

2/01/11

Overviews:

Alaska Seafood

Marketing

Institute and

Alaska Travel

Industry

Association

<TARGET><BILL></BILL><SUBJECT>2-01-11 Overviews Alaska
Seafood Marketing Institute and Alaska Travel Industry
Association</SUBJECT><COMM>HEDT27</COMM></TARGET>



ALASKA SEAFOOD
Wild, Natural & Sustainable

House Economic Development, Trade and Tourism
Committee

February 1, 2011



ASMI is...

- A **partnership** of public and private sectors to foster economic development.
- **Guided by Governor-appointed Board of Directors:** five processors, two commercial harvesters.
- **Alaska's official seafood promotion arm.**



3



Brand Manager for All Alaska Seafood

- AS 16.51.110 prohibits ASMI promoting seafood by geographic origin other than from the state generally, geographic region of the state, or specified brand name.



ASMI Mission Statement

The Alaska Seafood Marketing Institute is a marketing organization with the mission of **increasing the economic value of the Alaska seafood resource** through:

- Increasing positive awareness of the Alaska Seafood brand,
- Collaborative marketing programs that align ASMI and the industry marketing efforts for maximum impact within the food industry,
- Long-term proactive marketing planning,
- Quality assurance, technical industry analysis, education, advocacy and research,
- Prudent, efficient fiscal management.

Lead by Industry

- **Board of Directors** - 7 members (5 processors, 2 harvesters)
 - Joe Bundrant, Chair, Trident Seafoods Corp.
 - Kevin Adams, Vice Chair, commercial harvester
 - Bruce Wallace, commercial harvester
 - Mark Palmer, Ocean Beauty Seafoods
 - Barry Collier, Peter Pan Seafoods, Inc.
 - Dennis Guhlke, Icicle Seafoods
 - Jack Schultheis, Kwik' Pak Fisheries
- **Ex-Officio Members**
 - Sen. Gary Stevens
 - Rep. Bill Stotze
 - Curtis Thayer, Deputy Commissioner, Department of Commerce, Community and Economic Development



ASMI Advisory Committees

Species Committees

- Salmon
- Halibut-Sablefish
- Shellfish
- Whitefish

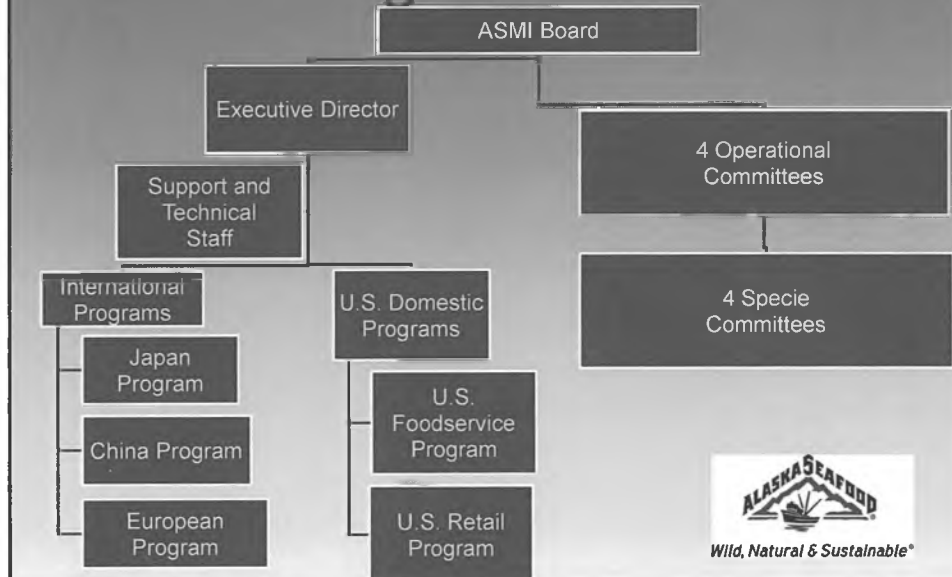
Operational Committees

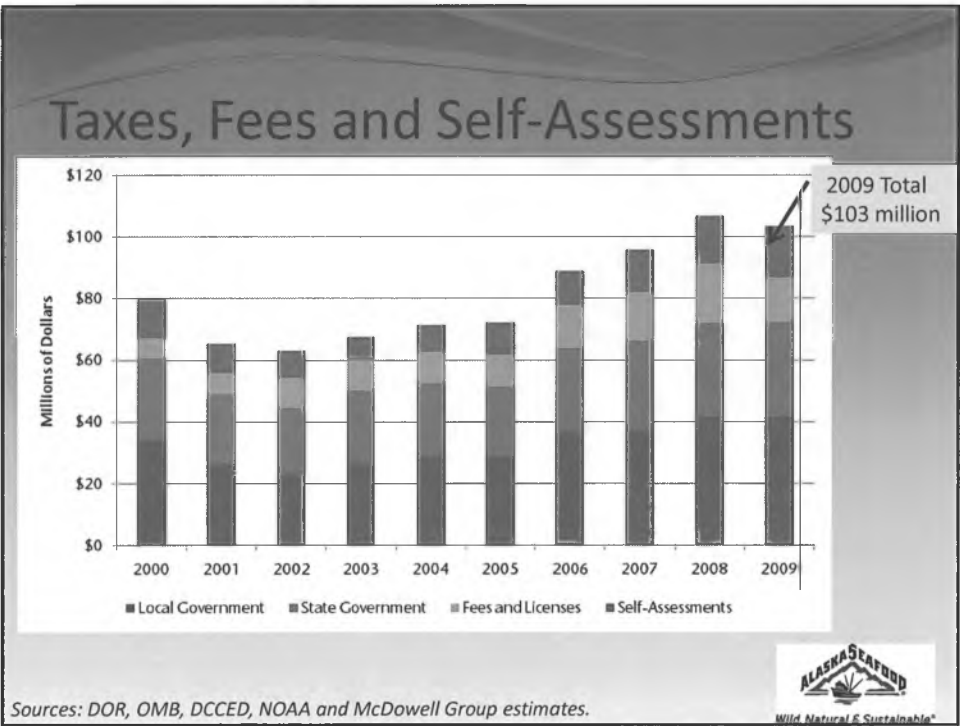
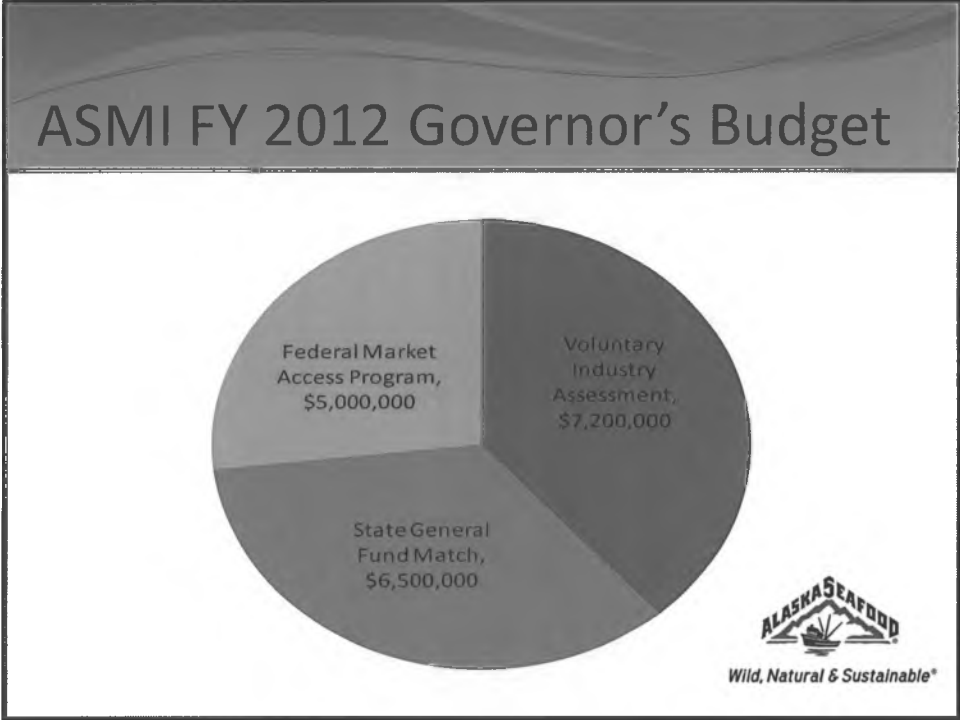
- International Marketing
- Seafood Technical
- Foodservice Marketing
- Retail Marketing

Customer Advisory Panel



ASMI Organization Chart





ASMI is Economic Development

- Developing new markets
- Increasing value in existing markets
- Increased value means increased opportunity
- Aligning marketing efforts with new product development
- Education
- International Food Aid



Alaska Seafood is...

