

*Alaska*  
**Beyond**

Magazine  
February  
2016

Horizon Edition

**A new look.  
A lasting commitment.**

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# Looking up.



Over the course of the 84 years that Alaska Airlines has been around, our people have managed to build an incredibly loyal following among our customers. One reason we've been able to do this is because we mean something to people. We stand for treating our

customers with warmth and kindness. We stand for performance—whether that means getting you to your destination on time, having the industry's best customer-service and loyalty programs, having the most modern and efficient aircraft, or having the best technology to help you check in for your flight or help our aircraft get to the airport when visibility is low. And along the way, we try to operate in a way that is constructive, positive and confident.

This is what our company stands for, and we believe we can do even more to tell this story through our brand. If you're anything like me, you might have a natural tendency to resist change when it comes to things that are near and dear to you—your family, home, community, and even the products and services that you rely on. So it is with more than a little bit of trepidation that we approach the subject of “refreshing” our brand at Alaska Airlines.

As we embarked on this journey, we knew one thing for sure. The Eskimo was staying. For more than 40 years, this unique and iconic symbol has been our connection to the people and communities of the state of Alaska. After a long day, a long week, or a long trip, I often look up to one of our airplanes, and there he is, warmly smiling, confidently looking forward. I see him and think to myself, “... keep pressing on; things are going to be just fine.” Seeing him always makes me feel good. To me, he stands for strength, courage and optimism. We are deeply honored to have him on the tail of our aircraft, just as we are proud to have the name of the great state of Alaska on every airplane.

But we want to make sure that our brand communicates who we are and what we stand for to those who don't yet know us as well.

We have worked hard to put together an updated look that represents us well and visually expresses our values and personality more accurately. This is a significant change, and we really hope you like what you see. To explain more about our new look and feel, I'd like to introduce our very talented Vice President of Marketing, Sangita Woerner.

A handwritten signature in blue ink that reads "Brad".

**Brad Tilden**  
Chief Executive Officer

---

As an Alaska employee, I find it a huge point of pride that so many of our customers say, “I love Alaska.” So updating our brand, which has remained mostly unchanged for 25 years, required a delicate balance. We tried hard to focus on the elements of the brand that have made us strong, but also update it in a way that is fresh, modern and relevant to folks across the country. I want my brother in Detroit to say, “Wow. Alaska Airlines seems great; I wish they had a hub here!”

So where did we start? The Eskimo. Having a human face to represent our brand is a powerful thing, and we plan to showcase his image with great pride. When you look at him, you should still recognize his face, but now see more warmth, kindness and care in his expression. The new colorful energy in the hood of his parka reflects our positive outlook and the passion we have for brightening people’s journeys. The Eskimo is a brand beacon, and we hope that as our airplanes travel across the country, our customers recognize the smiling Eskimo and smile back.

Our next big task was to evolve the wordmark, Alaska Airlines—the signature we’ve had for the last 25 years. With great care, we modernized the design to be more confident, precise and legible. We believe it now reflects the high performance

we strive to deliver every day.

Now, after 12 months of intense work building our new brand expression, we are proud and excited to share it with you. In 2016 and beyond, you will see newly painted planes, updated airports, a modernized look for our Mileage Plan program, an updated website and mobile apps, and much more.

It is an incredible honor to have had the opportunity to refresh such a beloved brand—a brand with a soul. Enjoy a look back at our history on the next few pages, and join us in looking forward to another 84 years of taking care of you. Thanks for flying with us.



**Sangita Woerner**  
Vice President, Marketing



# Mirando hacia arriba.

**E**n el transcurso de los 84 años en los que Alaska Airlines ha existido, nuestro personal ha logrado ganarse la lealtad inquebrantable de nuestros clientes. Una de las razones gracias a las cuales lo hemos logrado es porque para la gente, nosotros tenemos un significado. Representamos el trato a nuestros clientes con calidez y amabilidad. Representamos el desempeño: independientemente de que signifique llevarlo a su destino a tiempo, tener los mejores programas de lealtad y el mejor servicio al cliente en la industria, tener los aviones más modernos y eficientes o tener la mejor tecnología para ayudarlo a registrarse para su vuelo o ayudar a nuestros aviones a llegar al aeropuerto cuando hay poca visibilidad. Y mientras tanto, tratamos de trabajar de una forma que sea constructiva, positiva y segura.

Esto es lo que representa nuestra empresa, y creemos que podemos hacer aún más para contar esta historia a través de nuestra marca. Si usted es como yo, quizá tenga una tendencia natural a resistirse al cambio de las cosas que más aprecia: su familia, su hogar, su comunidad, incluso los productos y servicios en los que confía. Así que en Alaska Airlines, hemos abordado el tema de “refrescar” nuestra marca con un tanto de prudencia.

Una cosa que no cambió fue mantener el esquimal en nuestros

aviones. Durante más de cuarenta años, este símbolo único e icónico ha sido nuestra conexión con las personas y comunidades del estado de Alaska. Después de un largo día, una larga semana o un largo viaje, a menudo veo uno de nuestros aviones, y ahí está el—sonriendo cálidamente, mirando al futuro con confianza. Lo veo y me digo a mí mismo “... continúa hacia adelante—las cosas van a estar bien.” Verlo siempre me hace sentir bien. Para mí, él representa fuerza, coraje y optimismo. Nos sentimos profundamente honrados de tenerlo en la cola de nuestro avión, al igual que nos sentimos orgullosos de llevar el nombre del gran estado de Alaska en cada avión.

Pero queremos asegurarnos de que nuestra marca comunica quiénes somos y lo que representamos a quienes todavía no nos conocen bien. Hemos trabajado arduamente para lograr una apariencia actualizada que nos represente bien y nos exprese visualmente. Este es un cambio importante, y realmente esperamos que le guste lo que ve. Para ayudar a explicar más sobre nuestra nueva apariencia, me gustaría presentarle a nuestra muy talentosa vicepresidenta de Marketing, Sangita Woerner.



**Brad Tilden**  
Jefe Ejecutivo

---

Como empleada de Alaska, es un gran motivo de orgullo que muchos de nuestros clientes digan: “Adoro a Alaska”. Así que renovar nuestra marca, que ha permanecido casi sin cambios durante 25 años, ha requerido un delicado equilibrio. Nos esforzamos por respetar los elementos de la marca que nos han hecho fuertes, pero también la actualizamos de una forma fresca, moderna y relevante para la gente de todo el país. Quiero que mi hermano en Detroit diga: “¡Caray, Alaska luce genial, me gustaría que tuvieran un centro de conexiones aquí!”

¿Dónde empezamos? El esquimal. Tener un rostro humano para representar nuestra marca es algo poderoso y tenemos la intención de mostrar su imagen con gran orgullo. Cuando lo vea, todavía reconocerá su rostro, pero notará más calidez, amabilidad y atención en su expresión. La nueva energía colorida de la capucha de su abrigo refleja nuestra actitud positiva y la pasión que tenemos para alegrar los viajes de las personas. El esquimal es el faro de nuestra marca y esperamos que cuando nuestros aviones viajen por todo el país, nuestros clientes reconozcan el esquimal sonriente y le devuelvan la sonrisa.

Nuestra siguiente gran tarea fue evolucionar la marca nominativa, Alaska Airlines, la firma que hemos tenido durante los últimos 25 años. Con mucho cuidado, hemos mo-

dernizado el diseño para que sea más seguro, preciso y legible. Creemos que ahora refleja el alto desempeño que nos esforzamos por ofrecer cada día.

Ahora, después de 12 meses de trabajar intensamente para desarrollar la nueva expresión de nuestra marca, estamos orgullosos y entusiasmados de poder compartirla con usted. En el 2016 y en lo sucesivo, usted verá aviones recién pintados, aeropuertos renovados, una apariencia modernizada del programa Mileage Plan, un sitio de internet y aplicaciones móviles actualizadas y mucho más.

Es un honor increíble haber tenido la oportunidad de renovar tan amada marca: una marca con alma. Disfrute de una mirada retrospectiva a nuestra historia en las próximas páginas, y únense a nosotros en la búsqueda de otros 84 años de brindarle nuestra atención. Gracias por volar con nosotros.



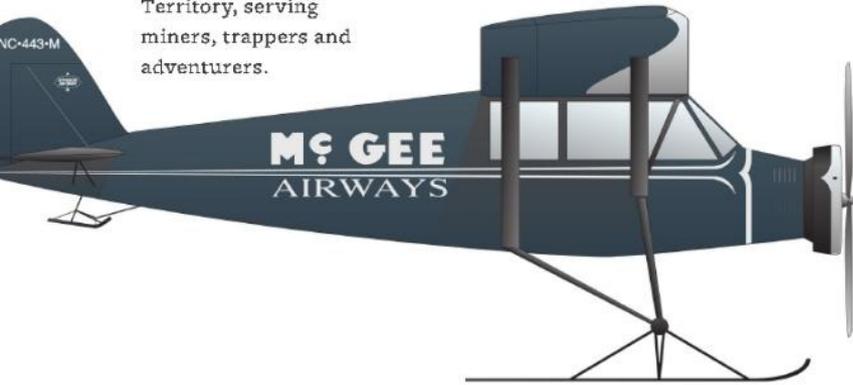
**Sangita Woerner**  
Vicepresidenta de Marketing

# Our heritage.

## 1932

### MC GEE AIRWAYS

Linious "Mac" McGee launches a one-plane airline in the Alaska Territory, serving miners, trappers and adventurers.



## 1950s

### GOLDEN EAGLE

Alaska's fleet is graced with the Golden Eagle tail emblem. Pilots and flight attendants to this day wear wing pins adorned with the Golden Eagle.



## 1951

### SPREADING WINGS

Alaska flyers finally enjoy scheduled service south when Alaska is granted routes that incorporate Seattle and Portland.

## 1944

### BECOMING ALASKA AIRLINES

After the merging of more than a dozen small air services operating in the state since McGee formed in 1932, the resulting company, Alaska Star Airlines, incorporates as Alaska Airlines.



## 1945

### STARLINERS

Alaska Airlines transitions from bush flying to commercial air service with its growing fleet of "Starliners"—WWII surplus Douglas DC-3s, DC-4s and Curtiss-Wright C-46s. Flyers have relatively comfortable access to communities throughout the state.



## 1969

### GOLDEN SAMOVAR

Alaska passengers are treated to Russian Samovar tea service in promotion of charter flights to the Soviet Union's Russian Far East.



## 1972

### SPIRIT OF ALASKA

A new paint scheme representing the spirit of The Last Frontier state emerges, honoring Alaska's Russian heritage, the gold rush era, Native traditions and the people of the far north. The blue Eskimo face debuts on the tails of some of the airline's 727s. Four years later, a new attitude toward customer service prompts the Eskimo to smile.

## 1990s

### TECHNOLOGICAL FIRSTS

Alaska is the first airline to sell tickets via the Internet. Alaska continues to build a reputation for innovation, from cutting-edge GPS navigation systems to its award-winning mobile app; from self-check baggage service to recent experiments with using fingerprint ID for checking in.

## 2016

### NEW LOOK

Growth, route expansion and a focus on caring service lead to a fresh new look for the airline that includes our aircraft, airports, uniforms, digital channels, Mileage Plan, credit card and much more.

## 2008

### RATED TOPS

Alaska earns the first of eight consecutive J.D. Power awards ranking it "Highest in Customer Satisfaction Among Traditional Network Carriers." Also, FlightStats Inc. recognized Alaska recently as the No. 1 North American carrier for on-time performance for the sixth year in a row.

Who is that smiling Eskimo? Look for "The Face on the Tail," an investigative film, at [alaskaair.com/welcome](http://alaskaair.com/welcome).



## 1980s

### ROUTE EXPANSION

With the Airline Deregulation Act of 1978, Alaska begins expanding its route system, first into San Francisco and Southern California. New aircraft and the purchase of Horizon Air help take flyers throughout the Pacific Northwest and into Western Canada, Arizona and Mexico.



# From our past.

From 1930s-era bush planes to Boeing's newest 737s.



1934 BELLANCA PACEMAKER



1943 LOCKHEED LODESTAR



1954 DOUGLAS DC-3



1968 GRUMMAN GOOSE



1961 CONVAIR 880



1972 BOEING 727-90C



1992 BOEING 737-400

# To the future.

2016 BOEING 737-800

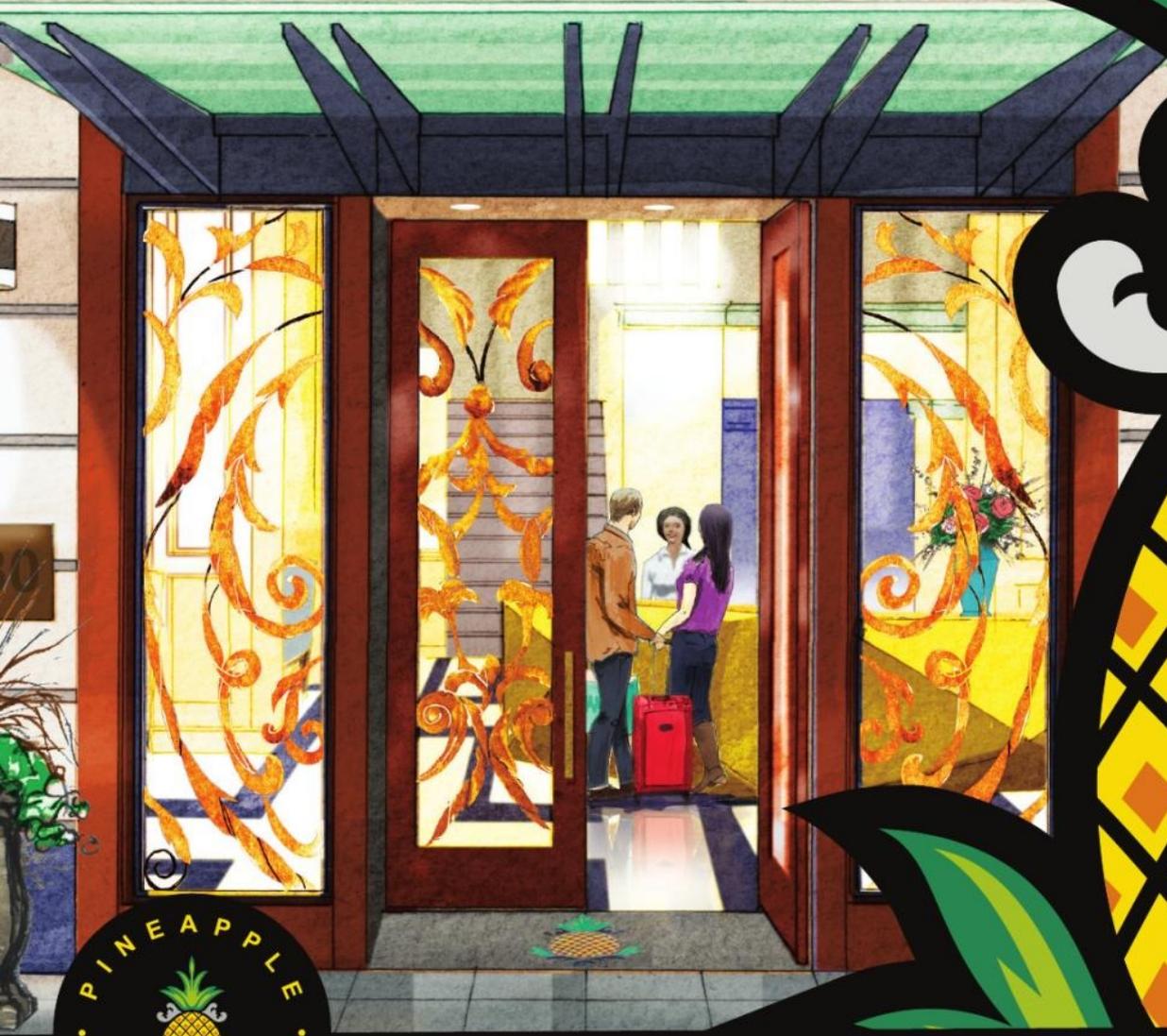


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JANIS BURGER

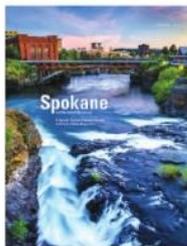
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**Cover:** The Eskimo communicates the company's warm and caring culture.



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TACOMA, WA

## Painting the West

**T**raveling more than 8,000 miles throughout the West in the mid-1800s, explorer **John Mix Stanley** painted hundreds of works, many of which were destroyed in fires, including an 1865 blaze at the Smithsonian.

Now more than 50 of Stanley's key surviving works, including many oil paintings, are on view through May 1 at the **Tacoma Art Museum** in the Puget Sound area, in the exhibit **"Painted Journeys: The Art of John Mix Stanley."** The traveling exhibit was organized by the Buffalo Bill Center of the West in Cody, WY.

Stanley was also **the official artist for an 1853 expedition to survey a northern railroad route from the Great Lakes to the Puget Sound area.** Tacoma became an important part of the subsequent Northern Pacific Railway system constructed in the late 1800s.

Special museum events related to the exhibit include a **Western Fest Free Community Festival**, Feb. 28, and the **TAM Symposium of Western American Art, "Artists Drawn West,"** April 23. Contact: 253-272-4258; [tacomaartmuseum.org](http://tacomaartmuseum.org).



