: 2,054 acres—36% beginner; 42% intermediate; 22% advanced/expert. Vertical rise: 3,400 feet. Trails: 80. 800-786-8259; www.sunvalley.com.

Tamarack Resort Lifts: 4. Skiable terrain: 900 acres—15% beginner; 44% intermediate; 41% advanced/expert. Vertical rise: 2,800 feet. Trails: 36. 208-325-1000; www.tamarackidaho.com.

MONTANA

Big Sky Resort Lifts: 22. Skiable terrain: 5,804 acres—15% beginner; 24% intermediate; 61% advanced/expert. Vertical rise: 4,350 feet.

Trails: 298. 800-548-4486; www.bigskyresort.

Bridger Bowl Lifts: 8. Skiable terrain: 2,000 acres—25% beginner; 25% intermediate; 50% advanced/expert. Vertical rise: 2,600 feet. Trails: 79. 800-223-9609; www.bridgerbowl.com.

Whitefish Mountain Resort Lifts: 12. Skiable terrain: 3,000 acres—13% beginner; 38% intermediate; 49% advanced/expert. Vertical: 2,353 feet. Trails: 105. 877-754-3474; www. skiwhitefish.com.

NEW MEXICO

Angel Fire Resort Lifts: 5. Skiable terrain: 560 acres—18% beginner; 46% intermediate; 36% advanced/expert. Vertical rise: 2,077 feet. Trails: 79. 844-218-4107; www.angelfireresort. com.

Sandia Peak Ski & Tramway Lifts: 4. Skiable terrain: 200 acres—35% beginner; 55% intermediate; 10% advanced/expert. Vertical rise: 1,700 feet. Trails: 39. 505-242-9052; www. sandiapeak.com.

Ski Apache Lifts: 5. Skiable terrain: 750 acres—20% beginner; 60% intermediate; 20% advanced/expert. Vertical rise: 1,900 feet. Trails: 55. 575-464-3400; www.skiapache.com.

Ski Sante Fe Lifts: 5. Skiable terrain: 660 acres—20% beginner; 40% intermediate; 40% advanced/expert. Vertical rise: 1,725 feet. Trails: 77. 505-982-4429; skisantafe.com.

Taos Valley Ski Area Lifts: 12. Skiable terrain: 1,294 acres—24% beginner; 25% intermediate; 51% advanced/expert. Vertical rise: 3,250 feet. Trails: 113. 866-968-7386; skitaos.org.

OREGON

Hoodoo Mountain Resort Lifts: 5. Skiable terrain: 806 acres—30% beginner; 40% intermediate; 30% advanced/expert. Vertical





rise: 1,035 feet. Trails: 34. 541-822-3799; www. hoodoo.com.

Mt. Bachelor Lifts: 10. Skiable terrain: 3,683 acres—15% beginner; 25% intermediate; 60% advanced/expert. Vertical rise: 3,365 feet. Trails: 88. 800-829-2442; www.mtbachelor. com.

Mt. Hood Meadows Ski Resort Lifts: 11. Skiable terrain: 2,150 acres—15% beginner; 50% intermediate; 35% advanced/expert. Vertical rise: 2,777 feet. Trails: 85. 800-754-4663; www. skihood.com.

Mt. Hood Skibowl Lifts: 4. Skiable terrain: 960 acres—20% beginner; 40% intermediate; 40% advanced/expert. Vertical rise: 1,500 feet. Trails: 65. 503-222-2695; www.skibowl.com.

Timberline Lodge Lifts: 7. Skiable terrain: 1,650 acres—25% beginner; 50% intermediate; 25% advanced/expert. Vertical rise: 3,690 feet. Trails: 41. 503-272-3311; www.timberlinelodge. com.

UTAH

Alta Lifts: 7. Skiable terrain: 2,200 acres—25% beginner; 40% intermediate; 35% advanced/expert. Vertical rise: 2,100 feet. Trails: 116. 801-359-1078; www.alta.com.

Brighton Resort Lifts: 6. Skiable terrain: 1,050 acres—21% beginner; 40% intermediate; 39% advanced/expert. Vertical rise: 2,894 feet. Trails: 66. 855-201-7669; www.brightonresort.

Canyons Resort Lifts: 19. Skiable terrain: 4,000 acres—10% beginner; 44% intermediate; 46% advanced/expert. Vertical rise: 3,190 feet. Trails: 183. 888-226-9667; www.canyonsresort.com.

Deer Valley Resort Lifts: 21. Skiable terrain: 2,026 acres—27% beginner; 41% intermediate; 32% advanced/expert. Vertical rise: 3,000 feet. Trails: 101. 800-424-3337; www.deervalley.com

Nordic Valley Lifts: 3. Skiable terrain: 110 acres—25% beginner; 50% intermediate; 25% advanced/expert. Vertical rise: 1,000 feet.
Trails: 22. 801-745-3511; www.nordicvalley.com.



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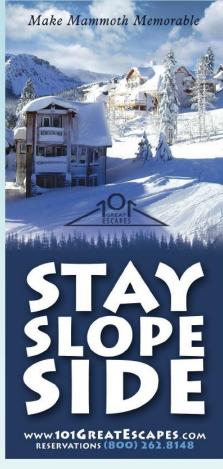


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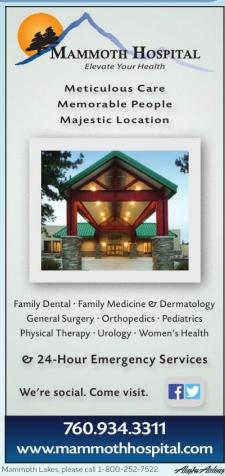
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Park City Mountain Resort Lifts: 16. Skiable terrain: 3,300 acres—17% beginner; 52% intermediate; 31% advanced/expert. Vertical rise: 3,100 feet. Trails: 116. 435-649-8111; www.parkcitymountain.com.

Powder Mountain Lifts: 4. Skiable terrain: 2,800 acres-25% beginner; 40% intermediate; 35% advanced/expert. Vertical rise: 2,205 feet. Trails: 144. 801-745-3772; www. powdermountain.com.

Snowbasin Resort Lifts: 9. Skiable terrain: 3,000 acres—20% beginner; 50% intermediate; 30% advanced/expert. Vertical rise: 2,915 feet. Trails: 104. 888-437-5488; www. snowbasin.com.

Snowbird Ski and Summer Resort Lifts: 11. Skiable terrain: 2,500 acres—27% beginner; 38% intermediate; 35% advanced/expert. Vertical rise: 3,240 feet. Trails: 85. 801-933-2222; www.snowbird.com.

Solitude Mountain Resort Lifts: 8. Skiable terrain: 1,200 acres—20% beginner; 50% intermediate; 30% advanced/expert. Vertical rise: 2,047 feet. Trails: 65. 801-534-1400; www.skisolitude.com.



WASHINGTON

Crystal Mountain Resort Lifts: 10. Skiable terrain: 2,600 acres—11% beginner; 54% intermediate; 35% advanced/expert. Vertical rise: 3,100 feet. Trails: 57. 360-663-2265; www.crystalmountainresort.com.

49° North Lifts: 6. Skiable terrain: 2,325 acres—30% beginner; 40% intermediate; 30% advanced/expert. Vertical rise: 1,851 feet. Trails: 82. 509-935-6649; www.ski49n. com.

Mission Ridge Ski & Board Resort Lifts: 4. Skiable terrain: 2,000 acres—10% beginner; 60% intermediate; 30% advanced/expert. Vertical rise: 2,250 feet. Trails: 36. 509-663-6543; www.missionridge.com.

Mt. Spokane Ski & Snowboard Park Lifts: 5. Skiable terrain: 1,425 acres—23% beginner; 45% intermediate; 32% advanced/expert. Vertical rise: 2,000 feet. Trails: 45. 509-238-2220; www.mtspokane.com.



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Stevens Pass Mountain Resort Lifts: 10. Skiable terrain: 1,125 acres—11% beginner; 54% intermediate; 35% advanced/expert. Vertical rise: 1,800 feet. Trails: 37. 206-812-4510; www.stevenspass.com.

The Summit at Snoqualmie Lifts: 20. Skiable terrain: 1,996 acres—14% beginner; 45% intermediate; 41% advanced/expert. Vertical rise: 2,280 feet. Trails: 101. 425-434-7669; www.summitatsnoqualmie.com.

White Pass Ski Area Lifts: 6. Skiable terrain: 1,402 acres—20% beginner; 65% intermediate; 15% advanced/expert. Vertical rise: 2,050 feet. Trails: 45. 509-672-3101; www. skiwhitepass.com.

WESTERN CANADA

ALBERTA

Marmot Basin Lifts: 6. Skiable terrain: 1,675 acres—30% beginner; 30% intermediate; 40% expert. Vertical rise: 3,000 feet. Trails: 86. 866-952-3816; www.skimarmot.com.

Sunshine Village Ski and Snowboard Resort

Lifts: 12. Skiable terrain: 3,358 acres—20% beginner; 55% intermediate; 25% advanced/expert. Vertical rise: 3,514 feet. Trails: 111. 877-542-2633; www.skibanff.com.

BRITISH COLUMBIA

Cypress Mountain Lifts: 6. Skiable terrain: 600 acres—13% beginner; 35% intermediate; 52% advanced/expert. Vertical rise: 2,010 feet. Trails: 53. 604-926-5612; www.cypressmountain.com.

Mt. Washington Lifts: 5. Skiable terrain: 1,700+ acres—14% beginner; 35% intermediate; 51% advanced/expert. Vertical rise: 1,657 feet. Trails: 81. 888-231-1499; www.mountwashington.ca.

Red Mountain Resort Lifts: 5. Skiable terrain: 2,877 acres—18% beginner; 31% intermediate; 51% advanced/expert. Vertical rise: 2,919 feet. Trails: 110. 800-663-0105; www. redresort.com.

Revelstoke Mountain Resort Lifts: 3. Skiable terrain: 3,121 acres—7% beginner; 45.5% intermediate; 47.5% advanced/expert. Vertical rise: 5,620 feet. Trails: 66. 866-373-4754; www.revelstokemountainresort.com.

Silver Star Mountain Resort Lifts: 7. Skiable terrain: 3,269 acres—15% beginner; 40% intermediate; 45% advanced/expert. Vertical rise: 2,500 feet. Trails: 128. 800-663-4431; www.skisilverstar.com.

Sun Peaks Resort Lifts: 6. Skiable terrain: 4,200 acres—10% beginner; 58% intermediate; 32% advanced/expert. Vertical rise: 2,894 feet. Trails: 126. 800-807-3257; www. sunpeaksresort.com. ▲



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CLOCKWISE FROM TOP, COURTESY: GREATER PALM SPRINGS CONVENTION & VISITORS BUREAU; IAN DAGNALL / ALAMY; PETER SCHICKERT / ALAMY; COURTESY: HARB ROCK, HOTELE PALM SPRINGS; COURTESY: DESERTTASY TOURS

DESERT WONDERS

Enjoying the diverse attractions of the Greater Palm Springs area

BY BARBARA BECKLEY

am enjoying a sweeping view of the Coachella Valley as the Palm Springs Aerial Tramway car ascends Mount San Jacinto.

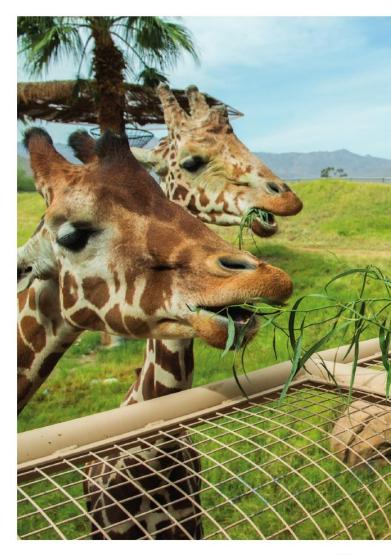
The sky is clear and blue, ideal weather for watching the glorious panoramic vista unfold before me, including the valley below, the Little San Bernardino Mountains to the northeast and the Santa Rosa Mountains to the south.

The floor of the tram slowly rotates, making it easy for me and the other passengers standing in the car to see the desert views and the mountains while we enjoy the IO-minute ride from the Valley Station to the Mountain Station at 8,516 feet above sea level.

Not only is the view thrilling, but the ride itself is superlative. Originally opened in 1963, the tramway was modernized in 2000, which included the installation of the world's largest rotating cars, each able to hold about 80 people. The route up the northern flanks of Mount San Jacinto to the Mountain Station is also among the world's steepest inclines.

The tramway is an example of the many diverse attractions to be found in the Coachella Valley, which has long been a favorite winter getaway for snowbirds from across North America and beyond. The valley, which is often referred to as Greater Palm Springs, is home to numerous communities and resorts, and more than 100 golf courses. And it attracts an estimated 5.5 million visitors each year to enjoy its warm weather and varied activities.

On this early fall day, the group in my car includes families who are going up to enjoy the forest and trails in



Mount San Jacinto State Park, where they can also explore the visitor center and learn about area flora and fauna at the Mountain Station Natural History Museum. Hikers are preparing to trek along the 54 miles of trails that can be accessed from the Mountain Station, while others are riding up to enjoy the views and later dine at the Peaks Restaurant or Pines Cafe.

Once we reach the Mountain Station, I am treated to an even more impressive view, which encompasses the entire valley, including the Salton Sea, located 53 miles to the southeast. I also admire a recently painted trompe l'oeil mural in the tramway's Mountain Station waiting room that gives visitors the sense of being inside a cozy log cabin.

While Coachella Valley is known for staying warm during the winter, snow usually begins to fall at Mountain Station in late November and will often stay through March. The nearby Adventure Center rents cross-country ski equipment and snowshoes for those wanting to enjoy this winter wonderland.













Clockwise from top, left: A family delights in feeding giraffes at The Living Desert Zoo & Gardens; the Palm Springs Aerial Tramway boasts the world's largest rotating tram cars; Palm Canyon Drive in Palm Springs is one of Coachella Valley's top shopping areas; the entrance to the stylish Hard Rock Hotel Palm Springs features walls covered in cymbals; the Pacifica Seafood Restaurant's ceviche is a favorite for those on a Desert Tasty Tour in downtown Palm Springs.







Left: PGA West's TPC Stadium Course in La Quinta offers beautiful views and challenging golf. Above: Camel painting, in which camels use their lips to create a work of art, is a fun activity at The Living Desert Zoo & Gardens.

A number of new activities near the tramway will soon heighten the fun: A zipline is scheduled to open in 2015 near the parking area at the Valley Station, and within the next year, construction should be completed on the Treehouse Trail—which will allow visitors to walk along a series of platforms and bridges suspended in the branches of a grove of trees in the creek area near the Mountain Station. Also expected in the next year or so is construction on the Hilltrac, a funicular-type transport system that will carry guests from the Mountain Station down about 100 feet to

the Long Valley Meadow, where many hiking trails are located.

Painting with Clyde

After riding the tram back to the desert floor, I'm off to another unique adventure: a painting collaboration with camels at The Living Desert Zoo & Gardens in Palm Desert. This is one of the few zoos in the world dedicated to a single ecosystem, in this case, deserts. Collaborating with camels to paint a masterpiece is one of the park's new behind-the-scenes animal encounters, available as a one-on-one or

group experience. Before I begin, I view the baby giraffe in the Giraffe Barn, where feeding the giraffe herd and watching the trainer interact with the youngest member of the group is popular with visitors.

I hurry to my meeting with Clyde, a gentle 9-year-old dromedary (one-hump camel) in his enclosure. He's stretching his big head toward me through the bars, batting his long eyelashes in anticipation.

"Clyde loves to paint. But this is a collaborative mixed-media project between you and Clyde," animal keeper Valerie Salonga explains, as she hands me a blank 8-by-

FAMILY FAVORITES

The following are some of the activities in Greater Palm Springs that help to make the area a memorable vacation spot for the whole family:

Enjoy horseback riding with Smoke Tree
Stables (smoketreestables.com), located in
the heart of south Palm Springs near Indian
Canyons. Guided rides are offered for beginners
and experienced riders along more than 150 miles of
scenic desert trails. Smoke Tree Stables specializes in convention and private group rides. They also offer western-themed parties
and cookouts.

Explore Joshua Tree National Park (nps.gov/jotr), 35 miles northeast of Palm Springs. Take the guided Joshua Tree National Park tour with Desert Adventures Eco-Tours (red-jeep.com).

You will see majestic rock formations, Joshua trees, the Desert Queen Mine and beautiful high-desert landscapes. You can also tour the national park on your own Of Discovery Museum of the Deskin arcade

moke Tree Stables

and enjoy numerous family activities, including mountain biking, camping, hiking along the various trails and rock climbing.

Boomers! (boomersparks.com) in Cathedral City is built for family fun, with three 18-hole mini-golf courses, a go-cart

track, a rock-climbing wall, bumper boats and plenty of state-of-the-art arcade games.

Kids and adults will have fun learning at the Children's Discovery Museum of the Desert (cdmod.org) in Rancho Mirage, where more than 70 hands-on interactive exhibits focus on art, engineering and science. The museum also has a garden, maze and outdoor play areas.

For birding enthusiasts, **Sunnylands Center & Gardens** (sunnylands. org) in Rancho Mirage offers free bird-watching walks on most Friday mornings. The hour-long tours on the grounds of the famous former residence are conducted by knowledgeable birders. Reservations are not required. —*B.B.*









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Mark's short rib eggs Benedict is a specialty at Wilma & Frieda cafe, one of a group of new restaurants that are expanding Coachella Valley's culinary scene.

12-inch canvas and four tubes of brightly colored and animal-safe paints.

I squeeze a bit of red paint onto the canvas, pile on some camel snacks and hold it out to Clyde like a serving platter. As he gingerly eats the kibblelike snack, his big rubbery lips smear the paint across the canvas, creating an abstract rose design. When Clyde has eaten all the snack, he looks up for more. I laugh in delight at his lips, which are glossy red as if he has put on lipstick. I add yellow and green colored paints—and more kibble—and I soon have my masterpiece.

After I'm finished, I watch a 4-year-old boy hold his blank canvas out for Clyde to

create another work of art, as the boy's parents snap pictures.

Art for every taste

Clyde is one of the many artists whose work is available in the Coachella Valley. The Palm Springs Art Museum, in downtown Palm Springs, is a must-see for art lovers, offering a broad range of works by major artists in both its permanent collections and temporary exhibitions. You can see pieces by Ansel Adams, Marc Chagall, Roy Lichtenstein, Pablo Picasso, Andy Warhol and others.

Mid-Century Modern architecture enthusiasts such as myself are celebrating the opening—on November 9—of the art museum's newest facility, the Palm Springs Art Museum Architecture and Design Center, Edwards Harris Pavilion, located about five blocks away from the main museum building. Coachella Valley has one of the greatest concentrations of residential and commercial Mid-Century Modern architecture in the world. These treasures will be celebrated at the pavilion,

E. Stewart Williams, a leader in the Mid-Century Modern style of architecture, which is prominent in Coachella Valley, is the subject of the exhibit "An Eloquent Modernist: E. Stewart Williams, Architect" at the new Palm Springs Art Museum Architecture and Design Center.

SPA PARADISE

Even before the first starlet dipped a perfectly manicured toe into a desert swimming pool, Greater Palm Springs was known for its relaxing spas. Today many resorts feature posh spas and soothing treatments to rejuvenate you from head to toe. You don't have to be a guest to enjoy these luxurious offerings, because the resort spas are open to everyone. Here's a sampling:

The SpaTerre at the Riviera Palm Springs (psriviera.com) provides an oasislike experience, with a rare and expansive Watsu pool and treatments inspired by those found in such places as Bali, Thailand and Indonesia. The Javanese Royal Treatment includes a Balinese-style massage, an essential oil and herbal exfoliation, a cool yogurt splash, and a soaking tub with rose petals.

The Spa at Westin
Mission Hills
(westinmissionhills.com) offers
guests a lush
outdoor garden
with a Jacuzzi, a ther-

apy pool, a steamroom, and wellness and yoga classes. Services include seasonal treatments for skin and body, facials, wraps and polishes. This autumn, enjoy pumpkin and honeyinfused treatments.

at Westin Missior

Renew yourself at Sunstone, The Spa at Agua Caliente Casino Resort & Spa (hotwatercasino.com). Choose from a full menu of skin care, beauty and body treatments. The signature massage features sunstone-infused massage oil and smooth warm river stones to soothe and re-energize.

Relax in the garden setting at the richly appointed Spa Las Palmas at the Omni Rancho Las Palmas Resort & Spa (ran-

cholaspalmas.com).

This newly renovated spa provides treatments that utilize organic ingredients made from

desert plants. The Des-

ert Dream Ritual includes a customdesigned body scrub, a wrap and a massage with the spa's signature Desert Elements aroma essences. —*B.B.*

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which is housed in a classic Mid-Century Modern building that will serve as the hub of the Palm Springs Art Museum's extensive collection of photographs, film clips, original renderings, drawings and models from the top mid-20th century architects who lived and worked in the desert and promoted the Mid-Century Modern style of architecture.

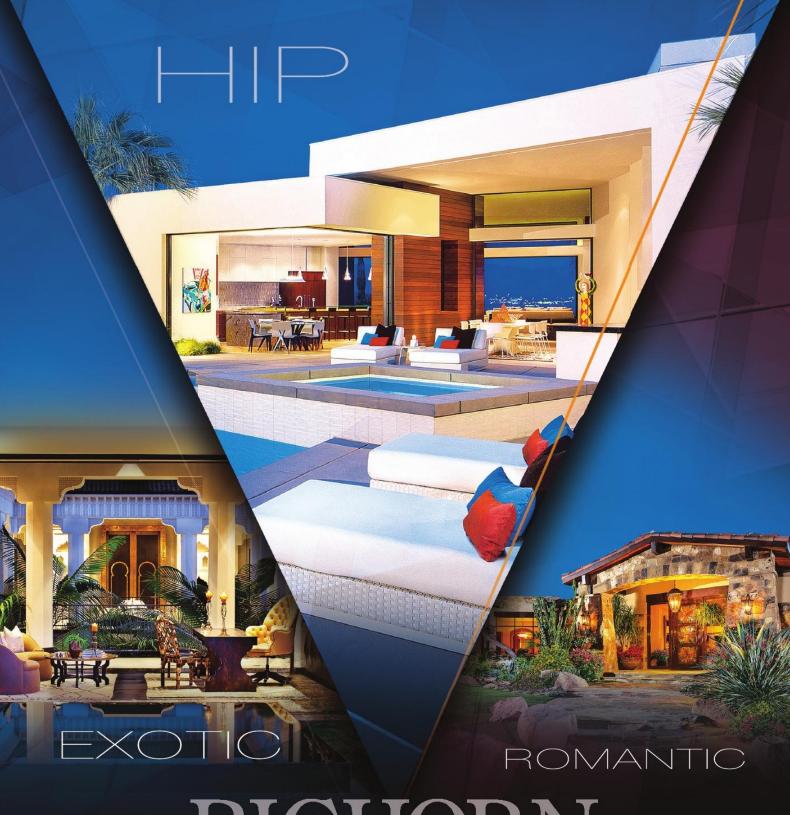


The new Tonga Hut Palm Springs is known for its pupu platter and tropical drinks.

The pavilion's opening exhibit, "An Eloquent Modernist: E. Stewart Williams, Architect," will run from November 9 through February 22, 2015, and will celebrate the accomplishments of this leading architect of the Mid-Century Modern style. Williams' buildings include the 1947 Frank Sinatra residence; the main Palm Springs Art Museum, built in 1976 and expanded in 1996 under his watch; and the Architecture and Design Center building itself, which he designed in 1961 for the Santa Fe Federal Savings and Loan. The Mid-Century Modern style is so popular that it will be featured in the 10th annual Modernism Week celebation, held in Palm Springs, February 12-22, 2015.

Art aficionados will find notable works by acclaimed contemporary artists displayed in galleries on Palm Desert's El Paseo Avenue, one of the valley's finest shopping areas. The designer shops along the avenue include St. John and Escada, as well as local favorites such as She She and The Heiress.

Seeing the photographs of Frank Sinatra's Mid-Century Modern house at the exhibit reminds me of the desert's Hollywood connection and the celebrity memorabilia that's displayed in restaurants and hotels throughout the valley. A



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few blocks from the Architecture and Design Center, a collection of memorabilia is on display in the lobby of the Hard Rock Hotel Palm Springs. Here, you can see Elvis' enormous 1960s table lamp, Sammy Davis Jr.'s jacket, Cher's bustier and other A-list celebrity items.

A sports haven

Sports-minded visitors will find that Greater Palm Springs offers a cornucopia of activities. Golf enthusiasts frequently call Coachella Valley "the golf capital of the world," and for good reason. The region's courses offer stellar layouts. In La Quinta, the public can play three legendary courses at PGA West: the Nicklaus Tournament Resort Course, the Greg Norman Resort Course and the TPC Stadium Course, which was designed by Pete Dye. La Quinta Resort & Club is home to the highly rated Dunes and Mountain courses, which are closed for maintenance and are scheduled to reopen in late December. Another local favorite is the Arnold Palmer Classic Course at the SilverRock Resort.