- **worth \$5.8 billion to Alaska in terms of direct and induced economic output** (source: Northern Economics)
- the state's largest private sector employer
- Alaska's number one export
- **worth \$100 million in tax revenue to state and local governments**
- a renewable resource



Alaska –A Global Player in Seafood

1/5 landmass
of USA

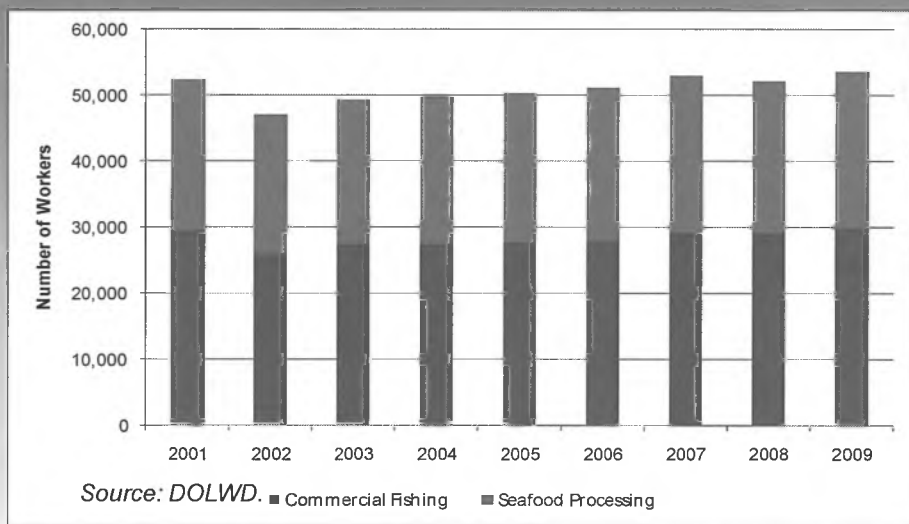


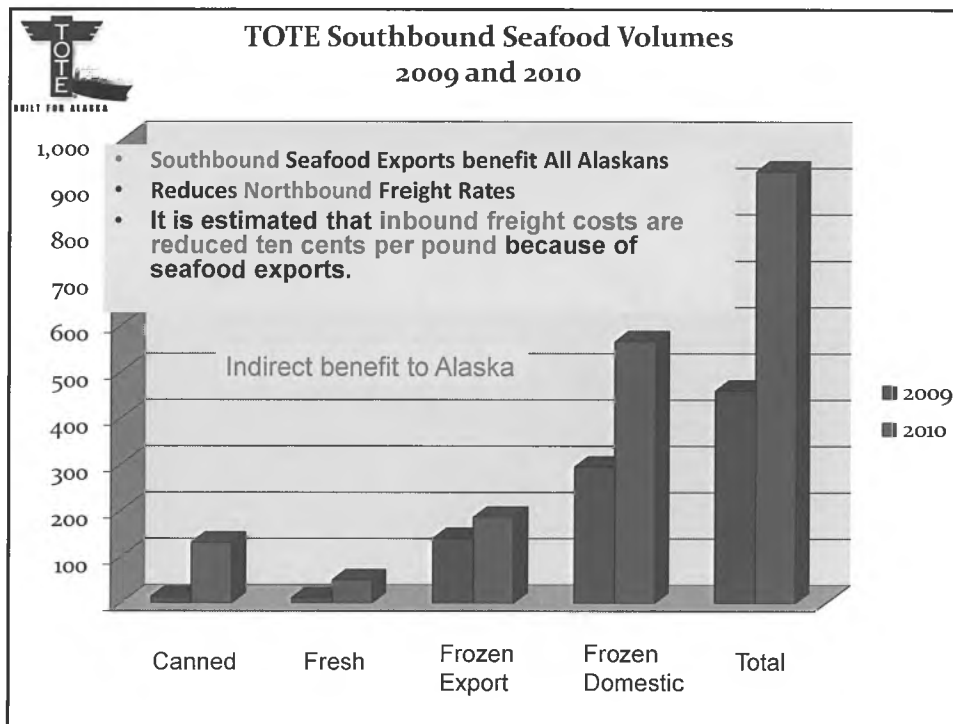
More than
50% coastline
of USA

- Alaska would be in top 10 of seafood producing nations
- 52% of U.S. Production

Source: Northern Economics, 2009

Alaska's Seafood Industry Employs Over 50,000 People

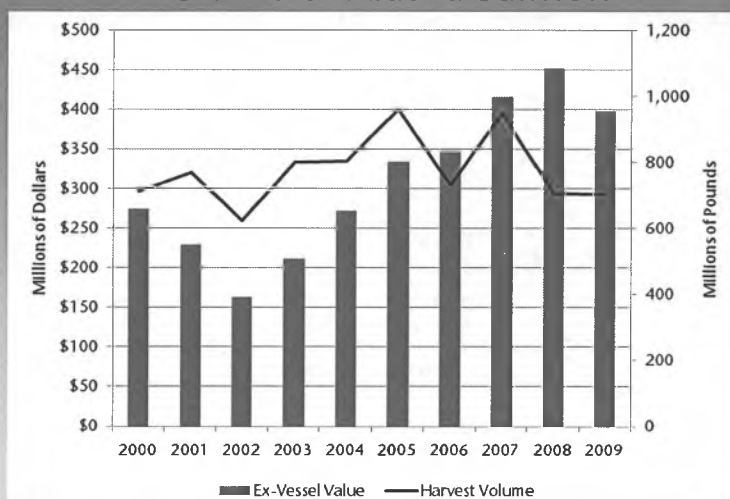




Big Impact on Small Communities

- The seafood industry is a central piece of rural economies, providing:
 - Cash infusion to subsistence economies
 - Economies of scale that often dramatically reduce the cost of :
 - Utilities
 - Shipping
 - Goods & Services
- Infrastructure essential to non-road communities

Value and Volume of Alaska Salmon

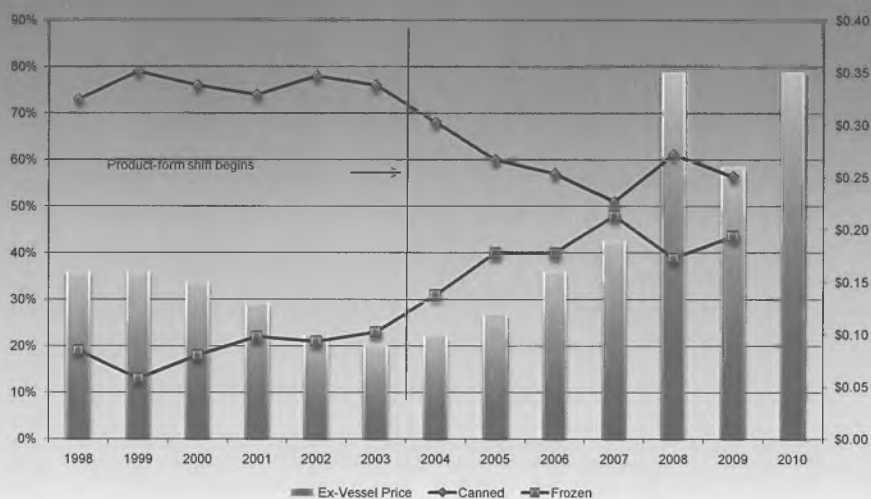


Source: ADF&G



Wild, Natural & Sustainable

Pink Salmon Product Form



Wild Alaska Salmon Enjoys a Premium Over Farmed Salmon



Source: Alaska Department of Revenue and National Marine Fisheries Service

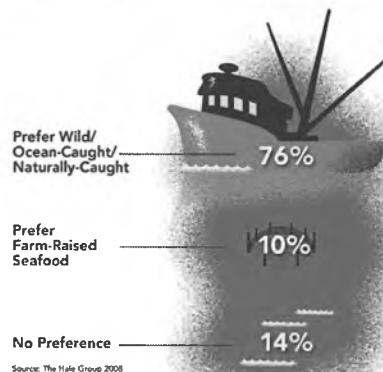
Seafood Success Story



- Alaska Seafood is second place among food brands on U.S. menus of the top 500 restaurant chains.
- 82% of consumers surveyed say that seeing the Alaska Seafood logo would increase their likelihood to purchase.