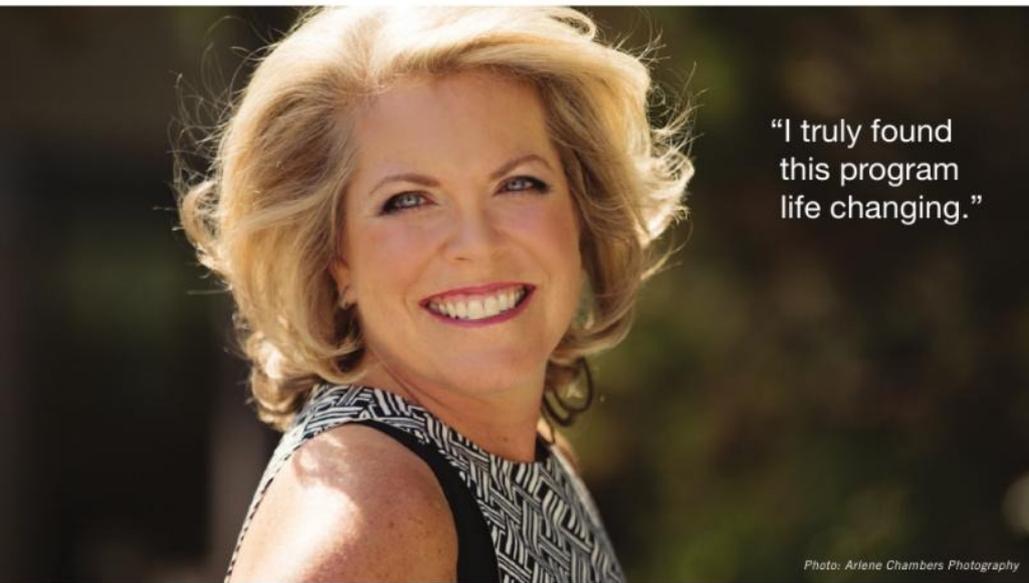
Above: John Mix Stanley's *Self-Portrait*, circa 1860.

Above right: *Young Chief*, 1868.

Right: *Oregon City on the Willamette River*, circa 1852.



JOHN MIX STANLEY (AMERICAN, 1814-1872). SELF-PORTRAIT, C. 1860, OIL ON CANVAS, 29 x 24 1/2 INCHES. GILCREASE MUSEUM, TULSA, OKLAHOMA; YOUNG CHIEF, 1868, OIL ON CANVAS, 20 x 16 INCHES. TACOMA ART MUSEUM, HAUB FAMILY COLLECTION; GIFT OF BRYAN AND HELGA HAUB. OREGON CITY ON THE WILLAMETTE RIVER, C. 1852, OIL ON CANVAS, 28 3/8 x 40 INCHES. ANDRÉ CARTER MUSEUM OF AMERICAN ART, FORT WORTH, TEXAS



"I truly found this program life changing."

Photo: Arlene Chambers Photography



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After I entered my 40s, I became increasingly dissatisfied with how I looked and felt. Although I stayed moderately active, my weight had crept up. But I couldn't seem to find a clear plan for correcting this change and looking and feeling the way I wanted to.

I'd read about the My Best 10 program and although the stories were compelling, I wasn't quite ready to explore that option. However, I found myself returning to the website and wondering if it could truly help me attain my goals. When we sold our house, it seemed like the perfect opportunity.

My goal was to lose about 25 lbs, as well as get off my high blood pressure medication. And I'm happy to say that I achieved those goals – and so much more!

Once I had made the commitment, I was fully on board. I loved having weekly nutritional meetings, which kept me motivated and answered my questions or concerns. I loved the way my trainer was educated enough to help me not only with the exercise, but also answered other dietary questions or concerns I had on a moment-to-moment basis. I felt extremely supported by the entire staff. I also loved the fact that the program doesn't just focus on diet and exercise, but allowed me to explore my skin, hair and the way I looked.

Having the facials and massages during times when I was feeling overwhelmed with everything helped considerably.

Focusing on all aspects of my body and physical health opened the door, giving me the freedom to explore my emotional health as well. I started looking through a different lens at myself, my life and my future.

I had so many "A-ha" moments! Oh, I shouldn't "save" my calories so I can eat a full dinner. They should be spread out throughout the day to keep everything balanced. Oh, the cardio is not only extremely important, but it feels good too. Oh, my skin looks amazing! Oh, I can wear more form-fitting clothes now because I'm proud of how I look. And, best of all, my blood pressure is normal to low for the first time in about 20 years.

These days, I refuse to give up my daily exercise routine. So I continue to feel great. I know how to get back on track if I have a couple of days of overeating, so getting back to my target weight doesn't feel like a struggle or burden. I rediscovered how much I enjoy eating vegetables and have reduced the amount of carbs I eat. Even several months after ending the program, I'm just a couple of pounds off my target weight – but I'll be back in just a few days!

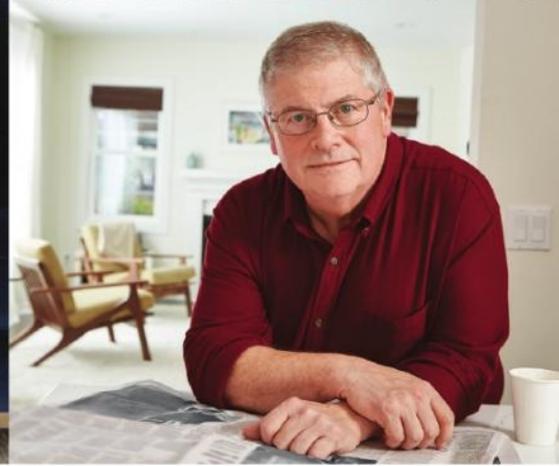
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WALLA WALLA, WA

## Spectacular art forest

A new art installation evoking nature and urban progress is enhancing the traveler experience at the **Walla Walla Regional Airport** in Eastern Washington. Titled ***Illuminated Gateway Arbors***, the installation by Seattle artist **Koryn Rolstad**, owner of Koryn Rolstad Studios, was completed in December.

*Illuminated Gateway Arbors*, commissioned by the Washington State Arts Commission, comprises two groves of 15- to 18-foot-tall aluminum trees with branch-like wings crafted from clear, blue-edged resin and from radiant dichroic resin. The dichroic wings appear to be different colors in different lighting conditions during the day. LED lights illuminate the sculpture by night.

The installation marries Walla Walla's rich

On April 27, 1911, Walter Brookins and Charles Willard flew over the Walla Walla County Fairgrounds, believed to be the first time two airplanes were simultaneously airborne in Washington state ([wallawallaairport.com](http://wallawallaairport.com)).



agricultural history with its burgeoning art scene, Rolstad says. **A 31-tree grove is located in a garden area that travelers can observe through the terminal building's expansive windows, or while boarding or deplaning an aircraft.** A 41-tree grove is located near the airport's Terminal Loop road connection with A Street. In both groves, the trees, mounted in poured-concrete slabs, stand amid local river rocks to create a fabricated forest.

Contact: 877-998-4748; [wallawalla.org](http://wallawalla.org); 206-448-1003; [krstudios.com](http://krstudios.com). —Carly Andersen

SEATTLE, WA

A mobile **Community Hot Shop** is providing demonstrations through May at **Chihuly Garden and Glass** at Seattle Center, where special upcoming events also include **Yoga Under Glass**, **Walk with the Gardener** and **Chihuly through the Lens**, an early-access photo session ([chihulygardenandglass.com](http://chihulygardenandglass.com)).

KALISPELL, MT

The **Museum at Central School** in Kalispell is presenting a free historic-film series, with a different film shown each month. For instance, **Hitchcock's 1959 North by Northwest** will be screened on March 29 ([yourmuseum.org](http://yourmuseum.org)).



talked about

WILSONVILLE, OR

The new **World of Speed Museum**, located about

20 miles south of Portland, is showcasing the history of land speed records, in the exhibit **"Zero to 1000 MPH."** The museum—which features racecars, motorcycles and boats related to motor-sports culture—also spotlights Northwest and global racetracks and luminaries. In addition, it has three racecar simulators ([worldofspeed.org](http://worldofspeed.org)).

WALLA WALLA, WA

A monthlong celebration, **February is for Foodies**, in Walla Walla, features cooking demonstrations each Saturday, including the team from the esteemed **The Marc Restaurant at The Marcus Whitman Hotel**, Feb. 20 ([wallawalla.org](http://wallawalla.org)).

MOSCOW, ID

## Jazzin' it up



Justin Kauflin (above and below) began playing the piano at age 4 and was performing professionally by age 15, even though he lost his sight at age 11 due to exudative retinopathy. He also composes music, and he contributed to the score for the award-winning 2014 documentary **Keep on Keepin' On**, about Kauflin and trumpeter Clark Terry.

Kauflin will be among the numerous noted performers at the **University of Idaho Lionel Hampton Jazz Festival** in Moscow, Feb. 24-27. Styles such as soul, funk and Prohibition-era jazz will be explored in conjunction with the festival theme of **"Jazz Pathways to Discovery."**

Contact: 208-885-5900; [uidaho.edu/class/jazzfest](http://uidaho.edu/class/jazzfest). —Grace Qian



ARTIST: KORYN ROLSTAD; WASHINGTON STATE ARTS COMMISSION IN PARTNERSHIP WITH THE PORT OF WALLA WALLA AND THE WASHINGTON DOC

WORLD OF SPEED PHOTO: GREGOR HALENDA

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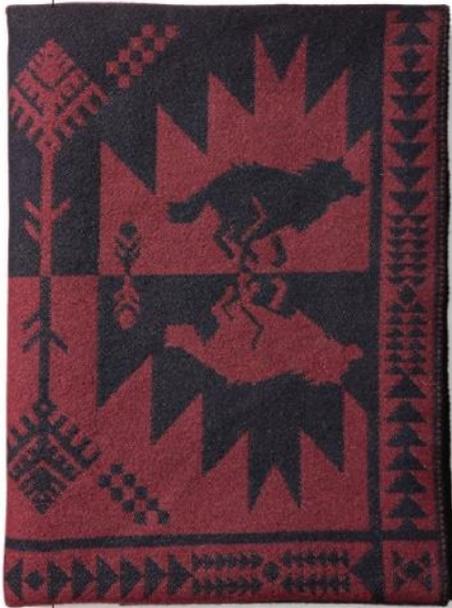
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Gifts for your valentine



**1. Soft Running Wolf Blanket**, in an exclusive design, or items

ranging from parkas to duffels to leather wallets, from Seattle-based Filson, which recently opened a new flagship store. Filson has been known for its quality products since its 1897 founding to outfit Klondike Gold Rush prospectors (filson.com).

**2. New 12-piece Oregon Craft Brewers Truffle Collection**, ranging from the Widmer Brothers Brewing Hefeweizen Truffle to the Deschutes Brewery Black Butte Porter Truffle, from Moonstruck Chocolate in Portland, OR (moonstruckchocolate.com).

**3. Honey & Sunflower Pillar Beeswax Candle Gift Bag**, with raw huckleberry and raw wildflower honey, and a pure beeswax candle with a sunflower pattern, from family-owned Chase Honey Company in the Spokane, WA, area. The family also makes beeswax lotion

bars and lip balms (chasehoneycompany.com). **4. Award-winning caramels that practically melt in your mouth**—typically available in 10 varieties, ranging from Celtic Sea Salt to Chipotle, from Béquet Confections in Bozeman, MT (bequetconfections.com). **5. Award-winning Mint Chocolate Kiss and other all-natural gourmet cookies**, in a Premium Variety Tin, from Cookie...take a bite! in Sonoma County, CA; vegan and gluten-free options also available (cookie...takeabite.com). **6. Six Specialty Cheeses with Cutting Board gift set**, from Oregon-based Tillamook's new online shop. Also visit the website for recipes (tillamook.com). **7. Jewelry**—often with nature themes, such as the silver floral earrings with Oregon sunstones shown on this page—handcrafted by Northwest artisans, plus items such as unique scarves and home-goods, from Mixed Greens Modern Gifts in Boise, ID (ilikemixedgreens.com).

com). **8. Certified-organic and certified-vegan massage products**, such as oils, gels and lotions (also lip balms), from Sacred Earth Botanicals in Eugene, OR. Available at sites such as the new Spa at Cedarbrook Lodge and at various retailers (sacredearthbotanicals.com). **9. Items such as buffalo steaks, sausage, jerky and more** (elk also available) in a Valentine's gift box, from M&S Meats in Montana's Flathead Valley (msmeats.com). **10. Beautiful tea light candleholders with names such as true love, everlasting, joy, smooch and wink**, from Seattle-based glassybaby, which donates 10 percent of every sale to a fund that provides assistance to those in need (glassybaby.com).



**Wine-gift options:**

Washington (washingtonwine.org), Oregon (oregonwine.org), Idaho (idahowines.org), Sonoma County (sonomacounty.com/wineries) and BC's Okanagan (winebc.com).



PHOTOS COURTESY THE RESPECTIVE COMPANIES



Snowshoers enjoy  
a Wanderlust Tours  
adventure on Mount  
Bachelor in Central  
Oregon.



# A WINTER'S WALK

By Kim  
Cooper  
Findling

Scenic snowshoeing  
around the West

COURTESY WANDERLUST TOURS

# THE SNOW

is deep and fluffy in the gorgeous forest of old-growth mountain hemlock on the southeastern flank of Mount Bachelor near Bend, Oregon. The surface looks almost as soft as the billow of clouds floating high in the bright-blue sky, but snowshoes allow us to easily march forward, our footsteps making a shush-crunch, shush-crunch sound.

I'm exploring the forest on a Wanderlust Tours excursion ([wanderlusttours.com](http://wanderlusttours.com)) with seven fellow Central Oregon visitors. Our guide, James, transported us by van from Wanderlust's Bend headquarters, and we gathered around him for an introductory lesson in the parking lot by Mt. Bachelor ski area's Sunrise Express chairlift.

"Snowshoeing is one of the oldest snow sports on earth—just behind snowball fights," James explained with a grin. Snowshoes were once large, weighty contraptions made of wood and rawhide, with little traction, he noted, but today's snowshoes are aluminum and nylon, with crampons under the footbed for traction, and easy-to-use snug bindings. "Modern snowshoes are very light and responsive, like giant flip-flops tuned to be athletic tools," James said. "If you can walk, you can snowshoe. This sport is for everyone, of every speed."

We discovered he was right. Within minutes, we were strapped in and confidently traversing the snowy landscape. We strode away from the hustle-bustle of downhill-skiing action, and headed into the woods.



JANIS BURGER

After we passed a few clumps of trees, the sounds of the ski area vanished. James stopped us to point this out. "All you hear is nature," he said. "Take in the sounds of the winter wind through hemlock."

Mountain hemlock—native to western North America, and known for its small needles and cones—needs the water that the annual snowpack here provides,

James said. The trees held snow in their tops like so many ice cream cones lined in a row, and when a slight breeze rustled the forest, a dusting of sparkling snow fell to my face.

Hummocks of snow surround us, beautifully sculptured by the wind, and as we continue on, I savor the peaceful experience of walking through lovely winter woods. Though we are on the flank of a 9,065-foot-tall dormant volcano, our stroll around the side means there is not a lot of elevation change, and the journey is steady and moderate.

After a while, James stops our group again. He breaks a lodgepole pine needle between his fingers, then smells and tastes it, explaining that he finds it to be harsh and tarlike. I take a needle from him and find that for me, the smell and taste evoke Christmas.

Farther through the forest, we see the tracks of golden-mantled ground squirrels, and of rabbits and

*Continued on page 58.*

**Above:** Hurricane Ridge offers spectacular views.

**Below left:** Outdoor enthusiasts find modern snowshoes fun and easy to walk in.



JUPITER IMAGES / GETTY IMAGES



TAHOE RIM TRAIL ASSOCIATION

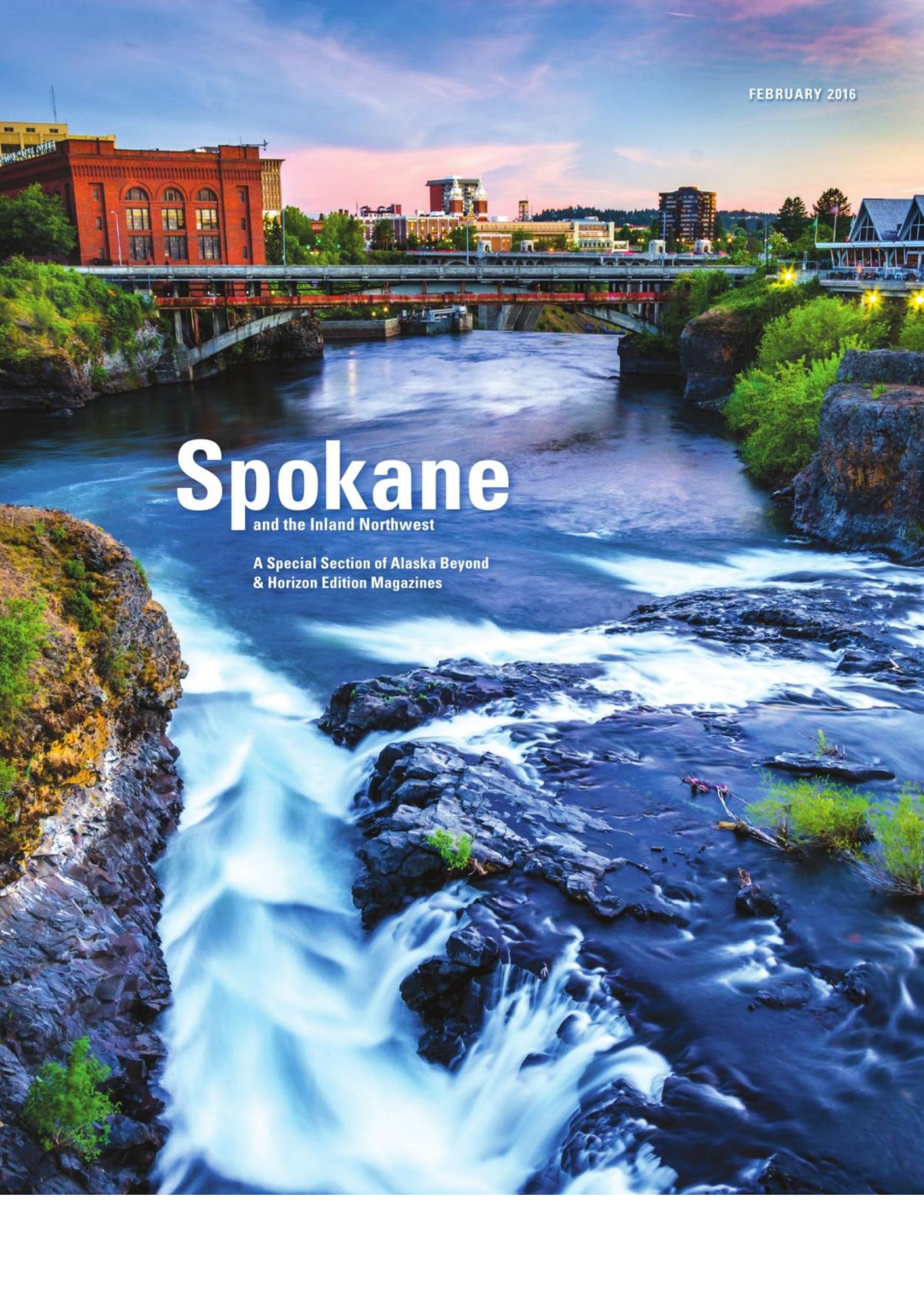
Chickadees might be spotted during snowshoe hikes on Mount Bachelor or at Chickadee Ridge in the Lake Tahoe area.