In Palm Desert, you'll find the Palmer-designed Classic Club course, which is another popular layout. The private Bighorn Golf Club offers the Arthur Hills—designed Mountains Course and Tom Fazio—designed Canyons Course, which have hosted many tournaments, including Skins Games and the U.S. Senior Match Play Challenge. At the Indian Wells Golf Resort, you can play the Clive Clark Celebrity Course and John Fought's Players Course, both ranked among the nation's top-25 municipal courses in 2013, according to Golfweek magazine.

If you like to watch the pros play, you'll enjoy the Humana Challenge in La Quinta. The tournament will be held January 19–25, 2015, with play on three courses: PGA West's private Jack Nicklaus and private Arnold Palmer courses and the La Quinta Country Club. The tournament also offers Pro-Am opportunities for golfers with an 18 or better handicap and who are interested in teeing it up with the pros.

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Executive Physical packages start at \$1,800 and are not covered by insurance.



Eisenhower Argyros Health Center 45280 Seeley Drive, La Quinta, CA 92253 emc.org/wellness







Tennis is also a prime desert sport. The Indian Wells Tennis Garden, home to the BNP Paribas Open, is one of the valley's premier facilities. The Tennis Garden offers 29 courts, and its main stadium has a seating capacity of 16,100, making it the world's second-largest tennis-specific stadium, after the Arthur Ashe Stadium in Flushing Meadows, New York. This year the Tennis Garden added a second permanent stadium with 8,000 seats. The next BNP Paribas Open will be held March 9-22, 2015. And when tournaments aren't scheduled, the courts are available to the public for a fee. Other area tennis facilities include The JW Marriott Desert Springs Resort & Spa, which has 20 courts that include clay, grass and hard surfaces.

With all this physical activity, you are bound to get hungry. Foodies have much to love in the valley, with restaurants throughout the area catering to every taste. New favorites include the Tonga Hut in downtown Palm Springs, with delicious pupu platters and Polynesian-influenced fare, and Wilma & Frieda cafe in Palm Desert, serving innovative house-made comfort foods. A longtime favorite in Palm Desert is Castelli's Ristorante, which offers a cozy setting, great food and a Celebrity Room, lined with pictures of the stars who have eaten at the restaurant during its 26 years.

A wonderful way to sample the cuisine scene is to take the Desert Tasty
Tour—a guided culinary and cultural
stroll along Palm Canyon Drive in Palm
Springs or along El Paseo Avenue in
Palm Desert, with multiple tasting stops.

Such tours are a wonderful example of ways visitors can explore the many attractions, activities and cultural offerings that abound throughout Greater Palm Springs.

Barbara Beckley is a California-based freelance writer.

Alaska Airlines offers daily service to the Palm Springs area. To book a reservation to Palm Springs, visit alaskaair.com or call 800-ALASKAAIR.

PALM DESERT • PALM SPRINGS • LA QUINTA out and about



PALM SPRINGS ART MUSEUM ARCHITECTURE AND DESIGN CENTER



Santa Fe Federal Savings & Loan, 1960, Julius Shulman (1910 - 2009), photographer, E. Stewart Williams (1909-2005), architect. © J. Paul Getty Trust. Used with permission. Julius Shulman Photography

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The dream is almost realized. The former Santa Fe Federal Savings & Loan has been restored and transformed into an incubator for architecture and design, with space for exhibitions, study, and archives.

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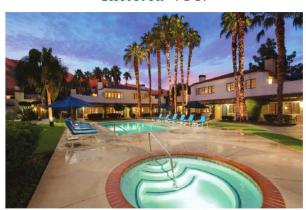
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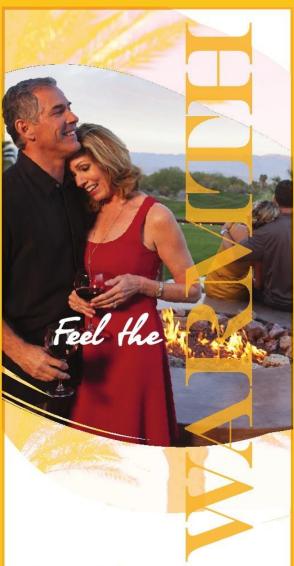


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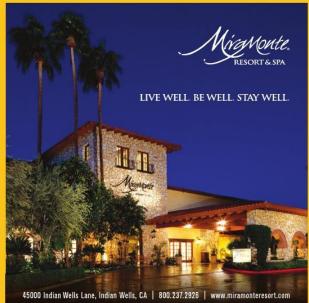


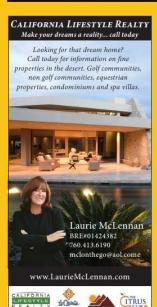
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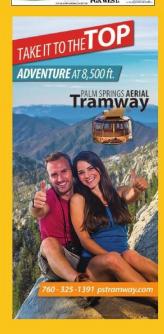
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Golf Outings

Greater Palm Springs will host several golf events in 2015. The Humana Challenge (formerly the Bob Hope Classic) will take place January 19–25, with the tournament being played at the Arnold Palmer Private Course and the Jack Nicklaus Private Course, both at PGA West; and at the La Quinta Country Club.

Co-sponsored by the Clinton Foundation, which was founded by former President Bill Clinton to address global economic and health issues, the tournament pairs 156 professional golfers with a new amateur each day for the first three days of the four-day event.

Other area golf tournaments include the 27th Frank Sinatra Celebrity Invitational (February 19–21), which will be held at the Eagle Falls Golf Course at Fantasy Springs Resort Casino in Indio. Proceeds from the event go toward supporting the Barbara Sinatra Children's Center.

There is also the Patrick Warburton Celebrity Golf Tournament (March 5–8), held at the Classic Club in Palm Desert. Money raised at the golf event helps support St. Jude Children's Research Hospital.

For information on these events, visit humanachallenge. com or call 888-672-4673; visit franksinatragolf.org or call 800-377-8277; and visit patrickwarburtongolf.com or call 800-227-6737.

—Nick Thomas



Aircraft Playground
The Palm Springs Air Museum,
home to aircraft from the World
War II, Korean War and Vietnam
War eras, is a family favorite in

A Curtiss P-40E Kittyhawk is one of the classic planes on display at the Palm Springs Air Museum.

Coachella Valley. The museum has more than 30 planes on-site, many of which are still airworthy. There are exhibits and artifacts, and visitors can even climb inside the cockpits of select aircraft. Upcoming events include the Props & Hops Craft Beer Festival (November 22), the holiday Santa Claus Fly-In (December 13) and an Air Museum Gala event (February 13) honoring women in aviation history. The museum is open seven days a week and offers tours. For information, visit palmspringsairmuseum.org or call 760-778-6262. —N.T.



International Film Festival

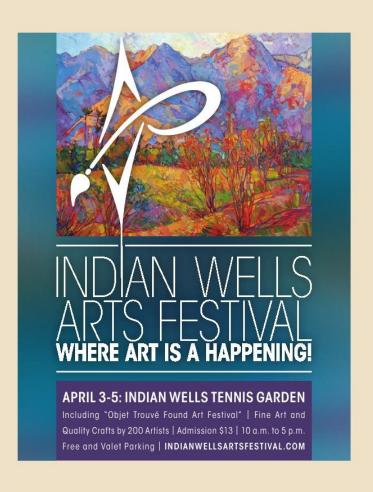
The 26th-annual Palm Springs International Film Festival, one of the largest film festivals in North America, will be held January 2–12, 2015. The festival will feature films at 15 different theaters across the city.

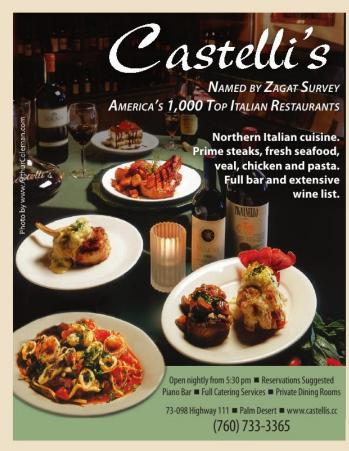
Those attending the event will see some of the year's best foreign films, along with American feature films and documentaries, many of which will premiere at the festival. The event will open with a black-tie Awards Gala on January 3, and end with the "Best of the Festival" night on January 12.

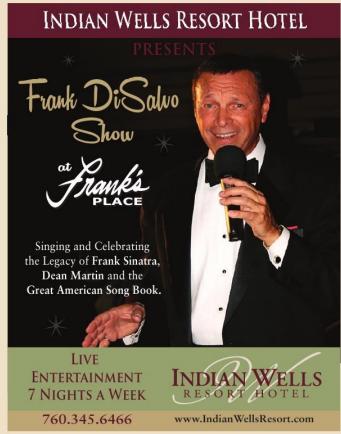
Last year, more than 135,000 people attended the event, which included 192 films from 60 countries. The Awards Gala has honored such stars as Sandra Bullock, Clint Eastwood and Tom Hanks. Last year, the festival honored the cast of the film *American Hustle*.

For information, visit psfilmfest.org or call 760-322-2930. —*N.T.*













Restaurants

- THE BISTRO (760-342-5000; fantasyspringsresort.com). Located at the Fantasy Springs Resort Casino in Indio, it offers a variety of dishes ranging from seafood to premium USDA beef.
- CORK TREE (760-779-0123; thecorktree. com). A Palm Desert restaurant that focuses on modern California cuisine and is known for its warm ambiance and good service.
- DISH CREATIVE CUISINE (760-832-6526; dishcreativecuisine.com). Located in Cathedral City, the upscale, avant-garde contemporary American cuisine restaurant strives to create new taste sensations.
- LE VALLAURIS (760-325-5059; levallauris. com). The Palm Springs restaurant captures the flavors of the Mediterranean with a variety of menu items that include meat and vegetarian dishes.
- RUBEN & OZZY'S OYSTER BAR AND GRILL (760-325-8800; rubenandozzysoysterbar. com) in Palm Springs offers south-of-theborder-inspired seafood dishes.
- SPENCER'S RESTAURANT AT THE MOUNTAIN
 (760-327-3446; spencersrestaurant.com)
 in Palm Springs, offers upscale American
 cuisine with French and Pacific Rim
 influences.

- EL JEFE (760-322-1900; saguarohotel.
 com). James Beard Foundation awardwinner Jose Garces, who also won the
 Food Network's *Iron Chef* program in
 2009, has created a casual cafe featuring
 small-plate meals that are inspired by the
 Mexican cuisine of the famous food
 trucks of Mexico City.
- WORKSHOP KITCHEN + BAR (760-459-3451; workshoppalmsprings.com) in Palm Springs serves internationally inspired American fare with menus based on fresh ingredients sourced from many local farms.

Lodging

- AGUA CALIENTE CASINO RESORT SPA (888-999-1995; hotwatercasino.com). The Rancho Mirage resort features a spa, multiple restaurants, a casino and live entertainment.
- HARD ROCK HOTEL PALM SPRINGS (800-280-2971; hrhpalmsprings.com) in Palm Springs offers the Rock Spa, lounge, restaurant and custom-furnished rooms that make everyone feel like a rock star.
- LA QUINTA RESORT & CLUB (800-598-3828; laquintaresort.com). The La Quinta resort includes five restaurants, tennis facilities, access to five golf courses, the Spa La Quinta and luxury suites.



McCormick's Palm Springs Classic Car Auction.

CALENDAR EVENTS

November 14–16, 21–23, *The Odd Couple*, Neil Simon's comedy classic, Indio Performing Arts Center, Indio; 760-636-9682; pdstage.com

November 21–23, **McCormick's Palm Springs Classic Car Auction,**The Spa Casino, Palm Springs;
760-320-3290; classic-carauction.

November 24–December 31, Wild-Lights, the zoo's holiday program features twinkling lights throughout the facility, The Living Desert Zoo & Gardens, Palm Desert; 760-346-5694; livingdesert.org

January 23–25, **Southwest Arts Festival,** more than 250 artists will be on display, Empire Polo Club, Indio; 760-347-0676; southwestartsfest.com.

January 30–31, *Rain: A Tribute to The Beatles*, the popular tribute show at the McCallum Theatre, Palm Desert; 760-340-2787; mccallumtheatre.com

February 12–22, **Modernism Week,** the 10th-annual architecture and design festival, Palm Springs; 760-799-9477; modernismweek.com.

February 13–15, *Guys and Dolls*, McCallum Theatre, Palm Desert; 760-340-2787; mccallumtheatre. com

April 10–12, 17–19, **Coachella Valley Music and Arts Festival,** one of the largest music festivals in the country, Empire Polo Grounds, Indio; coachella.com

Did you know?



Palm Springs has the greatest number of pools per capita in the nation, with about 50,000 pools in the area.



Coachella Valley is known as the date fruit capital of the world. More at: visitgreaterpalmsprings.com/articles/fun-factsgreater-palm-springs



Escape to Hyatt Regency Indian Wells Resort & Spa and taste our signature margarita on the Agave Sunset patio, sample the Cactus and Date Scrub at Agua Serena Spa, watch the sunset from one of our 26 penthouse suites, or experience the personalized service from our butlers in a private villa. This escape offers endless possibilities.

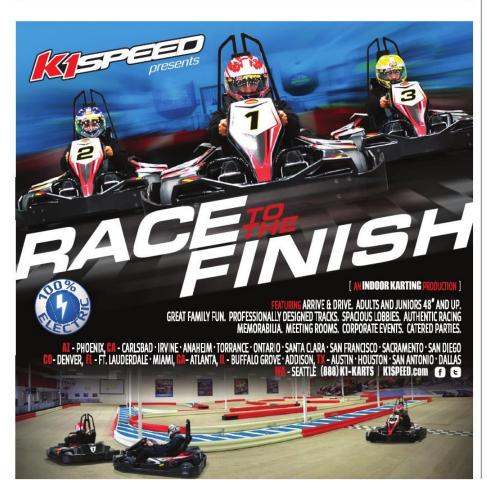
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- MIRAMONTE RESORT & SPA (800-237-2926; miramonteresort.com). The Indian Wells resort offers gardens, the award-winning Well Spa and two championship golf courses.
- RANCHO LAS PALMAS RESORT & SPA (866-423-I195; rancholaspalmas.com) in Rancho Mirage includes a spa, sports facilities, a 27-hole golf course, many dining options and the water park, Splashtopia.
- RENAISSANCE INDIAN WELLS RESORT & SPA
 (760-773-4444; marriott.com) in
 Indian Wells offers two golf courses,
 Spa Esmeralda, Camp Oasis for kids
 and a sand-beach pool.
- RIVIERA PALM SPRINGS (760-327-8311; psriviera.com). The Palm Springs resort is known for its retro design, SpaTerre, restaurants and family activities.
- THE WESTIN MISSION HILLS GOLF RESORT & SPA (877-253-0041; Westinmission-hills.com) in Rancho Mirage features two championship golf courses, extensive tennis facilities, a spa, pools and various restaurants.

Exhibits

- PALM SPRINGS ART MUSEUM (760-322-4800; psmuseum.org). Currently on display is "A Grand Adventure:

 American Art of the West" (through January 4, 2015), which features 19th century paintings by Albert Bierstadt and Thomas Moran who helped introduce the American public to the West. Also on display is "Out of the Fire: Mesoamerican and Pueblo Ceramics" (through July 31, 2016), featuring works that represent more than 2,000 years of ceramic creations.
- MOORTEN BOTANICAL GARDEN (760-327-6555; moortenbotanicalgarden.com) is a museum and garden that features a collection of desert plants.
- PALM SPRINGS HISTORICAL SOCIETY
 MUSEUM & TOURS (760-323-8297;
 pshistorical society.org) is located in
 two 19th century buildings and offers
 a series of walking tours of the Palm
 Springs area, including a look at the
 city's unique architecture.









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 SmartSculpt," 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.

"The other amazing thing about SmartSculpt 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 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. However, both Dr. Levy and my personal trainer would check in every so often after work to see if I had any questions and if everything was going well. I felt very cared for.

"The combination of the SmartSculpt and the core workouts 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!"

4455 148th Avenue NE, Bellevue

So Long Saddlebags. Farewell Flabby Arms. Bye, Bye Baby Belly. Hello, Dr. Levy.

SmartSculpt

effectively tightens and tones problem areas leaving them smoother and more youthful looking.



Schedule a complimentary consultation at 425.861.6281

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



the best of 425







CONVERSATIONS AROUND OUR TABLES ARE ABOUT OUR TABLES

Urban Hardwoods furniture is handcrafted in Seattle from locally salvaged wood, sourced from urban trees that need to be removed due to hazard or disease. The trees are given a second life as furniture that is timeless, enduring and truly one of a kind.

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Celebrating the Holiday Spirit

By Renee Brincks

Afternoon sun slants through the trees as I stop to catch my breath along a trail outside Coeur d'Alene, Idaho. A few miles back, a steel bridge crossed a sparkling stretch of water at the base of these hills, and the flat terrain made for a speedy ride. Now, the paved trail narrows and twists its way out of the valley through pine groves that grow denser as I climb.

After a few drinks of water, I snap some photos and then adjust my helmet. It's time to head back down the hill, and I'm ready to roll as fast as my eight wheels will go. After logging more than 100 miles on a five-day, escorted inline skating vacation organized by Zephyr Adventures, I've discovered how much I enjoy the adrenaline.

Our group of 20 includes skaters at all skill levels, so not everyone seeks out steep climbs and speedy descents. Still, the 62-mile journey from Spokane through northern Idaho—all fresh air, with no car windows separating us from the scenery—helps each of us experience the outdoors, and the inland Northwest, in a new way. Who knew one could skate cross-country?

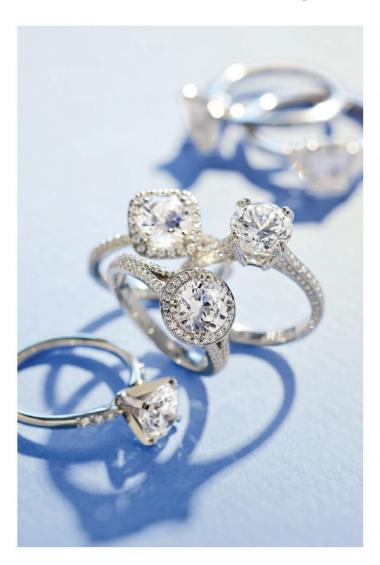
And new experiences are the essence of a new sort of gift giving.

During the 2013 holiday season, for example, experiences accounted for six of every 10 gifts purchased through the website LivingSocial: painting classes, wine tasting excursions, waterpark tickets and dining certificates. Even many popular gift items, such as photo blankets and photo albums, include an experiential component. Research has long indicated that just planning and anticipating trips, events and experiences produces positive feelings.



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National Geographic Expedition's Alaska Family Voyage.

IN EXPLORING consumer decisions and happiness, psychology professor Ryan T. Howell's research team at San Francisco State University found that experiential gifts create memories that have tangible characteristics similar to physical items—good wine, say.

"Good memories tend to get rosier over time. They never decay, and they're always accessible to reflect on," says Howell.

This year there are memorable experiences for every interest and budget. Consider short outings, such as the San Francisco Architecture Walking Tour (\$40; architecturesf.com); or Juneau's Alaskan Food Tours (\$99; alaskanfoodtours.com), which boost understanding of Alaska's marvelous seafood. Hike Maui creates a quintessential island adventure with a full-day Hana waterfall walk (\$189; hikemaui.com).

For an extendedstay experience, schedule beekeeping outings, wine experiences, trail riding or treetop spa treatments at sunny Carmel Valley Ranch just south of Monterey, California (prices vary; carmelvalleyranch. com). Montana-based Zephyr Adventures offers guided trekking, cycling and inline skating journeys, plus food, wine and beer tours, around the world (\$1,950 and up; zephyr adventures.com).

In Mexico, the upscale Ultimate Tequila Tour from the Four Seasons Resort Punta Mita includes a private helicopter ride

to the Jose Cuervo distillery and a tequilamaking tour (\$20,000 for two; fourseasons. com/puntamita).

To spot bears, birds, sea lions and hump-back whales, book the Alaska Family Voyage from National Geographic Expeditions (\$5,790 and up; nationalgeographic expeditions.com).

For those with musical ambitions, Lessonface provides lessons on more than 40 instruments via live videoconference (prices vary; lessonface.com).

A gift membership

at Seattle's Museum of Flight provides both entertainment, education and inspiration for kids and adults (\$55 and up; museum offlight.org).

Alaska Airlines
Vacations packages
offer adventures across
the United States,
Canada and Mexico.
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beaches, enjoying the
great outdoors or
exploring American
history, these journeys
are memorable gifts
(prices vary; alaskaair.
com/vacations).



Engaging

Experiences



Museum of Flight.



Beekeeping outings.



Zephyr Adventures inline skating.



Ultimate Tequila Tour from the Four Seasons Resort Punta Mita.





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Adornments





Blue Nile led the creation of online gem buying in the 1990s, and remains the Internet's largest diamond retailer. Numerous other items are available, from sapphires to men's cobalt rings (prices vary; bluenile.com).



Hawaiians have considered koa trees sacred for centuries: the beautiful, amber-toned wood is wedded with silver in Na Hoku's koa inlay jewelry (\$70 and up; nahoku.com). Hawaii Titanium Ring Co. also uses tropical woods, along with precious and semiprecious stones such as turquoise and ruby, in its wide array of rings (\$110 and up; hawaiititaniumrings.com). Honolulu Jewelry Company specializes in rings and pendants with island themes such as plumeria (prices vary; honolulujewelrycompany.com).





Exquisite presentations, such as this jeweled leopard-topped bottle of Emerald Reign from House of Sillage, enhance Parfumerie Nasreen's deluxe fragrances, including selections for men (prices vary; parfumerienasreen.com)

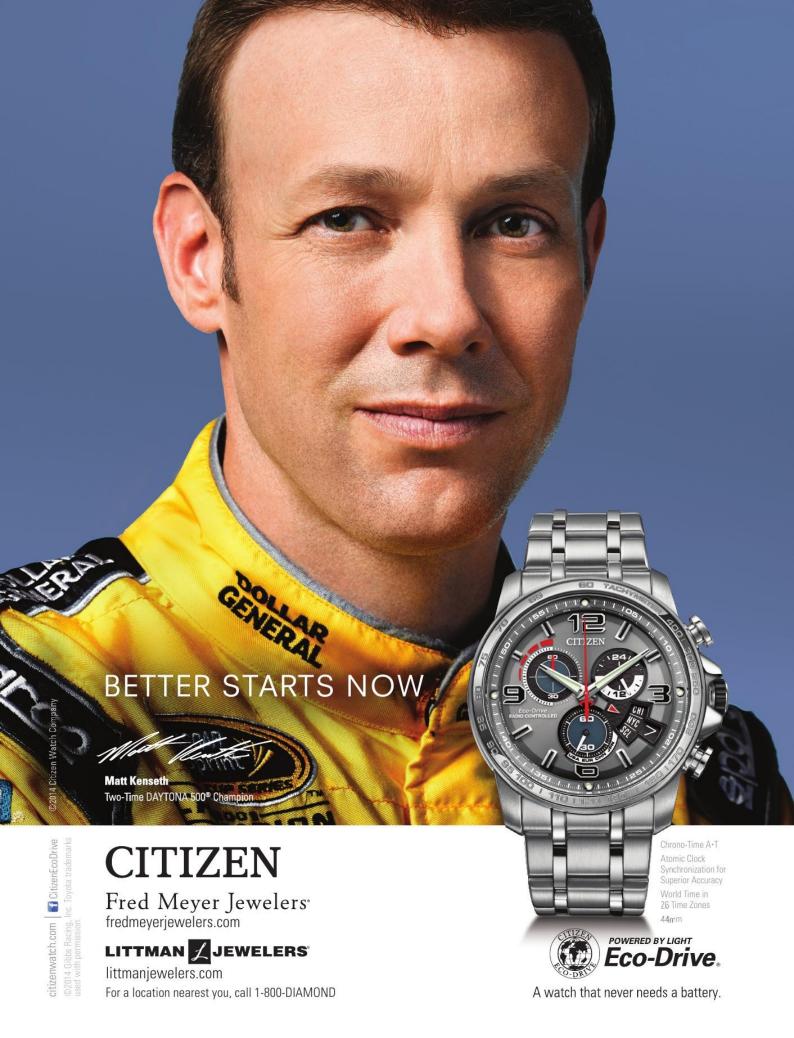




Holiday bling can be useful and high-tech as well as attractive.

Citizen's Chrono Time A-T is synched to atomic clocks for the ultimate in accuracy (\$695 and up; citizenwatch.com). Seiko's Astron Solar Chronograph relies on solar power to provide precise time zone information worldwide (available at many outlets from \$1,400 and up; seiko-astron.com).