Source: TRD Frameworks, 2009

The majority of diners prefer to eat wild, ocean-caught seafood.



Source: The Hale Group 2008

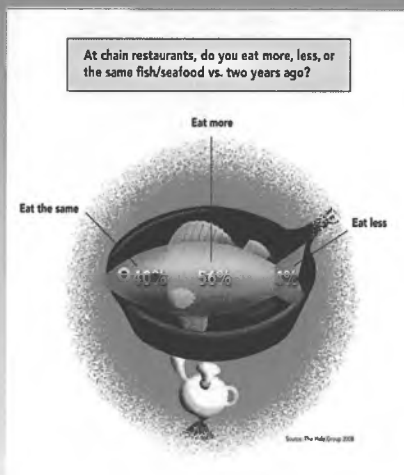
CHALLENGES

- Global recession has hurt prices
- Genetically modified salmon FDA approval in the works
- Russian salmon and Russian pollock have increased production
- Norway trying to buy U.S. market: \$15M salmon campaign in U.S
- Confusion over eco-labels
- Pressure to reduce USDA Market Access Program



Seafood Trends

- Increased awareness of the impacts our food choices have on the environment and on our own health.
- Consumers would like to see a greater variety of seafood offerings.
- “wild” and “natural” are key descriptors when it comes to seafood.



ASMI Programs

- Domestic Retail
- Domestic Foodservice
- International
- Technical
- Food Aid
- Public Relations



Domestic Retail

- Maintain Alignment with Consumer Advertising & PR
- Digital Marketing
(iphone app, cook it frozen)
- Merchandising and Point of Sale
- Seafood Buyer/Merchandiser Training
- Consumer Shows



Boston Food and Wine Show

- Educated consumers on how to prepare Alaska seafood using COOK IT FROZEN! techniques and recipes.
- 24,000 individual pieces of recipes and nutritional literature.
- a total of 6,720 samples Alaska cod and Salmon handed out.
- Grand Cru tasting and 69 lbs. of Alaska Snow Crab Claws and dipping sauce were sampled.



Domestic Foodservice

- Helps operators handle, menu and promote Wild Alaska Seafood.
- Works with Chefs and Universities
- Educational Materials
- Market Research
- Each year new recipe books are developed incorporating the latest food trends.
- Promotional packages also available include posters, menu sheets, tabletents, waitstaff buttons and tip cards.



International Marketing

- Active in U.S. and key overseas markets: Japan, Western Europe, Eastern Europe, China
- Emerging markets: Ukraine, Poland, Russia, Brazil
- USDA Market Access Program: 2:1 Federal to State match (\$5,000,000)



European Seafood Exposition

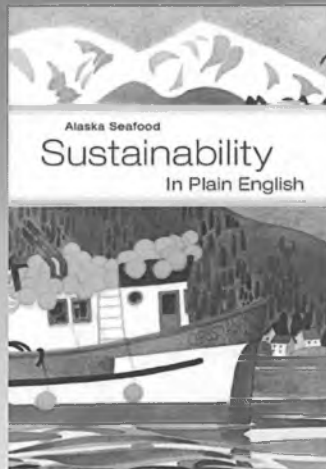
Brussels, Belgium May, 2011

- World's Largest Seafood Show
- Competing Against Nations
- 14 companies in Alaska Pavilion
- \$48 million in sales at the 2010 show, over \$500 million in follow on sales in the next 12 months



Technical

- Sustainability Certification
- Seafood Quality
- Food Safety
- Labeling/Regulatory Issues
- Purity/Contaminant Issues
- Ecological Issues
- Health and Nutrition



International Food Aid Program

- Expanded use of Alaska canned salmon
- Exploring prospects for canned herring in international food aid programs through ASMI's global food initiative



Consumer Public Relations

- Supports Domestic Programs
- Food Buzz
- Food Writer Familiarization Tours
- ATIA Media Roadshow
- Social Media



Marketing Alaska

- Cooperative efforts with ATIA, Alaska Grown and others
- Yakutat Surfing
- Media Road Show
- Nobu Show in London



Thank You

For more information please contact:

Alaska Seafood Marketing Institute

311 North Franklin, Suite 200

Juneau, Alaska 99801

907-465-5560

www.alaskaseafood.org





Wild, Natural & Sustainable®

February 9, 2011

Representative Bob Herron
State Capitol, Room 411
Juneau, AK 99801

Dear Representative Herron,

Thank you for the opportunity to present about the seafood industry and Alaska Seafood Marketing Institute's (ASMI's) unique role increasing the economic value of the resource and encouraging economic development statewide.

Attached is a synopsis of the evaluation criteria used to appraise the effectiveness of ASMI marketing programs that was requested by Representative Gardner at the February 1st meeting of the House Economic Development, Trade and Tourism Committee.

If we have misunderstood and this is not the information the committee requested or you would like any additional information about ASMI please do not hesitate to ask.

Best regards,

Ray Riutta
Executive Director,
Alaska Seafood Marketing Institute

CC: Representative Berta Gardner

ASMI FOODSERVICE PROGRAM

EVALUATION CRITERIA

Successful evaluation is important to ASMI's ongoing efforts to improve the overall effectiveness of its programs. The following evaluation criteria have been approved by the foodservice committee and ASMI board for each segment of budget spending.

OPERATOR AND DISTRIBUTOR PROMOTIONS:

While it is important to measure the success of merchandising and promotional programs based on increased sales volumes with participating operator chains and distributors, it is also important to evaluate success as it relates to changes in customer attitude and awareness.

The foodservice program has formalized its partnership programs with an application process that includes both pre and post promotion information. The following criteria are required for ASMI foodservice promotions:

- All products must be harvested from Alaska waters.
- The product is called out on the menu and/or promotional materials as "Alaska".
- The ASMI logo is included on marketing and advertising materials (there may be exceptions).
- Operator or distributor provides promotion results that may include the following:
 1. Alaska seafood pounds purchased for promotion or \$ equivalent vs. prior period.
 2. Traffic/guest counts vs. prior period.
 3. Number of Alaska seafood menu items sold during promotion vs. prior period.
 4. Alaska seafood menu items remain on the menu after promotion period.
 5. Did sales continue after promotion?
 6. Cost of promotion.
 7. Increase in check average for partner
 8. Testimonials – was it a success for our partner?

TRADE SHOWS AND CONFERENCES:

Evaluation of trade shows and conferences are subjective in terms of how many and type of contacts and leads are generated, and the degree of success with key decision makers in utilizing Alaska seafood products in future years. In addition, show attendance and volume of promotion materials distributed will be monitored for each event.

TRADE EDUCATION:

As a key industry resource, much of ASMI's feedback in the area of trade education will come directly from industry and trade members.

- **Educational Training Seminars:** All sales training and educational seminars will include a post-test evaluation in the form of a questionnaire to help determine the effectiveness of individual activities.
- **Collateral Materials:** Material distribution will be monitored and evaluated as to the volume distributed, audience acceptance, number and type of inquiries and requests, and industry and trade opinions.

ADVERTISING:

All advertising is measured against the mission of the organization and the specific program objectives.

ASMI Mission:

The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska seafood brand,
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry,
- Long-term proactive marketing planning,
- Quality assurance, technical industry analysis, education, advocacy and research,
- Prudent, efficient fiscal management.

Foodservice Program Objectives:

- Generate increased foodservice demand and product usage via Alaska seafood brand-oriented marketing programs.
- Achieve solid between wild Alaska seafood, farmed and other seafood sources.

Effective evaluation criteria also includes:

- **Opinion Research:** Trade publications conduct their own advertising research to determine the impact of specific advertising messages on our target audience (i.e. Harvey studies). These studies are conducted one to two times per year on a national basis. Regional or specific demographic buys are not included in Harvey studies.

PUBLIC RELATIONS:

While the measurement of public relations efforts can be somewhat subjective, evaluations should be based upon publication circulation as well as geographic coverage, reader and participant response, along with industry and trade opinions.