FEBRUARY 2016

# Spokane

and the Inland Northwest

A Special Section of Alaska Beyond  
& Horizon Edition Magazines





# Energy savings? Grocery Aisle 6.

Ken Groh (right)  
Supermarkets Director  
and Facilities Manager  
Rosauers Supermarkets, Inc.

Ann Carey (left)  
Commercial Account Executive  
Avista Utilities

**S**elling bread and bananas may not seem complicated. But in the grocery industry, the profit margin is just pennies on the dollar and often there are competitors on every corner. Success requires insight into consumer trends as well as tight controls over store costs—one of the biggest being energy use. It's why Rosauers Supermarkets partners with Avista on energy efficiency.

Considered one of the most innovative grocery chains in the Northwest, Rosauers first opened in 1934 during the Great Depression, when Mert Rosauer purchased a small grocery store in Spokane. Despite the economy at the time, his store quickly became a success.

Eventually, the company added superstores with full-service pharmacies. It also established

Huckleberry's Natural Market, Spokane's first grocer to offer a full array of natural and organic foods. Today, Rosauers operates 22 stores in Washington, Oregon, Idaho and Montana. Successful growth, however, has only increased its need to save energy.

"Energy for heating, cooling and store lighting is one of a store's highest operating costs," says

Rosauers Supermarkets Director and Facilities Manager Ken Groh. "But it's also one we can more easily control, especially with energy-saving rebates and incentives from Avista."



Rosauers fine tunes everything from lighting to refrigeration temps using a simple touch-screen computer.

Rosauers has been committed to energy efficiency for over 20 years and, through Avista, takes advantage of the Energy Smart Grocer Program. Avista helps all types of large energy users but adopted a specific grocer program because most stores have similar efficiency opportunities. In the program, Avista provides a facility assessment as well as rebates



New LED track lighting lets Rosauers more precisely aim lamps, so less lighting is needed to make products look great.

and incentives to offset the costs of making energy-efficient upgrades.

Rosauers recently received \$106,000 in Avista rebates and incentives to complete energy upgrades for one project alone (a recent remodel

of one of the company's stores). Because the changes were extensive and completed all at once, they also saw the immediate, total effect on their energy bill.

"The store reduced its electrical use by 14 percent," says Groh. "Over the last two years alone, it's saved us over \$50,000 in energy costs."

Rosauers' store strategy began with switching its lighting from 4-lamp fluorescents, high-bay HIDs and neon to higher efficiency, high-output 3-lamp fluorescents and low-watt LED track lighting. Now only a third of the floor lights stay on after hours, and all case lighting is turned off, leaving just enough light for night workers. The directional LED track lighting also requires less light to make products look appealing and generates less heat which preserves shelf life.

Rosauers upgraded refrigerated cases throughout the store, too, by installing fans with electronically commutated motors (ECMs). Unlike

shaded-pole-motor fans which have heavy metal blades, ECM fans are lightweight plastic so use less energy and create less unwanted heat.

"They're more expensive, but Avista rebates help offset that," says Groh,

"and the money you save in energy consumption offsets the cost."



Higher efficiency ECM fans are now used on cases that need a steady air curtain to keep cold air from escaping.

ECM fans were also installed in the freezer cases, as were more energy-efficient doors. Unlike the older doors which were fully heated to keep from freezing shut, the new doors save electricity by using only a bit of heat along the frame.

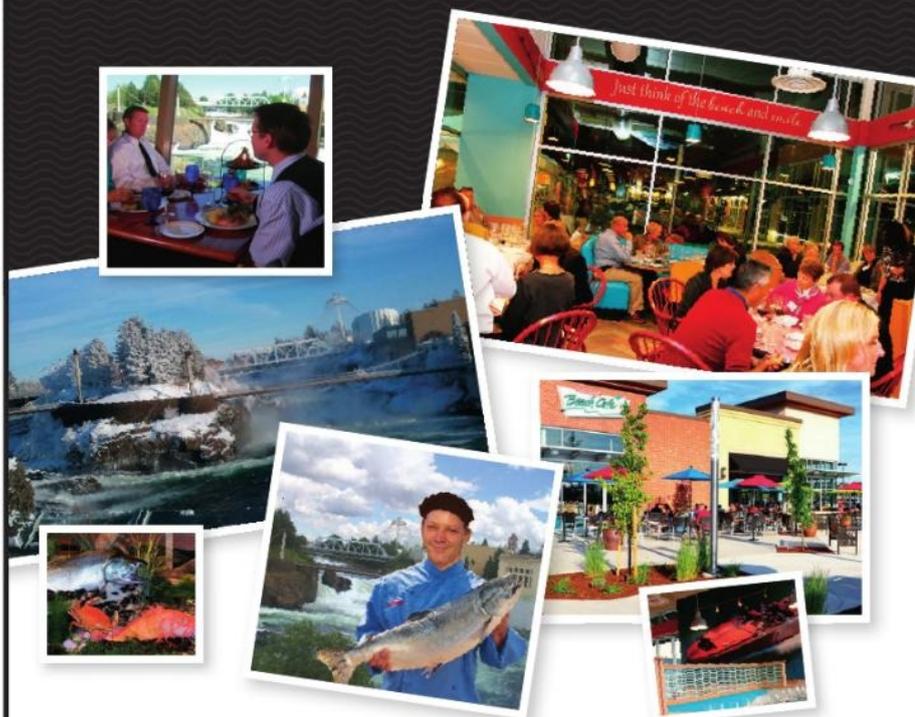
To maximize energy efficiency store-wide, Rosauers also uses an automated energy management system to control everything from lighting schedules and comfort levels to refrigerated-case temperatures. The computerized system even sounds an alarm if a refrigeration case isn't running properly to help prevent product loss.

Along with the greater energy savings, Groh is very happy with the store upgrades, especially the lighting: "Everything looks a million times better," he says. "It was well worth the money."

(For more, visit [avistautilities.com/bizrebates](http://avistautilities.com/bizrebates))



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# Spokane

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Cover: The Spokane Falls in Spokane, Washington. Photo by Jon Bilous / Shutterstock.com

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# INSPIRING EXPLORATION

Ian Richardson discovered a universe of possibilities at Washington State University.

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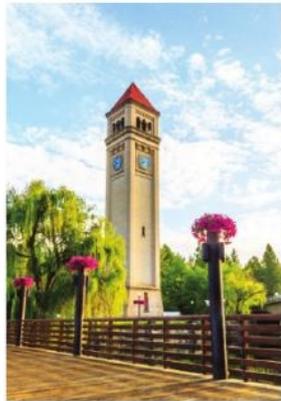
EST 1890

# Special Places in Greater Spokane

TOURING THE AREA'S EXCEPTIONAL SITES **By Michael Guilfoil**

The Lilac City is the central location for many of the area's activities and sites. If you like the outdoors, there are nearby mountains, lakes and rivers to explore. Those who love the city will enjoy its many intriguing museums, historic neighborhoods and exciting parks. The following are a few of our favorite places in and around Spokane.

**Downtown Spokane's** 100-acre **Riverfront Park** is a legacy of Expo '74, the first environmental-themed world's fair. Known for its Clocktower—the remnant of the train station once located on the site—Riverfront Park remains a favorite spot for families to skate in the Ice Palace rink in winter and picnic in the summer. Here you can ride the historic Loeff Carrousel, walk the many paths, admire the Spokane River Falls and explore. It hosts many events throughout the year, such as the Pig Out in the Park food-and-music festival in early September, and the Washington State Chinese Lantern Festival, a five-week celebration of Chinese culture that runs from late September to mid-November. The park is also in the midst of a \$64 million redevelopment project that is scheduled for completion in 2020, which will include creating a central plaza and promenade and building a new ice rink.



PNG STUDIO PHOTOGRAPHY / SHUTTERSTOCK.COM

One of the city's most dramatic sites is the **Spokane River Falls**. Regulated by dams, the Upper and Lower Falls remain an awe-inspiring sight, particularly between March and June when mountain-snowmelt runoff raises the water level and creates an impressive show. Some of the best places to view the spectacle are from the various bridges that cross the Spokane River. You can also ride the Riverfront Park's **SkyRide Over**

**Left:** The Clocktower in Riverfront Park has been a Spokane landmark for more than 100 years.

**Below:** The Duncan Garden, with its symmetrical flowerbeds and granite fountain, is among numerous gardens found in Manito Park on Spokane's South Hill.



DANITA DELIMONT / GETTY IMAGES



**the Falls**, which crosses the river just below the Lower Falls.

**Huntington Park** is another great location for getting up close to the Lower Falls. Tucked between City Hall and the Monroe Street Bridge, the park was developed by Avista Corporation and named for the company's third president. Visitors can enjoy views of the river, read interpretive signs and see public art.

Spokane is blessed with many excellent parks, including South Hill's **Manito Park**. The 90-acre green space offers a variety of botanical experiences, from the Nishinomiya Tsutakawa Japanese Garden's serene waterfall, koi pond and ancient stone statuary to Duncan Garden's symmetrical flowerbeds and granite fountain. There's also stately Gaiser Conservatory, bursting year-round with tropical delights.

Stop by the Park Bench Cafe



CHRIS COOPER-SMITH / ALAMY STOCK PHOTO

for a meal and to enjoy live music in the summer.

The Lilac City has also managed to preserve a number of historic buildings, including the award-winning **Steam Plant Square**. The plant originally opened in 1916 to heat nearby buildings, but was shuttered in 1986. A decade later, the site was resurrected as a unique commercial space that contains a restaurant, offices, stores and a brewery. Visitors are treated to brawny industrial architecture as they shop, sip a beer at the Steam Plant Brewing Company or enjoy a meal at Stacks restaurant.

A few blocks north of Steam Plant Square is **The Historic Davenport Hotel**, which opened in 1914 and was known for decades as one of the state's grandest hotels. Meticulously restored by Spokane developers Walt and Karen Worthy, the hotel

**Above:** The SkyRide Over the Falls features great views of the Spokane River. **Right:** The Cathedral of St. John the Evangelist is renowned for its stained glass.

is known for its architecture, European styling, marble interior, hand-painted frescoes and gold leaf on the hearth.

Another Spokane architectural gem is the **Cathedral of St. John the Evangelist**, located in the Rockwood neighborhood overlooking the city. The Episcopal cathedral is an exceptional example of Gothic architecture with French influences. The church is renowned for its stained-glass windows, its more than 4,000-pipe organ and a 49-bell carillon that was cast in England.



M.L. PEARSON / ALAMY STOCK PHOTO

One of the most breathtaking views in the area is found at the **Royal Riblet Estate**—also known as **Cliff House**—which sits on a basalt cliff 450 feet above the Spokane River. The estate's grounds offer panoramic views that stretch east to Liberty Lake and west to downtown Spokane. The three-story Florentine mansion was built in 1925 by local

## Unique Spokane Neighborhoods

Whether your interests tend toward the historical or contemporary, Spokane has a neighborhood worth exploring. Here are two examples.

STEPHEN SAKS PHOTOGRAPHY / ALAMY STOCK PHOTO



Northwest Museum of Arts & Culture.

**Browne's Addition:** Located just west of downtown Spokane, this neighborhood dates back to 1878, when developer J.J. Browne purchased the land. Later he added the city's first park and a horse-drawn streetcar connecting the neighborhood to downtown. Soon mansions began to spring up, including the Campbell House (now part of the Northwest Museum of Arts & Culture), Patsy Clark Mansion (now law offices) and Loewenberg-Roberts House (now a bed-and-breakfast). Neighborhood highlights include the main building of the Northwest Museum of Arts & Culture, as well as the popular restaurants and pubs.

Two miles north of downtown Spokane is the century-old **Garland District**, anchored by the renovated Garland Theater, an Art Deco movie theater, and Mary Lou's Milk Bottle, a whimsical shakes-and-burger restaurant built in the shape of a milk bottle. The district also features Ferguson's Cafe, a popular breakfast spot frequented by film stars during the shooting of such motion pictures as *Vision Quest*, *Benny & Joon* and *Why Would I Lie?* —M.G.



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businessman Royal Riblet. **Arbor Crest Wine Cellars** purchased the estate in 1984, and it now serves as the winery's headquarters and tasting room. You have to be 21 or older to visit the estate, which features a vineyard and an orchard. Arbor Crest offers numerous events, including the annual Arbor Crest Music Festival and the Soiree on the Edge with the Spokane Symphony.

When it comes to enjoying the outdoors, Spokane residents have plenty of options. One of the most popular is the **Spokane River Centennial Trail**. Named in honor of the state's 100th anniversary in 1989 and completed in 1991, the paved trail begins in the town of Nine Mile Falls northwest of Spokane and generally follows the contours of the Spokane River for 37.5 miles, traversing downtown Spokane and continuing east to the state line. There it



AGE FOTOSTOCK / ALAMY STOCK PHOTO

connects with the North Idaho Centennial Trail and travels another 24 miles to the town of Coeur d'Alene. When the weather is nice, cyclists, in-line skaters, runners and walkers—and even an occasional equestrian—can be found enjoying the trail.

About 20 miles southwest of Spokane is **Turnbull National Wildlife Refuge**. More than 130 marshes, wetlands and lakes dot the 18,000-acre ecosystem, making it one of Eastern Washington's premier wildlife habitats. The refuge features 5.5 miles of roadway and a network of trails.

In the community of Airway Heights, 9 miles west of Spokane, you'll find the **Northern Quest Resort & Casino**. The facility includes a 250-room hotel, 14 restaurants, a spa, slot machines and a variety of gaming opportunities. Operated by the Kalispel Tribe, the resort books internationally known entertainers. This spring's lineup includes Thunder



ZOONAR GMBH / ALAMY STOCK PHOTO

## Spokane residents have many options for enjoying the outdoors, from lakes to trails to city parks.

From Down Under (April 2) and ABBA: The Concert (April 20).

One of the Inland Northwest's most spectacular bodies of water is **Lake Coeur d'Alene**, located about 34 miles east of Spokane. The 25-mile-long lake has more than 100 miles of shoreline. The resort and college town of Coeur d'Alene (pop. 47,000) dominates activity at the lake's north end, while the Coeur d'Alene Tribe has jurisdiction over the lake's southern third. In colder weather, visitors congregate at **Wolf Lodge Bay** from November through February to count the scores of bald eagles feeding on spawning kokanee salmon. Winter guests

also gather at **The Coeur d'Alene Resort** for the Coeur d'Alene Blues Festival (March 18–20). In the warmer months, **The Coeur d'Alene Resort Golf Course**, with its famous floating green, is a top attraction for golfers from throughout the region. **S**

*Michael Guilfoil is a Spokane-based writer.*

*Alaska Airlines offers daily flights to Spokane. For information, call 800-ALASKAAIR or visit [alaskaair.com](http://alaskaair.com). To learn more about the Inland Northwest, call Visit Spokane at 888-SPOKANE or go to [visitspokane.com](http://visitspokane.com).*

**Above:** Dog walking is one of the many popular activities on the Spokane River Centennial Trail.  
**Center:** Idaho's Lake Coeur d'Alene offers outstanding recreation throughout the year.  
**Below:** Spring flowers adorn the grounds of Spokane's Arbor Crest Wine Cellars estate.



DANITA DELIMONT / ALAMY STOCK PHOTO



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# Creating Community

THE LILAC CITY EMBRACES A LIVELY ARTS SCENE **By Cheryl-Anne Millsap**

The large downtown Spokane warehouse thrums with pop music as people cluster together admiring artwork on display throughout the space and chatting in groups, laughing and calling out to friends. The energy level in the large room is high, and the feeling is vibrant.

There is a sense that just by being here, we're all part of something special.

Welcome to **Terrain**, a one-night event that grew into an art festival. The exhibit began in 2008 as a way to bring together the best of the region's young talent and people with an interest in art and music for a night of viewing works and networking. However, it quickly blossomed into a full-fledged art happening.

In 2015, about 7,000 people gathered for the annual show on the first Friday of October. In addition to the art party, Terrain now includes partnerships with the Northwest Museum of Arts & Culture and has collaborated with the Spokane Symphony, which last year resulted in a one-night Terrain fundraiser that saw the orchestra play with a variety of local bands. Last summer, Terrain launched Bazaar, a one-day art market that sold more than \$36,000 worth of fine art and crafts.

Terrain's success is an example of Spokane's burgeoning commitment to the arts. From monthly First Friday art openings to popular plays and touring Broadway shows, there is always something creative going on in the city. The following are some of the main artistic events and activities in Spokane.

**From top:** Shows such as Disney's *Beauty and the Beast* are presented at Spokane's INB Performing Arts Center. People gather at the Spokane art festival Terrain. The steel sculpture *The Joy of Running Together* is a Riverfront Park attraction.

The Lilac City boasts an astounding array of public art, and showing it off is one of my favorite ways of introducing the city to visiting friends and family.