Feeding America



A contribution to Center for Humanitarian Outreach and Inter-Cultural Exchange (CHOICE) helps individuals in countries that face extreme poverty (choicehumanitarian. org). Closer to home, Feeding America will serve 46.5 million Americans this year. Each \$1 donation helps the nationwide food bank network distribute up to 10 meals (feedingamerica.org).

As the snow starts to fall, CherryT Knit & Co.'s cable mittens keep hands warm with soft wool and

plush fleece linings (\$79; cherrytco. com). Plus, for each pair sold, the

company donates

mittens to children

in need.



Young Steve Hopson of Barrow flew to Disneyland on Alaska Airlines with the Make-A-Wish Foundation.



MILES FOR GOOD

An Alaska Airlines Charity Miles donation is one easy way to give back this year. Dream Foundation, Angel Flight West and Make-A-Wish Foundation use miles to transport seriously ill individuals and their families. Miles given to Fred Hutchinson Cancer Research Center help patients and scientists travel. Fisher House Foundation's Hero Miles program connects wounded, injured and ill military members with loved ones. Charity Miles also support disaster relief, environmental causes and more (alaskaair.com).



The Nature Conservancy is one of the world's oldest, largest and most respected conservation organizations, and uses its money to preserve land in the simplest way-it buys it (nature.org). Living Lands & Waters works to protect and restore major U.S. watersheds. Gifts support community cleanups, educational events and adopta-river programming (livinglandsandwaters.org).



Sales of the Little Sun solar lamp, a rechargeable LED light for home and outdoor use, fund distribution of lamps in off-the-grid areas of Africa. The company also creates jobs in those remote areas (\$30; eartheasy.com).

Working with Trout Unlimited, 1% for the Planet and others, Sonoma County's Steelhead Vineyards supports fisheries with a portion of its profits-and that makes the producer's tangy Merlot even more toast-worthy (\$15; store listings at steelheadvineyards.com).



Steelhead

When the snowbird calls, are you grounded?



Make your home base in charming, laid-back Madison Park—or at urban Exeter House, where the action is. Then lock the door and fly away!

If you love to travel but feel tied down with that four-bedroom empty nest, maybe it's time to explore a downsize. Among Seattle's best-kept secrets are two of the city's hidden gems—Park Shore and Exeter House. These beautiful communities feature two distinctly different lifestyles, both in walkable neighborhoods and close to world-class healthcare. At either one, you can just shut the door anytime the snowbird calls—and fly away.



Lakeside living.

Located on Lake Washington in charming Madison Park, Park Shore is Seattle's only 62+ community on the waterfront. This active community offers a full range of services that foster independent and healthy living at a fraction of the cost of buying a lakefront condo. You'll love being part of life on the lake!

If you'd like to know more about this beautiful community, please call (206) 438-4729 or visit www.ParkShoreSeattle.org.



1630 43rd Avenue E Seattle, WA



Timeless, elegant, classic.

Love contemporary city energy but also old-world charm? Then you'll love Exeter House, the only 62+ community in Seattle located in a grand, landmark hotel—just blocks from world-class museums, theaters, fine dining and shopping. Exeter House offers retirement living without an entrance fee.

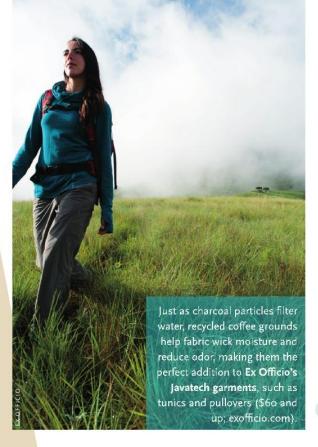
If you'd like to know more about this beautiful community, please call (206) 973-3337 or visit www.ExeterHouse.org.



720 Seneca Street Seattle, WA Ryan T. Howell, who studies the money-happiness connection as an associate professor of psychology at San Francisco State University and founder of Beyond the Purchase, says the happiness quotient is high for experiential gifts. "Usually, we are with other people when 'consuming' experiences. As social beings, that tends to make us happier."

For most givers—and recipients tangible items remain a key part of holiday buying, too. And when you're buying material gifts, Howell advises focusing on the recipient's personality and interests.

"When gifts bring people closer to friends and family and are an expression of who someone is as an individual, those are received as the best," Howell says.



The PureProject Henley shirt from Seattle's Brooks Running Company is suitcase-friendly and practical, made with soft, fabric and design

details that look good on long runs or casual outings (\$70-\$80; brooksrunning.com).

double-knit thermal

cables, pens, headsets and gadgets with elastic bands attached to a sturdy zippered pouch or laptop sleeve (\$10 and up; cocoon-

The Grid-It!

organizer corrals



innovations.com).

For a big-ticket travel gift, the sophisticated Quartermaster luggage system from Ebby Rane puts a 10-piece packing module and luxurious leather clutch in an elegant (and sturdy) polycarbonate carry-on. Sets come in three chic color combinations (\$1,145; ebbyrane.com).



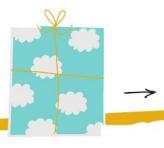
make good gifts, and the Eagle Creek Docking Duffel works like two presents in one. The carryon comes with a zip-off shoulder bag that accommodates a tablet and day-trip accessories (\$155; shop.eaglecreek.com).

Essentials

Clothing Arts Pick-Pocket Proof Pants do double duty. The lightweight, stain-resistant trousers hide smartphones, passports and money in secure pockets, without looking bulky (\$100 and up; clothingarts.com).

The Grayl filtration cup works like a French press to furnish clean, goodtasting water anywhere (\$70; thegrayl.com).

Frequent travelers can assure themselves good coffee everywhere with the Blue Bottle Coffee-Timbuk2 travel kit. The hand grinder, enamelware mugs, filters and fresh beans come packaged in a compact waxed canvas and leather bag (\$179; timbuk2.com).





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Faber-Castell's Ondoro Oak Wood Fountain Pen makes a refined and useful keepsake (\$165; fahrneyspens.com). And, the Hawaii-made Koa Puck desk clock by Martin & MacArthur adds island elegance to any office (\$89; martinandmacarthur.com).



Top Tech &
Office Gear



Also big on features is the Sony SRS-X5 portable speaker, a rechargeable, Bluetooth-connected box that amplifies sound for up to eight hours (\$199; store.sony.com). The Goal Zero Guide 10 Plus solar kit, a rugged, travelfriendly solar charger, keeps devices powered up while users are on the go (\$110; goalzero.com).





Two-in-one computers are making headlines this year, and the Lenovo IdeaPad Yoga 2 Pro goes from laptop to tablet with a simple screen flip. At just three pounds, it packs a fourth-generation Intel Core Processor and nine-hour battery life (\$1,050 and up; lenovo.com).



Snap impressive underwater photos with the thoughtfully designed SeaLife sealed camera. Each compact, waterproof, permanently sealed model has an LCD screen, internal battery and up to 32 gigabytes of internal storage (\$400-\$900; sealife-cameras.com).

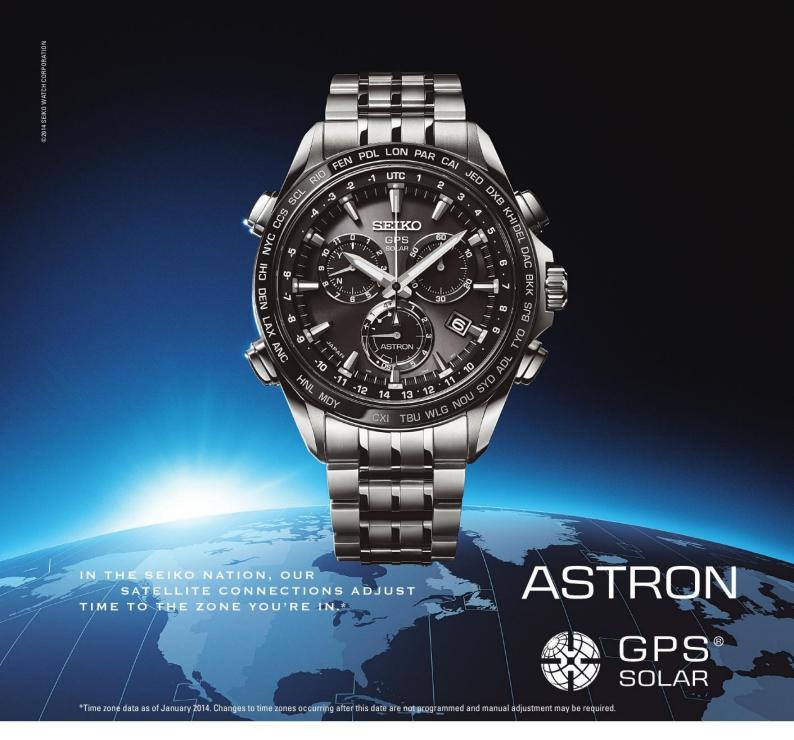


For those who prefer classic simplicity, the Saddleback Leather iPad Mini case comes in four rich shades and functions as a case or a stand (\$88; saddlebackleather.com).



For gamers, Xbox One has released several console bundles that include limited edition games such as Madden NFL 15 and Sunset Overdrive (\$399; xbox.com).





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Forward focused. Sky's the limit. This optimistic outlook connects the Seiko Nation. And creates the only watch with a low-energy-consumption GPS receiver. Now the satellites revolve around you, as the **ASTRON GPS SOLAR CHRONOGRAPH** connects to the GPS network, identifying location and adjusting the time to your current zone.* Solar-powered, planet-friendly, so no battery change is ever needed, Seiko puts the progress in GPS. SeikoUSA.com

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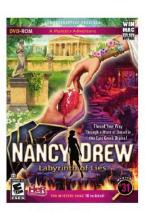




For older speedsters, modular cars by Modarri have sturdy suspension systems and interchangeable parts that let children customize their toys (\$20, or \$50 for a three-pack; modarri.com).



Travel-friendly Modern-twist placemats are reusable, BPA-free table mats that children can color with dry erase markers. They're available in several designs (\$18; modern-twist.com).



The favorite girls' heroine of yesteryear returns in 21st century

form, solving mysteries in Her Interactive's Nancy Drew games (\$20; herinteractive.com).







Encouraging youngsters to learn Spanish, French, Italian or English is easy with KLOO language board games and cards. Users can play 16 different games with each card deck, and adult cards are also available (\$11-\$40; kloogame.com).

Budding artists and scientists will love The Happy Trunk, a subscription service that delivers creativity kits geared to ages 3 to 7 and 8 to 11 (prices vary; thehappytrunk.com).

The BMXie is a lightweight balance bike for 3to 5-year-olds with adjustable seating and a removable footrest (\$116; chillafish.com).

To spark creativity in older children, try the book 642 Things to Write About: Young Writer's Edition (\$17; chronicle-books.com).













Rosanna Inc. stackable Stockholm bowls.



If you're shopping for a coffee lover, this year's splurge-worthy gift is the new Keurig 2.0 K550 brewing system. The updated model brews single- or four-cup batches of beverages from 40 brands (\$180; keurig.com). Another cozy option is a made-in-the-U.S.A. wool blanket from Faribault Woolen Mill, available in fun flannel or zigzag patterns (\$95 and up; faribaultmill.com).

For recipients who love to entertain, choose housewares from Seattle's Rosanna Inc. The stackable Stockholm bowls (\$48 for four; rosannainc.com) feature bold black-and-white patterns for the contemporary kitchen, while the classic white and lace-patterned Filigree Infinity tray suits more traditional tastes (\$21). Makrbox Pacific Northwest gifts range from carved maple spoons to San Juan Island sea salt (\$29 and up for gift boxes; makrbox.com).

Backyard chefs will appreciate the adjustable Weber Elevations Tiered Cooking System grill rack and skewer set (\$55; weber.com).

For our furry companions, try the spiked Bret Michaels

Pets Rock dog collar (\$30) or select a sophisticated

herringbone Martha Stewart Pets canine vest (\$25 and

up; www.petsmart.com). For a closer look at pet emotions, see Animal Madness: How Anxious Dogs, Compulsive Parrots and Elephants in Recovery Help Us Understand

Ourselves (\$28; animalmadness.com).





Keurig 2.0 K550 brewing system.

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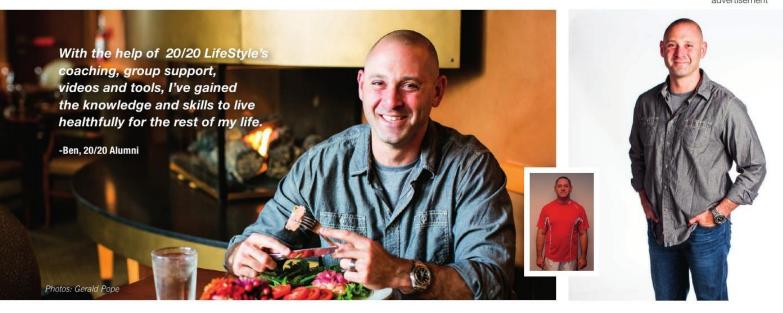
Wallace

Towle

Gorham

International

Tuttle



BEN LOST 48 LBS

I was what people might call a "big guy." I'd always been on the heavy side, but carried the weight evenly so I didn't look particularly overweight. I was a high school tennis player, a college rugby player, and a long-time self-defense instructor, so I assumed that I was in pretty good shape. I was wrong.

After a tennis match in 2009, I started having chest pain. I went to the emergency room straight away - I thought I was having a heart attack! I spent two days in the hospital and after many tests and an angiogram to check for arterial blockage, the doctors told me that while I didn't have a heart attack, my heart had definitely experienced some kind of trauma. On top of that, my cholesterol was sky-high, my triglycerides even higher, and my blood pressure through the roof. My doctor put me on Lipitor and Diltiazem immediately and gave me a simple ultimatum. "Get healthy and you'll get off the meds. Don't, and you'll be on them for the rest of your life."

The next week I signed up for 20/20 LifeStyles.

Having always been an athlete, exercise was easy for me. My nutritional habits, however, were another story. I had no idea how to eat healthfully. But with my dietitian's guidance, I learned how to meal track, portion control, and make smart choices. I've never looked back. I still meal track every single day to help manage my weight. I lost almost 50 lbs of body fat on the

program and put on significant muscle. Within a few weeks, my blood sugar, cholesterol, triglycerides, and blood pressure normalized. Six months later, I was completely off medication.

Learning the difference between lapsing and relapsing was key. Slip-ups are normal, and sometimes even cathartic, but there's always a way to get back on track.

While I was in the program, my wife also started exercising and eating well along with me. She lost 25 lbs in the process. For us, living healthfully is a family affair. We're the proud parents of four, so knowing that we'll be able to set a healthy example for our children is very important.

Most of all, I learned that there is no finish line. This may sound cliché, but it's 100 percent true. 20/20 LifeStyles is about making a lifestyle change, not applying a quick fix. When you get to your ideal weight, you're really just getting started. Staying healthy is a lifetime journey.

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





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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.







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Hot Cakes Molten Chocolate Cakery Pacific Coast sea salt caramel sauce.



Tribella wine aerator.





Beer enthusiasts can craft their own ales with Northern Brewer's small batch starter kit. The 1-gallon kit comes with gear and instructions for the homemade beer of your choice (\$50; northernbrewer.com).

Thrill wine lovers with the **Tribella wine aerator**. The device frees a vintage's flavor by channeling red wines into three pretty streams poured directly into the glass (\$40; tribellawine.com).

Cookbooks are always popular with gourmands. New titles include **The Pizza Bible** by 11-time World Pizza Champion winner Tony Gemignani (\$30; www.tonygemignani.com), while there's always room for classics such as **Tom Douglas' Seattle Kitchen** (\$32.50; tomdouglas.com).

Hickory smoked cheddar, Vermont maple syrup and sea salt are among crave-worthy flavors from Quinn popcorn, whose preservative-free kernels pop in chemical-free bags (\$5 per two-bag box; quinnpopcorn. com). Mendocino County's Stella Cadente olive oil presents several 200-milliliter bottles of your choice, (\$30; stellacadente. com).

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At Niman Ranch, John Tarpoff, VP of Beef Operations, employs both art and science to create all-natural, impeccably pedigreed beef that El Gaucho proudly serves its customers. It's this attention to detail and unstinting search for perfection that makes Niman Ranch a trusted El Gaucho partner.

"There is no other program like this," says Chad Mackay, President and COO at El Gaucho. "They have a laser focus on quality."

Tarpoff has labored to fine-tune the operations at Niman Ranch, where he oversees 115 family ranches that raise cattle for Niman Ranch. He and his staff watch, advise and work closely with ranchers who adhere to an 18-page animal care protocol that helps yield the country's tastiest steaks.

Niman Ranch began in the early 70s on a humble 11-acre tract of land north of San Francisco, with a commitment to raising cattle using traditional humane husbandry methods and feeding them wholesome, all-natural feeds. More than 40 years later, Niman Ranch is the leader in sustainable farming practices. Niman Ranch now encompasses a network of 700 family farms that produce an array of all-natural, high

quality beef, lamb, and pork products.

When Tarpoff arrived at Niman Ranch nearly a decade ago, he was given carte blanche to make changes to the beef program in order to perfect the end product. "I had the genetics

and nutrition down," he says. "But there was still something missing." A closer look at animal husbandry was called for, and this is where the art entered the equation. Tarpoff was convinced that a peaceful and low-stress lifestyle for cattle was the key to better tasting beef.

TEMPLE GRANDIN WEIGHS IN

As Tarpoff began digging deeper into husbandry practices and determining what would best serve the animals, the world-renowned Temple Grandin, a doctor of animal science at Colorado State University, approached him and offered her expertise. Together, they refined his already high-quality care by working to create a healthy, low-stress and clean environment for the cattle.

It turns out that making the animals comfortable and their daily life relatively peaceful, translates to more tender meat. His collaboration with Grandin inspired Tarpoff to rewrite the Niman Ranch protocols, which now consist of detailed instructions on how to feed, house, and care for their cattle.

Broad care requirements for Niman Ranch cattle include more open space for roaming outdoors, dining on seasonal grasses and all-vegetarian feed, and having access to fresh, clean water. No antibiotics, steroids or hormones are ever used on the animals. Protocols drill down further to encompass providing safe haven from bad weather and closely accounting for nutritional requirements for a calving cow.

Niman Ranch's years of hard work and Tarpoff's ability to pick the right cattle and care for them the right way has resulted in the highest quality meat. Carefully selected feed rounds out the flavor to produce beef that is consistently rich, buttery and well-marbled. The holistic approach of addressing qualitative and quantitative properties means that each steak that El Gaucho serves up to its loyal customers, is as superlative as the steak before it.

For Mackay, this means his number one goal is met: source and serve the best products in the world and prepare them using methods that make them shine. For example, El Gaucho dry-ages all Niman Ranch steaks and chops for 28 days to bring out the best flavor. "Our mission is simply to source the very best products for our guests to enjoy," says Mackay. "If we can get them locally, we will. If they are natural or organic, we will source them. Our family of restaurants constantly works to source the best that the world has to offer."

"The Niman farms animal husbandry, as well as strict adherence to ethical and humane practices really gives me the confidence that Niman products are the best and highest quality products on the market. The work they do to keep more than 700 sustainable U.S. farming families on their land further shows me their commitment to reversing corporate farming practices and creating more of a sustainable environment for the future."



~ Steve Cain Executive Chef El Gaucho Events

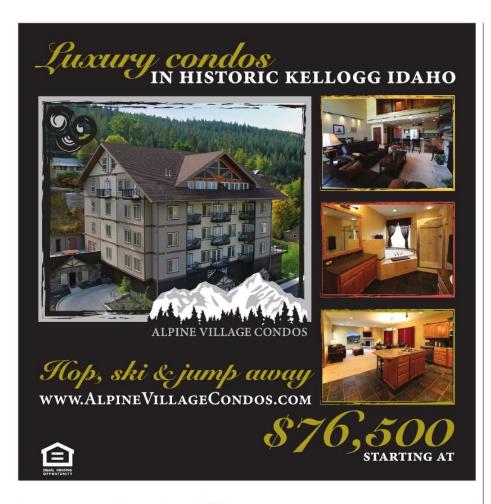


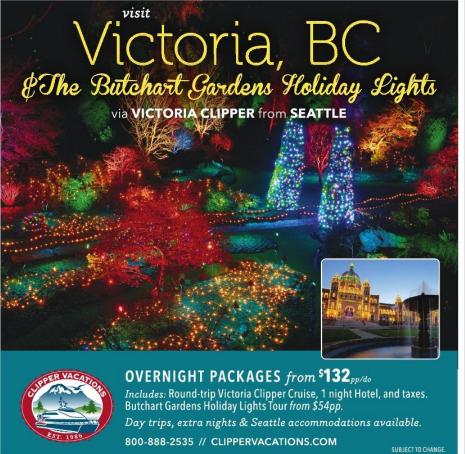


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ELGAUCHO.COM





For something sweeter, Seattle's Hot Cakes Molten Chocolate Cakery sells smoked chocolate chips (\$15) and Pacific Coast sea salt caramel sauce (\$10; getyourhotcakes.com). Kahiltna Birchworks bottles velvety, certified organic birch syrup from Alaska's Susitna Valley (\$8 and up; alaskabirchsyrup.com)the taste is noticeably differ-

Stella Cadente olive oil.



Honolulu Cookie Company's holiday peppermint collection.

Though Fran's **Chocolates** offers

kawildberryprod-

ucts.com).

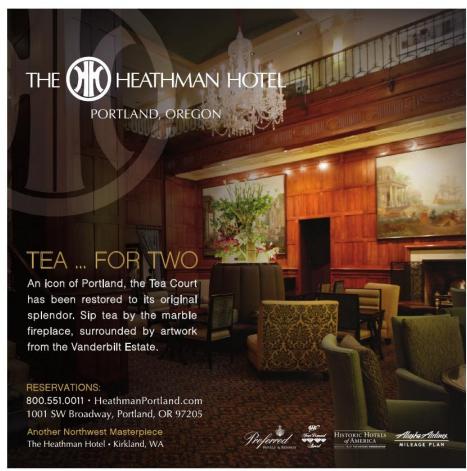
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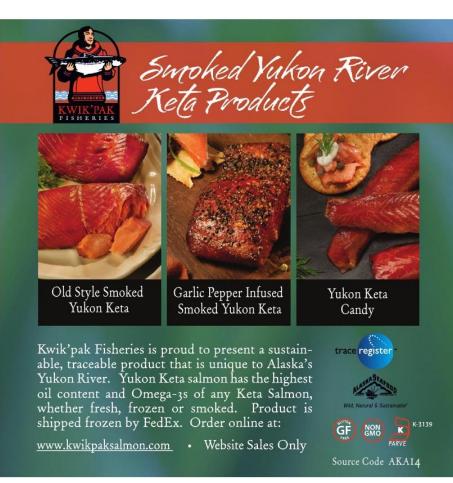
ous berries are the basis for Alaska Wild Berry Products'

jams and jellies, chocolate, syrups, honey and more (\$3 and up; alas-

dozens of confections these days, the company's original Gold Bar remains a favorite among thousands of holiday buyers; a coconut version joins almond and macadamia gift boxes this year (\$20 and up; franschocolates.com).

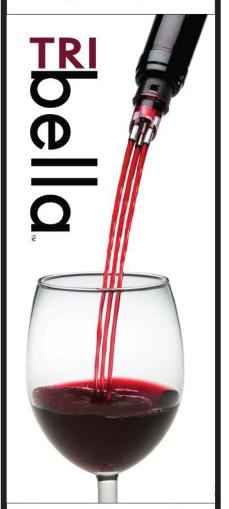
And Honolulu Cookie Company's holiday peppermint collection packages classic favorites and new seasonal flavors, such as dark chocolate peppermint and ginger spice, in a Hawaiian quilt design (\$18 and up; honolulucookie.com).





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The NFL Collection from Seattle-based Tommy Bahama offers fun options for football fans, including the new men's Scrimshaw Button Mock-Neck Sweatshirt with embroidered logo and the men's and women's NFL Half-Zip Sweatshirts (\$148;

tommybahama. com).

With reinforced seams and panels,
Osloh Bicycle
Jeans look good even on long commutes (\$178 and up; osloh. com). Cyclists will also find a strong, lightweight option in the new Mafia
Discover Pack, a backpack crafted from recycled kite cloth (\$110; mafiabags.

com).





Goji Play controllers

RG850 LED

flashlight.

Mafia Discover Pack.

light settings. For photographers, the XShot Pro Ultimate extender pole aids GoPro and digital camera shots from any angle (\$75; xshot.com).

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- Sweeten the holidays with **The Chocolate Tasting Kit** by Eagranie Yuh (\$25; chroniclebooks.com).
- Perk up someone's morning routine with the five-piece Java Jr. set by CB2 (\$24; cb2.com).
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- Customize your look with the edgy leather Mobius cuff from Fosterweld (\$19; fosterweld.com).
- **C)** Go whimsical with Ancesserie's state letterpress **coaster sets** (\$14; ancesserie. com).
- Say cheers with bold faceted whiskey glasses (\$25 for four; shop.coolmaterial.com).