- **Clipping Service:** Utilize a clipping service to measure ASMI's PR efforts in the foodservice trade and consumer media by monitoring and providing a compilation report to measure response and equivalent ad value.
- **Readership Coverage:** Measurement of PR results should be based upon each publication's circulation as follows.
 - **Foodservice Trade:**
 1. By publication.
 2. By key target reached.
- **Ad Value Ratios.**

ASMI RETAIL PROGRAM

EVALUATION CRITERIA

Successful evaluation is important to ASMI's ongoing efforts to improve the overall effectiveness of its programs. The following revised evaluation criteria are pending approved by the Retail Committee and ASMI board.

RETAIL PROMOTIONS:

While it is important to measure the success of merchandising and promotional programs based on increased sales volumes with participating retail chains, it is also important to evaluate success as it relates to changes in customer attitude and awareness.

The retail program has formalized its partnership programs with an application process that includes both pre- and post-promotion information. The following criteria are required for ASMI retail promotions:

- All products must be harvested from Alaska waters.
- The product is called out in all promotional materials as "Alaska".
- The ASMI logo and tagline Wild, Natural & Sustainable is included on marketing and advertising materials (no exceptions are allowed).
- Retailers provide samples of all promotional materials and promotion results that may include the following:
 9. Alaska seafood pounds purchased for promotion or \$ equivalent vs. prior
 10. Number of Alaska items sold during promotion vs. prior period.
 11. Follow on sales of same products to establish overall sales lift.
 12. Cost of promotion.
 13. Testimonials – was it a success for our partner?

TRADE SHOWS AND CONFERNCES:

Evaluation of trade shows and conferences is subjective in terms of how many pounds of Alaska seafood were demoed and the number of samples that were served. In addition, show attendance and volume of promotion materials distributed will be monitored for each event.

TRADE EDUCATION:

As a key industry resource, much of ASMI's feedback in the area of trade education will come directly from industry and trade members.

- Educational Training Seminars: All sales training and educational seminars will include a post-test evaluation in the form of a questionnaire to help determine the effectiveness of individual activities.

- Collateral Materials: Material distribution to retail will be monitored and evaluated as to the volume distributed and type of inquiries and requests, and industry and trade opinions when available.

ADVERTISING:

All advertising should be measured against the mission of the organization and the specific program objectives.

ASMI Mission:

The Alaska Seafood Marketing Institute is a marketing organization with the mission of increasing the economic value of the Alaska seafood resource through:

- Increasing positive awareness of the Alaska seafood brand,
- Collaborative marketing programs that align ASMI and industry marketing efforts for maximum impact within the food industry,
- Long-term proactive marketing planning,
- Quality assurance, technical industry analysis, education, advocacy and research,
- Prudent, efficient fiscal management.

Retail Program Objectives:

1. Differentiate wild Alaska Seafood from other/farmed fisheries
2. Increase consumer preference for Wild Alaska Seafood
3. Increase retail merchandising and understanding of the importance of Alaska Seafood through training and communication targeted directly to retailers.

Effective evaluation criteria also include:

- ASMI conducts their own research to determine the impact of specific advertising messages on our target audience (attitude awareness and brand preference). This research is typically conducted on an every other-year basis to determine consumer purchase behavior, trends, perceptions and seafood preferences.
- The retail program also conducts annual trade & consumer advertising both print and electronic (banner and box ads on select trade & national websites). Circulation, impressions as well as traffic driven to specific websites will be tabulated and made available as proof of performance.

PUBLIC RELATIONS:

While the measurement of public relations efforts can be somewhat subjective, evaluations should be based upon publication circulation as well as geographic coverage, reader and participant response, along with industry and trade opinions. This information will be supplied by ASMI's agency of record and overall ROI.

ASMI International Program

EVALUATION CRITERIA

ASMI's seven international programs are divided in three distinct strategic categories: Consumer, Trade and HRI (hotel/restaurant/institutional). Each program conducts activity evaluations for all activities undertaken and provides detailed reports to both the USDA Foreign Agricultural Service (FAS administers the Market Access Program—ASMI International's major funding source) and the Alaska seafood industry for review. Both groups provide detailed feedback and contribute extensively to program evaluation and direction. In fact, this program undergoes a tremendous amount of scrutiny and has a multitude of performance measures applied to all aspects of its marketing activities. These are summarized in the following list of evaluation categories:

- 1) Activity evaluations/Quarter Reports
- 2) Country Progress Reports (CPRs)
- 3) Independent 3rd party program evaluations
- 4) Seafood industry/International Marketing Committee (IMC) Review
- 5) In-depth consumer perception research
- 6) ASMI annual strategy sessions

Activity Evaluations/Quarter Reports

ASMI International activities are evaluated by staff with clear measures illustrating the actual results vs. expected. At the end of every quarter, the results of all activities are consolidated into Quarter Reports and are provided to FAS and ASMI's IMC for review. Quarter Reports are primarily used to demonstrate the outputs of our activities. These include: number of consumer impressions, amount of product moved, % change of product moved during promotion, seminar attendees, trade leads generated, value of sales at trade shows, free press value and website visits, among others. The following is a summarized example of ASMI China's Q1 retail merchandising results:

Current Quarter Activity Results:

- 14 MT Alaska seafood sold at JUSCO's Great American Food Fair in Hong Kong, a 65% increase over non-promotional period sales.
- 13 MT Alaska seafood sold at JUSCO stores in Guangdong Province.
- 8.6 MT Alaska seafood sold at 3 Guangzhou department stores (5 outlets total), a 75% increase (on average) over non-promotional period sales.
- 9.5 MT Alaska seafood sold at CityShop promotion in Shanghai, a 60% increase over non-promotional period sales.
- 12.5 MT Alaska seafood sold at Ole Supermarkets in Beijing.

Country Progress Reports

At the end of every fiscal year, ASMI International conducts an annual review of each program that evaluates both cumulative activity outputs and measures changes in long-term perceptions and

purchasing habits of Alaska Seafood by our target audiences. These Country Progress Reports thoroughly evaluate each program's ability to meet the goals set for the fiscal year under review. Each of the Consumer, Trade and HRI sections for each region has anywhere between three and 12 performance measures which are developed by ASMI staff and endorsed by FAS Program Specialists. These measures are evaluated closely by FAS and form a key part of FAS' scoring rubric that determines funding allocations for grant recipients.

For example, the following is a performance measure table taken from the Trade section of ASMI Northern Europe's (UK, The Netherlands, Ireland, Finland, Denmark, and Sweden) 2009 CPR. Please note that goals and actual vary from year-to-year depending on funding levels, Alaska fishery output and macroeconomic trends. "NPM" indicates a new performance measure, meaning this was the first year that information was collected:

PERFORMANCE MEASURES	2009	2010	2010
	BENCHMARK	GOAL	ACTUAL
1. Long term inclusion of Alaska seafood products in product range (Imp/Ret/Dist.)	9	10	11*
2. Additional new Alaska seafood products promoted by four major retailers	6	7	6*
3. Additional volume (MT) of AK fresh/frozen salmon product sold during promotional activities.	81MT	85MT	81.85MT*
4. Awareness among trade (Imp/Ret/Dist) of the long term sustainability of Alaska seafood and the inherent advantages over other seafood competition.	68%	70%	74%*
5. Number of smokers using Alaska sockeye salmon and ASMI POS	Npm	1	3*
6. Number of distributors promoting Alaska whitefish	Npm	1	2*

*Based on information provided by trade partners including distributors, importers & buyers and Agriview Key Account Survey June 2010

Independent Third Party Evaluations

Every year, ASMI International contracts with an outside consulting firm to conduct a thorough review of the strategy and execution of ASMI's International programs. This may be one or two regions or a more general overview of the entire International program. These reports are shared with both our industry and FAS and their findings are generally instrumental in effecting strategic changes in the programs. Additionally, the evaluating firm is given the opportunity to present directly to ASMI's Board of Directors and/or International Marketing Committee.

Seafood Industry/International Marketing Committee Review

Four times a year, ASMI International meets with its International Marketing Committee. The IMC is comprised of nine ASMI Board-appointed members that are all experts in international seafood trade. In addition to reviewing ASMI International's reports, the IMC provides strategic guidance on the ASMI's marketing programs and candid feedback on the successes and failures of ASMI's programs.