**The Spokane Sculpture Walk** ([my.spokanecity.org](http://my.spokanecity.org)) encompasses 21 sculptures scattered throughout Riverfront Park and the downtown area. One of the most popular works is the distinctive



INB PERFORMING ARTS CENTER



VISIT SPOKANE

*The Joy of Running Together* installation of life-size steel figures running on the edge of Riverfront Park. It perfectly captures the spirit of the city's annual Bloomsday race. Also at the park is The Rotary Riverfront Fountain, created by Harold Balazs and Bob Perron, which has become a Spokane landmark.

Columns support a steel ring with jets that spray water down into the base of the fountain.

Children can often be found enjoying the falling water on warm summer days.

Other favorite Riverfront Park art includes Ken Spiering's sculpture *The Childhood Express*, which looks like a large Radio Flyer red wagon, and was built in honor of Washington state's 1989 centennial. The work is a place for children to play, with the wagon handle acting as a slide.

Another Ken Spiering piece

From monthly First Friday art openings to popular plays and touring Broadway shows, there is always something creative going on in Spokane.



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MELISSA COLE / WWW.MELISSACOLE.COM

Spokane artist Melissa Cole stands by her painting *Wild Aurora*, which is on display at Aurora Elementary School in Anchorage, Alaska.

can be found on the steep banks of the Spokane River, just downriver from the Howard Street Bridge. Those with keen eyes will see a steel sculpture titled *Mountain Sheep* that depicts the animal climbing the rocks on the bank.

## When I have some leisure time, I like to wander for an hour or two in Spokane's Northwest Museum of Arts & Culture.

Among the area's extraordinary works is George Tsutakawa's tall abstract *Aluminum Fountain* near the INB Performing Arts Center.

When I have some leisure time, I like to wander for an hour or two in the **Northwest Museum of Arts & Culture** ([northwestmuseum.org](http://northwestmuseum.org)). One of five museums in Washington state that is affiliated with the Smithsonian Institution in Washington, D.C., the MAC is located just minutes from downtown Spokane and houses a regional history collection, a collection of Native American art, artifacts and photographs and a fine art collection. Rotating exhibi-

tions chronicle life in the Inland Northwest.

Upcoming exhibitions include "Animals in Art" (June 3–September 4). A display of etchings, engravings, lithographs, sculptures, oils and watercolors, the show will depict the animal kingdom through works from Pennsylvania's Reading Museum and works from the MAC's own collection.

The museum will also be displaying "Lost Egypt: Ancient Secrets, Modern Science"

(September 24–January 6, 2017), which will display a real mummy and focus on the importance of modern techniques and technology in solving ancient mysteries.

There are ample opportunities for spending a night at the theater in Spokane. WestCoast Entertainment's **Best of Broadway** series ([wcebroadway.com](http://wcebroadway.com)) brings a season of in-demand productions to the stage at the **INB Performing Arts Center** ([inbpac.com](http://inbpac.com)), including such hit shows as *The Illusionists* (February 13–14), Disney's *Beauty and the Beast* (April 5–6) and the National Geographic Live! speaker series.

Professional theater produc-

Oregon. When my father retired, we moved to Oregon. I served in the Peace Corps after I graduated from college and worked all over the world, ending up in Baja, Mexico, working as a bilingual naturalist guide. I met my husband, Brandon Cole, during one of his photography trips. After a wedding in the Seychelles I moved to Spokane a year later and I've been happily living here for 19 years!

### ► How has living in the Northwest impacted your art and creativity?

I'm not sure if art would ever have become a full-time career if I had not moved to the Pacific Northwest. It was the first place where I actually settled down and became part of a community. What started with small images and cards gradually evolved into larger paintings and later public works of art. And soon my attempt to "pass time" snowballed and became my passion and career. Spokane has always offered me a caring and enthusiastic audience.

### ► You've collaborated on 30 children's natural-history books. How do you think that complements your art?

Although I have always enjoyed art and the creation of it, my background is in zoology and marine ecology. I worked in the Dominican Republic as a Peace Corps volunteer in forestry and environmental education, for the Department of Fish and Wildlife in Oregon, and as a dive guide and naturalist guide in the U.S. Virgin Islands and in Baja, Mexico. I continue to travel and work with my photographer husband, who specializes in the marine environment, and I was able to partner with him as an author. All of this finds its way into my work.

### ► How has your style evolved?

When I began painting, my work had very little texture. A trip to the Van Gogh Museum in Amsterdam changed that. In some of my works on wood I add stones I have gathered along the Oregon coast, or glass from Venice or coins from Palau, Indonesia or the Dominican Republic. My work is becoming more personal and more contemporary.

### ► You are an expert diver. How do you think this impacts your art?

I have been diving for more than 20 years, and it has become second nature to me. I incorporate this movement and love of water into many of my works of art. I have been face-to-face with anacondas in Brazil and baby gray whales in Mexico, snorkeled with salmon in British Columbia, dived with sea dragons in Tasmania and shared beaches in Indonesia with Komodo dragons. These experiences are indelibly etched in my mind.

### ► What's next?

I have shows planned for April, June and September of this year in Spokane, featuring new works, as well as a two-person show with my mother, Marilyn Singh (also a painter). I will also be working on a 20-foot tree sculpture destined for Riverfront Park. —C.A.M.

## Melissa Cole Q&A

Spokane artist Melissa Cole has lived a fascinating life. The globe-trotting expert diver first took up painting as a hobby, but it soon developed into a passion. Today, her works are found in galleries from Alaska to Florida.

### ► You grew up in India and London among other places. What brought you to the Northwest?

My father was a pilot for Air India, which took our family to London, Hong Kong and Bombay. My mother grew up in Salem,



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tions at **The Modern Theater** downtown (themoderntheater.org) and award-winning community theater productions at **Spokane Civic Theatre** (spokanecivictheatre.com) present a steady stream of great entertainment.

Concerts, comedians and other performances draw big crowds to the glorious Art Nouveau **Bing Crosby Theater** (bingcrosby-theater.com) and the elegant Art Deco architecture of **The Martin Woldson Theater at the Fox** (foxtheaterspokane.com). The theater is also the home of the Spokane Symphony. **Northern Quest Resort and Casino** (northernquest.com) is a regular stop for top talent, including The Tenors (February 15) and Lyle Lovett and Robert Earl Keen (March 20).

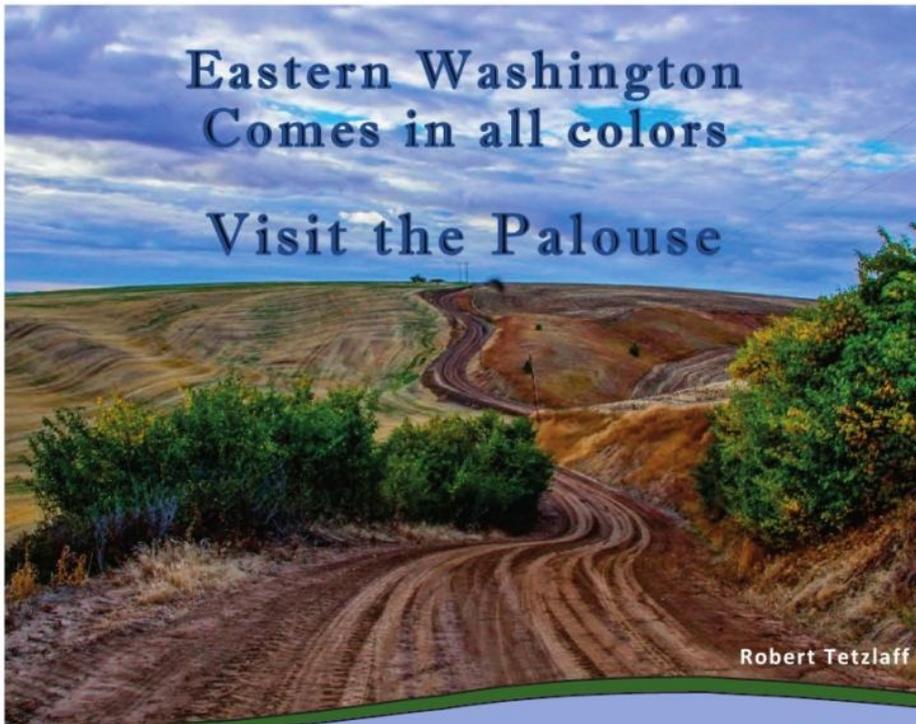
To showcase the local literary scene, Eastern Washington University hosts the annual **Get Lit! Festival**, April 11–17 this year, which brings together readers and notable authors.

A MUCH-LOVED AUTUMN TRADITION is the **Spokane Fall Folk Festival** (spokanefolk-festival.org) which will be held November 12–13. Each time I attend this event I come away with a new appreciation for the old songs and the contemporary bands that play them. Marking its 21st anniversary this year, the free two-day long festival takes place at Spokane Community College and features bluegrass, blues, Celtic, African and other forms of world music on eight separate stages.

In 2015, a crowd of more than 5,000 people gathered to enjoy dance, music workshops and open jam sessions. Spokane Public Radio conducts a live broadcast from the festival each year.

The Inland Northwest has always nurtured an impressive number of gifted and successful authors. To showcase the local literary scene, Eastern Washington University hosts the annual **Get Lit! Festival** (getlit-

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THE FALL FOLK FESTIVAL

The Spokane Celtic band Broken Whistle has been among the performers at the Spokane Fall Folk Festival, an acclaimed musical event being held November 12–13 this year.

festival.org), which brings together writers, readers and notable authors from around the region and the country.

This year's event will be April 11–17. Get Lit includes readings, guest speakers and workshops. Among other local literary happenings, Sherman Alexie, a member of the Spokane Tribe and one of the country's most distinctive authors and Native American voices, and Spokane native and *New York Times* best-selling author Jess Walter are collaborating on the popular podcast *A Tiny Sense of Accomplishment*. The duo have produced 29 podcasts so far and plan to continue.

*Spokesman-Review* columnist and author Shawn Vestal is a winner of the PEN/Robert W. Bingham Award, and Gonzaga professor and author Shann Ray has been getting a considerable amount of national attention for his debut novel, *American Copper*.

**FROM INTELLECTUALLY STIMULATING** speakers and compelling theater to the wide variety of dynamic art displayed at venues around Spokane, the art and culture scene continues to expand and develop. **S**

*Cheryl-Anne Millsap writes from Spokane.*

Alaska Airlines (800-ALASKAAIR; [alaskaair.com](http://alaskaair.com)) flies daily to Spokane. To learn more about arts and culture in the Inland Northwest, contact Visit Spokane, 888-SPOKANE; [visitspokane.com](http://visitspokane.com).

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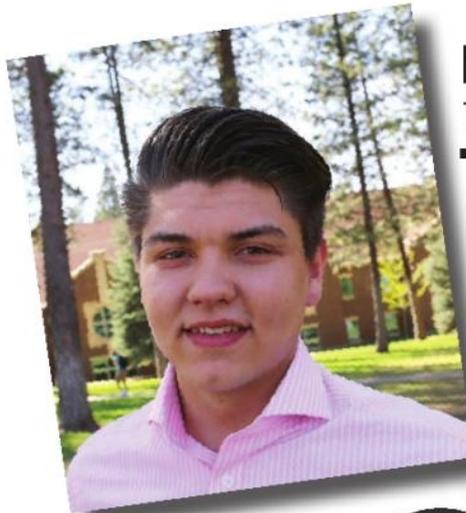


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# Savoring the Inland Northwest

ENJOYING LOCAL CUISINE **By Adriana Janovich**

I was enamored with the restaurant Central Food before I even ordered. The view from its location was spectacular—and quintessentially Spokane. From my window seat, I can see a swath of the Spokane River and its steep banks, as well as the downtown skyline rising just beyond, where many of the city's architectural landmarks take center stage.

I can also see the twin spires of the Cathedral of Our Lady of Lourdes, the double stacks of the old Steam Plant, the turreted top of *The Spokesman-Review* newspaper building and the concrete arches of the Monroe Street Bridge.

The food was equally amazing. For lunch on that summer day I ordered the Korean pork sandwich with its shredded, slow-braised pork shoulder, onions seasoned with turmeric and sriracha mayonnaise. It was superstuffed, a little drippy, and delicious. More than two years later, that sandwich remains one of my favorites.



Opened in 2012, **Central Food** ([eatcentralfood.com](http://eatcentralfood.com)) was the first restaurant to locate in Kendall Yards, a new development just north of the Spokane River and downtown Spokane. The restaurant turned out to be a trendsetter for the up-and-coming neighborhood, which didn't exist when Central Food chef and owner David Blaine first looked at the property.

"It was just a raw piece of land. There was no road," Blaine remembers. But he knew the view would be a natural attraction. "Spokane never looked so good as it does from this angle," he says of the restaurant's location.

Today, Central Food is one of a half-dozen eating and drinking establishments perched atop the high bank of the Spokane River in the Kendall Yards neighborhood. Many of these restaurants offer views of the city, as well as the Spokane River.

On a recent Saturday night, when three longtime friends from Seattle were visiting, I took them to Central Food, where we shared a bottle of prosecco and a luscious cheese plate, which included a double-cream French brie, a California blue and a buttery sheep's milk, surrounded by marcona almonds, house-made jam, sliced apple



**Left:** Central Food, located in the Kendall Yards neighborhood, uses only the freshest produce for its meals. **Below:** A Central Food favorite is the Cheese Plate, featuring such cheeses as a double-cream French brie.



and baguette rounds. Besides scrumptious appetizers, Central Food also offers breakfast, lunch, dinner, desserts and drinks in its well-lit and airy dining room.

In warmer months, I usually opt for the long, 50-seat patio overlooking the river and the Spokane River Centennial Trail, which runs right past many of the restaurants in this area.

Blaine designed the menu to spotlight the region's bounty: lentils, chickpeas, wheat, apples and potatoes. These staples are always on the menu. Blaine also sources herbs and vegetables from Central Food's own garden, on the grounds of the restaurant, as well as from local farmers at the **Night Market at Kendall Yards** ([kendallnightmarket.org](http://kendallnightmarket.org)).

Launched in 2015, the farmers market is held right outside the restaurant's front door Wednesday evenings from mid-May to mid-October.

In addition to produce, look for intriguing alcoholic mead beverages from **Hierophant Meadery** ([hierophantmeadery.com](http://hierophantmeadery.com)), all-natural popsicles from



MCGHEE PHOTOGRAPHY / HIEROPHANT MEADERY

**Terrace Bar**—fitted with fire features and low-slung couches. This drinks-only bar is the perfect place to enjoy the view on warm afternoons and evenings.

From this vantage point, it feels as if you could reach over the treetops of Riverfront Park and touch the park's 113-year-old Clocktower and the pavilion that was built for the 1974 World's Fair.

For another view of the city's lights, try **Twigs Bistro and Martini Bar** ([twigsbistro.com](http://twigsbistro.com)), on the third floor of River Park Square, Spokane's downtown shopping center. Sit at a table on the new skybridge, completed in 2015 overlooking the mall's main entrance and atrium, and sip one of the restaurant's 24 signature martinis, such as a Huckleberry Lemon Drop.

The comprehensive menu has gluten-free selections as well as appetizers, entrees, salads, sandwiches, pizza and dessert.

Located on the north side of

**Fannie's Ice Pops** ([fanniesicepops.com](http://fanniesicepops.com)), and handmade tea featuring local and regional ingredients from **Winterwoods Tea Co.** ([winterwoodsteacompany.com](http://winterwoodsteacompany.com)), all regular vendors at the market.

A couple of doors east of Central Food, thin-crust, wood-fired pizza is available by the pie or slice at **Veraci** ([veracispokane.com](http://veracispokane.com)). A local favorite is the Hot Coppa—salami, caramelized onions and Beecher's Flagship cheese from Seattle—all on a garlic and olive oil-covered crust. Veraci shares a river-view patio with the shop **Nectar Wine and**

**Beer** ([nectarkendallyards.com](http://nectarkendallyards.com)), which offers a wide selection of beverages, including locally made craft beers and wines. The store also has a cheese counter with several dozen offerings, and customers can order pizza from the adjacent restaurant.

"Whether you're looking for beautiful river views, or a more urban vista, Spokane has a wide variety of sights to see while enjoying your meal," notes Cheryl Kilday, president and CEO of Visit Spokane, the region's destination marketing organization.

Among the city's newest culinary attractions is **The Davenport Grand Hotel** ([davenport-hotelcollection.com](http://davenport-hotelcollection.com)). Opened in June of last year across the street from Riverfront Park, the city's largest hotel has a variety of restaurants.