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4

Renee Brincks is based in San Francisco.



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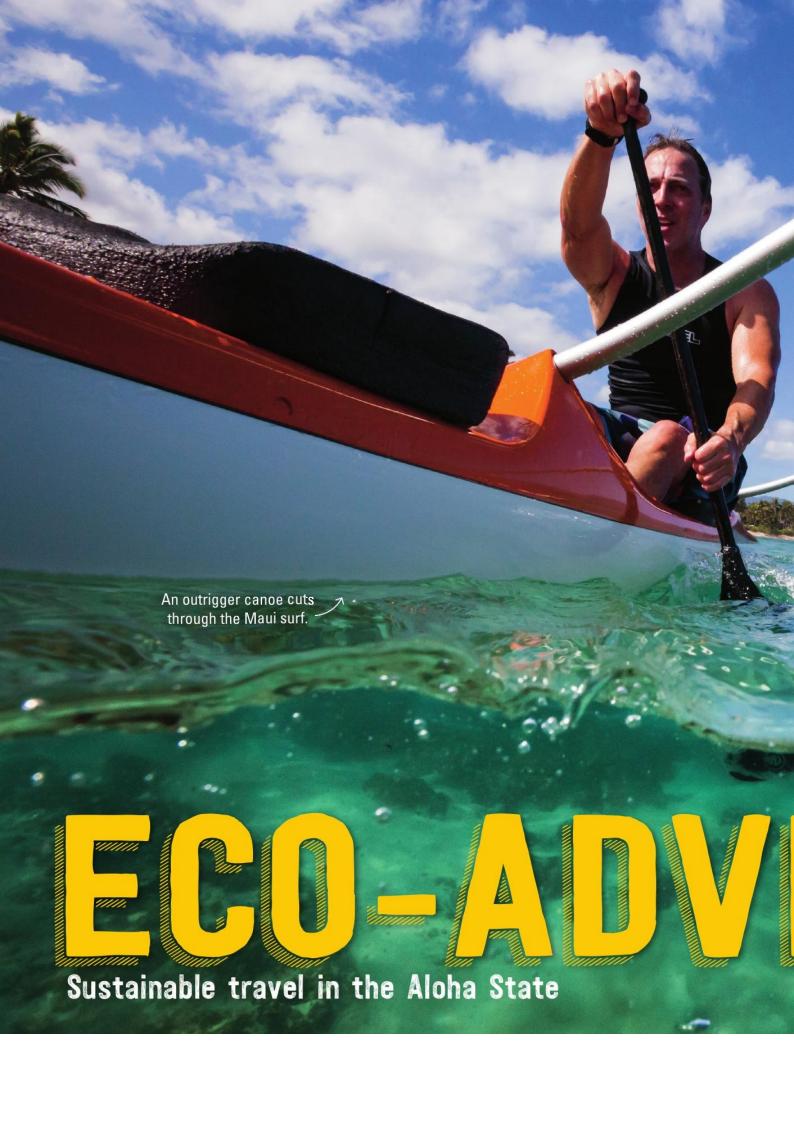
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»Members of the Mauna Kea Summit Adventures tour on Hawai'i Island are thrilled by the starry night sky.

missionaries to settle on these islands-and Wene (pronounced Ven-ay) Chun, our guides for the trip, tell us about the Polynesian explorers, the trials they experienced at sea, and the environment to which they adapted once they arrived.

Then we spot a honu, or green sea turtle, bobbing off the port bow. The curious amphibian watches us for a short time before calmly flapping its wrinkled fins and descending into the blue.

The totality of this experience—the turtle, the history, the sunshine and the breezes flowing down from Mount Haleakalā—combine to create a vacation experience I'll never forget.

Ecotours such as my trip with Hawaiian Sailing Canoe Adventures (mauisailingcanoe.com) are becoming increasingly popular in the Aloha State.

Outfitters are finding a growing number of visitors who are seeking adventurous and unique ways to explore paradise and also want to learn about the history of the area, ways to protect the environment and efforts to preserve the local culture.

Such ecotours offer visitors a chance to enjoy the Islands in a

low-impact manner and also help support local economies and help preserve this enchanting land.

Charters on Hawai'i

rays while they feed.

Island observe manta

Ecotourism is so important in the Islands there is even an industry organization—Hawai'i Ecotourism Association (HEA), a nonprofit launched in the mid-1990s that today has more than 100 company

members. Annette Kaohelaulii, a spokesperson for HEA (hawaiiecotourism.org), says the group exists because "it's critical to protect the very fragile resources we are lucky enough to enjoy here in the middle of the Pacific Ocean."



One of the limited resources being protected is the koa tree, the same type of tree that produced the wood for the traditional outrigger canoes used by

Polynesian explorers.

Hawaiian Legacy Tours (hawaiianlegacytours.com) gives visitors the chance to help preserve this species of tree by planting koas along the Hāmākua Coast, in a special area on the slopes of the Mauna Kea

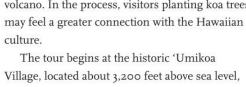
volcano. In the process, visitors planting koa trees

where guides and local historians explain that the historic site once was the personal koa forest of King Kamehameha I, the first king of Hawai'i. Over time, they note, the land was cleared to make room for farming and ranching.



»Planting a native koa tree on the slopes of Mauna Kea is part of a reforestation program offered by Hawaiian Legacy Tours.











ECO-CRUISING

Cruising is a great form of ecotourism in and around Hawai'i. The following are three of my favorite cruise outfitters.

ATLANTIS ADVENTURES

Atlantis Adventures provides submarine tours on Hawai'i, Maui and O'ahu islands, where the subs



dive to as much as 100 feet beneath the surface, giving you an up-close view of fish, turtles and other creatures (atlantisadventures.com).

FAIR WIND CRUISES

Fair Wind offers snorkel cruises from Keauhou Bay on Hawai'i Island. The tours explore such



areas as Kealakekua Bay, a location renowned for its tropical fish (fair-wind.com).

TRILOGY EXCURSIONS

In addition to offering half-day snorkeling, SCUBA and SNUBA

tours from
Maui's Lahaina,
Trilogy Excursions also offers
trips to Lāna'i,
where visitors
receive a talk
about the local
culture and a
tour of the
island. All Trilogy



tours include the company's cinnamon rolls and teriyaki chicken barbecue (sailtrilogy.com). –M.V.

Fortunately, some of the old-growth koa trees have survived and are now thriving on the property. Guides explain that these are the trees being utilized as seed sources.

Visitors then board a special all-terrain vehicle and ride to a mountainous area where they select seedlings from a nursery. They then kneel down, say a prayer in Hawaiian and start working the soil. When the baby trees are all in the ground, guests water them and say another prayer in hopes of a fruitful life. Later, back at the village, each guest receives a certificate detailing his or her tree's RFID number and GPS coordinates, allowing the guest to "visit" the tree at any time via Google Earth.

The Hawaiian Legacy Tour experience lasts from two to three and a half hours. If all goes according to plan, the trees themselves will be a living legacy for a lifetime.

Other Hawai'i eco-adventures focus on different aspects of the island's natural beauty. On the eighthour "Sunset and Stargazing Tour" with Mauna Kea Adventures (maunakea.com), guests receive a tour of the Mauna Kea volcano, followed by time to look at the sunset from the top of this famous mountain, which rises to more than 13,000 feet

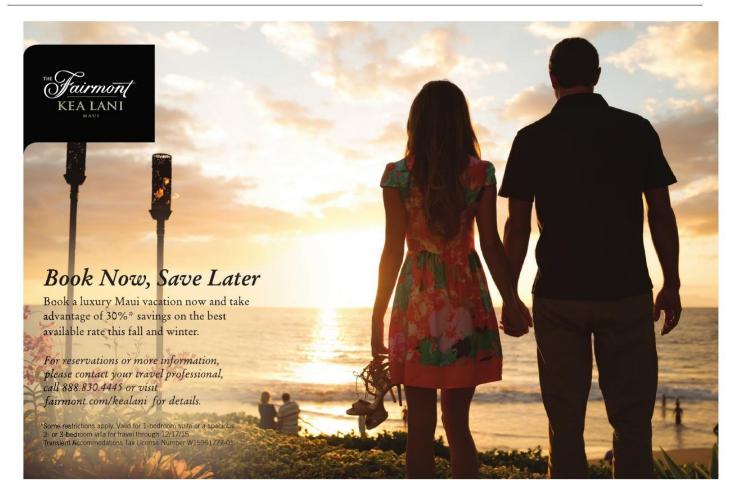


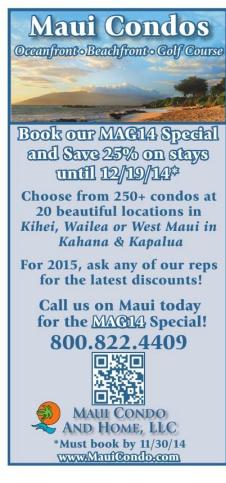
WHAT IS ECOTOURISM?

"Ecotourism" tends to mean different things to different people. Most travelers assume the term refers to anything that protects the environment where they are visiting. »In truth, the definition is much more complex. »"[Ecotourism] is responsible travel to natural areas that conserves the environment and improves the wellbeing of local people," says Bret Love, cofounder and editor-inchief of Green Global Travel, an online informa-

tion clearinghouse about eco-travel worldwide. >> Love says the definition goes beyond the notion of "Take only pictures; leave only footprints," by suggesting that we, as travelers, should aspire to leave the places we travel a little better than they were when we arrived. »In Hawai'i, ecotourism companies are helping visitors learn more about the unique local cultures, the history of the Islands and the ways they can help preserve the land. »Annette Keohelaulii,

spokesperson for the Hawai'i Ecotourism Association, notes that some visitors may not always treat the beautiful places of Hawai'i with the respect they deserve. She says it's important for visitors to understand that the decisions they make while on vacation may impact the land long after they leave. >> "People often treat [natural] places like they're an amusement park ride," she says. "But here in Hawai'i, we need to think differently."-M.V.















»Passengers enjoy a whale-watching tour with the Pacific Whale Foundation of Maui

above sea level. The tour culminates with guests peering at the stars through the tour's own portable telescopes from one of the clearest places on Earth—when the weather cooperates.

This adventure includes dinner, beverages and parkas with hoods (it can get pretty cold at 13,000 feet). Throughout the experience, guides share information and stories about the mountain and, later, about the amazing number of twinkling stars that are visible from this clear altitude. On my visit, I count six shooting stars before deciding to just simply sit back and enjoy the spectacular terrestrial light show.

A different kind of eco-adventure is snorkeling among the island's schools of manta rays. The best time to see the graceful creatures is at night, when they are particularly active feeding on plankton that are drawn to the surface by light.

Most night tours leave Honokōhau Harbor just north of Kailua-Kona around sunset. As night falls, tour companies shine lights down into the water to attract the food enjoyed by these large fish in spots that mantas frequent, usually in Garden Eel Cove or right in front of the Sheraton Kona Resort & Spa at Keauhou Bay. For those watching from the boats, the manta rays appear like large bats, swooping through the water. For snorkel-

ers, however, the experience is akin to watching an interpretive dance from the front row—the manta rays swim near us as they feed. However, we keep our distance so as not to disturb them.

I've enjoyed various manta ray tours; however, two of my favorites are **Wahine Charters** (wahinecharters.com) and **Blue Sea Cruises** (blueseacruisesinc.com), which sails from the Kailua Pier.

Horses, volcanoes and whales

It is while horseback riding along the flanks of Maui's Haleakalā volcano that I receive one of the best geography lessons I can remember.

I am visiting the **Pi'iholo Ranch** (piiholo.com), near the Upcountry town of Makawao, for a three-hour horseback trail ride on the slopes of Haleakalā.

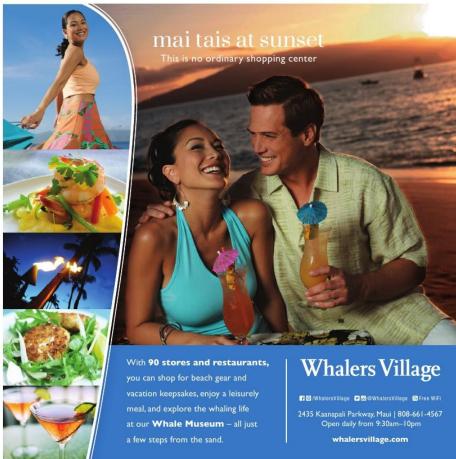


>> Hikers savor the view from the 10,000-foot summit of Haleakalā. Hike Maui offers hikes to the volcano and to different areas around the island.

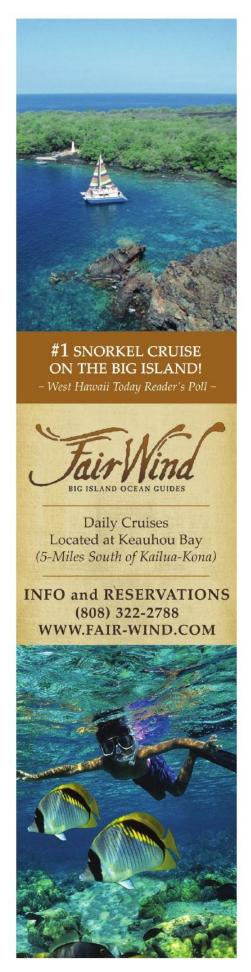
During the course of the 10-mile ride, guide Tamalyn Baldwin expertly identifies flora (such as stands of koa trees) and fauna (including a herd of axis deer), and tells us about life on the vast 800-acre ranch.

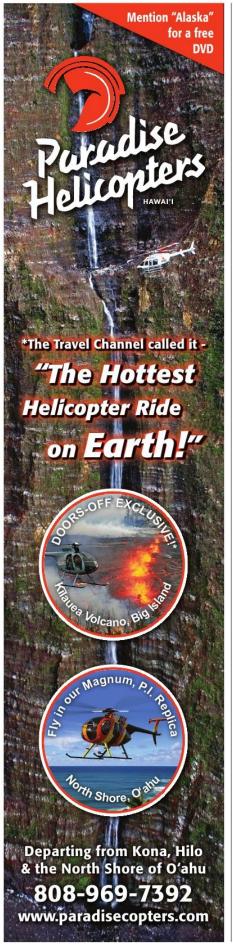
She also shows us the fenced-in habi-

tat where the folks at the ranch help protect the Nēnē goose, a native Hawaiian species, from Upcountry predators. In the process, the wrangler









provides great insights into the history of cowboys in Makawao and the life of Hawai'i horse ranchers.

"Many people come to Hawai'i and never see any of this," Baldwin says, gesturing toward the Upcountry land-scape during our ride. "Even if people know what to expect, even if they've ridden horses in island environments before, they saddle up with us, they come here, they see the mountain, and feel the trade winds and almost can't believe it's real."

Haleakalā can also be experienced by zipline. Skyline Eco-Adventures (zipline. com) in 2002 opened the first zipline in the United States on the slopes of the volcano. Today, the company offers eco-themed ziplines on Maui, Hawai'i Island and Kaua'i, where guides take time to talk about the unique environment where the ziplines are located and a portion of zipline fees are used to help preserve the local lands.

Those wanting to explore the volcano more closely will enjoy a guided hike with **Hike Maui** (hikemaui.com). The tour company's Haleakalā Crater Hike includes a 2-mile hike from the 10,000-foot summit, where cinder cones dot the landscape; and a 2-mile hike at 8,000 feet along a lava trail. The experience lasts about seven hours, and a nutritious lunch and snacks are provided.

Among my favorite ecotours on Maui are the whale-watching trips in conjunction with the annual Whale Tales conference. Held in Lahaina every February, the conference is one of the world's top whale researchers-and-education events. The whale-watching excursions are sponsored by Whale Trust (whaletrust. org). Each of the trips is guided by whale researchers and all proceeds from the tours go to support their work. The waterway between Maui and Lāna'i is also one of the top locations for researching humpback whales.

There are many other whale-watching ecotours, including those offered by the research, education and conservation nonprofit Pacific Whale Foundation (pacificwhale.org), which runs trips out



»The 'apapane is a bird species native to the Hawaiian Islands that is often seen during the birdwatching programs run by Oahu Nature Tours.

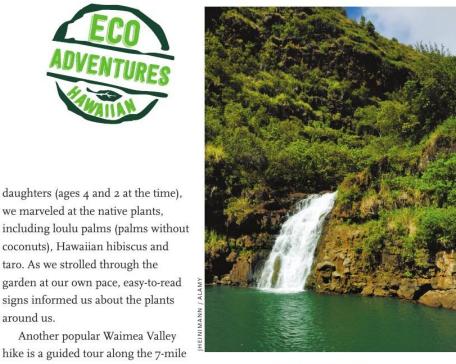


daughters (ages 4 and 2 at the time), we marveled at the native plants, including loulu palms (palms without coconuts), Hawaiian hibiscus and taro. As we strolled through the

signs informed us about the plants around us. Another popular Waimea Valley

garden at our own pace, easy-to-read

Kamananui trail. On this jaunt, guides from Hawaiian Hiking Company (hawaiianhikingcompany.com) lead guests into the forest, stopping along the way to investigate animal tracks, examine coffee trees and tell stories about the ancestors who once called the



»Oʻahu's Waihī Falls and its natural pools are popular destinations for hikers in the Waimea Valley area.

of Lahaina and Mā'alaea harbors on Maui. Each tour is led by a team of naturalists and marine biologists who explain the social behavior of the whales.

Birds, hikes and culture on O'ahu

With a rich history and ties to Hawai'i's monarchy, Oʻahu's Waimea Valley (waimeavalley.net), located on the island's North Shore, is a historical nature park and botanical garden that is considered one of the most culturally significant places on the island.

One of the most popular activities here is the self-guided hike through the park's botanical garden, an easy 1.5-mile roundtrip from the visitor center to Waihī Falls, also known as Waimea Falls.

During a recent visit with my wife and two









valley home. Some of the places on this hike are so remote and seemingly unspoiled that Hollywood producers have used them as locations for scenes in popular movies and TV shows, including *Lost, The Hunger Games* and more. Most of the guided hikes in Waimea Valley end with a much-appreciated dip in the pools at the base of Waihī Falls.

Elsewhere on Oʻahu, in the hills high above Waikīkī, guides from **Oahu Nature**



»Naturalist Chuck Blay of Kauai Nature Tours leads hikes into the colorful Waimea Canyon, often called the Grand Canyon of the Pacific.

Tours (oahunaturetours.com) lead an eco-adventure focused on local birds. For the "Mountain Forest Birding Adventure," bird lovers will search for species that are native to Hawai'i such as the 'apapane and the Hawai'i 'amakihi.

Throughout the hike, guides talk about the birds and share information concerning the surrounding forest.

Wet and wild on Kaua'i

On the island of Kaua'i, a popular ecotour is gently floating down the former sugar cane irrigation ditch and tunnel system on the Lihue Plantation with Kauai Backcountry Adventures (kauaibackcountry.com).

The outfitters have exclusive access to more than 17,000 acres that were once part of the vast plantation, which closed in 2000. Kauai Backcountry Adventures guides drive passengers into the lush highlands while explaining the history of the area and the plantation.

Each participant receives an inflated inner tube, a headlamp, a helmet and gloves. Groups start at the top of the irrigation system and work their way





»You can float along the irrigation system on the former Lihue Plantation for unique views of the Kaua'i landscape.

down the gradual slope to the bottom, where they receive a hearty lunch.

Along the way, the water system runs through some of the most beautiful and remote land on the island, a stretch with breathtaking views of the mountains and valleys.

The Garden Isle offers many other water-based ecotours, including the Wailuā River kayak and hike tour with **Ali'i Kayaks** (aliikayaks.com). This trip starts a short distance up the Wailua River. Participants then paddle up the nearly flat river as the tide comes in (which makes the task even easier). Far-

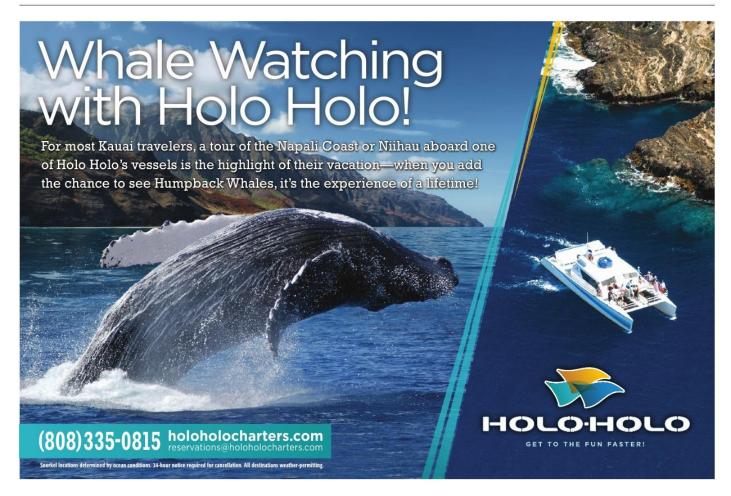
ther up the river, guides lead paddlers out of their boats and up a hiking trail that winds through a rain forest and includes walking over tree root systems that are the

size of large SUVs. The ultimate goal on this tour is a secret waterfall that drops into a pristine pool, located deep in the lush forest.

For visitors who prefer more land- and sky-based adventures, there's also **Koloa Zipline** (koloazipline. com). The course includes eight ziplines—all of which have been strapped around trees so as not to



»Koloa Zipline on Kaua'i offers eight different ziplines, including one that is more than a half-mile in length.











Students remove invasive plants in the Honokōwai Valley as part of a cultural learning program with the Maui Cultural Lands organization.

VOLUNTEERING TO PRESERVE

>>One of the best ways to experience some of Hawai'i's unique ecosystems is to volunteer with projects such as Maui Cultural Lands (mauiculturallands.org).

>>This Lahaina-based nonprofit, with a mission to stabilize, protect and restore Hawaiian cultural resources, seeks participants to work on conservation projects every Saturday throughout the year. The projects include reforestation and stabilization of important archaeological sites in Maui's Honokōwai Valley—an area not ordinarily open to the public. The reforestation project calls for volunteers to help rid an area of invasive plants, to allow endemic species to thrive.

>> The outings begin with a walking tour that is often given by organization president Ekolu Lindsey, in which he talks about the cultural importance of the area. While the volunteers work to clear an area of invasive species, Lindsey will share stories of how the Hawaiians who lived here thrived in the area hundreds of years ago, and how the very plants volunteers are trying to protect were used to make medicines, food, clothing and other items. On one recent trip, Lindsey showed volunteers how kukui nuts can be used to make medicine and a skin moisturizer

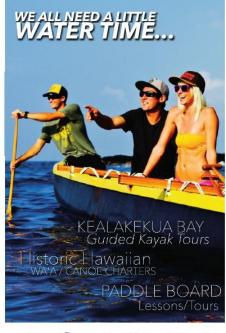
>> Such experiences help preserve the Hawaiian lands, teach visitors about local history and inspire them to protect the environment. –M.V.

Island Activities





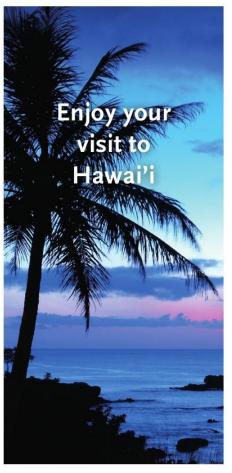






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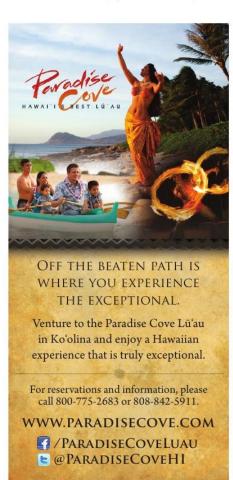
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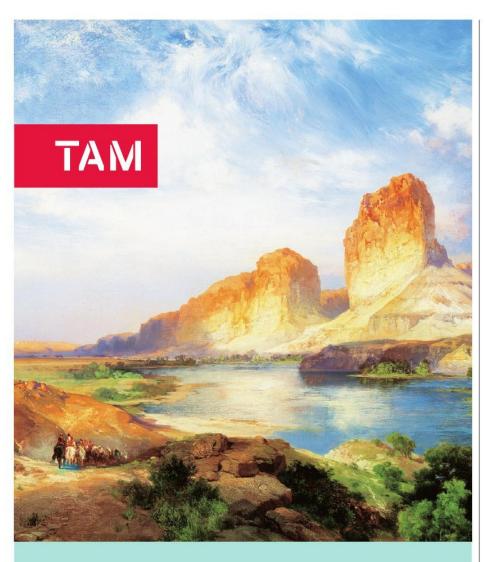


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Thomas Moran, *Green River, Wyoming* (detail), 1907. Oil on canvas, $20 \times 28\%$ inches. Tacoma Art Museum, Haub Family Collection, Promised gift of Erivan and Helga Haub. The opening celebration is presented by The City of Tacoma.

damage them. Koloa Zipline also is one of the only zipline tours on Kaua'i to offer "Ground School," where visitors learn and experience how to zipline in a controlled environment before they arrive at the course itself.