In Depth Consumer Perception Surveys

ASMI conducts consumer perception surveys in our traditional markets to measure how "Alaska" is perceived and which of our core characteristics (wild, natural, sustainable) best resonate with consumers. These not only give us an indication of how effective our long-term marketing efforts have been but allow us to custom tailor our marketing strategies to each region. The following excerpt is from a consumer survey conducted in Japan:

Willingness to purchase Alaskan seafood in the future

- Almost 100% of the people who have purchased Alaskan seafood were willing to continue purchasing Alaskan seafood and that they are highly satisfied with the quality.
- 22% of respondents were willing to purchase Alaskan seafood and 70% of respondents showed interest in purchasing Alaskan seafood after seeing the promotional materials - indicating the effectiveness of the advertisements in arousing people's interest in purchasing.
- There was a positive correlation between increasing income and the number of people who were willing to purchase Alaskan seafood; it is also important to note that after presenting the promotional materials to the women in their 20's, who previously did not have a clear image regarding Alaskan seafood or were less aware of Alaskan seafood, showed quite a high interest in purchasing the product.
- The major challenge in the future will be to develop effective methods of market penetration among consumers who have never purchased Alaskan seafood and those who are not particular about brands despite highly effective promotional brochures.

Annual Strategy Sessions

Each year all ASMI International staff comes together on two separate occasions to discuss long-term strategy with staff and industry. Usually, this is scheduled to coincide with an IMC and Board meeting. The summer session is conducted in Alaska provides an opportunity for our Overseas Representatives to visit Alaska fisheries around the state.

ALASKA STATE LEGISLATURE
HOUSE SPECIAL COMMITTEE ON ECONOMIC DEVELOPMENT, TRADE,
& TOURISM



Representative Bob Herron, Chair

State Capitol Building, Room 411
Juneau, Alaska 99801-1182
Phone (907) 465-4942
Fax (907) 465-4589
Rep.Bob.Herron@legis.state.ak.us

Rep. Peggy Wilson, Rep. Berta Gardner, Rep. Kurt Olson, Rep. Wes Keller,
Rep. Cathy Muñoz, Rep. Neal Foster, Rep. Steve Thompson, Rep. Chris Tuck

Date: January 27, 2011

To: Suzi Lowell, Chief Clerk

From: Rep. Bob Herron, Chair

A handwritten signature in black ink, appearing to be "BH", written over the "From:" line.

Re: House Economic Development, Trade, and Tourism Committee Schedule

Schedule for House Economic Development, Trade, and Tourism

Tuesday, February 1 at 10:15 AM in CAP 124

Overview: Alaska Seafood Marketing Institute, Ray Riutta, E.D.
Overview: Alaska Travel Industry Association, Ron Peck, President & COO

+ Teleconferenced

Thursday, February 3rd at 10:15 AM in CAP 124

HB 119, AIDEA: PROCUREMENT; PROJECTS

+ Teleconferenced



ALASKA TRAVEL INDUSTRY ASSOCIATION

Report to the House Economic Development Trade & Tourism Committee

Path to Recovery & Growth

- Increase the Economic Value of Tourism for the Benefit of All Alaskans
- Sustained \$20 million tourism marketing funding needed for FY12 and beyond



A Quick Refresher

1988 = ATMC created (Industry match varied from 15 to 25% between FY89 to FY00)

1999 = Millennium Plan passed

2000 = ATIA created (Industry match varied from 30 to 60% between FY01 to FY04)

2004 = Vehicle Rental Tax (VRT) imposed in HB 271 (\$7.7 million in FY12 forecast)



A Quick Refresher

2006 = Ballot Measure 2 added taxes and regulation to cruise industry

2008 = Industry match requirement changed to 30% (sunsets after FY11)

2008 = Visitation & jobs growth ends

2009 = Severe recession impacts visitor's spending & jobs



A Quick Refresher

2010 = Decrease in cruise deployment and economy leads State to reinvest \$7 million in marketing & reduce cruise ship taxes for FY11. Slight increase in independent visitation measured

2011 = Modest increases in independent visitation is forecast



A Quick Refresher

2012 = Visitor industry is forecast to contribute:

- \$116.8 million in State revenue
- \$69.8 million in Municipal revenue

2012 = Need to reinvest tourism industry taxes for Tourism Marketing Program

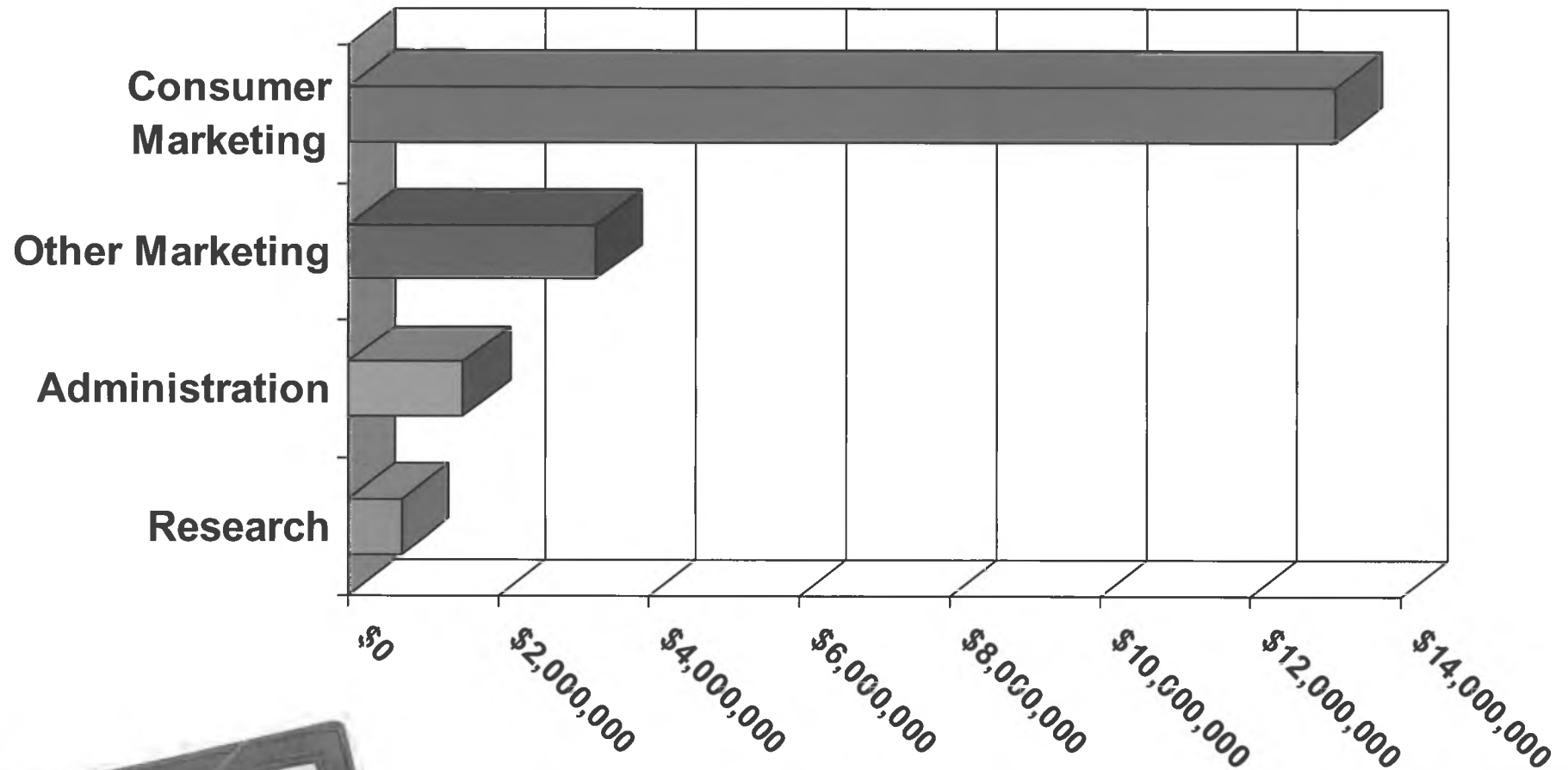


Alaska's FY11 Tourism Marketing Plan



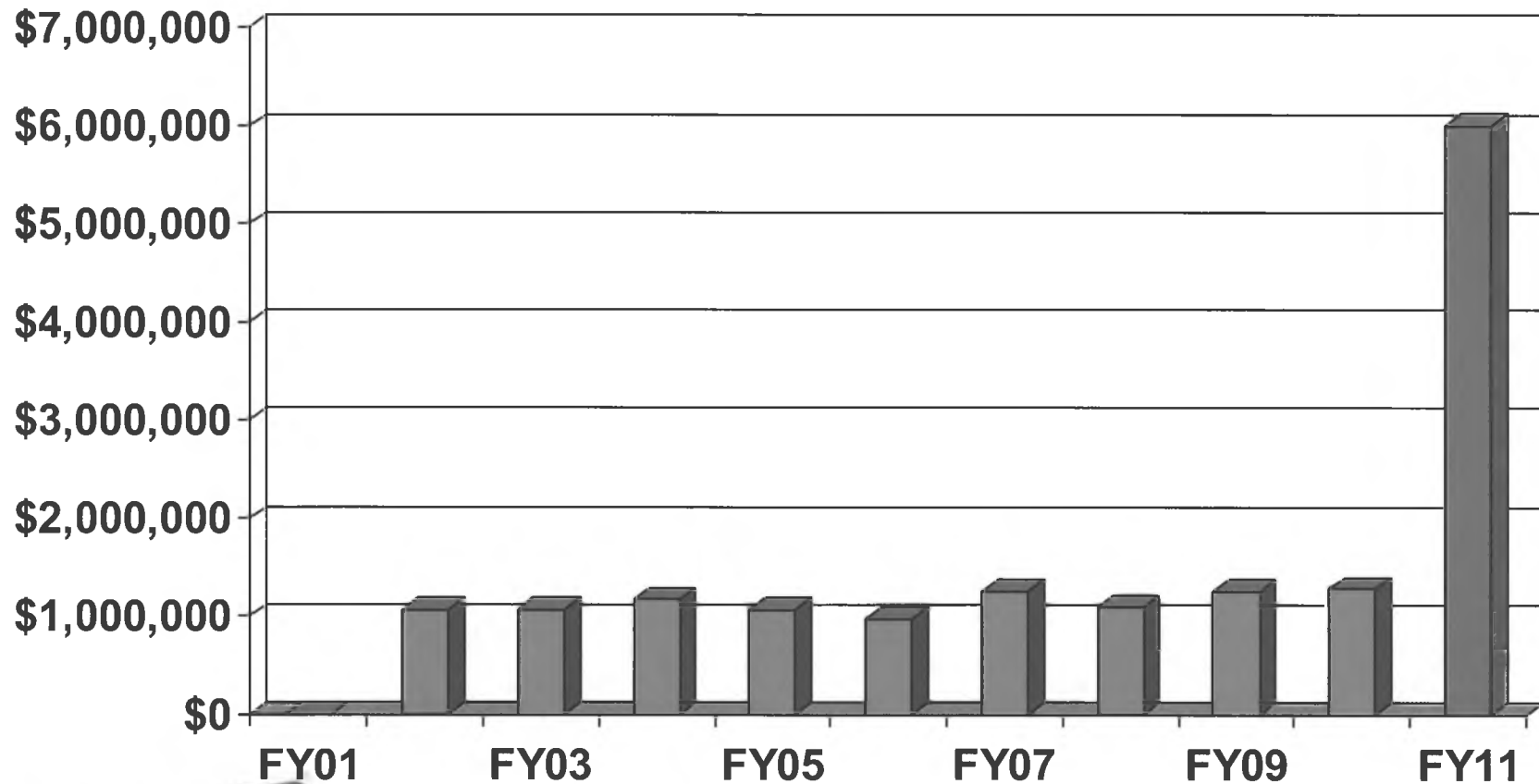
ALASKA TRAVEL INDUSTRY ASSOCIATION

FY11 Alaska Tourism Marketing



ALASKA TRAVEL INDUSTRY ASSOCIATION

Television Advertising Up 470%



ALASKA TRAVEL INDUSTRY ASSOCIATION

Alaska Awareness Increasing

- Consumers were asked unprompted what travel ads they remember
- New TV campaign moved Alaska to #6 in January 2011 from #10 in October 2010
 - Alaska ranked ahead of brands such as California, Orlando, Jamaica and the Bahamas

Advertising Effectiveness Study, Jerry Henry & Associates



ALASKA TRAVEL INDUSTRY ASSOCIATION

Viewers Love Alaska TV Ads

- 79% of respondents had a positive opinion of Alaska's advertising
- Ads do a good job of communicating:
 - Breathtaking scenery, wildlife in its natural habitat, illustrated state's variety of activities, positioned Alaska as an appealing destination

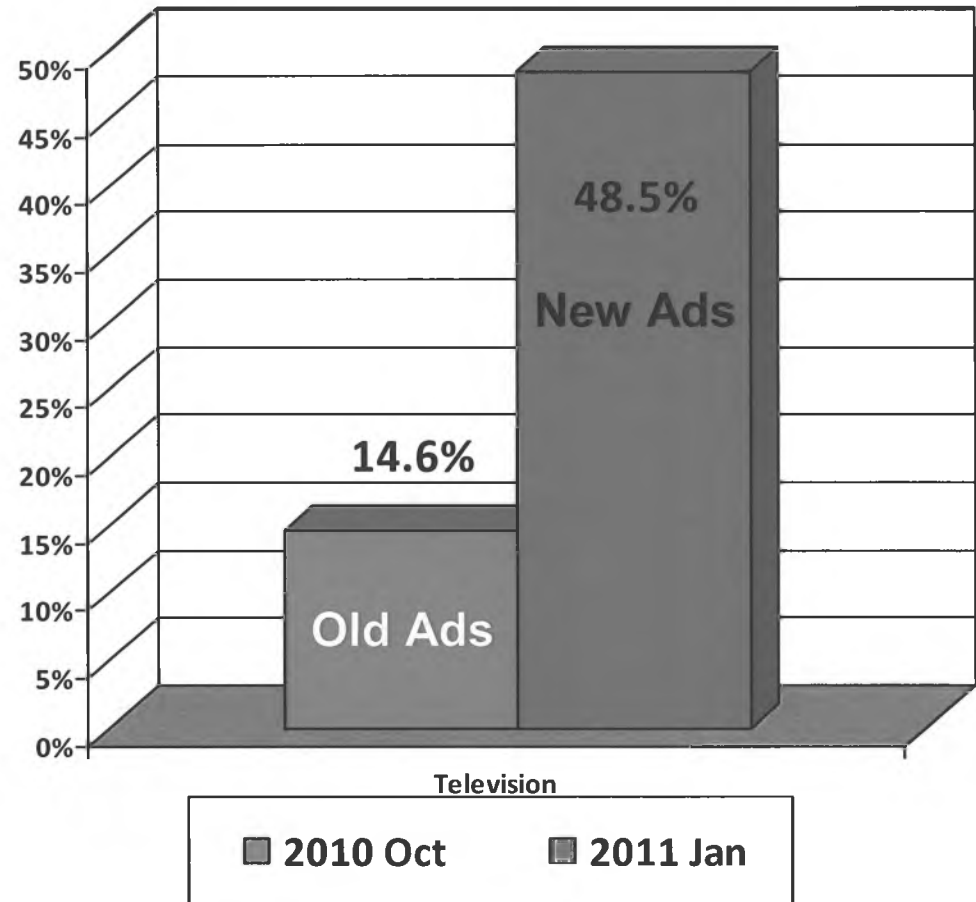


Advertising Effectiveness Study, Jerry Henry & Associates

ALASKA TRAVEL INDUSTRY ASSOCIATION

TV Generates Intent to Visit

- Intent to visit **increased three fold** after viewing Alaska's new TV campaign



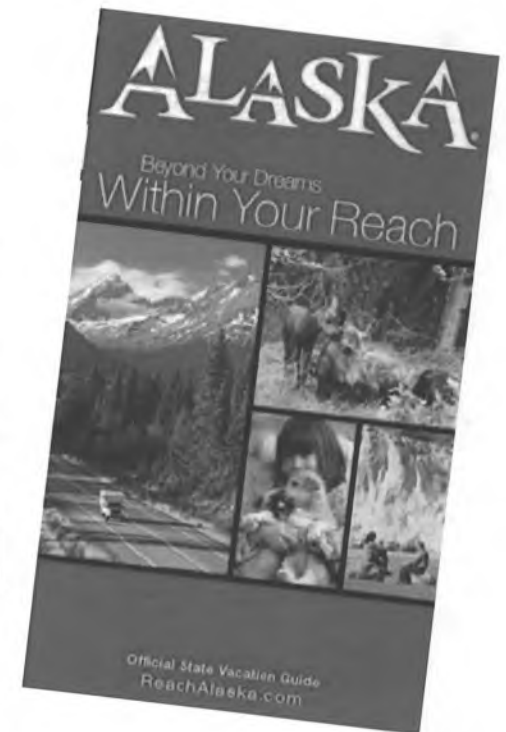
Advertising Effectiveness Study, Jerry Henry & Associates



ALASKA TRAVEL INDUSTRY ASSOCIATION

Other Consumer Marketing

- Vacation Planners
- TravelAlaska.com
- Magazine ads
- Direct Mail
- Consumer Shows
- PR & Media



Promoting Tourism in Alaska

(CBS Early Show viewership = 2.56 million)



ALASKA TRAVEL INDUSTRY ASSOCIATION

Promoting Tourism in Alaska

(Magazine Readership = More than 7 million)

Paula's Dream Vacation...