On the main floor you'll find the ultramodern **Grand Restaurant & Lounge**, which is known for its prime rib and views of Riverfront Park and the INB Performing Arts Center. The latest restaurant to open at the hotel is **Table 13**, which specializes in

small-plate meals and has a whiskey bar tucked in the back that serves a variety of craft cocktails. On the second floor, above the Grand Restaurant & Lounge, is the outdoor **Grand**



ROGUE HEART MEDIA

**Above:** Hierophant Meadery produces beverages made with fermented honey that has the sweetness of Riesling wine.

**Right:** Fannie's Ice Pops are an all-natural treat. The mead and pops are sold at the Kendall Yards night market.

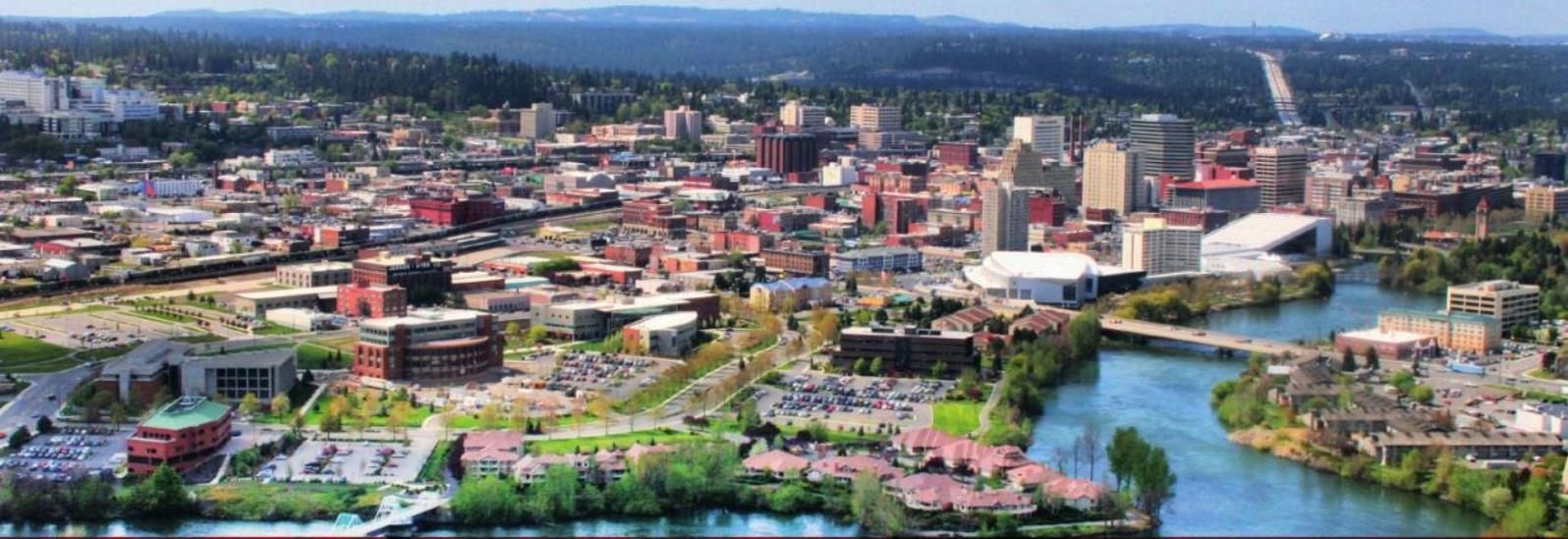
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At **Patit Creek Cellars** ([patitcreekcellars.com](http://patitcreekcellars.com)) in the heart of downtown, there's live music every first and third Friday, and a 9-foot-long artisan cheese counter with brands from around the world. Ask the cheesemonger to recommend wine-and-cheese pairings.

Started by two lawyers, **Barrister Winery** ([barristerwinery.com](http://barristerwinery.com)) offers two downtown locations: a small, new tasting room, which opened in 2015 in the historic **Liberty Building** ([spokanelibertybuilding.com](http://spokanelibertybuilding.com)), across the street from The Davenport Grand Hotel, and the original venue and production facility, located in a century-old building with exposed brick and wood beams. During warmer months, opt for the courtyard seating area, cordoned off by a picturesque wall of wine barrels.

Family-owned **Arbor Crest Wine Cellars** ([arborcrest.com](http://arborcrest.com)) is one of the region's top wineries, offering a number of award-winning wines, including Cabernet Sauvignon, Cabernet Franc and blends, at its spectacular headquarters and tasting room located in the historic **Cliff House**, which sits atop a ridge overlooking the Spokane Valley. —A.J.



HAMILTON STUDIO

**Above:** Churchill's Steakhouse in downtown Spokane offers an elegant dining experience.

**Below:** The Twigs Bistro and Martini Bar is located on the third floor of River Park Square. The restaurant provides both fine dining and excellent views of Spokane.

institution for 40 years. It is famous for its view of the river as well as charbroiled rib-eye steak, surf-and-turf combos, iceberg-lettuce-wedge salads and a burnt-cream dessert.

The restaurant sits high above the river in the city's Old Flour Mill, built in 1895. The historic brick building was converted into a shopping center in time for

house ([churchillssteakhouse.com](http://churchillssteakhouse.com)), one of the region's fine dining experiences.

Named in honor of Sir Winston Churchill, the British war hero and former prime minister, the elegant restaurant is located in the shadow of the twin stacks of Steam Plant Square and boasts an atmosphere reminiscent of an old-school New York-style steak-



TWIGS BISTRO AND MARTINI BAR

Spokane Falls, about a block from River Park Square, is **Anthony's at Spokane Falls** ([anthonysons.com](http://anthonysons.com)), which overlooks the base of the Spokane River's Upper Falls, Canada Island and Riverfront Park. Anthony's is part of a regional, family-owned restaurant group best known for its seafood. Northwest Manila clams, Idaho rainbow trout and Alaskan halibut are among the favorite menu items.

When the weather's warm, visit for happy hour on the back deck, where you can enjoy the cascading water as it rushes around Canada Island. Anthony's also has a casual location in Spokane—**Anthony's Beach Cafe** on the South Hill.

Located near the Upper Falls, **Clinkerdagger** ([clinkerdagger.com](http://clinkerdagger.com)) has been a Spokane dining

Expo '74.

Get there early on a warm, sunny day and enjoy happy hour on the veranda. The breeze from the river—and, if you're lucky, the mist—will cool you off as you enjoy calamari, a prawn cocktail or crab-and-artichoke dip.

About five blocks south of the Spokane River is the brick building that houses **Churchill's Steak-**

house, with white linens, hardwood and private dining.

Start with a shrimp cocktail before the 12-ounce filet mignon or bone-in tenderloin steak. Be sure to make a selection from the award-winning wine list, which includes a rare bottle of Penfolds Grange for \$1,000.

You might also want to visit the basement bar, which becomes



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**Right:** Wood-fired thin-crust gourmet pizzas are prepared for customers at Veraci, a popular Kendall Yards–area restaurant.

**Below:** The Cedars Floating Restaurant has been a Coeur d'Alene institution since 1965.



ERICK DOXEY

## The Coeur d'Alene area boasts restaurants with spectacular evergreen-lined lake views.

particularly lively on Wednesdays, when Churchill's offers a special on burgers.

Across the border in Idaho, **Fleur de Sel** ([fleur-de-sel.weebly.com](http://fleur-de-sel.weebly.com)) provides an exquisite taste of France from a hilltop in Post Falls. The dinner fare ranges from short ribs en croute to duck leg confit with fennel and potatoes, and cassis-glazed quail and pork. The view is particularly Pacific Northwest, with tall pines dotting the wonderfully serene Highlands Golf Course and development 25 miles east of Spokane.

For a more casual taste of France, here's an insider's tip: Owners Laurent and Patricia Zirotti opened a small creperie on Spokane's Lower South Hill in late 2015. **Fleur de Sel Artisan Creperie** ([fleurdeselcreperie.com](http://fleurdeselcreperie.com)) specializes in buckwheat crepes with sweet (Nutella, lemon curd, vanilla cream) as well as savory (turkey and truf-

fles; bison and horseradish; salmon and capers) fillings.

About 10 miles east of Post Falls, the Coeur d'Alene area boasts restaurants with spectacular evergreen-lined lake views. A ribbon of roadway is all that separates **Tony's on the Lake** ([tonysonthelake.com](http://tonysonthelake.com)) from the water. Closed for the winter, Tony's will reopen April 1. It offers classic Italian fare, such as bruschetta, gnocchi in a Gorgonzola cream sauce, mushroom ravioli and tiramisu.

**The Coeur d'Alene Resort** ([cdaresort.com/discover/dining](http://cdaresort.com/discover/dining)) has several dining and drinking establishments with panoramic lake views. Favorites include the casual **Dockside** ([docksidecda.com](http://docksidecda.com)) with marina views and a menu that favors traditional American cuisine, such as steak, burgers and seafood.

For special occasions, or an especially nice meal, visit the



QUICKSILVER PHOTOGRAPHY

seventh floor of the resort and dine at **Beverly's** ([beverlyscda.com](http://beverlyscda.com)). Its lunch and dinner menus feature modern Pacific Northwest fare with Mediterranean and Asian influences.

The menu ranges from ahi tuna to wagyu fillet of sirloin. You can also tour the restaurant's floor-to-ceiling wine collection, valued at \$2 million.

Then there's **The Cedars Floating Restaurant** ([cedarsfloatingrestaurant.com](http://cedarsfloatingrestaurant.com)), literally located on the lake. An Inland Northwest institution since 1965, The Cedars is located at the confluence of Lake Coeur d'Alene

and the Spokane River, and specializes in prime rib and seafood. The best seats in the restaurant are on the all-weather deck, remodeled in 2015 with heating and enclosure options for cooler nights. **S**

*Adriana Janovich writes from Spokane.*

*Alaska Airlines offers daily flights to Spokane. For information, call 800-ALASKAAIR or go to [alaskaair.com](http://alaskaair.com). To learn about dining in the Inland Northwest, you can contact Visit Spokane, 888-SPOKANE; [visitspokane.com](http://visitspokane.com).*

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# A Bright Business Climate

THE INLAND NORTHWEST DEMONSTRATES GREAT ECONOMIC VITALITY **By Stacey Denny**

As the center of the Inland Northwest, Spokane is a leader in a range of industries, including higher education, hospitality and medical services. The region has also proven to be a place where both large and small businesses can find success.

The 716-room Davenport Grand Hotel made an impressive debut last year. The \$135 million project, with its 17-story tower and modern interior design, sits in the heart of the city, across the street from Riverfront Park and connected to the adjacent Spokane Convention Center by a sky bridge. The hotel, along with a \$55 million expansion of the center, has created the region's top tourism and convention hub. The opening of The Davenport Grand Hotel and the convention center upgrades are the latest examples of how Spokane continues to enhance its prominence in the Inland Northwest, a region that stretches from the eastern slopes of the Cascade Range to the Idaho Panhandle.

Spokane's growth is something that Stacey Cowles has watched closely for much of his life. The president of the Cowles Company and publisher of *The Spokesman-Review* newspaper since 1992, Cowles is a scion of one of the city's most prominent families. William H. Cowles,

son of *Chicago Tribune* newspaper manager Alfred Cowles, moved to Spokane in 1890 to manage *The Spokesman*. He later purchased and merged three newspapers to create *The Spokesman-Review*.

Today, the Cowles Company is a fourth-generation family-owned corporation that oversees a number of businesses that range from real estate development to newspapers, radio and television stations. During the Cowles' tenure in Spokane, the city has grown from a population of

20,000 to more than 200,000 and has become a regional leader in many industries, including farming, forestry, higher education, hospitality, medical care and mining.

Cowles says he expects even more expansion in the future. He points out that the city's great business climate is in part due to the many visionary leaders helping Spokane become an excellent place to live and raise a family.

"It's important to start with building a great place to live

because that attracts new investors," Cowles says. "A big part of that is having a vibrant urban core that supports amazing cultural amenities, great food, shopping and lots of things to do. We already have fantastic outdoor activities, but we need ways to engage people intellectually, socially and culturally."

To strengthen the city's urban core, the Cowles family helped develop River Park Square, one of Spokane's premier locations for shopping, dining and entertainment. The development has been at the heart of the downtown's revitalization. Cowles says the city has developed a good balance of large and small businesses. It has also benefited from a strong collaboration between the business community, local government, higher education and the community.

Spokane Mayor David Condon echoes Cowles' sentiments. The mayor, a native son who is begin-



DAVENPORT GRAND HOTEL (2)



**Above and left:** Spokane developers Walt and Karen Worthy opened the 716-room Davenport Grand Hotel in 2015. **Below:** Spokane Mayor David Condon, who is beginning his second term, continues to focus on job creation and economic development.



CITY OF SPOKANE

## Spokane's strengths include its low cost of living and high quality of life.

ning his second term in office, praises the local environment and happily puts out the welcome mat for anyone interested in moving to the city.

He says the city's strengths include its low cost of living and high quality of life.

"We have what I like to call 'work/life integration,'" Condon says. The mayor has found that Spokane residents can easily combine their work life with a healthy family life.

Condon says he is focused on creating jobs in the Spokane area, with the goal of making Spokane the fastest-growing job market in

the Inland Northwest and the "city of choice" for businesses looking for new locations.

One of the ways he hopes to reach his goal is by helping to build the city's infrastructure, which will create high-wage jobs and attract more businesses and industries. The mayor points to the fact that his policies have helped increase median household income in Spokane by 11 percent in 2014.

The greater Spokane area is home to a number of large firms, including Avista Corporation, the electricity and natural gas utility that serves nearly 700,000

regional customers, and Itron Inc., which develops equipment for utilities, is located in nearby Liberty Lake. Cisco Systems, F5 Networks Inc., Goodrich and Kaiser Aluminum are just a few of the large enterprises that have branches in the area.

However, Condon says small businesses have historically been

Stacey Cowles, president of the Cowles Company, says Spokane provides a vibrant urban core that contributes to a strong Spokane-area economy.



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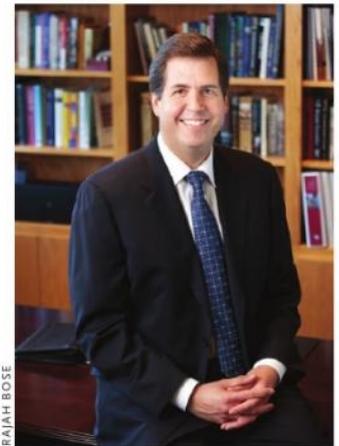
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**“Spokane is ready for the influx of big business that we want, and the proliferation of small businesses that keep us eclectic and vibrant.”**

the backbone of the Spokane economy and he hopes to help both large and small businesses prosper here in the future.

One aspect of the local economy that has helped Spokane and all of the Inland Northwest is the growth in higher education. Today, the region is home to more than 60,000 students, attending such institutions as Eastern Washington University, Gonzaga University, North Idaho

College, University of Washington Spokane Medical School, Washington State University Spokane and Whitworth University.

Just to the east of the city’s downtown core, Gonzaga University and the Spokane campus of Washington State University are located across the Spokane River from one another.

WSU Spokane, with 1,482 students, was founded in 1989 and is

the site of the Elson S. Floyd College of Medicine. The Spokane campus is the home of the university’s colleges of medicine, nursing and pharmacy.

The University of Washington, through its regional medical program, educates medical students at the Riverpoint campus in Spokane.

Gonzaga, with about 7,400 students, has been a leading institution in the Spokane community since 1887. Gonzaga President Thayne McCulloh also talks about the need to nurture both large and small businesses in the Spokane area. He meets with

**Clockwise from top left:** Gonzaga University, with its beautiful urban campus, was established in Spokane in 1887. Gonzaga President Thayne McCulloh says a strong higher-education sector is crucial to the city’s growth. Duane and Lola Hagadone are known for their successful ventures in Coeur d’Alene, Idaho, including The Coeur d’Alene Resort.

established business leaders and startup entrepreneurs on a weekly basis, and he is excited about all of the opportunities that he sees developing in Spokane.

“Spokane is ready for the influx of big business that we want, and the proliferation of small businesses that keep us eclectic and vibrant,” McCulloh says. “Spokane is a great community in which to live, raise a family, and, of course, pursue an education. It’s affordable, which makes it a great college town and a great place to own a business.”

McCulloh stresses that the region’s support for higher education is helping to create a more prosperous economy.

“The variety of higher education here means not only great local options for residents but



NEIL RABINOWITZ



ZOONAR GMBH / ALAMY STOCK PHOTO



ELLEN POSTLEWAIT(2)

Spokane natives Julia and Jeff Postlewait opened their first Rocket Bakery in 1992. Today, they have eight shops in the Spokane area.



real economic vitality through the education sector," McCulloh says. "We know that education helps the economy grow."

Another community that has prospered by combining quality of life and a healthy economy is the lakeside town of Coeur d'Alene, Idaho, located 34 miles east of Spokane.

Home to the University of Idaho Coeur d'Alene, the town offers plenty of lake activities, is close to the Spokane International Airport and sits on the edge of the Coeur d'Alene National Forest. No wonder this burgeoning city of about 47,000 has become a recreation and resort center for much of the Idaho Panhandle. "It's a great time right now to be here," says Duane Hagadone, who runs the Hagadone Corpora-

A large advertisement for the 'Treasure!' exhibit at the Northwest Museum. The background is a textured, parchment-like surface with various words and phrases in different fonts and colors. The word 'Treasure!' is written in large, bold, golden letters. Below it, the dates 'January 23 - May 15, 2016' are displayed. There are four small inset photographs showing people interacting with the exhibit: a woman looking at a display, a man in an orange shirt working with a large metal bowl, a man looking at a display, and a woman looking at a display.

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tion, one of Coeur d'Alene's leading businesses. "The community is very healthy and growing. There's a wonderful future in North Idaho."

Hagadone owns a variety of businesses, including The Coeur

in my ability to grow this company, and flourish," he says.

Smaller businesses in the Inland Northwest have also flourished in recent years, including Spokane's Rocket Bakery.

The husband-and-wife team

every time they came home to visit family, they had a desire to quit their restaurant jobs in Seattle and move back and start a bakery in Spokane. So they arrived with \$10,000 and lived with family members while they

potential for small businesses to grow in Spokane, because there is plenty of community support and city programs available for startups and existing businesses.

"The community supports local businesses, and that makes it wonderful to work here," Julia Postlewait says. "It's as if people adopt you and your business, and they want to see you succeed. ... They accept you." **S**

**"It's as if people adopt you and your business, and they want to see you succeed. ... They accept you."**

d'Alene Resort. Business is so good at the famed resort, he says that his firm is planning to build a new tower to keep up with demand. Hagadone finds that whenever he brings new talent into Coeur d'Alene to work for him, they fall in love with the area and often want to stay.

"This has been a huge benefit

of Jeff and Julia Postlewait, both natives of Spokane, opened their combination of bakery and coffeehouse in Spokane in 1992. Since then, the company has expanded to eight locations and become one of the city's beverage and bakery favorites.

Julia Postlewait says she and her husband realized that

launched their first location.

"Spokane was open and receptive to our business," says Julia Postlewait, who jokes that Spokane has everything that a bigger city has, except the gridlock on the roadways. "The community took us in, and it has ownership in our success."