This means that even beginners will be able to fly through the jungle and soar above the forest.

Guides also take time between zipline trips to talk to visitors about the ecosystem of the course, conservation of the land and their reforestation project.

MĀLAMA KA 'ĀINA MEANS TO CARE FOR AND LIVE IN HARMONY WITH THE EARTH.

One of the gems of Kaua'i is Waimea Canyon, which is often referred to as the Grand Canyon of the Pacific. **Kauai Nature Tours** (kauainaturetours.com) offers the thrilling Waimea Canyon-Forest Explorer tour, guided by naturalist Chuck Blay. The 5.5-mile hike takes you into the island's volcanic interior, where you learn about the land and experience this otherworldly place.

Centuries ago, the Polynesians arrived in Hawai'i with the belief of mālama ka 'āina—which means to care for and live in harmony with the land. Thanks to the growing popularity of ecotours, the philosophy is being embraced by a growing number of visitors to this paradise of the Pacific.

Matt Villano is a California-based writer and editor.

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BY JIM GULLO



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WA.Gov and enter keyword "Washington State Patrol".





Amy Quesenberry, a retired Air Force lieutenant colonel, now manages a Starbucks store at Joint Base Lewis-McChord near Tacoma.

evin Nims traded in his Army fatigues and experience as an ammunition team leader for a swing shift at a Hershey factory, overseeing a team that makes Mounds bars. Casey Thigpen transitioned from a Navy ship to help Amazon.com open new distribution hubs. Lieutenant Colonel Amy Quesenberry managed hundreds of airmen during seven Air Force deployments in Iraq, Afghanistan and the United Arab Emirates; now she manages a Starbucks store team with military precision. And Dawson Officer ("Yes, that's my real name") went from combat in Iraq to creating a distillery business outside Corvallis, Oregon, that honors his fallen comrades.

Multiply those four "transitioned veterans," as they are known, by 70,000 to get a picture of how many newly discharged military personnel enter the workforce every year. Until recently, resources for veterans striving to transition into civilian life have been slimmer than, well, a C ration. But things are changing. Companies across the country have begun to actively recruit veterans, reaching out in many cases on military bases before soldiers, sailors, marines and airmen are discharged. New websites, counseling and placement services, job fairs and outreach campaigns from as high up as the White House are dedicated to placing boots, or perhaps in this case, shoes, on the ground in boardrooms and warehouses.

I saw this firsthand at a military job fair on a warm, early-September day in Tacoma. The 400-plus men and women who filed into the city's Convention Center that

VETERANS AT ALASKA

Alaska Airlines has a strong and growing commitment to providing veterans post-military careers. From the flight deck to customer service counters, veterans are already a dynamic and significant part of the company. Currently, 6.5 percent of Alaska employees identify as veterans, and the airline has a goal of 10 percent for hiring post-military personnel.

"We have been thrilled by the caliber of veterans we have hired in the last several years," says Ben Minicucci, chief operating officer at Alaska Airlines. "Their strength of character, values, work ethic, and dedication to getting the job done professionally has reflected enormously well on the Alaska Airlines brand."

As a key sponsor of and participant in Hire America's Heroes, the airline provides not only jobs but guidance and support for demobilizing veterans. Another initiative, Veterans' Apprenticeship, brings veterans into the company for six months to learn on-the-job skills such as reliability engineering and flight simulator technology. Apprentices often transition to full-time workers.

"We are proud to call these former servicemen and women our employees," says Minicucci. morning to meet prospective employers might have been candidates at any such event, military or not—clean-cut, well-dressed, polite and eager to make a good impression. They were supportive of each other. Though you wouldn't know it from their spotless clothing and glistening, polished footwear, some of them had literally crawled through mud to get to this stage of their lives. Many had led whole platoons of men and women, sometimes in life-or-death situations; others had received training in the most sophisticated technical systems in the world.

They were veterans, or active-duty military personnel who would soon be transitioning out of the Armed Forces into civilian life, and were looking for their first



Dawson Officer's 4 Spirits Distillery, near Corvallis, is named in honor of four fallen Iraq war comrades. jobs on the "outside." The event was the 2014 Career Day of Hire America's Heroes, one of several 21st century agencies that match

the needs of veterans (and their spouses) seeking work with employers who eagerly recruit them. On hand in Tacoma, for example, were recruiting reps from some of the pillars of the Northwest business community—Boeing, Microsoft, Starbucks, Amazon.com, Nordstrom, and, of course, Alaska Airlines—many of which have created departments specifically charged with seeking out veterans to fill open positions. Realizing that a bridge needed to be built between the military and private industry, corporate leaders helped create and fund Hire America's Heroes (HAH, in the acronym-happy jargon of the military)

in 2006, and help guide its operations.

"Starbucks alone brought 15 recruiters today, along with some of their top recruitment executives. Boeing brought another two dozen recruiters," says a happy Andrea Nelson, program manager for HAH and coordinator of the job fair. "It has taken years for us to get this kind of traction." Even more important, that traction resulted in action, not just talk. When the dust settled at the end of the day and the job-seekers and recruiters headed home, Amazon.com alone had identified 30 potential candidates for jobs.

One of the job-seekers was Elizabeth A. Woolfolk, an active member of the Army who lives in Olympia, Washington, and holds the rank of captain. I found her receiving tips and feedback on her resume from Casey Thigpen, an Amazon.com manager who himself is a veteran and had volunteered to counsel military members

BY THE NUMBERS

300,000

Approximate number of veterans entering civilian life annually

~7,000

Veterans who have attended Hire America's Heroes events since 2007

31

U.S. presidents who have been veterans

seeking employment. A native of New Orleans, Woolfolk enlisted in 1999 after receiving a bachelor's degree in music therapy and working in that field for four years. She started in the Army as an accomplished flute player, performing and managing logistics as an Army musician; attended Officer Candidate School; and wound up handling several strategic and force-management analysis functions, both on the ground in Kuwait and Iraq, and at the Pentagon. Along the way she studied for and received an MBA; it took her eight years of night classes and weekends. After transferring to Joint Base Lewis-McChord (JBLM) in Tacoma, she was informed that her service would conclude in seven months, and began to look into finding work as a civilian.

"I'm a little scared," Woolfolk conceded at the Tacoma job fair. "But the jobs are out there. I hope I'll have choices."







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Thigpen's first piece of advice? "You'll get a lot more noes than yeses," he said. "Don't take it personally. I had 60 noes before I was offered a job."

Woolfolk had just begun to navigate the bewildering new world of job-hunting. In the Army, Woolfolk pointed out, one doesn't campaign or compete for a position or a promotion, as in the civilian world—a superior recommends a soldier

RESOURCES FOR VETS

Hire America's Heroes sponsors job fairs and provides coaching and other resources to veterans, primarily on the West Coast; hireamericasheroes.org.

Hiring Our Heroes, sponsored by the U.S. Chamber of Commerce Foundation, is another organization that sponsors and publicizes corporate job fairs for veterans; www.uschamberfoundation.org/hiring-our-heroes.

In April, the Obama administration and First Lady Michelle Obama launched the Veterans Employment Center, an integrated online tool that helps connect service members and spouses with private- and public-sector jobs; www.ebenefits.va.gov/ebenefits/jobs.

for a new posting, and deployments take place based on military needs. In the hurly-burly world of civilian job-seeking, though, the difference between getting an interview and never making it through the front door might depend on the wording and layout of one's resume. Thigpen advised her to tighten hers up a bit, move her MBA to the top of the page, refresh her LinkedIn page, and use bullet points to quantify her qualifications and experience in logistics management.

She was right to start the process well before her actual departure from the Army. "Plan ahead," advises Andrea Nelson of HAH. "Don't wait until you're two weeks out from being discharged and need a paycheck."

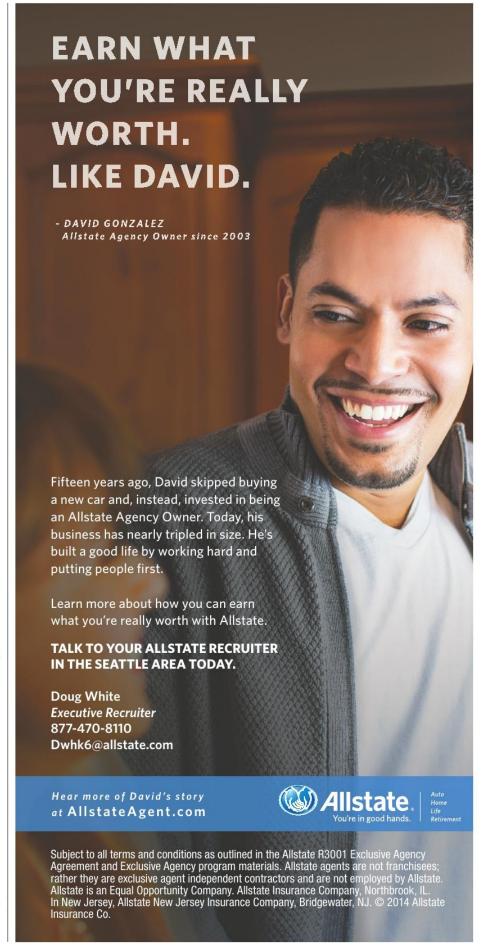
Woolfolk's qualifications and experi-

ence illustrate one aspect of bringing veterans and the private sector together. The civilian world is unaware of the vast range of jobs that military personnel handle, and for which they are expertly trained. Logistics support, feeding and housing large groups of people, information technology, repairing and maintaining equipment, communications, transportation, foreign languages—the list of military jobs goes on and on. Yet the public perception of a serviceman or woman is often of a foot soldier in perpetual combat. To change attitudes and educate the private sector, some national organizations helping veterans find work now hold "reverse job fairs," where employers are brought to military bases to see firsthand what servicemen and women can do.

As one job fair attendee pointed out, "You have a guy who was trained to drive a Humvee through the desert, in combat situations and the highest stress imaginable. Do you think he might be qualified to deliver a package in a civilian job?"

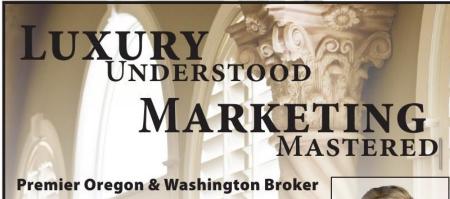
In many cases, the biggest boosters for hiring vets are veterans themselves. "To me, hiring vets is not just the right thing to do. It's the smart thing to do," said Scott Haas, a Marine Corps veteran who now works as talent acquisition manager for Seattle-area company Aerospace North America, a major supplier to manufacturers such as Boeing. "These folks are transitioning out, and are bringing great skills with them. Last year I met a retired commander of the Navy who became a senior maintenance manager for us." On Haas' list for the job fair were positions in material handling, customer service, buying administration and process improvement.

Starbucks is another company that recently made a conspicuous commitment to hiring veterans, with a goal of hiring 10,000 veterans and military spouses in the next five years. An elegant video featuring company chairman Howard Schultz and former Secretary of Defense Robert Gates was released in the summer of 2013 that featured Amy Quesenberry, an Air Force lieutenant colonel



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ALASKA AIRLINES MAGAZINE NOVEMBER 2014



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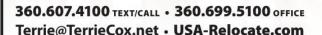
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who had seen seven deployments in combat zones before being recruited and trained to be a Starbucks store manager. "[Finding a job] absolutely was intimidating when you've had the military to fall back on for 14 years, never had to write a resume, never had to interview," reports the Illinois native and stepmother of two. She now manages a Starbucks store near JBLM, overseeing a crew of 23 "partners," as Starbucks workers are called, many of them civilians. "You can't order anyone to do anything," she points out of her new role, "but that's not the way to lead, even

"There are so many skills that veterans bring. They come to work on time, they're dependable, they're disciplined."

in the military. Leadership is leadership. [Veterans] just need the opportunity."

Safeway has long been a company that understands the value of hiring veterans, and the Northwest division has been a leader in helping veterans trade boots and fatigues for store uniforms. One regional office based in Alaska has a dedicated recruiting agent who interfaces with the hundreds of transitioning vets who are stationed at bases there and want to remain and work in the state. This year alone, reports talent acquisition manager Laura Vinson, her Eugene, Oregon-based section has hired 385 veterans. "Oh my goodness, there are so many skills that veterans bring," says Vinson. "They come to work on time, they're dependable, they're disciplined."

Companywide, the grocery chain, based in Pleasanton, California, hired 1,724 veterans and active duty military members or spouses from August, 2013, to August of this year. One program, begun in 2010, places JMOs, or junior military officers, and NCOs, or noncommissioned officers, into management

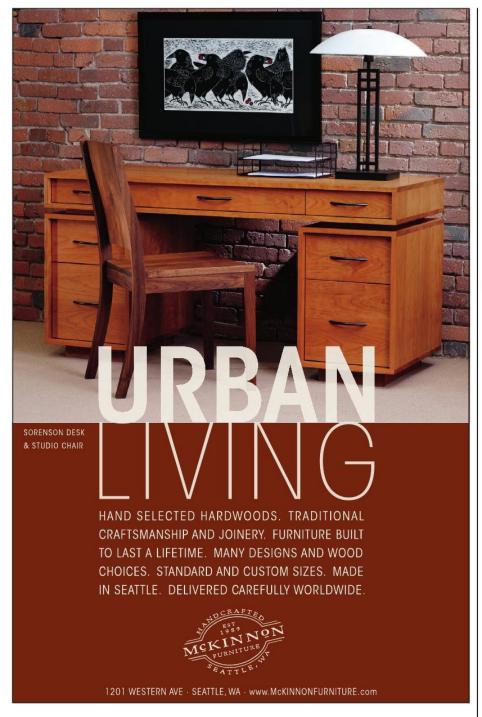
BEYOND MARVELOUS



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positions, with more than 200 placements in the last year. The Safeway recruits undergo an intensive 41-week program of on-the-job training, mentoring, classroom study, job shadowing and independent study, winding up qualified to become store managers or warehouse supervisors. For its role in recruiting Reserve and National Guard members, the company received a Department of Defense Freedom Award in 2013.

But some perceptions remain slow to change. "On one hand, the pendulum has swung," says Major Brian Nelson, a

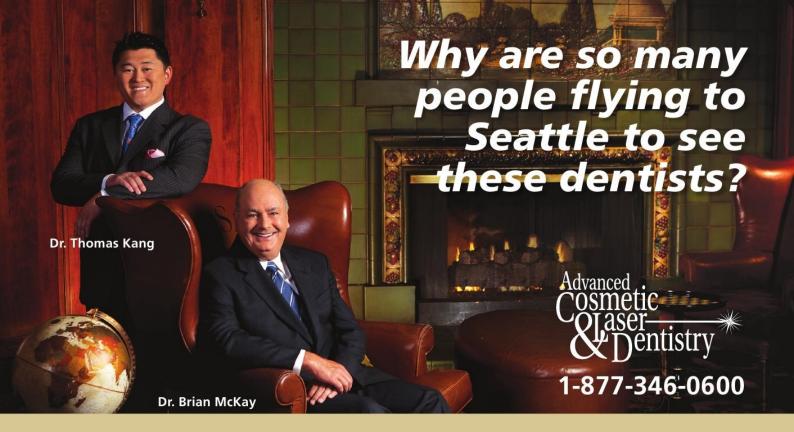
"You can count on us. We are decision makers under duress. We don't crack under pressure. And we take action."

career officer with the Washington Army National Guard at Camp Murray. He is wearing full Army fatigues and cap, and his blue-gray eyes crinkle with smiles as he speaks. "People say thank you. You can't even go into a Starbucks without someone buying you a cup of coffee. But there is still that underlying thought of, 'Why in the world would an intelligent person join the military?'

"Are you kidding?" he thunders.
"Three out of four kids in high school couldn't even qualify to be in the military. HAH tries to explain to the civilian business community who we are, in language they can understand. They provide an interface that allows the corporate world to see us appropriately."

Regarding misconceptions, Casey Thigpen shakes his head. "In one job interview, someone asked how I would handle a job where I couldn't scream at people," he said. "I replied that the military doesn't make you a screamer."

Added Kevin Nims, 27, who joined the Army after growing up in Monroe,



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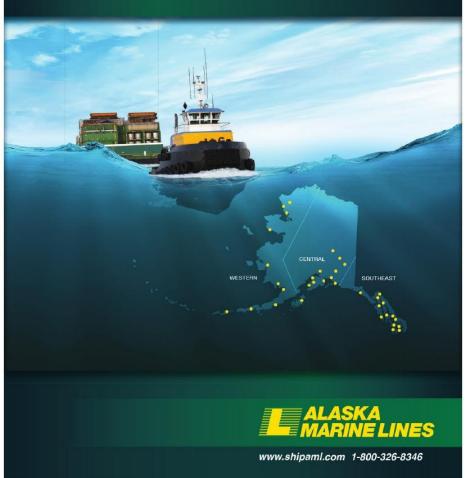
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Washington and attending college in Washington, D.C., "I still encounter individuals who ask how many people I've killed. I tell them I was in Afghanistan for a year but never saw combat." Nims, a platoon leader who handled aviation fuel and ammunition storage logistics, was enlisted by the Hershey Company to be a production supervisor in charge of teams that manufacture Mounds and Almond Joy candies.

One other misimpression—that disabled veterans pose extra challenges for employers—is not true either, adds HAH's Andrea Nelson. "The corporate world is well accustomed to working with differently abled people, because of the Americans with Disabilities Act," she explains. "Diversity and inclusion are a regular part of life for employers, and happily so."

For those who did see combat, the working world provides a place to get a fresh start, and in one case, to honor fallen comrades. Dawson Officer opened his 4 Spirits Distillery in Adair Village, Oregon, just outside Corvallis, as a tribute to his four Army friends who were killed in combat in Iraq in 2004. Their silhouettes make up the logo for his brand. "It's kind of a coping mechanism for myself to approach this head on," he says. He has fun with his brands, naming vodkas after the Oregon State Beavers and Oregon Ducks, but the four fallen soldiers will always be a part of his company's ethos.

Trading fatigues and a desert theater for a white shirt and air-conditioned supermarket? Trading ammunition logistics for candy production and a civilian paycheck? That transition benefits everyone, and is a change many veterans happily make. "Why should you hire a veteran?" asks Major Brian Nelson. "You can count on us. We are decision makers under duress. We don't crack under pressure. We are comfortable with ambiguity ... and we take action."

The corporate world is listening—and taking action, too. ▲

Jim Gullo is based in Portland.



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INNOVATIVE MEDICINE

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BY DAYTON FANDRAY



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We live in an age of innovation wonders. We have smartphones, smart cars and global connectivity through the Internet. And if there isn't an "app" for something today, there will almost surely be two apps for it tomorrow. Science and

technology have turned the world into a place that once existed only in the imaginations of our best science fiction writers. Nowhere are these changes manifested more profoundly than in the field of medicine, where scientists and engineers are creating entirely new classes of health care solutions.





* * * Dr. David Kerr, the director of research and innovation at the William Sansum Diabetes Center, in Santa Barbara, demonstrates an artificial pancreas device to a woman with Type 1 diabetes. The device, which is still being tested, may help patients by automating insulin delivery using cellphone technology.

Medical drug-delivery systems that work at the molecular level enable physicians to attack diseases at their sources. And prosthetic devices that tap into the abundant computing power we routinely carry in our pockets (in smartphones) can give patients who suffer from chronic medical conditions a chance to live normal lives.

Dr. Thomas Brown, the executive director of Swedish Cancer Institute in Seattle, is one of the industry leaders who believe that recent advances in molecular biology and computer technology are ushering in a new age in the practice of medicine.

"We're at an inflection point in medical history," he says. "This is not unlike the era when modern antibiotics came into play, when for the first time people began to assume that most young children would grow into adults. This is that kind of change—but with molecular medicine—and it's just beginning to unfold."

CHANGING CHANNELS



Sometimes the search for new medications leads in unexpected directions and hinges on chance encounters.

At the Center for Immunity and Immunotherapies at Seattle Children's Research Institute, Dr. Anne Stevens is exploring the possibility of treating lupus, a potentially deadly autoimmune disease, with a drug originally derived from sea anemone venom.

Stevens credits researchers led by George Chandy at the University of California, Irvine for making the discovery that made her research possible. She explains that Chandy found a sea anemone

protein that binds to a particular ion channel—a channel that controls the flow of ions through a cell membrane. Other researchers found that this ion channel, Kvi.3, is found on T lymphocytes (T cells) associated with lupus and other autoimmune diseases.

Treatments for lupus include steroids and chemotherapy, and the side effects of these treatments can be severe. As bad as the side effects are, however, treatment must be administered to prevent the inflammation associated with lupus from damaging a vital organ—lupus can be fatal if it affects the brain, heart or kidneys.

Stevens' work aims at attacking a disease at its root, minimizing collateral damage to healthy tissue, while reducing the side effects. She believes that the synthetic compound ShK-186, modeled after the sea anemone compound, is an important step forward.

The compound, she says, has been shown to block the KvI.3 channel in the cell membrane of T cells. Through an intricate dance of biological processes, blocking the channel blocks the overproduction of inflammation hormones called cytokines.

"It just shuts everything down," Stevens says.

In lupus patients, inflammation gets out of control, with the immune system attacking healthy tissue rather than the agents that it is supposed to attack—bacteria, viruses and cancer cells. So a treatment that shuts down the overproduction of cytokines could be a very good alternative to current therapies.

Stevens heard about ShK-186 when Seattle-based Kineta Inc. asked for help locating patients with another autoimmune disease.



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She realized that the T cell that Kineta was targeting was the same type she saw in lupus patients.

Working with Kineta, Stevens is now in the preclinical phase of testing the efficacy of ShK-186 for lupus treatment: "We know that the molecule binds and inhibits these types of lymphocytes," she says. "But nobody has shown that the molecule blocks the lymphocytes in lupus patients."

Stevens believes the connection will be there. And if the lab tests bear this out, she and her colleagues will be able to start planning a clinical trial. This research could lead to a treatment for lupus that spares patients from adverse side effects.

PUMPING IT UP

for the condition.

To say that diabetes is a growing threat to people worldwide is an understatement.

"The rates of diabetes across the world are rising exponentially," says Dr. David Kerr, director of research and innovation at the William Sansum Diabetes Center in Santa Barbara, California. He cites a recent statement by the Centers for Disease Control and Prevention (CDC) that says that two of every five Americans are expected to develop Type 2 diabetes during their lives. At the moment, Kerr notes, about 29 million Americans have diabetes, and it is estimated that close to 90 million have prediabetes and are at risk

This represents a tremendous toll in human suffering. It is also becoming a huge burden for health care systems, not only in dealing with diabetes itself, but also in treating associated complications, including heart disease, vision loss and kidney failure.

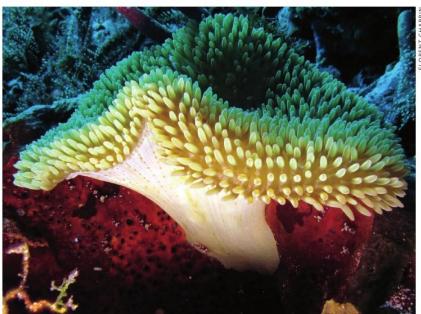
For Type 2 diabetes, treatment can range from simple changes in lifestyle—a better diet, more exercise—to a number of pharmacological solutions ranging from oral medicines to injections to infusions. The condition demands that a patient adapt to a changed set of circumstances, but it is manageable.

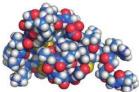
For patients with Type I diabetes, however, survival hinges on one thing—insulin. There are several methods for administering this vital hormone—injection, infusion from an insulin pump, and delivery via inhaler (an option introduced recently). The key is delivering the right amount of insulin from an external source to replace insulin that isn't being produced by the patient's pancreas.

Because all delivery systems require regular monitoring of blood glucose levels and a conscious effort to deliver insulin into the bloodstream, patients suffering from Type I diabetes are essentially forced to be in control of their condition around the clock.

Kerr and his team of researchers hope to relieve this burden by developing a fully automatic artificial pancreas.

At this point, though, the term "artificial pancreas" is a bit misleading. The system currently under development is not a mechanical organ tucked inconspicuously inside the body. Rather, it consists of three distinct components worn externally.





* * Researchers at the Center for Immunity and Immunotherapies at Seattle Children's Research Institute, in partnership with Kineta Inc., are exploring medical uses for a synthetic protein originally derived from the sun anemone (above). The protein (red, white and blue at left) blocks channels in the membranes of cells that cause autoimmune diseases. Blocking the cells could alleviate diseases' effects without disabling immune defenses.

RESEARCH PIONEERS



Learn more at the following websites about the research and institutions featured in this article:

Center for Immunity and Immunotherapies at Seattle Children's Research Institute. CIIT researchers study disor-

CIIT researchers study disorders that yield powerful insights into the immune system. Visit seattlechildrens. org/research/immunity-andimmunotherapies.