The best trips I've ever taken in my life began with a recommendation from one of my friends or family. Well, y'all are my magazine family, so I just gotta tell you about my dream vacation to Alaska. I know you would absolutely love it! Listen, I know what you're thinking: Alaska's like a wild frontier. I thought the same thing—y'all know I'm not some outdoors survival expert—but I had an absolutely fabulous time and got around with no trouble at all. We ate the best food. From the fresh fish to the multitude of berries, it all just tasted delicious and it was good for us, too! We saw the most unbelievable natural sights and stunning wildlife everywhere we turned. The air was so pure, and the weather was perfect. (It stayed between 40 and 60 degrees. That ain't the Caribbean, but it's not Siberia either!) While we were up there, we saw a tourism slogan set up like an Alaskan vanity license plate.

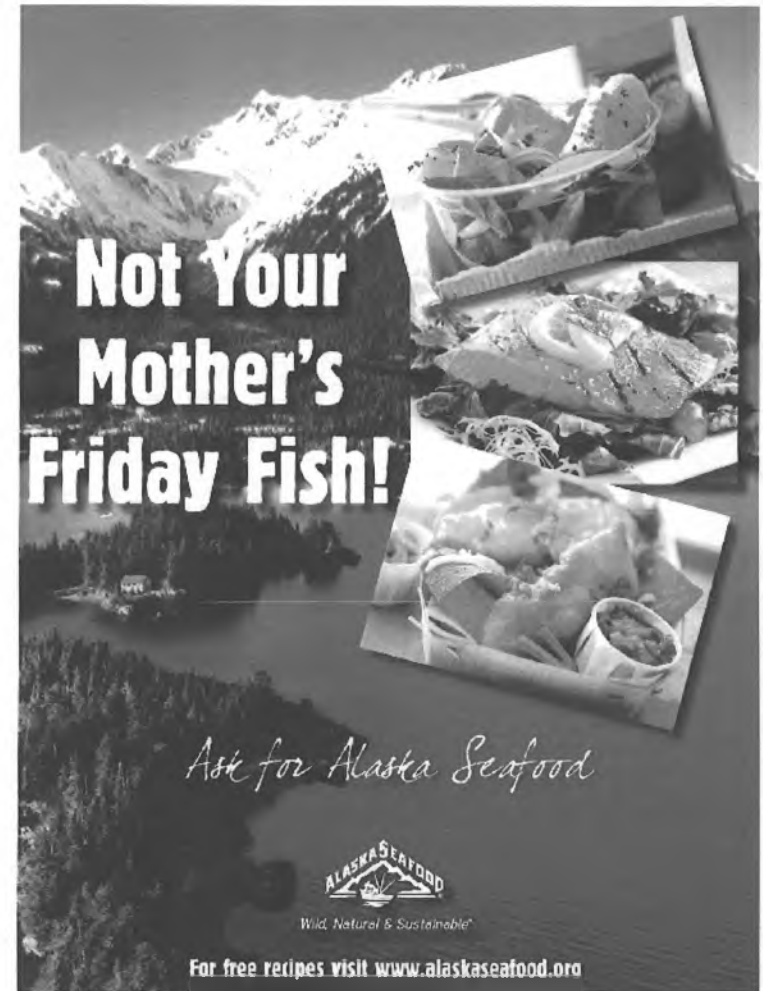
It read, "BAUDIE." And that's exactly what Alaska is all about. It's one of those lifetime trips, a place to check off your personal "bucket list." You've just gotta go and try something you never thought you would. I promise you won't regret it. —Paula



ALASKA

ATIA & ASMI Partnership

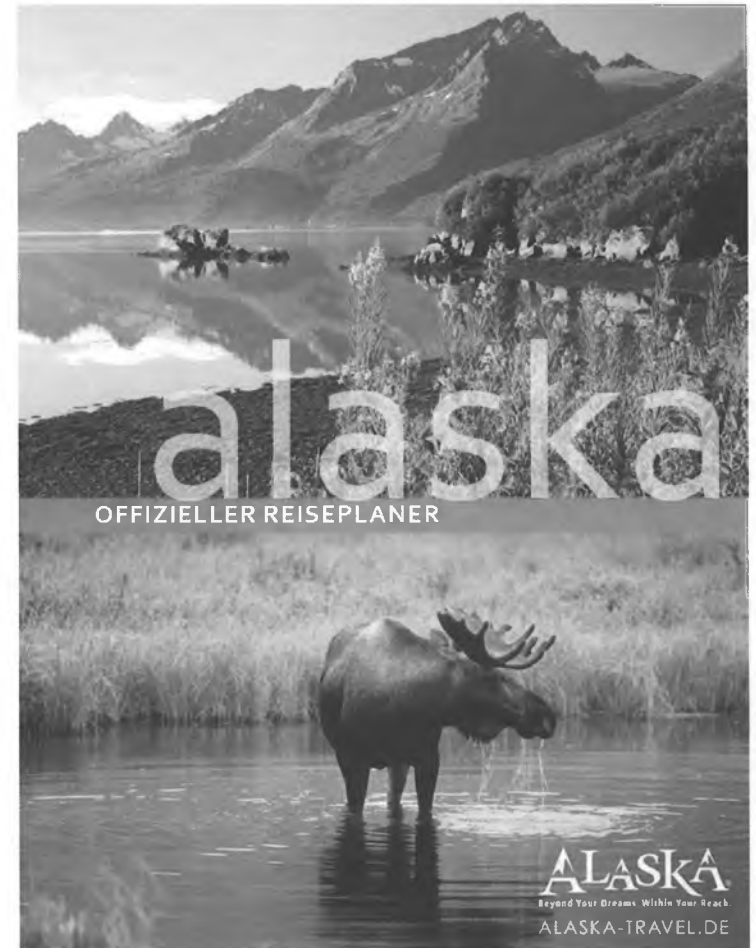
- Full Page Ad in 2011 Vacation Planner to 550,000 inquirers (\$73,000 ad value)
- Alaska Media Road Show
- National Tour Association in Montreal
- London ASMI / ATIA event just last week



ALASKA TRAVEL INDUSTRY ASSOCIATION

Overseas & Travel Trade Marketing

- Top 3 international markets:
 - United Kingdom
 - Australia
 - German Speaking Europe
- Partner with tour operators to increase awareness of Alaska and drive sales



ALASKA TRAVEL INDUSTRY ASSOCIATION

Together We Can Recover From Here

Year	Summer Visitors*	Direct Spending	3 rd Quarter Employment**
2008	1,707,400	\$1.40 billion (est)	34,586
2009	1,601,700	\$1.31 billion* (actual)	32,318
2010	1,505,600	\$1.23 billion (est)	Unavailable

*Alaska DCCED

**Alaska DOL



ALASKA TRAVEL INDUSTRY ASSOCIATION

2011 Growth Benefits Economy

- 77,000 additional visitors estimated for 2011
- \$72 million estimated In State spending

Advertising Effectiveness Study, Jerry Henry & Associates
2011 Alaska Travel Intentions Study, GMA Research