She says she sees great

*Stacey Denny is a business writer living in Spokane.*

*Alaska Airlines offers daily flights to Spokane. For information, call 800-ALASKAAIR or visit [alaskaair.com](http://alaskaair.com). To learn about business in the Spokane area, visit Greater Spokane Incorporated, 509-624-1393; [greater Spokane.org](http://greater Spokane.org).*

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# Spokane Area Adventures

THE REGION ABOUNDS WITH OUTDOOR FUN

By Derrick Knowles

Whenever my family has time to get out and enjoy our greater Spokane area, the question is always how to choose between so many amazing options. From mountain biking and world-class sports to urban walks and rafting, Spokane offers some of the best outdoor activities in the Inland Northwest. Here are a few local favorites—golf getaways, cycling tours, running and walking routes, and athletic events—that offer something for everyone.

Spokane is a place that is custom-made for runners and walkers. The city is known for hosting the **Lilac Bloomsday Run**—the 7.46-mile race will be held on May 1 this year and is expected to attract 50,000 runners, making it one of the largest road races in North America. However, Bloomsday is just the beginning. Here you'll find a runner- and cycling-friendly system of paved paths, including the 37.5-mile **Spokane River Centennial Trail**. The city also boasts a number of bridges that cross the Spokane River, connecting walking paths and roadways and offering spectacular views.

For a unique and scenic walk or run in downtown Spokane, a good place to start is along Spokane Falls Boulevard, at **Riverfront Park**, one of the city's great gathering places. The striking metal sculpture, titled *The Joy of Running Together* by artist David Govedare, is a popular place to set off on the Lilac Bloomsday Run route any time of the year. The course passes through historic neighborhoods and beautiful natural areas before circling back and finishing in downtown Spokane.

Another annual race that is gaining a strong following is the two-day

The Lilac Bloomsday Run, which attracts about 50,000 runners, is one of the largest road races in North America.



**Spokane to Sandpoint Relay** (August 26–27, 2016). Teams of up to 12 runners from around the region and beyond gather to take part in this 200-mile team running relay race. It begins at Mt. Spokane State Park, travels southwest to Spokane, then east to Coeur d'Alene, Idaho, before turning north to finish at Sandpoint, Idaho.

"The leg of the race through Riverfront Park along the Lower and Upper Falls of the Spokane River is the absolute highlight of the entire 200 miles," says Scott Douglass, the race's executive director. "It's also fun for runners as they tend to dress up in costumes to run this section of the race, and it's quite the sight for those watching the race."

If you prefer strolling to running, introduce yourself to the city's urban outdoor scene by exploring Riverfront Park and its winding system of paved paths and river bridges that cross the Spokane River, including several that boast up-close views of the



ALAN BISSON / VISIT SPOKANE



FAYE KLEIN / SPOKEFEST

CHAD CASE / IDAHO STOCK IMAGES

cascading Spokane Falls.

Among the most beautiful urban waterways in the nation, the **Spokane River** is its own center of recreation. Below the Spokane Falls in the downtown area, the river slows during the lower-flow summer months. However, beware that there are sections of the river that are Class II and III rapids. To experience the natural beauty of the river up close, but safely, contact an area outfitter. They offer a variety of tours, including fly fishing, kayaking, paddleboarding, rafting and tubing.

Hiking is another popular outdoor activity in the Spokane area. One of my favorite city hikes is along Spokane's High Drive Parkway, where you'll find a slice of urban wildland on the hills above the Latah Creek Valley.

From downtown Spokane, travel south on Maple Street up the South Hill where it turns into High Drive Parkway.

Here you'll find a 500-acre urban oasis, known locally as

**Above:** Rafters ride the rapids on the Spokane River.

**Right:** Spokane Hoopfest is the largest 3-on-3 basketball tournament in the world.

**"The Bluff" or "High Drive,"** which is crisscrossed by more than 20 miles of hiking, biking and running trails along the bunchgrass-clad hillsides that burst into bloom with native wildflowers each spring.

A short walk along the bluff rewards hikers with excellent views of the pine-studded Spo-



SPOKANE HOOPFEST

kane area. You can choose from easy out-and-back hikes along and down the hillside from several informal trailheads, or you can enjoy longer, multimile hikes that loop down near Latah Creek.

Golfers will also find the Latah Creek area to their liking. It is home to the public course **The Creek at Qualchan**, one of four

## Local Events



About 2,000 cyclists rode in SpokeFest in 2015.

The Lilac City hosts several annual events that celebrate the outdoor and athletic heritage of the greater region's 500,000 residents. Here are a few local favorites for 2016.

### U.S. Figure Skating Team Challenge Cup (April 22–24, 2016)

This is the inaugural year for the international Skating Union–sanctioned three-day event, which will feature 42 of the world's top figure skaters competing in continent-based team competitions (Team North America vs. Team Europe vs. Team Asia; [spokanearena.com](http://spokanearena.com)).

### Spokane Hoopfest (June 25–26, 2016)

Spokane Hoopfest is the biggest 3-on-3 basketball tournament in the world, attracting around 7,000 teams and 225,000 fans and turning downtown Spokane into one giant, basketball-inspired outdoor festival, with food, shopping and entertainment ([spokanehoopfest.net](http://spokanehoopfest.net)).

### SpokeFest (September 11, 2016)

Spokane's ninth-annual celebration of cycling will draw up to 2,000 bicycle enthusiasts to experience some of the city's most spectacular bike rides in a festival atmosphere staged out of Riverfront Park. There will be multiple route options that offer something for every level of rider, from beginner to expert ([Spokefest.org](http://Spokefest.org)). —D.K.



GARY P. SMITH / IDAHO STOCK IMAGES

highly rated Spokane municipal layouts. The course incorporates meandering Latah Creek, five different ponds, and plenty of ponderosa pines that attract many types of wildlife.

The Spokane region is home to more than 30 golf courses, many of which are within a short distance of the city's downtown core. These layouts are often surrounded by pristine mountains, lakes, rivers and forests.

Other acclaimed golf courses abound throughout the area. In Idaho, **The Coeur d'Alene Resort Golf Course**, with its famed floating green on the par-3 14th, and the Coeur d'Alene Casino Resort Hotel's **Circling Raven Golf Club** are two of the region's top courses. "The quality and abundance of great courses, with pricing that won't break the bank, is what makes the Inland Northwest such a unique golf destination," says Tom Stebbins, who runs the **Spokane Golf Show** (February 19–21) and oversees the regional golf resource website **Golfinthenw.com**.

If you are seeking more of a wilderness experience, Spokane is a top off-road biking center, offering a variety of trails in and around the city. A popular desti-

**Above:** Rumble Falls is one of Boulder Beach Water Park's many slides. **Right:** The Coeur d'Alene Resort Golf Course is famous for the floating green on its 14th hole.

nation is Mt. Spokane State Park for people seeking a taste of backcountry adventure a short distance from the city. At an elevation of 5,883 feet, Mount Spokane is the highest peak in the area, providing a snowy oasis for skiers and snowboarders at Mt. Spokane Ski & Snowboard Park each winter with five chairlifts and a mix of beginner, intermediate and expert runs.

In warmer weather, mountain bikers can enjoy miles of winding singletrack trails. The lifts don't operate in the summer, so plan to do some pedaling or drive to the top and ride from there.

If you are interested in going farther afield for a unique biking experience, try touring part of the **Trail of the Coeur d'Alenes**. This 70-mile paved trail runs from the town of Plummer near the southwestern edge of Lake Coeur d'Alene to the town of Mullan,



QUICKSILVER PHOTOGRAPHY

not far from the Idaho-Montana border. A fun and scenic ride is the 15-mile section of the trail from Plummer to the small town of Harrison, on the eastern shores of Lake Coeur d'Alene.

The relatively flat trail runs by rolling hills and along the edge of the lake. One of the highlights of this section is crossing the elevated Chatcolet Bridge and admiring the views of the southern tip of the lake.

In Harrison, visit Pedal Pushers Bike Rental & Repair if you need advice or help with your equipment. You can also rent kayaks and boats in Harrison to spend some time exploring this pristine body of water.

For a different kind of outdoor excitement, try taking the family to **Silverwood Theme Park & Boulder Beach Water Park**. Located about 47 miles northeast of Spokane, near the Idaho town of Athol, Silverwood boasts more than 70 rides, slides, shows and attractions, and is the largest theme and water park in the Northwest. The Boulder Beach Water Park offers a series of water rides for all ages, and Silverwood is known for its thrill rides, including the Aftershock, a roller coaster-style ride that reaches

speeds of 65 miles per hour.

Whether it's golfing in an urban wilderness, cycling along the shores of Lake Coeur d'Alene or enjoying a hike in downtown Spokane, this region offers an enticing collection of outdoor activities. **S**

*Derrick Knowles is co-publisher and editor of Out There Monthly in Spokane.*

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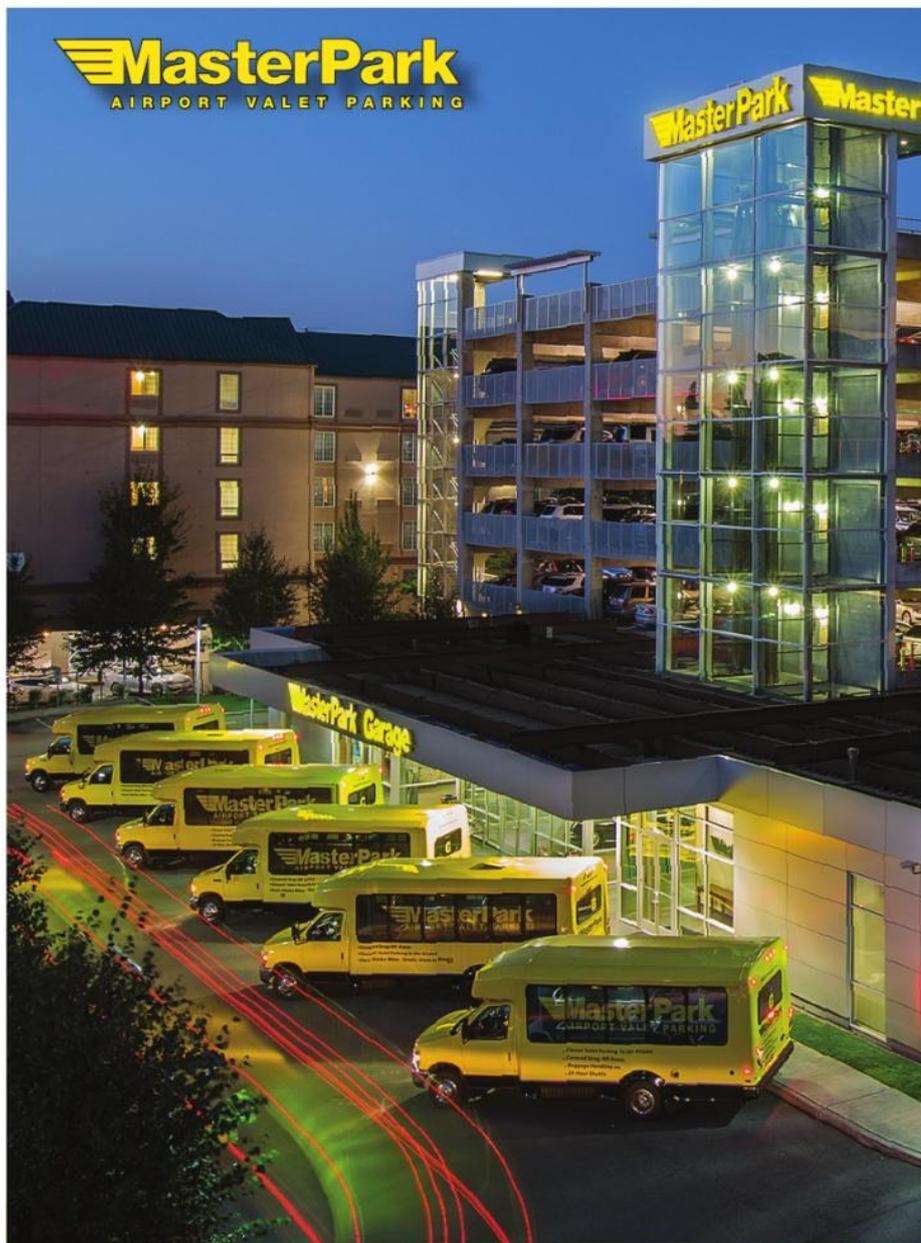
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Continued from page 24.

pine martens. The prints are delicate, hinting at the grace with which these animals navigate the thick white snow. Also adapted to this environment is lichen, green-gray in color, on the tree trunks around us. We reach to touch it—it is soft and light, like fur.

The apex of our snowshoe hike is a place that James calls Vista Point, about a mile from our start. From here, we can see the winter-pearled peaks of Broken Top, South Sister and Tumalo mountains. Light dances off the distant snow, accompanied by the nearby call of a raven and the tinkling tweet of a mountain chickadee.

Snowshoes are included in Wanderlust Tours snowshoe excursions, and for self-guided treks, visitors can rent snowshoes from the Mt. Bachelor ski area ([mtbachelor.com](http://mtbachelor.com)) and purchase a trail pass that provides snowshoeing access to the cross-country trail system.

Mount Bachelor is one of the many appealing and accessible places in the West to enjoy snowshoeing. Below are a few more suggestions.

## Hurricane Ridge, Olympic National Park, WA

Hallmarks of this hike are wind-sculpted subalpine meadows and forests of snow, with views of Salish Sea islands and the Olympic Mountains. Hurricane Ridge, with a mile-high elevation in the northern part of Olympic National Park ([nps.gov/olymp](http://nps.gov/olymp)) on the Olympic Peninsula west of Seattle, can be buffeted by winds reaching 75 miles an hour, and receives 30 to 35 feet of snow a year. But when the wind is more moderate, the ridge offers a glorious experience. Ranger-guided snowshoe tours are available from the Hurricane Ridge Visitor Center, at the end of Hurricane Ridge Road. The moderately strenuous less-than-a-mile, 1.5-hour loop tour covers rolling terrain.

Conditions are variable, but always striking. If it's been snowing, trees along the ridge will be decorated with an accumulation of crystalline precipitation. If it's been extremely cold, dazzling rime ice, glittering in the sun, will coat the branches. If it's wet and windy, the energy and excitement of a



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stormy Northwest day will surround you. And if the sky is clear, the biggest payoff of your snowshoe tour will be the view. Look south for a panorama of the park's rugged, stunning interior mountains. To the north, you can see the city of Port Angeles, the Strait of Juan de Fuca, and Vancouver Island, British Columbia. Washington state's San Juan Islands are visible to the east of Vancouver Island. You'll feel like you're on top of the world.

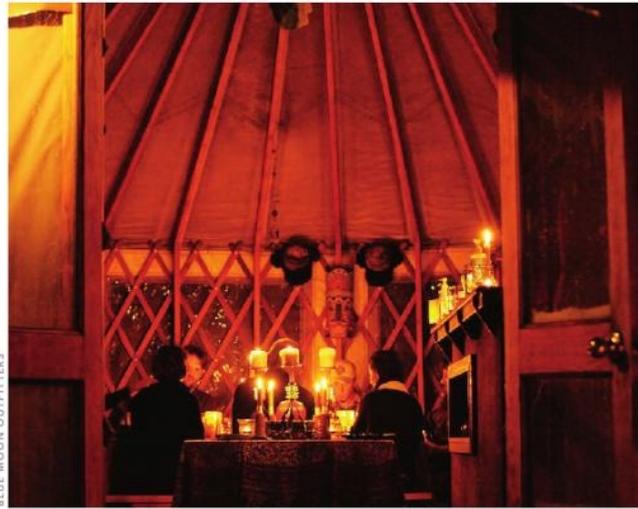
Ranger-guided tours begin at the visitor center at 2 P.M. on Saturdays and Sundays, and holiday Mondays, and run mid-December through the end of March, weather permitting. All vehicles are required to carry chains for winter driving to Hurricane Ridge.

Snowshoes are included in the guided tour. Snowshoes are also available for rent at the rental shop in the visitor center, should you prefer a self-guided tour.

### Ponderosa State Park, McCall, ID

It's a romantic winter adventure—a nighttime snowshoe (or cross-country-ski) journey lit by tiki torches and constellations as you trek through a ponderosa pine forest to a candlelit yurt for a delicious meal and friendly conversation. The Blue Moon Yurt experience ([bluemoonyurt.com](http://bluemoonyurt.com))—offered at Ponderosa State Park ([parks-andrecreation.idaho.gov/parks/ponderosa](http://parks-andrecreation.idaho.gov/parks/ponderosa)), about 3 miles north of McCall, Idaho—begins at the park's activities-center parking lot. Blue Moon Outfitters leads up to 26 guests a night to the yurt to enjoy the warmth of a wood-burning stove and the flavors of a five-course, family-style dinner that varies each evening, from Thai to Pacific Northwest to Cajun. Hot beverages are also included.

The Blue Moon Yurt excursion does not include snowshoes, but rentals are available at Home Town Sports ([hometownsportsmccall.com](http://hometownsportsmccall.com)) and Gravity Sports ([gravitysportsidaho.com](http://gravitysportsidaho.com)) in McCall. Ponderosa State Park, on the shore of Payette Lake, has about 15 miles of groomed ski and snowshoe trails, also making it a great destination for self-guided day tours. McCall is located between Boise and Lewiston.



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Blue Moon Outfitters leads snowshoeing guests to a yurt in Idaho's Ponderosa State Park to enjoy a five-course dinner.



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The Tahoe Meadows area is popular with residents and visitors.

## Tahoe Meadows to Chickadee Ridge, Lake Tahoe, NV

Spectacular Lake Tahoe covers nearly 200 square miles, and a snowshoe hike from Tahoe Meadows, near the north end of the lake, is a popular way to view the deep blue water when it's adorned with a shoreline winter stole. Starting at 8,500 feet in elevation off Highway 431, Tahoe Meadows offers a moderate snowshoe climb to a site locals call Chickadee Ridge, at about 8,900 feet.