Swedish Cancer Institute, Personalized Medicine Program. Research in gene sequencing allows specialists at Swedish to identify gene abnormalities in many different types of cancer cells to personalize cancer treatments for those specific abnormalities. Visit swedishcancerinstitute.org.

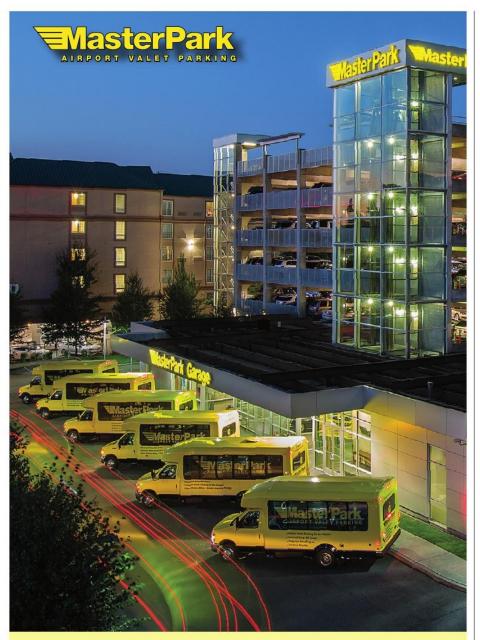
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David Kerr about traveling with
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%* 0FF "It is a device," explains Kerr, "that has algorithms that automatically adjust the rate of insulin delivery by a pump, based on data from a real-time continuous glucose monitor." There is also a "computer brain" that talks to both devices, Kerr says.

People with diabetes have been using insulin pumps and glucose sensors for years. The key evolution is the computer brain that automates insulin delivery. Kerr suggests that this brain can be found in a device that is practically ubiquitous these days—a smartphone.

Even if the hardware is available, though, the artificial intelligence necessary for coordinating the delivery of insulin is still being developed.

"What we want is a fully automated, 24-hour, closed-loop system where the person doesn't have to do anything at all," says Kerr.

The challenge, he explains, is getting the math right. Insulin sensitivity varies from one individual to another. In any given patient, a range of variables—including changes in weight, activity levels and even mood—can affect insulin sensitivity. But Kerr believes that with the application of computer technology, accurate data about the individual can be collected and insulin levels can be adjusted accordingly.

The system has been tested in the lab, and the results have been encouraging, with glucose levels falling within the target range around 70 percent of the time. This, Kerr notes, is a much better result than patients achieve when they use injections or a pump by itself. The researchers hope to soon move on to tests involving patients "in the comfort of their own homes."

DESIGNER MOLECULES

Erik Procko, a senior fellow at the University of Washington (UW)
Institute for Protein Design, describes his work as being "very much in the realm of science fiction," and it does sound like something that could have come from the imagination of Philip K. Dick or William Gibson. Proteins, Procko explains, are the



turning cancer patients into cancer survivors



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* * * Scientists at the University of Washington Institute for Protein Design created the BINDI protein (in gold in the rendering above) to bind to the Epstein-Barr virus (gray), which may prevent the virus' harmful effects.

complex molecules that make life possible. They replicate DNA. They catalyze metabolic reactions. They transport other molecules between locations.

"They are essentially performing many of the functions inside living cells," he says. "And that means that for viruses and bacteria, they are important for *causing* disease. But, also, proteins are important in our bodies for fighting diseases."

Procko explains that he and his colleagues design brand-new proteins to target disease-causing agents. And they have achieved impressive results with a protein to treat cancers tied to the Epstein-Barr virus. In the Western world, this virus is most commonly associated with infectious mononucleosis ("mono"), and infections are seldom fatal. But in Africa and other parts of the world, the virus has been linked to certain cancers.

Under normal circumstances, cells are programmed to fight viral infections by simply destroying themselves. The Epstein-Barr virus survives by thwarting this defense. "The virus prevents cells from killing themselves," Procko says. "The cells no longer die, and that makes them prone to becoming cancerous."

Epstein-Barr keeps host cells alive by producing a protein—BHRFI that overrides cells' normal immune response. The challenge for Procko and his team was to design a protein that would in turn neutralize BHRFI.



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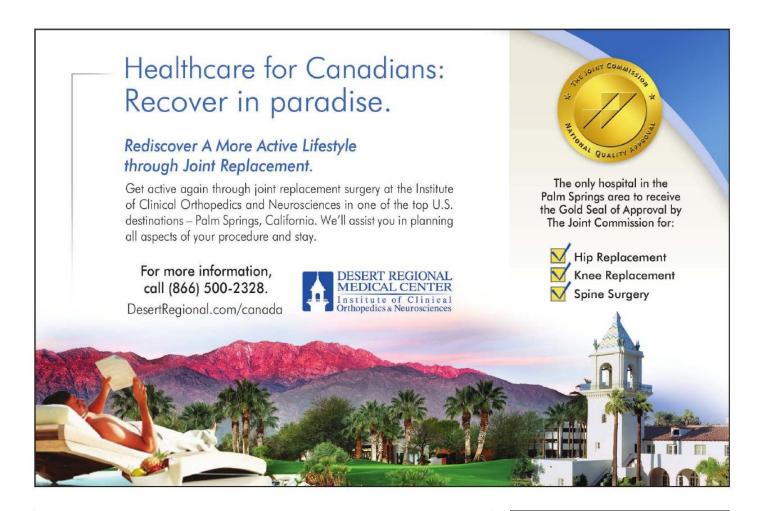
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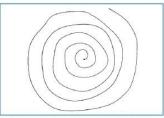
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Designing a protein from scratch is no small feat. It involves creating a chemical composition that, working within the laws of physics and chemistry, falls into a predetermined shape, or fold. This shape is crucial because proteins essentially function by binding to specific locations on their target cells or on other proteins. The shape determines whether or not the key fits the lock. Fortunately, with enough computing power—a resource in ample supply these days—the challenge of finding the right shape is surmountable.

"We're trying to get an ideal shape with the ideal chemical composition," says Procko. "That way we can make a molecule that knocks out the part of the virus that causes cancer."

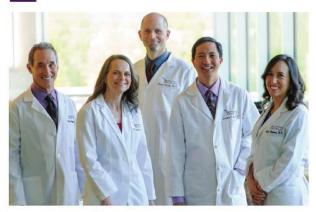
Once the researchers determine a protein configuration they want to test, they use artificial genes to create strands of DNA that encode the protein. Then they insert the DNA into bacteria that serve as "factories" to make the protein.

The team has demonstrated that a protein known as BINDI, which can be synthesized in the laboratory, has promising results in preclinical tests against Epstein-Barr virus—positive lymphoma.

Procko says that this is one of the early cases of taking a protein design through validation in a test tube and through initial efficacy tests. "That's quite a significant development," he says.

UNTANGLING ALZHEIMER'S

At Professor Valerie Daggett's lab in the UW Department of Bioengineering, her team of researchers is also hard at work creating novel variations on the basic building blocks of life. For Daggett's team, however, this involves designing pieces of proteins: the short chains of amino acids called peptides. The researchers believe that these peptides will be effective in preventing the damage caused when normal proteins cease to function as they should. This sort of breakdown can cause proteins to form so-called amyloid plaques and twisted fibers, or fibrils, that block communication among nerve cells (among



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other functions). Such blockages appear to be factors in the form of dementia known as Alzheimer's disease. Catching rogue proteins in an intermediate state, which they pass through on their way to forming these plaques and fibrils, might well be the key to treating early-stage Alzheimer's patients.

"We already know that targeting the endpoint fibrils and plaques is not effective," explains Daggett, "because the damage has already been done by the intermediate structures." Hoping to intervene in the process before the plaques and fibrils form, Daggett and her team have synthesized peptides that attach to an abnormal protein and prevent it from finishing the transformation. The results have been promising.

Daggett and her team believe this approach could ultimately provide better diagnostic tools and perhaps even drugs that could be used to effectively treat a variety of amyloid diseases.

"There is still a lot to do on the research



* * Valerie Daggett (right) and Gene Hopping, at the University of Washington Department of Bioengineering, work on designing compounds to prevent the formation of plaques associated with Alzheimer's and other diseases.

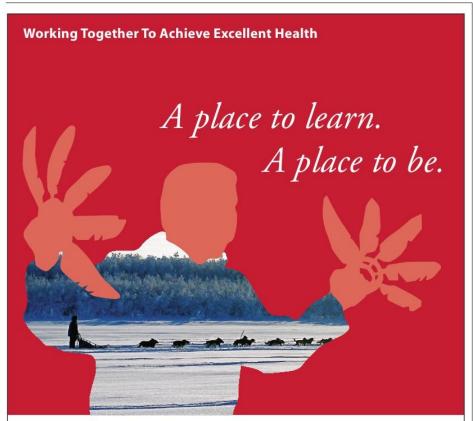
front," she admits. "But we have many more new designs, many that are more potent than what we have published so far. ... I hope we are on the scale of years not decades."

PERSONALIZING MEDICINE

The Human Genome Project, an immense international effort, changed biology forever by mapping the human genome in the 1990s and early 2000s. This work has also changed how doctors view cancer. The idea of customizing treatment based on a cancer's genetic signature is at the heart of the new Personalized Medicine Program at Seattle's Swedish Cancer Institute (SCI). The program involves Next-Generation Sequencing, an approach that is yielding increasingly more genetic information.

"I've been a medical oncologist since 1984," says Swedish's Thomas Brown.
"During those 30 years we've been focused on where the cancer starts. Generally speaking, if you have colon cancer, you're treated in a certain way or ways. If you have breast cancer, you're treated in a certain way or ways. And so on. Increasingly, though, we're beginning to learn that there's a molecular fingerprint to one's tumor. And also, the patients themselves have a unique molecular fingerprint. Those features can inform treatment."

Based on insights from the Human Genome Project, Brown says, physicians



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can now see how changes in DNA, or changes in the proteins that result from that DNA, connect to cancer. And in understanding the mechanisms that can make normal tissue turn cancerous, better treatments become possible.

Dr. Evan Ong, a surgical oncologist at SCI, believes this could have important implications for his patients. Ong routinely treats patients diagnosed with abdominal cancers. The treatment, known as Hyperthermic Intraperitoneal Chemotherapy, involves administering chemotherapy in the abdominal cavity. Ong typically uses a drug called mitomycin, but he notes that some patients have a resistance to this drug.

"One of the things that we'd like to do," says Ong, "is have patients tested to see if they have resistance to the chemotherapy that I use. Then you can direct the chemotherapy and select the treatment that is most likely to be effective."

This, according to Brown, is where the evolving worlds of information technology and data management cross paths with medical practice: "You take all of the molecular information, and you try to sort out what are the important gene sites and associated proteins, as well as where the most frequent changes occur that can cause problems," he says. "And you try to bring that down to the individual patient."

Ever since researchers took on the challenge of mapping the human genome, people have been wondering where that journey would lead. Personalized and targeted medicine are two of the tangible results of that research. And you'd be hard-pressed to find a medical professional who thinks the journey wasn't worth the effort. For researchers developing medical approaches at the cutting edge-where science verges on science fiction and new treatments are catalyzed by sea anemone toxins, cellphone technologies and esoteric research about life's building blocks—the chances to positively affect so many people's lives make the quests worthwhile.

Dayton Fandray frequently writes about science and medicine for the magazine.

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Passionate Buenos Aires

Touring Argentina's vibrant capital

By David Armstrong

With his fedora cocked at a jaunty angle and a scarf knotted stylishly around his neck, a man strikes a dramatic pose with an equally stylish woman following suit, her long dark hair swept back from her forehead, a discreet slit in the side of her skirt. As an expectant crowd watches, a swift-fingered guitar player begins strong, insistent strumming, and a violin chimes in. At the first notes, the couple moves as

one, all intricate footwork, angularity and speed. The crowd, gathered outdoors under a springtime November sun, is rapt as they watch the graceful dancers.

I am in Plaza Dorrego, in the historic San Telmo district of Buenos Aires, the capital and largest city of Argentina. I am watching Buenos Aires' signature dance and Argentina's most famous export—the tango. Stylized, sleek and steamy, tango music and dancing—developed in this region of South America in the 19th

century—are irresistible. And it is especially engaging to see tango here, outdoors and free of charge, in this plaza, where locals have gathered for centuries.

In 1516, Spanish explorers first sailed up the wide Río de la Plata, which is a vast estuary formed by the confluence of the Paraná and Uruguay rivers flowing into the Atlantic Ocean.

The Spanish established a permanent settlement here in 1580, with a thriving port on the estuary. Locals are still called *porteños*, literally residents of the port.





While Spanish is the official language in Argentina, a large Italian community also flourishes here, and European culture has inspired the city, where the cafe scene and the keen fashion

Left: A couple tango in San Telmo, one of the oldest areas of Buenos Aires. Above: Sidewalk cafes are popular in this city of 2.9 million people.

sense among the residents are reminiscent of metropolitan areas in Italy and France. The European-influenced architecture and the wide, elegant avenues are why Buenos Aires is often referred to as the Paris of South America.

After arriving in the city of 2.9 million, where a total of 12.5 million people live in the metropolitan area, my wife, Georgina, and I travel to the Palermo district in the northeastern part of town, which is one of the city's entertainment centers.

We check into our bed-and-breakfast hotel, La Otra Orilla. A private home until 2001, the seven-room hotel has a charming stone entryway, an intimate walled back garden and brightly painted wooden window shutters. Our delightful room overlooks a quiet cobblestone street and we sleep soundly, exhausted from our journey.

Sleep is not something that porteños appear to care much about. Georgina and I marvel at how many local residents dine late into the night and then enjoy the local

nightlife until the early morning hours.

At La Otra Orilla's friendly communal breakfast table, we ask the young woman serving the meal when porteños sleep.

"Weeknights we go to bed about 2 A.M.," she replies in fluent English.

When do they get up for work?, I ask. "7 A.M.," she says. "On weekends, we go to sleep at 5 A.M. If we work on weekends, we get up at 7 or 8," she grins, looking none the worse for her sleep deprivation.

We follow our breakfast of fresh fruit, pastries and coffee with a walk around Palermo, a 6-square-mile district that is the city's largest neighborhood. We quickly find handsome streets that are home to cheery cafes, trendy bars and stylish restaurants with sidewalk tables. We decide to stop and

drink refreshing mineral water at Bartok Bar, a lively two-level cafe and bar near the Plaza Palermo Viejo, then stroll the local lanes, admiring streetside crafts laid out for sale. We especially like the soft leather goods: belts, gloves, purses and sandals, with their appealing new-leather smell.

While still in the Palermo neighborhood, we visit the Latin American Art Museum of Buenos Aires. Established in a striking stone-and-glass building in 2001, the museum showcases 20th century work from South America to Mexico that had been acquired by art collector Eduardo Constantini.

Some of our favorite works from the collection are the bold and colorful paintings by legendary Mexican artists Frida

FERIA DE MATADEROS

A great way to embrace the Argentine culture is by attending their ferias or street fairs, and one of the best street fairs is the colorful Feria de Mataderos in Buenos Aires' Mataderos neighborhood. Held every Sunday from March to December, the festival celebrates the culture of the gaucho, or Argentine cowboy.

Many gauchos leave the pampas (prairie)

and visit the city for the weekly event. Hundreds of stalls sell leather goods, various crafts and local food dishes such as meat-filled empanadas. The festival includes an array of folk singers, dancers and gauchos showing off their horsemanship during the traditional "Race for the Ring" competition. Armed with a pointy stick, the gauchos race each other on horseback to be the first to spear a small ring suspended from a metal frame that is hanging above the street.





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La Casa Rosada (The Pink House), located on the east side of the Plaza de Mayo, is the grand home of the offices of the president of Argentina.

Kahlo and Diego Rivera.

Later, we take a taxi to the Plaza de Mayo, which has witnessed much of Argentina's history, from new governments proclaimed to political rallies. The striking pink government building, La Casa Rosada, is ornate and stately.

Other handsome government buildings border the plaza, which contains statues and various lawns and types of treesincluding our favorite decorative touch: large and healthy palm trees.

That evening, we sample Buenos Aires' fabled nightlife. We begin with coffees and sweet cakes. Then it's on to a wine bar where we sip chilled Torrontés, a citrusy and aromatic Argentine white wine. By 9:30 Р.м., it's time for dinner. We duck out of a cloudburst and into the sleek Janio Restaurant, where we try a glass of Malbec, Argentina's full-flavored signature red wine. We are among the first to arrive because many porteños don't dine until after 10 P.M. We are also among the first to leave at I A.M. We learn that Janio is often full of patrons until 4 A.M.

The rain has stopped, so we walk the eight blocks to our bed-and-breakfast. The

sidewalks, alive with people, illuminated signs and lights from late-night businesses, make the city streets feel safe, even in the wee hours of the morning.

The next morning, we start our day at a museum honoring Argentina's Eva "Evita" Perón, the wife of President Juan Perón and the country's first lady from 1946 until her death in 1952 at the age of 33.

Beloved in her lifetime, Eva Perón has become internationally famous in recent

NATIONAL MUSEUM OF FINE ART

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The museum houses thousands of works of art, many of which were donated by private collectors. The works, which date from the 19th and 20th centuries, include sculptures, textiles and paintings. Such Argentine artists as Antonio Berni, Ernesto de la Cárcova and Benito Quinquela Martín are featured at the museum, as well as notable works by famed European painting masters such as Claude Monet, Pablo Picasso, Pierre-Auguste Renoir and Vincent Van Gogh.

WHEN YOU GO



Lodging

La Otra Orilla (1779 Julian Alvarez; 54-11-4867-4070). Sevenroom B&B in the trendy Palermo district.

Palacio Duhau—Park Hyatt Buenos Aires (1661 Ave. Alvear; 54-11-5171-1234; buenosaires. park.hyatt.com). Luxurious hotel with a modern tower in the upscale Recoleta district.



Dining

Bartok Bar (4600 Costa Rica; 54-11-4831-5441; bartokbar.com. ar). Smart two-level cafe and bar near Plaza Palermo Viejo.

Janio Restaurant (1805 Malabia St.; 54-11-4833-6540; janiorestaurant.com). Trendy Palermo district tapas and wine bar.

El Mirasol de la Recova (1032 Posadas; 54-11-4326-7322; elmirasol.com.ar). Popular Recoleta district steakhouse.



Places to Visit

Museo Evita (2988 Lafinur St.; 54-11-4807-0306; museoevita. org). Museum dedicated to former Argentine first lady Eva "Evita" Perón.

Plaza Dorrego (in the San Telmo district). Lively Sunday antiques market with tango dancing.

Latin American Art Museum of Buenos Aires (3415 Pres. Figueroa Alcorta Ave.; 54-11-4808 6500; malba.org.ar). Showcases

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National Museum of Fine Art (1473 Ave. del Libertador; 54-11-5288-9900; mnba.gob.ar). A leading art museum housing

Recoleta Cemetary (1790 Calle Junín). Ornate final resting place of Argentina's elite.

Argentina Government Tourist Office (212-603-0443; turismo. gov.ar).



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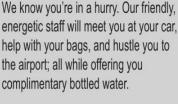
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decades, thanks to the Andrew Lloyd Webber and Tim Rice stage musical and the movie *Evita*, which were inspired by her life. The Museo Evita embraces her legacy by adroitly using texts, photographs and video to bring her to life for today's visitors. Eva Perón emerges as a complex personality who championed the rights of the poor—the museum is located in a home that she established for women and children in need.

The museum also shows, that, as first lady, she lived an often glamorous life, and displays examples of her designer gowns and dazzling jewelry.

After departing the museum, we walk to the nearby Jardín Botánico (Botanical Garden). Graced with greenhouses, a 19th century mansion and a wide range of outdoor plants and statuary, the Botanical Garden is an oasis in the heart of the big city. Walking its red-gravel pathways, we admire the Roman garden with its cypress and poplar trees. The garden is also home to dozens of abandoned felines, curling up on the statuary. The cats are fed and cared for by volunteers. Georgina is an avid gardener with an abiding interest in plants, and we are both cat people, so we feel right at home.

To experience a different side of this vibrant city, Georgina and I move from the cozy bed-and-breakfast to the posh Palacio Duhau-Park Hyatt Buenos Aires, located in the chic Recoleta neighborhood. This stunning hotel was established in a renovated 1930s mansion and modern tower. We savor a snack of tangy sheep's cheese in the hotel's Los Salones del Piano Nobile restaurant while looking out at a beautifully kept formal garden that is part of the hotel grounds.

Recoleta is a trendy district that includes apartments, tall condominium blocks and ground-floor businesses. Georgina and I find florists, pharmacies, boutiques and Italian-style gelato ice cream shops lining broad, busy boulevards. This neighborhood is part of the reason Buenos Aires is referred to as the Paris of South America.

Here, fashionably dressed people stroll the sidewalks of the handsome

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avenues and frequent the inviting cafes; and many of the buildings in the area were designed by French architects in the early 20th century. We especially enjoy strolling Avenida Alvear, a boulevard with Euro-chic shops that boast top designer names such as Hermès and Vuitton.

The city's love of cats is also apparent at the Recoleta Cemetery, a leading tourist attraction that is located not far from the Park Hyatt. Here, volunteers take care of the many cats that inhabit the sprawling cemetery famous for its massive granite mausoleums and ornate marble tombs. We pay the admission fee, buy a map and stroll among hundreds of tombs, including monuments to Argentine politicians, merchants and artists. Eva Perón is also here, buried in the large Duarte family crypt—Duarte was her maiden name.

On our last night in the city, we dine at El Mirasol de la Recova, a steakhouse in the most unlikely of locations-under an elevated freeway. I admire cities such as Berlin and Tokyo that make creative use of otherwise nondescript spaces. Buenos Aires does the same.

Beef is highly prized in Argentina, and El Mirasol does it right. My lean, juicy, perfectly grilled, grass-fed rib eye competes with the best beef I've eaten, including Japan's Kobe beef, Welsh Black Beef and USDA prime.

After a few sips of another robust Malbec and the first bites of steak, my mind drifts back to Plaza Dorrego, and the tango dancers we saw there. The dancers moved fluidly and in perfect synchronicity, eyes locked. As they danced, they seemed perfectly matched. Love and passion are timeless ... and in Buenos Aires, ever-present.

David Armstrong is a writer living in the San Francisco area.

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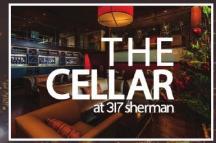
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Creative Learning

By Greg Scheiderer

What do Slavic languages and literature have to do with biotechnology and epidemiology? At first glance, very little. ■ But H. Stewart Parker would disagree. The semiretired Seattle-area executive earned her bachelor's degree in the Slavic specialty above at Seattle's University of Washington; followed up with an MBA; and then proceeded into a long and successful business career that included stints at

Immunex; Targeted Genetics, another biotech tech startup; and most recently, at the Infectious Disease Research Institute (IDRI), a Seattle nonprofit supported by Bill and Melinda Gates and Paul Allen.

Not much Slavic language evident in that career ... not to mention literature or, in fact, liberal arts at all. But supporters of the classic liberal arts education, such as Parker, say it is just as valuable as the now-popular science, technology, engineering and mathematics (STEM) curricula the majority of college students seek.

"My undergraduate career prepared me for the biotech business, probably even more so—this probably sounds like blasphemy—than my business school career," Parker says. "If you don't have undergraduate liberal arts training that gives you great thought process capability, the ability to deal with change, the ability to be versatile, then I think you're not going to be prepared for the future. It's the skill set you receive in college, not the data, that counts the most."

Parker did follow her BA with an MBA, also at UW, and was set to be a translator in international business, but the Soviet Union invaded Afghanistan, triggering a trade embargo and throwing a monkey wrench into her plans. So in 1981 she became one of the first employees of a

startup called Immunex, one of the first biotech companies (today part of Amgen). Now a consultant, Parker has been in biotech ever since.

Despite many such stories, these days policymakers are pushing for STEM graduates whom they argue are needed to meet the workforce needs of the future. It's a common meme that an English or history major is doomed to a career in a coffee shop, and enrollment figures indicate that many students fear exactly that: barely a quarter of undergraduate degrees are in liberal arts and humanities (please see page 168).

This reflects the fact that careers in professional disciplines such as engineering, biotechnology, computer sciences and health care constitute most of the 21st century economy's growth areas. But practitioners and supporters of liberal arts say there is tremendous value in a broad-based education, no matter what job a student may ultimately find.

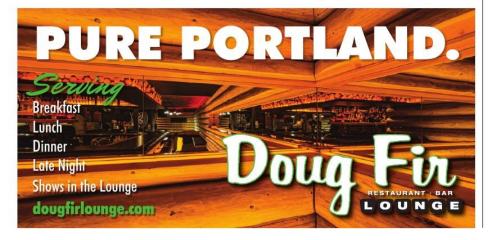
Bob Stacey, dean of the College of Arts and Sciences at UW, notes that liberal arts, going all the way back to the Greeks and Romans, have traditionally included a heavy dose of science. He contends this remains a desirable approach.

"The kind of broad-based undergraduate education for which the liberal arts have always stood is arguably even more important in the contemporary world than it was 50 years ago, because of the pace of economic change," Stacey says.

He points out that today's undergraduates are likely to have as many as 15 different jobs during their working lives, many of which have not yet been imagined. (When Parker received her BA, there was no such thing as a "biotech industry," for which a national business association did not form until 1993.)

"We need to train people broadly and deeply in fundamental skills," Stacey urges, listing communication, analytical techniques, problem solving, and creative thinking. "Those are all the skills that a





liberal arts education imparts."

At Tacoma's Pacific Lutheran
University—one of approximately 700
U.S. colleges that identify as liberal arts
institutions—this exposure to contrasting
points of view creates what PLU calls a
"liberating foundation in the liberal arts."
According to PLU president Thomas W.
Krise, many humanities disciplines were
historically considered intrinsic elements
of a classical higher education.

"We present our students with contradictory opinions from differing viewpoints," says Krise, "forcing an in-depth examination and critical distillation of data. That's just as important for students pursuing careers in the STEM fields as for all others."

In 2013, Krise points out, more than 70 percent of the PLU students who applied to medical school were accepted, compared to the national average of just 40 percent.

Geoff Chase, dean of the Division of Undergraduate Studies at San Diego State University, disputes the idea that STEM and liberal arts constitute an either-or choice for students.

"One of the things we work to achieve at San Diego State, and a lot of places are doing this, is to make sure our students graduate with skills not just as chemists or accountants or nurses, but also have many other abilities."

Kristin Arola, director of the Digital Technology and Culture program at Washington State University in Pullman, says the emphasis on STEM is not a bad development—but she lobbies for a broader perspective.

"As a girl growing up who was really into math but was never encouraged in that direction, I understand why STEM matters," Arola says. "But without humanities it becomes inadequate at worst, and at best just less rich than it could be."

And employers look for candidates with broad skills. Last year Hart Research Associates found that 93 percent of employers see critical thinking, clear communication and problem-solving ability as more important than a specific

undergraduate major.

"The historical record over the past 50 to 60 years is clear that traditional liberal arts majors have been disproportionately successful in every field they've entered," the University of Washington's Stacey says. "Often the undergraduate degree alone isn't enough—they'll go on to earn law degrees or medical degrees or graduate business degrees—but they're very well prepared for those things."

Stacey notes that, among students aiming for graduate school in business, liberal arts majors score among the highest on the Graduate Management Admission Test while, paradoxically, business majors score among the lowest. Overall, students with "professional" majors average virtually the same score (548 out of 800) as those with humanities majors (547).

"The higher-order thinking skills that the business boards are testing for are developed, frankly, more effectively in a traditional liberal arts curriculum than in an undergraduate business curriculum," Stacey explains. "The idea that if you want a job in business you have to major in business is just not true."

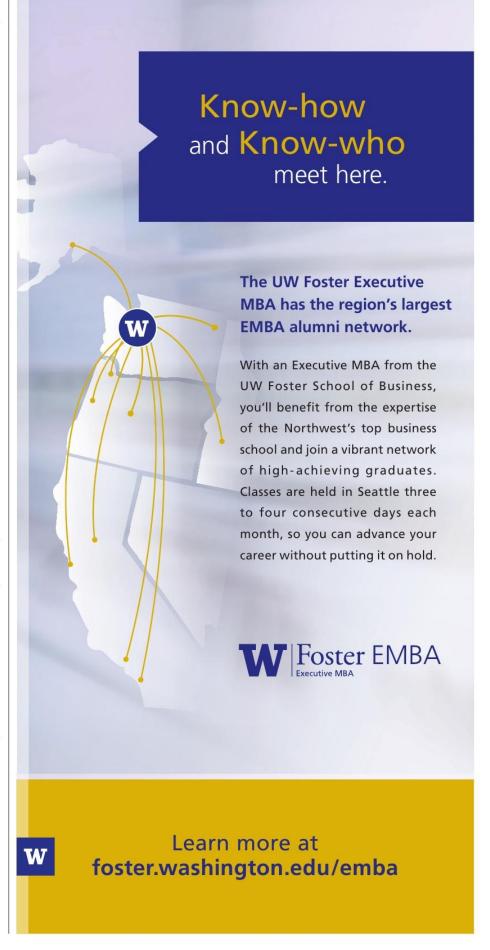
Mike Ingram, professor of communication studies at Whitworth University in Spokane, says students in liberal arts are looking for more than a job.

"They're also interested in the kind of intellectual life and the kind of quality of life that is reflected in the liberal arts," Ingram says. He adds that this course of study is versatile. "You can't always plan life, but no matter where you go, the liberal arts will help you get there."

Other holders of liberal arts degrees say their education helped enormously in their business and high-tech careers.

Neil McCurdy, chief operating officer of OceanGate, a Seattle company building the next generation of submersibles for deep-ocean research and exploration, graduated with a degree in English from the University of Puget Sound in Tacoma. McCurdy says being a good writer has been a key ingredient in his management success.

"You can be in business, but if you





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can't articulate your ideas—game over," McCurdy says. "Being able to say it right, say it well, and really get your point across, for me that's been the true value of a great education."

Keith Boyd took his degree in political science from Western Washington University to Microsoft, where he heads up a team creating technical documentation. Boyd has tech chops—he did some programming as a kid—but finds his liberal arts education serves him well.



"It helps me to navigate the waters and make better decisions with a clear understanding of how those affect people," Boyd explains. He says a social sciences background can be a plus, "especially when you have technical breadth as well. Those two things in balance serve to make you a much more potent leader."

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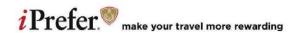






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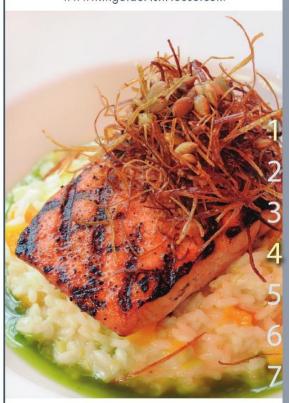
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America's Top Ten Club 12 Greenway Plaza, Suite 1100 Houston TX 77046 Ralph Rubio earned a degree in liberal studies, with emphasis in psychology and Spanish, from San Diego State University. He has been working in taco restaurants ever since, but it's not quite what it sounds like—his company, Rubio's, operates more than 190 of them. He says he was bored in accounting class and values his liberal studies degree.

"I could not have started Rubio's without it," he avows.

"If your son or daughter learns to write well, learns to read difficult material, learns to think across boundaries ... then regardless of where they go, those abilities will move them ahead at a faster rate."

Mike Ewaliko played football at the University of Washington and majored in ethnic studies. He's now head of Precision Shaper Systems, a Seattle company that develops robotics and software for manufacturers in the extreme-sports industry—surfboards and the like.

"We deal on a global scale with people from different cultures and different countries," Ewaliko says. "The education I received has helped the company become an international player."

San Diego State's Chase advises parents to celebrate when their kids are drawn to the liberal arts.

"If your son or daughter learns to write well, learns to read difficult material, learns to think across boundaries ... then regardless of where they go, those abilities will move them ahead at a faster rate than the students who don't have those skills."

Greg Scheiderer writes from Seattle on topics ranging from theater to baseball and astronomy.

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Second Gen

By Bengt Halvorson

To many owners, the image conveyed by their luxury car can be almost as important as the car itself—sometimes even more so. ■ Most successful luxury nameplates tend to carry a lot of capital in the brand name. A brand's reputation and its cachet add up to something that's not just a luxury car, but an identity—including the BMW roundel's call to upscale driving enthusiasts; the sensibly lavish, refined appeal

assumed in cars with the Lexus badge; and the undeniable gravitas of arrival in a car with the Mercedes three-pointed star.

So what kind of luxury identity is there in a Hyundai? From an automaker that comes from some very basic, economyminded roots—with a lineup that includes models such as the economical Accent and Elantra, and the affordable mid-size Sonata—the first Genesis, introduced in 2008, was a leap of faith. Since then, the Genesis has paid off handsomely by both elevating the Hyundai badge and allowing the automaker a luxury-car line without having to set up completely new luxury-car dealership networks, à la Toyota with Lexus, Honda with Acura, and Nissan with Infiniti.

And what the Genesis, which has been completely redesigned and re-engineered

for 2015, lacks in badge luster, it makes up for in value. For less than \$40,000 (or around \$55k for a fully optioned, top-of-theline V-8), you can get a nicely equipped luxury sedan that's so good, so wellequipped, that if blindfolded to the badge

2015 HYUNDAI GENESIS

Model type: Sedan.

Price: \$38,950.

Power: 3.8-liter, 311-hp V-6; 5.0-liter, 420-hp Tau GDI V-8.



Technology: Blind-spot detection; forward collision warning; rear cross-traffic alert; lane-departure warning and lane-keeping assist. Also a head-up display in the wind-shield and smart cruise control.

on the car, luxury-car owners might not find much of a difference in ride, features or ambiance

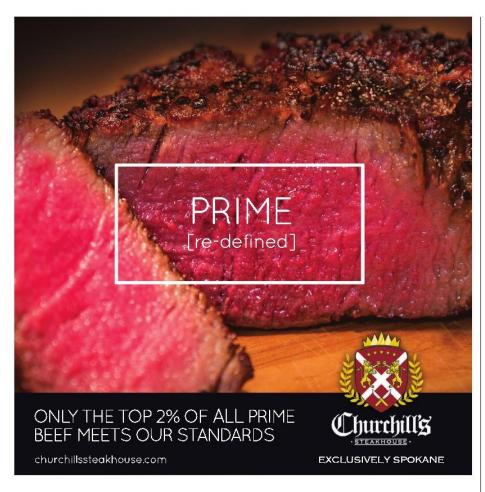
Turning attention away from pricing as the ultimate factor in a buyer's decision, the Genesis has a lot going for it.

Part of the appeal is in the Genesis' design: It doesn't break any new luxury ground but embodies all that is good in graceful, modern sedan forms. The 2015 Genesis combines dramatic, rear-wheeldrive sport-sedan proportions with short overhangs and the visual "weight" toward the rear wheels. The look is complemented by an upright, hexagonal, horizontally straked grille; tightly detailed high-intensity discharge headlights; LED fog lamps, indicator lights and taillamps; and sleek sheetmetal with a shoulder line that runs from the headlamps, above the taillamps, and all the way around the trunk line, meeting up with the flowing roofline.

Inside, the Genesis has a clean, simplified, horizontal dash layout and a long, wide center console that extends from the dash all the way to the backseat area. The cabin has an airy, open feel that offers a lot of usable space for passengers. Front seats are especially plush, with 12-way adjustment and available air cells in the driver's seat. The rear seats are generously sized, too, with space for three across, and heat in the outer positions.

IN ALL, SOME LUXURY customers may have taken a look at the Bentley-like badging, as well as some of those cues, and dismissed the Genesis as derivative. While that might have been true with the first-generation Genesis, which showed some rough edges when pushed hard, or when you looked closely at details, that's not true with the second-generation Genesis.

Ride quality, composure and quiet are, however, several of the most important things in a luxury sedan, and the latest Genesis is at last on par with—if not even better than—most German luxury sedans in how it goes down the road and soaks up





bumps and coarseness. The Genesis' ride is supple yet firm, and while the suspension can absorb even the biggest bumps and heaves, the car easily maintains its composure. Credit engineers from the British automaker and engineering firm Lotus, who gave input on the suspension setup and helped tune it to world-class luxury-car expectations.

The way the Genesis drives and responds is fully up to world-class luxury-sedan expectations, as well. A 3.8-liter V-6 provides strong, smooth performance for most Genesis models, and with direct injection, dual continuously variable valve timing and various other technical upgrades, it makes 311 horsepower and 293 pound-feet of torque. That's a higher horsepower rating than the V-6 engines offered in the Lexus GS 350, Mercedes-Benz E350 or BMW 535i, Hyundai notes. Meanwhile, the step-up engine is the "Tau" V-8, offering the same set of technologies as the V-6 and making 420 horsepower and 383 lb.-ft.—very respectable among luxury peers.

It all adds up to quick performance by the stopwatch (zero to 60 mph in the low 5-second range for the V-8), or rapid and responsive acceleration under pretty much any other situation you could think of, thanks to the eight-speed automatic transmission with paddle-shifters and well-coordinated ratios.

On V-6 models, you can opt for an all-wheel drive (AWD) system that smoothly, variably apportions the torque that's being sent to the front and rear wheels. It's an asset for all-weather driving, and it adds to the driving experience for those who switch to the Sport setting for the new Intelligent Drive Mode, which adjusts the specific responses of steering, transmission shift points, suspension and AWD settings (if so equipped), as well as general responsiveness.

While there's no all-wheel drive available on V-8 models of the Genesis, those get a system called Continuous Damping Control, an air-suspension setup that aims to provide an even more composed

ride—especially with a full load aboard. But I found that this system mutes the model's contact with the road and tends to increase motions over choppy pavement. I ended up liking the V-6 model's standard suspension better.

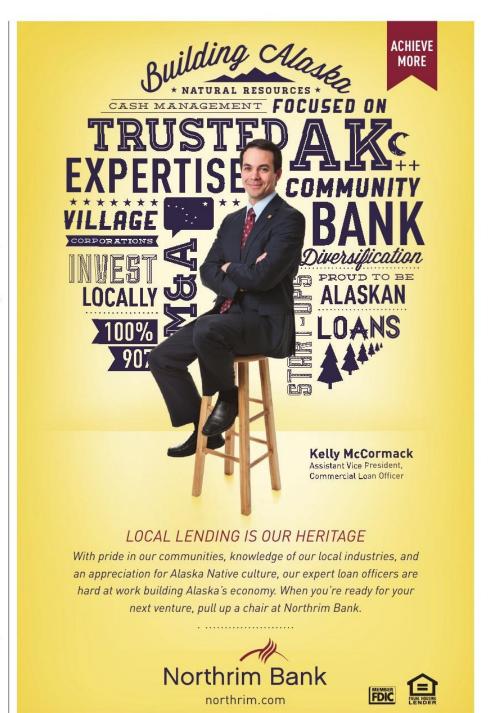
The other reason I tend to like the Genesis V-6 better than the V-8 is because it's more fuel-efficient, yet the V-6 feels more nimble as well as just as quick in real-world driving.

UNTIL THE 2015 MODEL, Hyundai hasn't had a great reputation for the steering in its vehicles. Now, with a variable-ratio rack, and a rack-mounted electric-assist system engineered and supplied by the same Korean company that does the steering unit for the Chevrolet Camaro, the Genesis steers with newfound precision and predictability. It's light but at ease in straight-ahead cruising, without much need for minor adjustments, while it gathers weight smartly in corners.

There's also a lot of cutting-edge technology in the Genesis to help keep you safe, including Blind Spot Detection, Forward Collision Warning, a Rear Cross Traffic Alert system, and a Lane Departure warning that studies lane markings on the road and warns you with a vibration when you stray outside. Lane Keeping Assist will even make steering adjustments to keep you in your lane.

Smart Cruise Control is also available, and it has full functionality for stopping and starting with dense traffic flows, while maintaining a safe following distance. And there's a head-up display (HUD) option that projects critical information onto the inside of the windshield, in the driver's line of sight.

The top sound system on the Genesis also helps anchor this model's luxury credibility. With 900 watts, 12 channels and 14 speakers, the Lexicon system has audio that's stunning in its clarity, and it goes well beyond punchy bass and surround-sound processing. The system, with the available navigation option, also gets an upgraded 9.2-inch display (the first 720p display in this segment, Hyundai says), Gracenote album art and





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The Genesis includes Hyundai's latest, second-generation version of its Blue Link system, which offers a suite of connectivity and infotainment features, such as remote start, automatic collision notification, and a new Destination Search powered by Google. The infotainment system also includes Apple Siri "Eyes Free" integration, full SiriusXM Travel Link and Traffic services, satellite radio, and compatibility with Pandora and SoundHound. There's also a Blue Link Google Glass app that allows early adopters to make menu selections through their glasses frame.

Meanwhile, Hyundai hasn't lost sight of what has long been among the brand's calling cards: value, and a price that's well below that of models with more prestigious badges. At just \$38,950, including destination fees (or \$41,450 with all-wheel drive), the V-6 model is quite a deal.

WHO'S GOING TO BUY the Genesis? Hyundai says it's "The Upgrader," someone who has a high income but isn't wealthy yet—and perhaps more importantly, someone who doesn't want to flaunt it. Think physicians, lawyers, real estate agents, or just about anyone who wants to look smart and classy but not overly ostentatious.

The Genesis is what a lot of automakers today have lost sight of: a great, comfortable luxury car that prioritizes performance and features. Simultaneously, the redesigned Genesis hits the luxury market in a tech-savvy way that will especially resonate with budgetconscious drivers who have owned luxury cars and want the look, the feel and the technology, but at a lower price.

To those buyers, the new Genesis is looking like a very smart pick. And for Hyundai, what first looked like a strange strategy—to bring out a premium car with a mainstream badge—it's looking like a very smart move.

Bengt Halvorson is an independent automotive journalist living in Portland.



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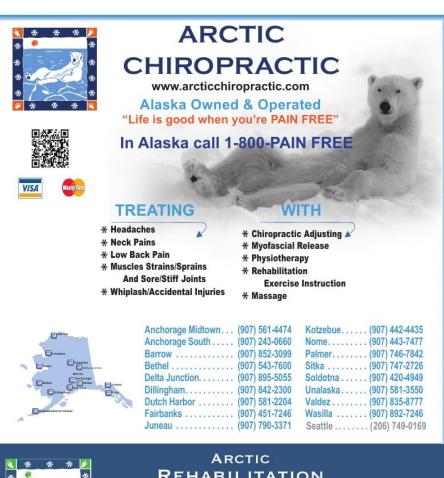




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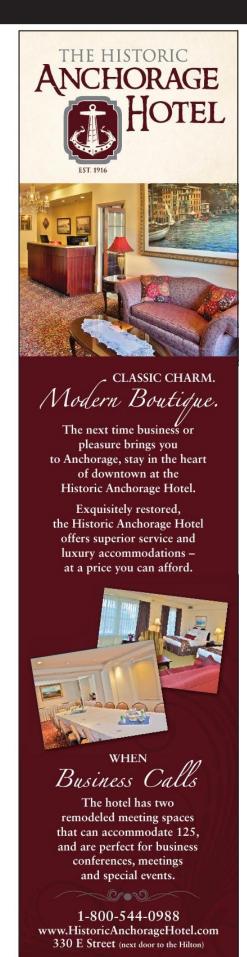
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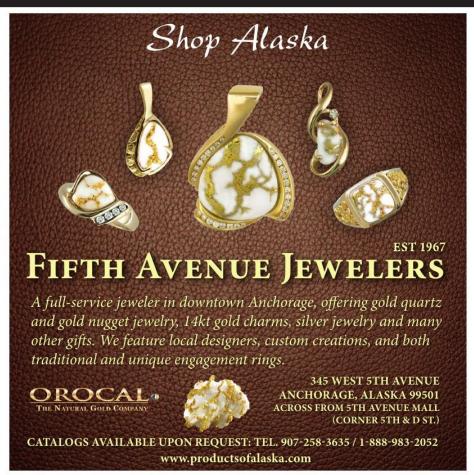




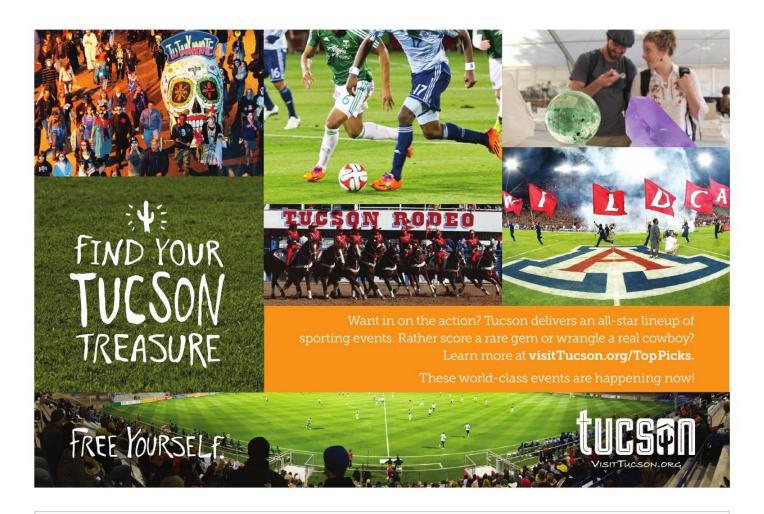


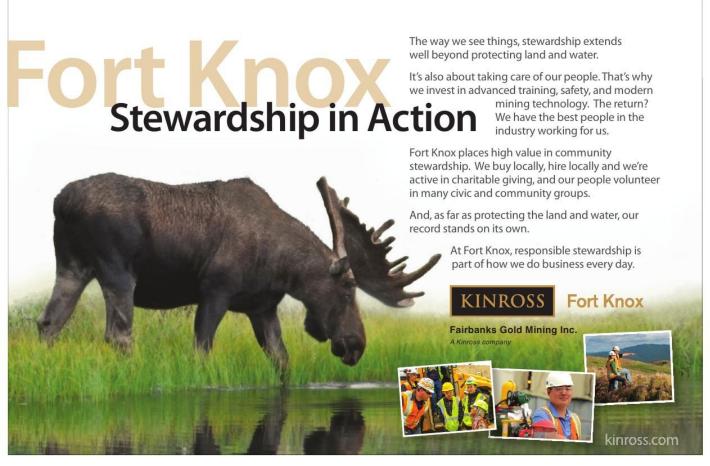
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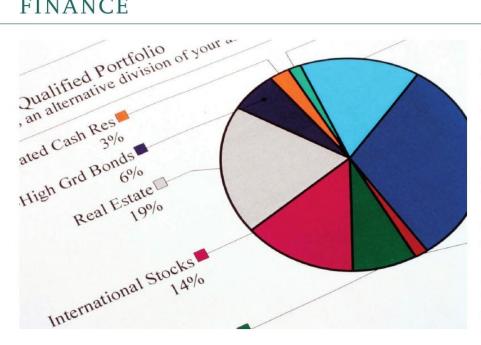












Balancing Act

By M. Sharon Baker

The stock market has been on a tear during the past five years. ■ Since the Standard & Poor's 500 Index fell to a low of 676 in March 2009 at the nadir of the Great Recession, the popular measurement of 500 large companies traded on the New York Stock Exchange and Nasdaq has risen nearly 200 percent, reaching an all-time high of 2,019 in September. The Dow Jones industrial average, which

follows the movement of the stocks from 30 prominent American public companies, has risen about 165 percent during the same period and also reached a September record high of 17,350.

However, with stock market volatility increasing and uncertainty growing about the health of the bull market, some investors are feeling a bit skittish these days. They also are facing another issue: The increased value of some assets has resulted in portfolios with large gains in certain sectors such as technology and energy. The imbalances might leave investor portfolios overly vulnerable to a correction.

Financial experts say investors need to analyze their portfolios and rebalance their holdings by selling a portion of certain assets that have increased in value and

putting the money into other investments, which will more equally disperse their holdings over sectors and asset classes. Rebalancing investments and thinking about the future can help investors more safely build long-term wealth, they say.

"Since 1999, we've seen less volatility and more consistent returns from diversified portfolios than from portfolios of just U.S. equities or even a 50-50 split between a stock and bond portfolio," says Sue Peterson, a Chartered Financial Analyst and managing director-client management at Cornerstone Advisors Inc. in Bellevue, Washington. "The benefit of rebalancing is not to increase returns but to minimize risk, which leads to consistent, stable returns that create more wealth."

Peterson says that if investors are not

careful, the market will rebalance their portfolios with a market correction that can be much more expensive.

What is a balanced portfolio?

According to Peterson, a balanced portfolio is one that has the right mix of assets to provide for your specific needs in terms of liquidity, cash flow and capital preservation. Balance is based on many factors, including your time line for investing and the needs of your dependents.

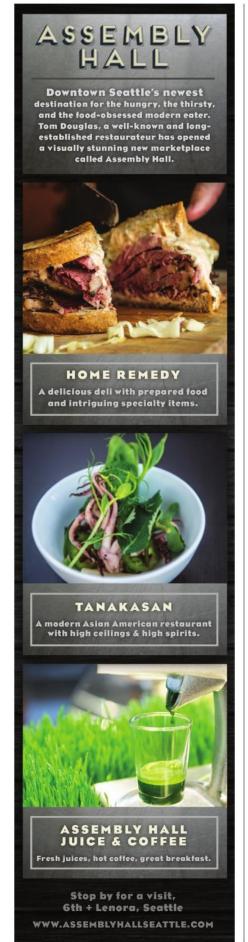
It also includes asset classes that mitigate risk, not just of the market going down, but also the risk of rising interest rates, of deflation, and of a falling U.S. dollar, which hurts purchasing power.