Tahoe Meadows is a well-marked snowplay area, with places for sledding, tubing, snowmobiling, cross-country skiing and snowshoeing. Although the park-

ing lot for the Tahoe Rim Trail trailhead is closed in winter, you can park on the plowed roadside along Highway 431 just south of the trailhead, about 7 miles northeast of Incline Village, Nevada. Snowshoe southeast across the meadow, then travel southwest through the trees to go up to the ridge. The trail won't be visible under the snow, but the Tahoe Rim Trail Association says there will typically be tracks from other snowshoers to follow.

Enjoy the stands of tamarack, red fir, juniper and sugar pine, and take in the impressive view of Lake Tahoe, as well as the sights and sounds of the ridge's eponymous chickadees frolicking in the trees.

If you're not up to the approximately 3-mile round-trip snowshoe trek to and from the ridge, simply make your own loop in the large, flat, open Tahoe Meadows. Be sure to watch the weather, and snowshoe only in clear conditions.

Snowshoe rentals and maps are available in Incline Village at the Village Ski Loft ([villageskiloft.com](http://villageskiloft.com)), in Truckee at Tahoe Mountain Sports ([tahoemountain-sports.com](http://tahoemountain-sports.com)), and in Kings Beach and Tahoe City at Tahoe Dave's Skis & Boards ([tahoedaves.com](http://tahoedaves.com)). Also consider joining the Tahoe Rim Trail Association ([tahoerimtrail.org](http://tahoerimtrail.org)) to participate in free guided tours,



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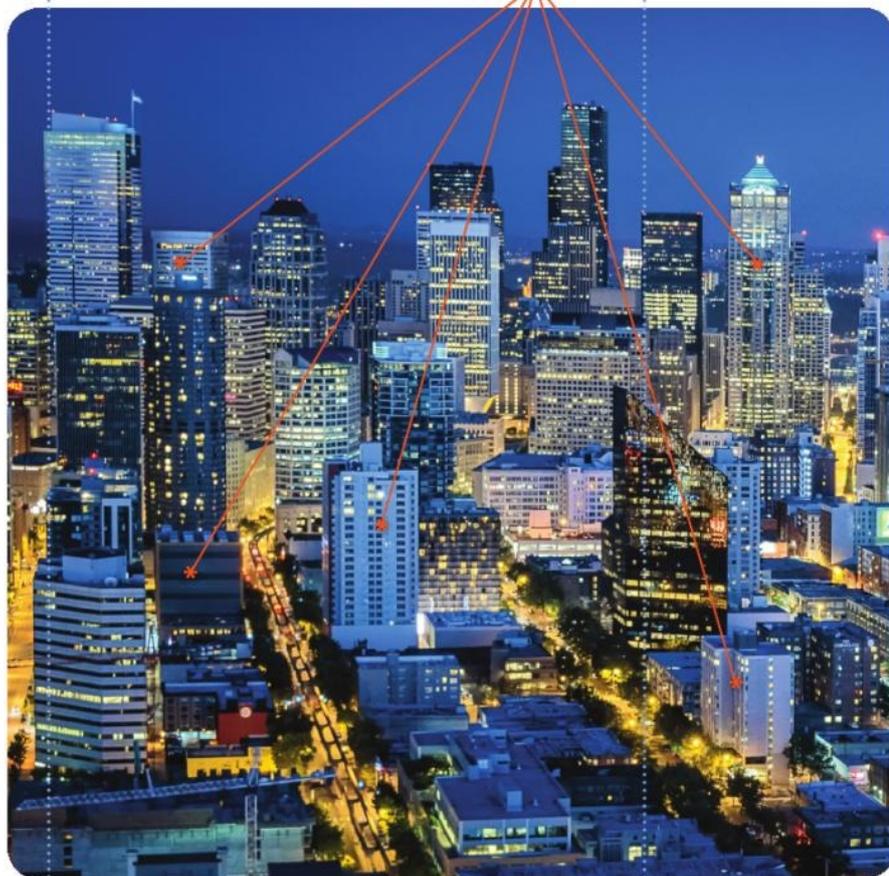


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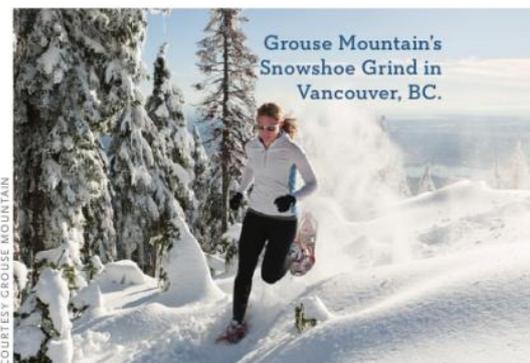
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offered throughout the winter. Tahoe Meadows is about 30 miles south of Reno.

### **Snowshoe Grind, Grouse Mountain, Vancouver, BC**

Grouse Mountain Resort ([grousemountain.com](http://grousemountain.com)), just 15 minutes from Vancouver, is on a 4,100-foot-elevation mountain with incredible vistas. The Snowshoe Grind starts on-mountain at the Peak Chalet, at 3,700 feet, and is about 1.3 miles each way.



The adventure begins with an ascent on the Skyride gondola (purchase a pass at the base) to the chalet, where you can rent snowshoes, and from which the well-marked Snowshoe Grind trail climbs—for an elevation gain of 705 feet—to the summit of neighboring Dam Mountain. You'll be distracted from your exertion by the beauty of your surroundings—an evergreen forest in rocky terrain, with a sheltering canopy of branches over your head and shining white snow beneath your feet. At the top, the 360-degree view—of the mountains, the city, Capilano Lake, English Bay and the Strait of Georgia—is breathtaking.

For an easier option, visit the Munday Alpine Snowshoe Park, located near the Peak Chalet, which has four different groomed trails to choose from. Grouse Mountain also offers snowshoe clinics and tours. The Skyride Gondola is open daily in winter, weather permitting. ■

*Kim Cooper Findling lives in Central Oregon.*

*Alaska Airlines (800-ALASKAAIR; [alaskaair.com](http://alaskaair.com)) flies daily to gateways to scenic snowshoeing. Be sure to adhere to safe winter-exploring practices. See sources such as [wta.org/hiking-info/basics/winter-safety-tips](http://wta.org/hiking-info/basics/winter-safety-tips).*

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A photograph of a man and a woman in profile, looking upwards. They are wearing white earbuds. The scene is set in a city street with traditional-style buildings and strings of pink lanterns hanging overhead. The title 'Travel Tech' is overlaid in large, dark green, serif font.

# Travel Tech

## Ideas for business and leisure trips

By Skip Ferderber

**I'm a techno-gadget lover.** Always have been. I still remember a family vacation in which boating and fishing appealed less to me, at age 8, than drawing a portable radio, cutting it out with scissors, and gluing on rolled-up pieces of paper to simulate the tuning and volume knobs. My first gadget! My wife tells me I haven't changed a bit.

Actually, I have changed—I now appreciate outdoor activities and relish vacations—but I still prize technology, and these days I enhance my

travels with sophisticated products that serve various useful and entertaining functions. Below are some of the travel-tech items designed to make journeys even more enjoyable.

### Smartphones

Smartphones are the Swiss Army knives of travel tech, providing all kinds of helpful tools. Remember how, once upon a time, we had to pack lots of separate items—ranging from guidebooks to kid-entertaining games—for our trips? With today's



The Detour app provides audio walking tours of destinations such as San Francisco.

smartphones, we can read guidebook information, call up maps, listen to music, take pictures, record video and play games on a single portable device. In addition to major apps such as Google Maps, Foursquare, Waze, Netflix, Hulu, Pandora and TuneIn, here are a few more to consider (these apps work on Apple and Android devices unless otherwise noted):

**Maps.Me:** This app lets you download free detailed maps of virtually any place on Earth, and use them without burning through your cell-

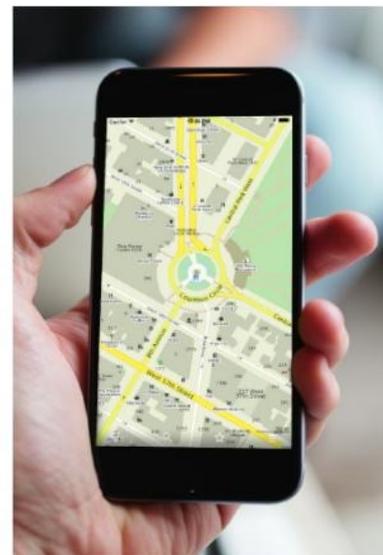
phone plan. Use Maps.Me to find scenic sites, cultural attractions, restaurants and more ([maps.me](http://maps.me)).

**Postagram:** Hula dancing in Hawai'i? Opining on craft beer in Oregon? Sightseeing at the Space Needle in Seattle? Ziplining across a rainforest canopy in Costa Rica? You can shoot a selfie or other image and turn it into a postcard—on glossy paper stock—with a personal message. The app is free to download, and Postagram does all the card prep and mailing, starting at 99 cents ([sincerely.com/postagram](http://sincerely.com/postagram)).

**Smart Traveler:** Get U.S. State Department information on countries around the world, and also sign up to facilitate the U.S. government's help in an emergency ([state.gov/r/pa/ei/rls/dos/165020.htm](http://state.gov/r/pa/ei/rls/dos/165020.htm) and [step.state.gov/step](http://step.state.gov/step)).

**Detour:** This free GPS-assisted app provides audio walking tours of major cities, with a focus on hidden stories, people and places. Currently an iPhone-only app; Android is expected to be out by this summer. Tours available or planned to date include places such as San Francisco, Los Angeles, Chicago, Austin, New York, London, Paris, Berlin, Barcelona and Marrakech ([detour.com](http://detour.com)).

**Toca Blocks:** Keep kids entertained while they travel by engaging them with apps such as the new Toca Blocks from Toca Boca, developer of the popular Toca Nature app. With Toca Blocks, kids use colorful blocks representing different textures and materials to build geometric-shape-driven digital worlds, or they can start with a choice of three preinstalled worlds. Three inhabitants let kids create adventures in the new world, and secret doors can be portals



Above: Maps.Me lets you download detailed maps for places you visit.

Below: Postagram is a fun postcard-making app.

Bottom: Toca Blocks can entertain kids while they travel.

to additional new worlds the user creates ([tocaboca.com](http://tocaboca.com)).

**Flush Toilet**

**Finder:** Does exactly what you suspect it does, utilizing Google Maps or Apple Maps and GPS to

help you get where you need to go in an unfamiliar place, with free location assistance for more than 100,000 public

world, including those with disability access ([jrustonapps.com/apps/flush-toilet-finder](http://jrustonapps.com/apps/flush-toilet-finder)).



## Smartwatches

With the introduction of the Apple Watch last year, smartwatches are becoming mainstream consumer





Above: The Apple Watch. Below: The LG Watch Urbane. Right: The Fitbit Surge. Facing page top: The Hero4 Session. Facing page bottom: The Zagg Pocket Keyboard.



tech items. The **Apple Watch** and the **LG Watch Urbane with Android Wear**, as examples, are finding their places on the wrists of the public, thanks to convenience (it's

easier to read notifications on your wrist than to drag out your phone) and to valuable services that make traveling easier.

Take **Alaska Airlines' Apple Watch app**. It provides user-friendly features such as a reminder when electronic check-in is available; a countdown clock for how long it will be before your flight boards; connecting-gate and gate-change notifications; information on how much time is left before your flight lands; and notifications of flight

### Last year, *Fortune* reported a study listing Alaska Airlines' mobile Android and iOS apps as top travel apps.

([fortune.com/2015/07/22/best-worst-travel-apps](http://fortune.com/2015/07/22/best-worst-travel-apps) and [arc.applause.com/2015/07/22/state-of-u-s-travel-apps](http://arc.applause.com/2015/07/22/state-of-u-s-travel-apps)).

delays and cancellations ([alaskaair.com](http://alaskaair.com)). And Belkin International has introduced a handy charge dock that works for both Apple Watch and iPhone (belkin.com).

Another handy Apple Watch app is

Babbel's on-the-wrist version of the **Babbel iPhone language-learning app**, which helps you learn words related to your surroundings, such as words to order coffee, in 14 different languages ([babel.com](http://babel.com)).

Specialty watches are also popular. The **Garmin Approach S6 golf watch** provides details on 39,000 international courses, in full color, including yardage to various parts of the green, yardage to doglegs and layups, and PinPointer blind-shot assistance, as

well as the locations of bunkers and water features. The watch also gives you feedback on swing tempo and strength to help you improve your game, and includes a personal digital scorecard ([garmin.com](http://garmin.com)).

The **Fitbit Surge** provides exercise and fitness data such as distance, pace, elevation, heart rate, steps and calories burned. It also tracks workouts, including cycling and cross-training as well as running; monitors sleep; logs food intake; has built-in GPS; and lets you share information and compete with others ([fitbit.com](http://fitbit.com)).



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your own dedicated live streaming channel when you are connected to a Wi-Fi network and use Bluetooth to link to any Internet-equipped device. Just swipe the frame on the glasses and you're live (pivthead.com).

One of GoPro's latest action cameras is a super-compact option, the **Hero4 Session**—a cube that is waterproof up to 32 feet deep, and is about 1.5 inches on all sides, weighs 2.6 ounces, and captures GoPro-quality 1080p60, 720p100 and 1440p30 video, along with 8-megapixel photos in Single, Burst and Time Lapse modes (gopro.com).



Another option, if your smartphone's onboard camera simply won't satisfy that Ansel Adams hunger in you, is the **2015 Sony Cyber-shot HX90V** compact camera. The 18-megapixel camera has a Zeiss lens, a 30x optical zoom (24–720 mm), built-in Wi-Fi to transfer pictures to your smartphone or tablet, a tilting LCD screen and a pop-up electronic viewfinder. That's a lot from a palm-size camera (sony.com).

## Improved Productivity

The **Zagg Pocket Keyboard** is an impressive piece of engineering: a Bluetooth-powered 8-inch keyboard that folds up to about the size of a TV remote—8.8 by 2.2 by 0.6-inches—and weighs 6.9 ounces. A back plate becomes a backrest for a smartphone or smaller tablet such as an iPad mini, and a "shelf" pulls down to hold your device steady. You can pair an Android or an Apple device to it, and it remembers the pairing for each (zagg.com).



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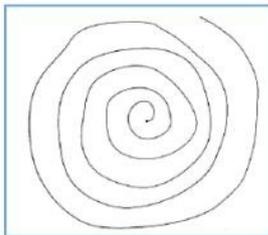
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The **Swiftpoint GT**, a wireless ergonomic mobile mouse, offers a novel way to use a mouse. Instead of dragging it over a flat surface, you use a pen grip to turn the lightweight (0.85 ounces) Swiftpoint on its edge, and then “flick” the mouse for many operations. The mouse (which can also function as a traditional mouse) pairs with devices that have USB ports or use Bluetooth 4.0. Ninety minutes of charging is said to give you up to a 30-day charge. The mouse can be operated on your laptop surface, next to your touchpad, making it convenient for plane use ([swiftpoint.com](http://swiftpoint.com)).

For lightweight mobile battery power, consider the pocket-size **Cheero Power Plus 3**. It weighs only about 8.6 ounces, is roughly 3.6 by 3.1 by 0.9 inches, yet provides 13,400 mAh of backup power for most devices rechargeable by USB, such as various smartphones, digital cameras and tablets ([cheero.net/usa](http://cheero.net/usa)).

## Entertainment

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The Slingbox 500.

there are no monthly fees. The latest versions, the **Slingbox M2** and **Slingbox 500**, include free downloads of the Slingplayer app for mobile devices. Slingbox may be especially popular with sports lovers who want to view competitions in real time, no matter where their travels take them. The 500 version also provides access to thousands of movies with the Blockbuster On Demand free app (you do pay for movies you select), and to YouTube videos with an app already integrated into the Slingbox 500 ([slingbox.com](http://slingbox.com)).

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**Tripod:** Choose from numerous colors to reflect your style for this popular portable camera accessory, which collapses to 15.4 inches, extends to more than 5 feet tall, and weighs just 3.6 pounds yet can support 17.6 pounds of camera. It can also convert to a monopod (mefoto.com).

**360fly camera:** With this compact, approximately 2.4-inch sphere, which is designed to be resistant to rain, liquid, dust and sweat, you can capture 360-degree HD video of experiences such as your travel/recreation adventures, then edit, enhance and share it from your mobile device. You can also create and share stills (360fly.com).

**iWear Video Headphones** from Vuzix Corporation combine video and audio for mobile movie and gaming entertainment. The technology is designed to create an experience akin to that of a home theater. You can hook the device up to a mobile phone, 3D Blu-ray player, tablet and more (vuzix.com).



### The Ricoh Theta S camera

captures your surroundings in 360 degrees, as shown above, with stills and 25-minute-long HD-video movie options (theta360.com).

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## PLAYING FOR KEEPS

### ACROSS

- 1 Make ready
- 5 Countertenor
- 9 Clear up
- 14 Hews
- 19 Guffaw
- 20 Type of tide
- 21 Angler's basket
- 22 Force back
- 23 Keep company
- 25 Keep chilled
- 27 Become entangled
- 28 Whet
- 29 Dashes
- 30 Pulled (in)
- 31 Interdicts
- 32 Artist's media
- 33 Retired
- 35 Bends over
- 38 Syrup trees
- 40 Starts again
- 45 Injures
- 46 Erie and Huron
- 47 Design
- 49 Mr. Webster
- 50 Skipper of the "Pequod"
- 51 Pitted
- 52 British overseer
- 53 Opera box
- 54 Keep within bounds
- 56 Lotto's kin
- 57 Stuck
- 58 Small cask
- 59 Furrows
- 60 Discovers
- 61 Recipients
- 62 Pulp
- 63 They're common
- 64 Slalom obstacle
- 65 Narrow waterway
- 68 Barbie and Ken, e.g.
- 69 Ilk
- 70 Ms. Shriver
- 73 Atrium's location
- 74 Merchandise
- 75 Keep an eye on
- 77 TV's Estrada
- 78 Sources of veneer
- 79 Dillman and Pitt
- 80 Gymnast Korbut
- 81 Man, for one
- 82 Mount
- 83 Difficult journeys
- 84 Secretary of State Powell
- 85 Small falcon
- 87 Anomaly
- 89 Gives lip to
- 90 Dazzled
- 92 Thick hair
- 93 A-one
- 94 Military order
- 98 Dodge
- 100 Penalty
- 101 Skimmer, e.g.
- 104 Keep in time
- 106 Keep plugging along
- 108 Prepare for pumping

1	2	3	4		5	6	7	8		9	10	11	12	13		14	15	16	17	18		
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112									113						114					115		

- 109 Fall flower
- 110 Desire
- 111 Pelagic birds
- 112 Passover meal
- 113 Auditions (for)
- 114 Positioned on a golf peg
- 115 Binge
- 14 Doctrines
- 15 In attendance
- 16 Milky gem
- 17 Singer Seeger
- 18 Coaster
- 24 Cowboy gear
- 26 Novelist Graham \_\_\_\_
- 29 Having two feet
- 31 Flops
- 32 Like some wine barrels
- 34 Well done!
- 35 Hovel
- 36 Nevada resort
- 37 Ape
- 38 Baseballer Roger \_\_\_\_
- 39 Disburses
- 41 Dissimilar
- 42 "Arthur" star
- 43 Avid
- 44 Molts
- 46 Averse (to)
- 48 Gams
- 51 Pastry covering
- 52 Fruit skins
- 55 Characteristic
- 56 Beaks
- 57 Dull surface
- 60 Pleats
- 61 Canvas covers
- 62 Sell
- 63 Picnic tote
- 64 Incites
- 65 Valentino role
- 66 Concise
- 67 Caboose view
- 68 June bugs
- 69 Trembling
- 70 Voting places
- 71 Ms. Dickinson
- 72 Wherewithal
- 74 Artifice
- 75 Land of the Minotaur
- 76 Where birds sleep
- 78 Beer maker
- 79 Seawater
- 83 Wall St. denizens
- 84 Social class
- 86 Slice of bacon
- 88 Astounded
- 89 Felt
- 91 Thickheaded
- 93 Canal sight
- 94 African snakes
- 95 Phoenician port
- 96 Arthurian lady
- 97 Capstone
- 99 Job hunter's handout
- 100 "\_\_\_\_ in the Money"
- 101 Man of the hour
- 102 "New Yorker" cartoonist
- 103 Trial
- 105 Rowing blade
- 106 Place
- 107 Former GI

Solution on page 68.



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Ultimate Ears  
UE Roll 360.

uses its own built-in Wi-Fi to let you stream your content (including up to three different high-definition movies) to several different devices simultaneously. It has a battery life of up to 10 hours and is designed to provide up to six hours of streaming on a single charge. The free Seagate Media app is used to manage and stream photos, movies, songs and documents that you're taking, or accumulating, on your trip ([seagate.com](http://seagate.com)).



For portable sound tech, I find it hard to beat the **Bose QuietComfort (QC) 25** noise-canceling, over-the-ear headphones. When I turn on the headset, all background noise goes away. I can also use the QC25, which weighs 6.9 ounces, with my smartphone to listen and reply to phone calls. The QC25 is available in 52 colors to customize nine different headphone elements, and it comes with separate Apple- or Android-device connection cables to control volume and other functions ([bose.com](http://bose.com)).

For great sound by the pool, or while hiking to a waterfall or kayaking a river, the **Bluetooth-equipped Ultimate Ears UE Roll 360 Wireless Bluetooth Speaker** may be for you. It can be immersed in water up to 1 meter (about three feet) for as long as 30 minutes. If you order through the Ultimate Ears website, you also get a flotation device for the speaker. The round (5.31-inch diameter), slim speaker, weighing about 12 ounces, comes in bold colors such as sugarplum and sriracha, but the 360-degree big-sound quality with good bass is the biggest attraction ([ultimateears.com](http://ultimateears.com)). ■

*Skip Ferderber lives in the Seattle area.*

# Flyer guide

Your overview of the Alaska experience.

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  - 100+ destinations and counting
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# Enjoy a drink

## Refreshing selections, for free or for purchase.

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

### COMPLIMENTARY BEVERAGES



#### Sodas

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

#### Other

Bottled Water  
Orange Juice  
Cranberry Juice  
Apple Juice  
Bloody Mary Mix  
Tazo® Awake® black tea  
Tazo® Sweet Orange hot herbal tea (caffeine-free)



#### Coffee

Proudly serving Starbucks®  
Pike Place® Roast

### LIQUOR



#### Craft USD \$7

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

#### Classic USD \$7

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

## Regional wines and microbrews

You are welcome to enjoy a glass of Northwest wine or microbrew at no additional charge on select flights. Please refer to the card in your seatback pocket for more information.

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

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Our 76-seat Bombardier Q400 is among the quietest and most environmentally friendly commercial aircraft in the skies today. The "Q" burns less fuel per passenger than an average car and is 10 decibels quieter than a similar-size jet.



**Bombardier Q400 Operated by Horizon Air**  
Seats: 76 Main cabin

## How are we doing?

We have an easy way for you to provide instant feedback on your travel experience with Alaska. At any point in your journey, visit [alaskalistsens.com](http://alaskalistsens.com) from any device to take a fast, two-minute survey—even inflight, where access to [alaskalistsens.com](http://alaskalistsens.com) is free if your flight offers Inflight Internet. Your responses enable us to provide feedback directly to employees you interact with. Give it a try at [alaskalistsens.com](http://alaskalistsens.com).

# Your safety and comfort

## AT YOUR SEAT

- Buckle Up. Please fasten your seat belt whenever the seat belt sign is illuminated. We ask that you keep your seat belt fastened throughout the flight whenever you are seated in case of undetectable clear-air turbulence.
- Seat backs and tray tables must be in the upright, locked position during taxi, takeoff and landing.
- All carry-on baggage, including laptop computers, must be stowed under a seat or in an enclosed overhead bin upon boarding and prior to landing, as directed.
- Pets must remain in their carrier for the entire flight. The carrier must be stowed under a seat for taxi, takeoff and landing.

## WHILE IN THE AIR

- Interference with crew members' (including flight attendants') duties is a violation of federal law. Under the law, no person may assault, threaten, intimidate or interfere with crew members in the performance of their duties.

- Smoking is not permitted on any 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.
- Horizon Air prohibits the use of items that do not meet Federal Aviation Regulations or Company regulations, including the use of seat-belt extensions not provided by Horizon Air.
- Chewing tobacco and electronic cigarettes are not permitted.
- Alcohol may not be consumed unless it has been provided by a Flight Attendant.
- 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.
- Headphones must be worn when using portable electronic devices that produce sound.

The Federal Aviation Administration (FAA) and Alaska Airlines have set these rules and regulations to assure your safety and comfort.

## 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

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- Purchase, change or cancel, and redeem miles
- Check in and print boarding passes
- View Mileage Plan activity and access My Account
- Print your baggage tags at home

### MILEAGE PLAN

Alaska's award-winning Mileage Plan<sup>™</sup> offers great benefits and flexibility. Award travel starts at 7,500 miles (one way). Earn and redeem miles on Alaska Airlines and our numerous airline partners. Earn additional miles with our wide variety of car, hotel, dining, financial and telecom partners.

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# Where we fly

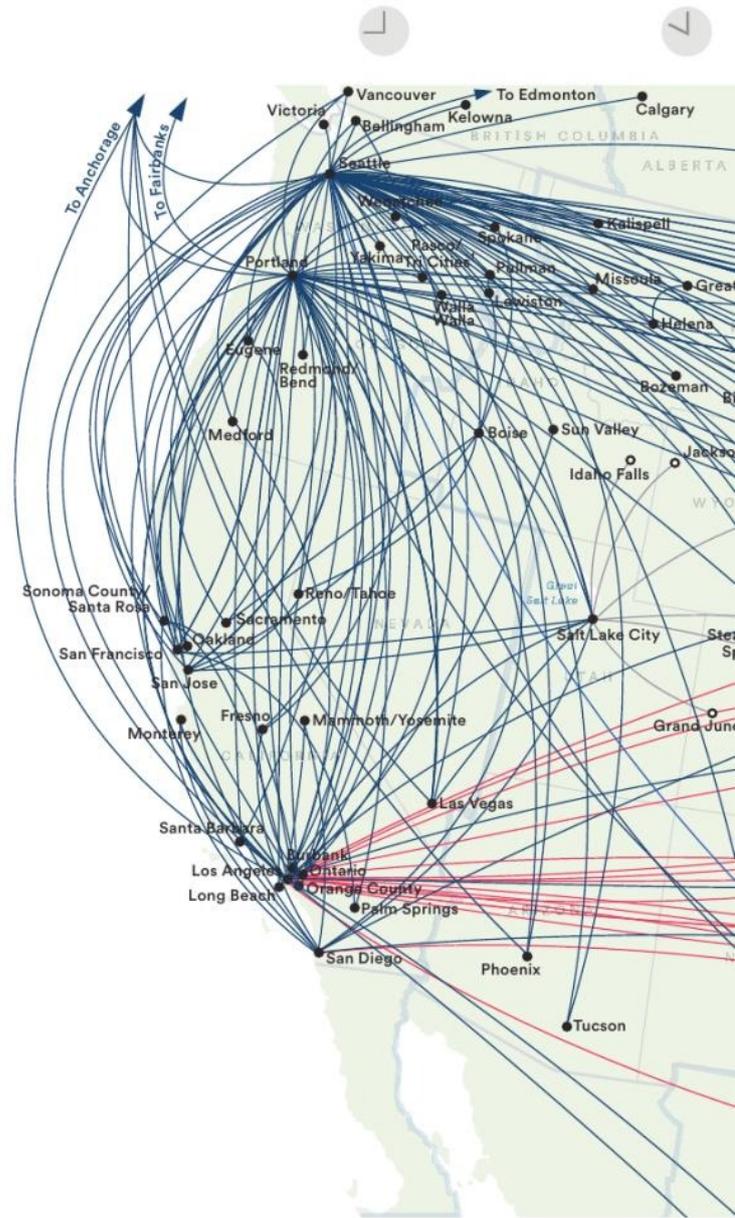
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Route	Service Begins
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Portland-Minneapolis	Feb. 18, 2016
Portland-Omaha	Feb. 18, 2016
Orange County-Reno	Mar. 16, 2016
Orange County-Santa Rosa	Mar. 16, 2016

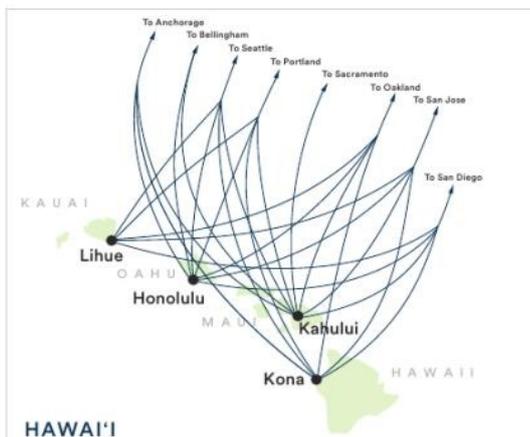


#### LEGEND

- Alaska*
- American Airlines
- Delta Air Lines

Some Alaska Airlines service operated by Horizon Air or SkyWest Airlines.

Some routes shown operate seasonally.





# Where we fly

## Alaska

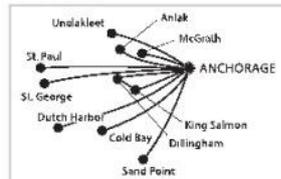
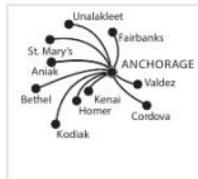


### AIRLINE PARTNERS

Make easy connections throughout Alaska with our partner airlines.

Some routes shown operate seasonally.

† Dutch Harbor–Anchorage service operated by PenAir.



# Airport terminal maps

A quick guide to help you make easier connections.

## ANC

### Anchorage International Airport



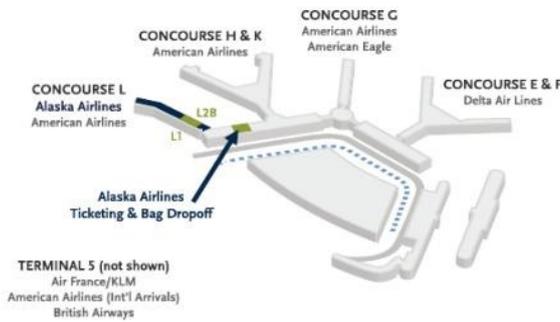
## SEA

### Seattle/Tacoma International Airport



## ORD

### Chicago O'Hare International Airport



## PDX

### Portland International Airport



## LAX

### Los Angeles International Airport



## SFO

### San Francisco International Airport



## DFW

### Dallas/Fort Worth International Airport



## SAN

### San Diego International Airport



# Quantum Leap

What to do with the extra day in February | BY TODD POWELL

Every four years we're reminded that our trip around the sun doesn't conform to a neat package of complete days. Julius Caesar instituted leap years to account for this discrepancy, but it's taken some tweaks to get the timing right. In 1582, Pope Gregory XIII commissioned a new calendar because the 365.25 days used in mapping out each leap year totaled about 11 minutes too long. Thereafter, leap years, according to [history.com](http://history.com), have occurred "in years divisible by four, except for those divisible by 100 and not divisible by 400."

Got that?

Fortunately, there are people who think about these things. Otherwise, our calendar would be set adrift. Which is much like the feeling I have when contemplating what to do with my extra time this month. Were I a single woman in Ireland in days of yore, I might follow leap-year tradition and propose marriage to a man. But if I were Greek, I wouldn't wed at all because marrying during a leap year is considered bad luck in Greece, or so I've been told.

Had I been born on February 29—as were Italian composer Gioachino Rossini, big-band leader Jimmy Dorsey, self-help guru Tony Robbins and, yes, Superman, according to some sources—I might have something to celebrate. Like them and approximately 4.1 million people around the world, I would be a "leapling" (or "leaper"). Like them, I might debate whether to celebrate my birthday annually or every four years. On the other hand, like Frederic in *The Pirates of Penzance*, I might discover that my leapling status has indentured me until my 21st birthday instead of my 21st year—a difference of 63 years.

But back to my predicament. Let's compare it to the annual turning back of the clock each fall. What to do with that extra hour? As I see it, there are three options: 1. Change the batteries on the smoke alarm. 2. Floss between my molars. And 3. Sleep. A whole day, on the other hand, is considerably different. A whole day requires commitment. And yet this whole day is

not about making ongoing resolutions that will inevitably be broken, which is so last month. Nor is it about doing something charitable (noble as that might be), because restricting charity to one day per quadrennial seems woefully insufficient in the Good Deeds Department.

And so here are some possibilities: I could watch all the movies recorded on my DVR four years ago during free HBO, Cinemax and Showtime previews but which I never got around to viewing. Or, if I wanted to be more in tune with the day's significance, I could stream the TV series and two movies titled *Leap Year* and the leap-day episodes of *30 Rock*, *Modern Family* and *Frasier*. Alternatively, I might read the young-adult novel *Leap Day* by author Wendy Mass while listening to the music of Dutch neoprogressive rock band Leap Day.

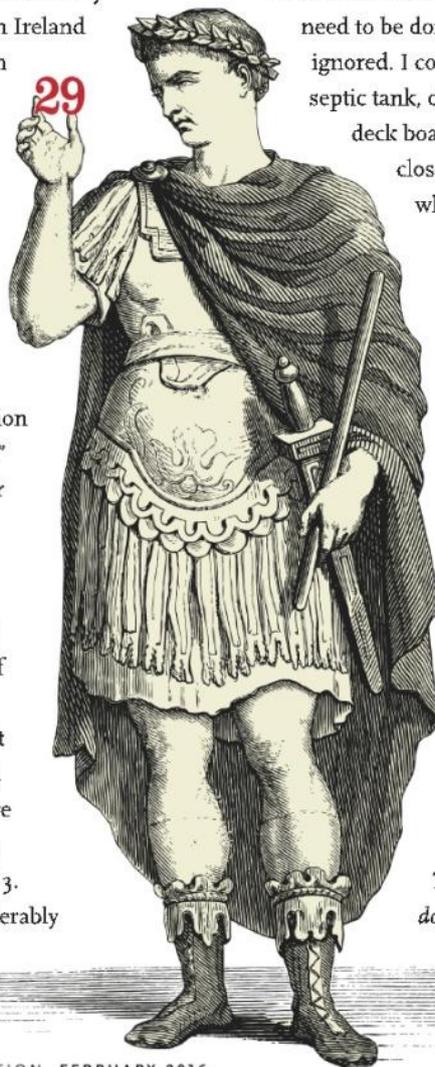
But these forms of entertainment all seem a tad lazy. So maybe I could use the day for all those other household activities that need to be done at least once a year but which tend to be ignored. I could clean the gutters, clean the baffle on the septic tank, clean the filters on the furnace, replace rotting deck boards, pressure-wash the walkway, de-clutter the closets, finish the bathroom remodel that began when my now-teenage kids were in diapers.

I could, but I won't.

How about some intellectual stimulation? Hmm. I might, for instance, commit myself to a day of learning about something totally out of my realm. Say, Javanese politics or quantum field theory. Perhaps I could learn how to pronounce the Dutch term for leap year, *schrikkeljaar*, along with the Irish, *bliain bhisigh*, and the Welsh, *blwyddyn naid*. I could even memorize "leaping lizards" in as many languages as possible. Or, I might play a marathon game of Scrabble with an Oulipian (i.e., one who practices the art of constrained writing, such as not using the letter "e"). I could try any of these activities—or many more. The options are endless.

If only I had another day to think about it.

*Todd Powell will leap at the opportunity to do something special in the Seattle area.*



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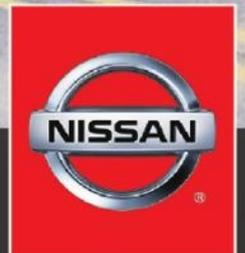
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