One watchword for a balanced portfolio is diversification. Investors should consider buying mutual funds to help accomplish this. For example, one could purchase an equity mutual fund that focuses on large U.S. stocks from a variety of industries and sectors. The shares of companies in the same industry often act in very similar ways, so it is important to spread your investment dollars among different sectors, according to Peterson.

"I had a client in the clothing industry who had a little money. He wanted to selfmanage his investments and he bought 10 stocks to diversify. But all he bought were other clothing companies," she says. Needless to say, that is not a balanced portfolio.

Peterson recommends that investors rigorously look at every stock, mutual fund or security they own and ask why it is in their portfolio? What need is it fulfilling, and what risk is it mitigating? If investors can't answer those questions, then they've bought the wrong investments.

"A lot of people don't have a portfolio but a collection of stuff," she adds, mentioning that she often hears people say they purchased a stock based on a recommendation by a buddy. "Only by going through and asking, 'Why is this in my portfolio?' and answering the question, can you be sure you have a balanced portfolio."



Traditional views are outdated

What does a well-balanced portfolio look like? That depends on many factors, including the needs of investors and their tolerance for risk.

Traditionally, many advisers relied on a rule that used a person's age as the gauge for determining the risk and amount of a portfolio that should be invested in stocks. For instance, subtract your age from 100, and then use that number as the percentage of your portfolio that should be invested in stocks. If you are 45, then based on this rule, 100 minus 45 = 55 percent of your portfolio should be invested in stocks.

However, Certified Financial Planner Susan Talton, a client adviser at Laird Norton Wealth Management in Seattle, says the equation is outdated. "Just because you are young, that doesn't mean you will feel any less stress when the market goes down. On the flip side, just because a few more pages are turned on the calendar, that doesn't mean your tolerance for risk is less."

Another traditional equation is known as "the 6o/40 rule," which calls for 60 percent of a portfolio to be invested in stocks, and 40 percent invested in bonds. But that's also outdated and not a balanced portfolio, says David Reyes II, founder of Reyes Financial Architecture, Inc. in San Diego.

"From a risk perspective, it is not much better than a 90 percent stock portfolio," he says. "Equities [or stocks] are so much more volatile than bonds that they drive the entire portfolio's returns."

How should investors rebalance?

In general, advisers say, the first step to creating a balanced portfolio is the same first step to investing: Individuals need to examine their overall net worth and then determine how much they have to invest, and what their expected returns need to be to fund their future lifestyle in retirement.

They also need to determine their risk tolerance. With the help of a certified financial planner, investors can use the information from the above examination to help create general guidelines for what percentage of their retirement should be invested in stocks, bonds and other asset classes. Inves-

tors should review their asset mix quarterly. "Using the calendar as a tool for rebalancing helps you avoid chasing returns and avoid selling out of fear of a downturn," Talton says.

In addition to quarterly reviews, Peterson rebalances when client portfolios are out of line by 5 percent, with too high a percentage of holdings in either stocks or bonds, based on an agreed-upon portfolio design. She uses software that helps her assess if portfolios need correcting. "I get a weekly green light or red light to see if someone is on track or not," she says.

However, those who are approaching retirement may find that the rules for traditional asset allocation "go out the window," according to Reyes. He says an emphasis should be placed on cash flow. "One of the biggest problems I see is that most firms are more concerned about 'risk tolerance' [for those near retirement] when they should be concerned about income that will last the clients' lifetimes, with the lifestyles that the clients desire," he says.

Value plays still exist

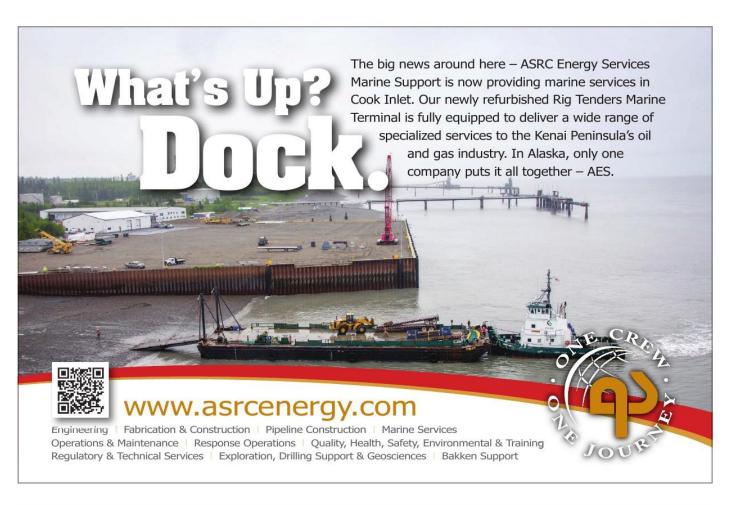
Investors are facing new challenges in the stock market, Laird Norton's Talton says. It is harder to diversify away from risk, she says, because world stock markets are moving more in tandem.

"We are also experiencing periodic bouts of heightened volatility in the market," she says. "And there's concern about event risk, where one geopolitical event could trigger mass selling."

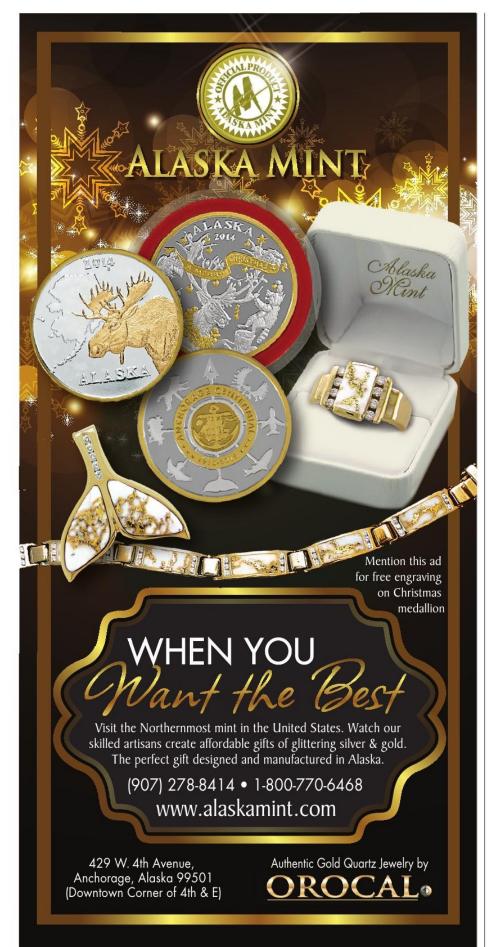
Some investors feel nervous about adding bonds when interest rates are so low and stocks are edging higher. "It feels wrong to sell stocks in order to add to bonds, because bond prices do get hurt when interest rates go up," Talton says. Rather than rebalancing with long-term bonds, investors looking to rebalance could add short-term bonds or alternatives to bonds, such as hedge funds that act like a bond but sometimes bring additional risk, she says.

Despite such challenges, you can still find value in the market, Talton says.

"You do have to take some risk to







keep assets growing over time," she says.
"But it can be true that a lower or moderate level of risk can lead to higher returns for average investors over the long run."

There are two reasons for this: If you build a low-risk portfolio, you are less likely to pull the plug and sell during a market plunge.

"Higher-risk assets such as [individual] stocks may perform better, but you have to ask yourself whether you can keep cool during a market correction," Talton says. "When the market goes up, there's a tendency to stay the course, but stocks can drop 30 percent or more, which can feel catastrophic."

Additionally, it can be difficult to recover from a major portfolio sell-off. Talton points out that if a portfolio drops by one-third, the assets have to grow by 50 percent to get back to the same level prior to the decline. For example, a portfolio worth \$100,000 that falls by 33 percent will be worth \$66,000. That portfolio has to rise 50 percent (or \$33,000) to get back to its original starting place.

In other words, being a patient investor with a low risk tolerance can lead to smaller but consistent gains, where a more volatile portfolio may occasionally lead to larger gains one year, but could also produce larger losses during another year. And be wary of cashing out of investments too soon.

"A full market cycle is [usually about] five years, so you shouldn't plan on tapping that money for at least five years so you don't end up selling in a bear market," Peterson says.

In the end, the biggest benefit to consistently rebalancing your portfolio is that you will be able to smooth out the highs and lows.

You might also end up with a greater overall return for the life of the investments by increasing the chances you will sell high and buy low, which, after all, is the best plan for any investor. Always speak with financial experts when investing in the stock market or planning for retirement needs.

M. Sharon Baker is a Seattle-based writer.



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Alayka.

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NOVEMBER 2014

For Purchase \$6 USD

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

Premium Liquor \$7 USD

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



Athena® Bottled Water Juices: Orange, Tomato, Cranberry, Apple and our special blend of Passion, Orange and Guava* Bloody Mary Mix Tazo® Awake® black tea Tazo® Sweet Orange Hot Herbal Tea (caffeine-free) Proudly serving Starbucks® Pike Place® Roast

Coca-Cola, Coke Zero, Diet Coke

Premium Wine \$7 USD

Canoe Ridge Exploration Merlot Canoe Ridge Exploration Pinot Gris





Premium Beer \$7 USD

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

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WINES OF THE MONTH

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



Chateau Ste. Michelle Chardonnay Washington

Fresh, soft style Chardonnay with bright apple and sweet citrus fruit character; subtle spice and oak nuances.



Chateau Ste. Michelle Indian Wells Red Blend Washington

our food and beverage options.

Rich, round, powerful style of Washington fruit; jammy boysenberry flavors from the Syrah with a luscious backbone from the Merlot.



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BLOCKBUSTER HITS



Guardians of the Galaxy

PG13; 1:58 (available with English subtitles) Peter Quill finds himself the object of a bounty hunt after stealing a mysterious orb coveted by Ronan, a powerful villain with ambitions threatening the universe. To evade Ronan, Quill is forced into a truce with a quartet of misfits.



I Origins

R-edited; 1:15 (available with English subtitles) Dr. Ian Gray, studying the evolution of the eye, finds his work permeating his life after a brief encounter with a young woman. As his research continues, he makes a stunning discovery with far-reaching implications.



Dawn of the Planet of the Apes

PG13; 2:09

Genetically evolved apes are threatened by a band of human survivors of the devastating virus unleashed a decade earlier. The sides are brought to the brink of a war to determine who will become Earth's dominant species.



Tammy

R-edited; 1:37

Tammy is having a bad day. Fired from her job and without wheels, her grandma, Pearl, who has an itch to see Niagara Falls, is her only option. With grandma riding shotgun, the trip may be just what Tammy needs.



Into the Storm

PG13: 1:28

When the town of Silverton is ravaged by an onslaught of tornadoes, most people seek shelter, but others run toward the vortex-testing how far a professional storm chaser will go for that once-in-a-lifetime shot.



Jersey Boys

R-edited; 2:10

Clint Eastwood's big-screen version of the Tony Awardwinning musical tells the story of the four young men from the wrong side of the tracks in New Jersey who formed the iconic '60s rock group The Four Seasons.

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Alaska Airlines is proud to serve more than 90 locations throughout the United States, Canada and Mexico. We serve many other cities with our codeshare partners, American Airlines, American Eagle, Delta Air Lines and Delta Connection.

On routes that require a connection to one of our partners, we strive to ensure a smooth transition, which includes the ease of purchasing your ticket with just one call or a visit to alaskaair.com, taking care of your bag transfer, and providing assistance at any stage of your journey should you have questions.

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LEGEND

Routes served by:

— Alaska Airlines.

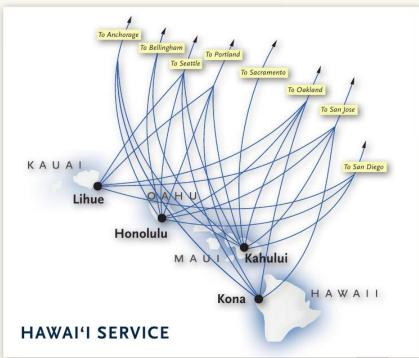
American Airlines

A DELTA

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

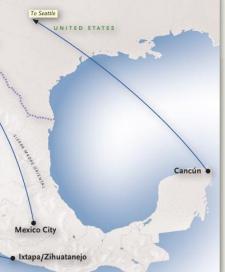
Some routes shown operate seasonally.











Between	Mileage
Seattle &	
Boston	. 2496
Denver	1024
Fort Lauderdale	. 2697
Honolulu	2677
Los Angeles (LAX)	954
New York City/Newark	2401
Orlando	. 2553
Phoenix	1106
San Francisco	
Washington, D.C	. 2306
Between	Mileage
Portland &	
Los Angeles (LAX)	834
San Diego	
San Francisco	

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
Portland-Los Cabos	November 3, 2014
Portland-Puerto Vallarta	November 4, 2014
Seattle-Cancún	November 6, 2014
Las Vegas-Mammoth	January 15, 2015



Dillingham

Sand Point

Some routes shown operate seasonally.

† Dutch Harbor-Anchorage service operated by PenAir.

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 que se encuentra al inicio de esta revista
- Información sobre las salas de conexión en la página A10
- Información sobre formularios aduaneros e inmigratorios en la página A11
 Asimismo, en el aeropuerto o una vez a bordo, nuestros empleados hispanohablantes con gusto le brindarán ayuda. Simplemente diríjase a nuestros empleados sonrientes y cordiales que llevan nuestras exclusivas identificaciones con la leyenda "A su servicio".

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We're proud to offer a Baggage Service Guarantee. If your baggage is not at baggage claim within 20 minutes of your plane parking at the gate, you're entitled to a \$25 Discount Code for use on a future Alaska Airlines or Horizon Air flight, or 2,500 Alaska Airlines Mileage Plan bonus miles. If we don't meet our 20-minute guarantee, simply see an Alaska Airlines or Horizon Air Customer Service Agent in the baggage claim area for your voucher.

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- Restrictions apply. See alaskaair.com for full terms and conditions.

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Alaska maintains a fleet of more than 125 Boeing aircraft. Our newest, the 737-900ER, features custom-designed Recaro seats and the Boeing Sky Interior, with sculpted overhead bins and mood lighting designed to provide a more spacious cabin experience.



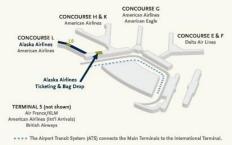
HELPING YOU FIND YOUR WAY

A quick guide to help you make easier connections.

Anchorage International Airport (ANC)



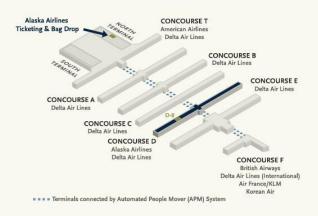
Chicago O'Hare International Airport (ORD)



Los Angeles International Airport

(LAX) TOM BRADLEY INT'L TERMINAL Alaska Airlines TERMINAL 5

Atlanta International Airport (ATL)



Seattle/Tacoma International Airport

(SEA)

S GATES Alaska Airline Air France/KLM British Airways Delta Air Lines CONCOURSE B S CONCOURSE A CONCOURSE D ---- Setellite Transit System connecting the N, C, S, B Gates to the Main Terminal
---- Setellite Transit System running between North & South end of Main Termin North & South end of Main Terminal

Portland International Airport



San Francisco International Airport (SFO)



Helpful tips upon landing at SFO from Mexico:

- Helpful tips upon landing at SFO from
 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. 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
- Después de pasar aduana, prosiga por la puerta de vidrio corrediza y a su su derecha.
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- 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 encuen-tran las indicaciones para las salas 20 a la 36. De vuelta a la derecha y deberá pasar por seguridad. Alaska
- Airlines usa las salas 20 y 22. El tiempo estimado para el recorrido hacia la sala 20 desde que usted aterriza, es de 40 minutos.

CUSTOMS AND IMMIGRATION

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

Las formas de Aduana y Migración son distribuidas por los sobrecargos durante el vuelo. Antes del aterrizaje en su destino final complete las formas correspondientes usando las indicaciones que se 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 (family defines those in the same household who are related by blood, marriage, domestic relationship, or adoption)
- Lines 5, 6—If not using a passport, leave these lines blank
- · Line 9-Enter "AS" for Alaska Airlines
- · Sign at the "X"

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros

Datos de ayuda

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

TO 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



Please use all capital letters with blue or black ink.

Por favor use letra mayúscula en tinta azul o negra.

TO MEXICO

MEXICO CUSTOMS DECLARATION

Who must complete this form? All travelers

Helpful tips

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

DECLARACION DE ADUANA

¿Quién debe completar esta forma? Todos los pasajeros.

Datos de ayuda

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

FMM

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



FEM FOR MEXICAN NATIONALS

Who must complete this form? Citizens of Mexico



FEM PARA MEXICANOS

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

Datos de ayuda

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

MEXICO STATE CODES

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

A GUIDE FOR AIR TRAVELERS

The Federal Aviation Administration (FAA) and Alaska Airlines have set the following rules and regulations to assure your safety and comfort:

- Your seat belt must be fastened whenever the "FASTEN SEAT BELT" sign is illuminated. Keep your seat belt fastened at all other times in case of undetectable clear-air turbulence.
- Seatbacks and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Please use caution when opening an overhead bin, as items may have shifted.
- Customers are requested to use the lavatory in their assigned cabin and are required to do so on inbound international flights; exceptions may be made for customers with special needs.
- Prior to takeoff and landing, service items provided by Alaska Airlines must be picked up or properly stowed under the seat in front of you, in carry-on luggage that is properly stowed or in an overhead bin.

- Alcohol may not be consumed aboard an aircraft unless it has been provided by a flight attendant. No alcohol may be served to any person who appears to be intoxicated, or who is under 21 years of age.
- During taxi, takeoff and landing, portable electronic devices and headphones may be used. Larger electronic devices such as laptops must be stowed during taxi, takeoff and landing.
- Cellphones may be used while the boarding door is open until advised by your flight attendant that cell service must be turned off. Upon landing, your flight attendant will advise when cell service can be enabled.
- During flight, electronic voice communications of any kind (e.g., cell/VoIP calls) are prohibited.
- Headphones must be worn when using electronic devices such as personal music players, Inflight Entertainment Players, etc.
- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under federal law, no person may assault,

- threaten, intimidate or interfere with crew members in the performance of their duties aboard an aircraft under operation. Penalties for crew interference include fines up to \$11,000, imprisonment or both. An incident report may be filed with the FAA regarding a customer's behavior.
- Smoking is not permitted on any Alaska Airlines flight.
- Child-restraint devices must bear the FAA approval sticker.
- Seat-belt extension use is not allowed in exit rows for the safety of all passengers due to the possibility of entanglement by the extensions.
- Alaska Airlines prohibits the use
 of items that do not meet FAA
 Regulations or Company regulations.
 This includes the use of seat-belt
 extensions not provided by Alaska
 Airlines, devices that restrict the
 recline of seats, self-heating meals
 or beverages, air filters placed on
 overhead vents and personal air
 purifying devices.
- Pets must remain in carrier for entire flight. Carrier must be stowed for taxi, takeoff and landing.

IMPORTANT PHONE NUMBERS

CUSTOMER CARE:

800.654.5669 (Mileage Plan, Web Support, Customer Relations)

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

(TTY 800.682.2221)

En Español: 800.858.5525

From Mexico: 001.800.252.7522

Alaska Airlines Vacations: 800.468.2248

USING YOUR DEVICES

We know use of your electronic devices is important, and we've adjusted our procedures to give you more time with those devices.

Allowed on the Ground and in the Air



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

Not Allowed During Flight



- Voice calls of any kind, including VoIP
- Devices with cell service enabled
- > AM/FM radios or TVs
- > Personal air purifiers
- > Remote-control toys
- > Electronic cigarettes

Discoveries Great and Small 2015 PHOTO CONTEST

SHARE A PHOTO of something, big or small, that you discovered while exploring an Alaska Airlines destination. Whether you are an amateur or professional photographer, you may submit up to three images to Alaska Airlines Magazine and Horizon Edition Magazine for our 2015 Photo Contest. Entries may include natural scenics, urban landscapes, wildlife shots or human-interest photos. In addition to awarding prizes for the top three photographs, the magazines will publish the top 10 photos in our May 2015 issues. Entries must be postmarked by February 15, 2015.



FIRST PLACE

Two first-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

SECOND PLACE

Two coach-class tickets valid to any destination served by Alaska Airlines, including Alaska, the Lower 48, Canada, Mexico and Hawai'i.

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Two coach-class tickets valid to any destination served by Alaska Airlines in the continental United States or Canada.

Mayka Airliney, Horizon EDITION

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2015 PHOTO CONTEST ENTRY FORM

Name				
Address				
City	State	Zip	Phone	V
E-mail				
Subject, location, date:				
1)				
2)				
3)				
Signature				

By signing this entry I agree to the rules of the contest.

SEND TO: Photo Contest, Paradigm Communications Group, 2701 First Ave., Suite 250, Seattle, WA 98121

www.alaskaairlinesmagazine.com

Entries must be postmarked by February 15, 2015

29 30

84

45

50

79

99

104

108

22

32

ACROSS

1	Photographer Ansel

- 6 German composer
- 10 Solar deity, to some
- 14 Cohort
- Yarns
- 18 Confused
- 19 Criticize anonymously
- 20 Ms. Barrett
- 21 Earth's ____ layer
- 22 Plummer/Andrews film
- 25 Convene
- 26 Wary
- 27 Medical images
- 28 Church path
- 29 Capri, e.g.
- **31** Tag
- 33 Certain seabirds
- 34 David Rose composition
- 38 Gave temporarily
- Animal's stomach 40
- 41 ___ Krishna
- 42 Rank above cpl.
- "...that ___ maiden with white fire laden"
- Roe, e.g. 46
- 47 Extensive
- 49 Stratum
- 50 Put
- 51 Telecasts
- 52 Denmark's ____ Islands
- Famous frontiersman
- 54 Tiny colonist
- 55 Tax agcy.
- Napoleon III's capture site
- Paper cone
- 58 Righteous Brothers hit
- 62 Blankets
- Sorority members 65
- 66 Bitter brew
- 67 choy (Asian veggie)
- Soap substitute 70
- Salt trees
- 72 Trumpeter Al ____
- 74 Dash
- 75 Single step
- North American dogwood
- 77 TV's Clark
- ___ on the Water
- Silk producer 79
- 80 Till
- 81 Sand ridge
- Remove from office 82
- Gershwin song
- Contradict 88
- 89 Gleamed
- 90 Theater gp.
- 91 Yellow finch 92 Doused with water
- 94 Rush
- 95 Indifferent
- 103 Lesser in rank 104 Licentious fellow
- 105 Coeur d'___, Idaho
- 106 Like the Mojave
- 99 Oberon/Wilde film 12

 - 14 Ownership
 - 15

- 107 Light blue
- 108 Morning hrs.
- 109 Endless band
- 110 Poi ingredient

- 1 Potent particle
- 2 Stupefy
- 3
- 5

- 8 Bee follower
- 9 Experiences
- 11 Orderly

- 16 Decorative fabric

- 20

100

105

109

111 Gnats, e.g.

DOWN

- Shampoo ingredient
- 4 Spoke of
- Compass pt.
- 6 Immersed in water
- 7 Wan

- "... the short and simple 10 _ of the poor"
- Saga
- Ship-shaped plate
- - West Indian shrubs

- 19 More positive
- 24 French river
- 26 Declined
- 30 Yukon vehicle
- 31 Ancient instruments
- 33
- 34 Custom
- 35 Maple-tree genus
- 36 Royal seat
- 37 Furv
- 39 Algerian city

- 48 Biblical region
- 51 Circle segments
- 52 Nourishes Portend

85

- 32 At a distance

- 43 Actress Tierney
- 46 Gossip
- 47 Cheryl and Alan

- Regretting deeply
- 23 The ___ Incident

- Ireland, to Sean

- 38 Kinks hit
- 44 Allowance for waste
- 49 Loyalist

55 Concerning

102

101

106

- 56 Look of contempt
- Young horse 57 58 African waterway
- Willed activity
- 60 Hercules' prisoner
- 61 Escapade 62 Mantle
- 63 Mr. Khayyam Loudmouthed 64
- ___ County
- (comic strip) Former acorns
- Femur/tibia connector
- Wine-producing region 71 72 Predicate
- Bakery worker
- 74 Give importance to 76 If ever

81

- 77 Actor James
- Paving stone 80 Behaving toward

82 Unit of force

Current conductor

84 Dress style 85 Acquiesce

103

107

111

20

43

33

66

- 86 Topic
- 87 Pageboy, e.g. Twig broom
- 91 Starship hit Burrow
- 93 Pitcher Hershiser
- 94 Inheritor 96 Blame
- 97 Kind 98 Valuable lodes
- 100 Actor Hunter
- 101 Surface for Hulk Hogan 102 Swimsuit part 103 Motorist's aid

SOLUTION ON PAGE 175.



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A polished stone skips over the water's surface.

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