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About the Industry Match

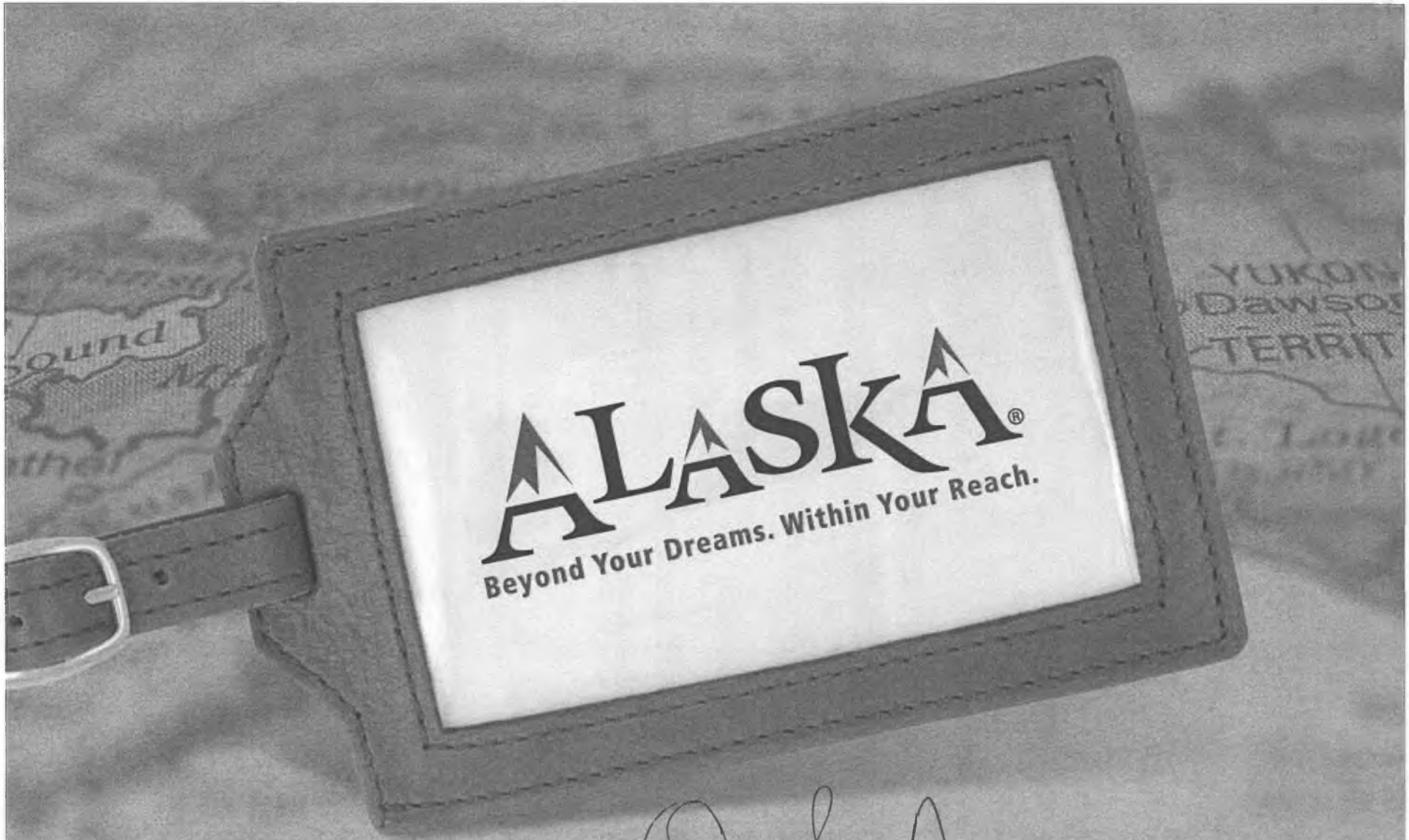
- 750 Alaskan businesses & 26 communities raise \$2.7 million annually for the campaign
- Without legislation this session, the match requirement becomes an unattainable 100% starting FY12



Path to Recovery & Growth

- Increase the Economic Value of Tourism for the Benefit of All Alaskans
- Sustained \$20 million tourism marketing funding needed for FY12 and beyond





Q & A

ALASKA TRAVEL INDUSTRY ASSOCIATION

Report to the House Economic Development Trade & Tourism Committee

Responses for Rep. Tuck

Question: “What were the parameters of the Advertising Effectiveness study, how many subjects?”

Question: “How was that company selected and what was the cost?”



ALASKA TRAVEL INDUSTRY ASSOCIATION

Advertising Effectiveness Study

- Two-part online research study conducted by Jerry Henry & Associates (JH&A) Oct 2010 – Jan 2011
 - Sample Size = 4,589
- Contract awarded by competitive RFP
 - RFP advertised only in Alaska, 45 companies inquired, 8 bid
 - The most compelling reason for selecting JH&A was their experience conducting this study for other states (providing competitive data).
 - Study Cost = \$92,250



ALASKA TRAVEL INDUSTRY ASSOCIATION

Response for Rep. Gardner

Question: “Do we have an estimate of how the spending varies? What is the spending within Alaska for cruise ship passengers versus independents, per person?”



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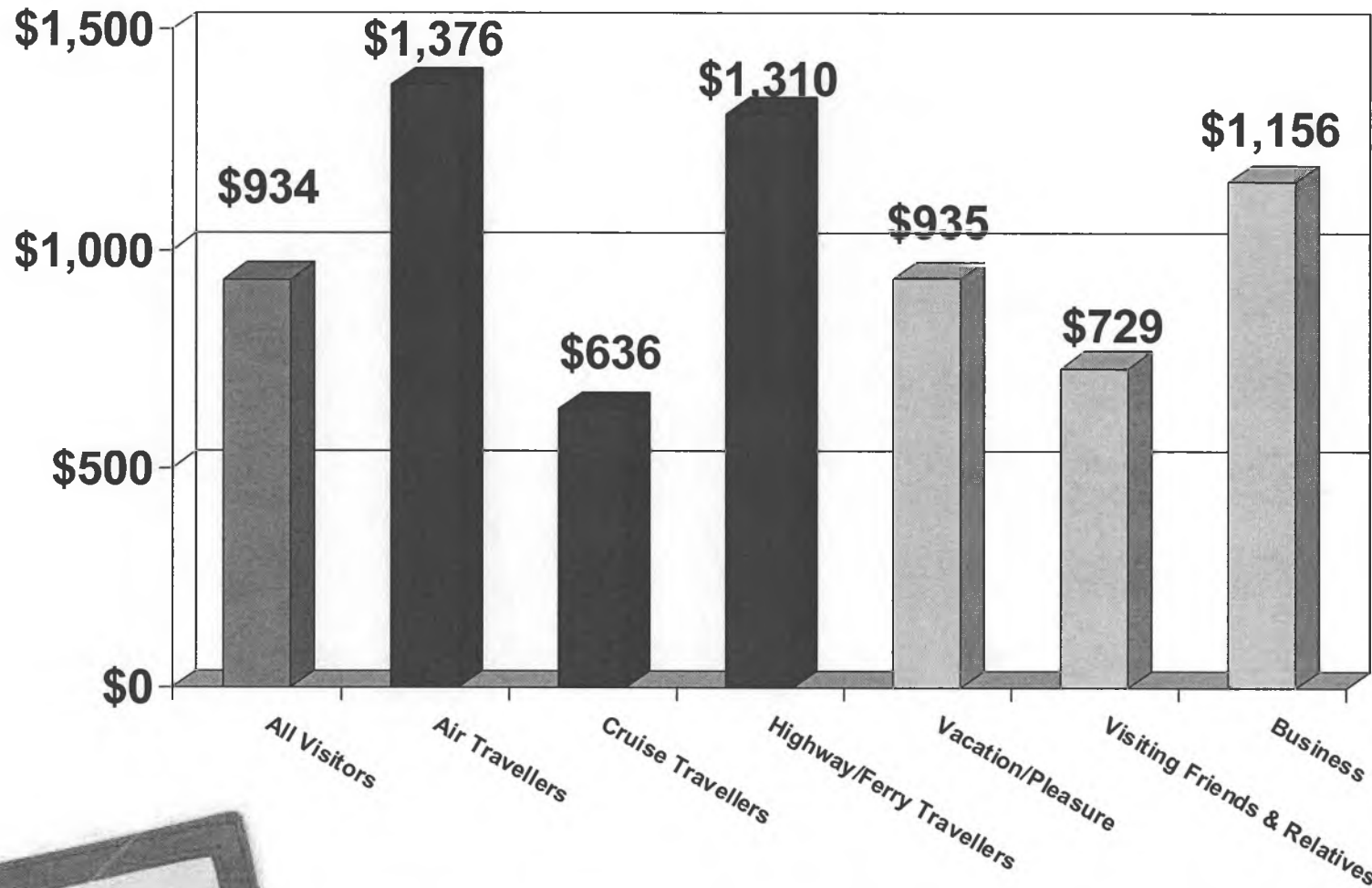
Average Per-Person Expenditures

- Independent travelers spend more per person in Alaska than cruise visitors
- The most recent data is from the Summer 2006 Alaska Visitor Statistics Program (AVSP). Updated AVSP data for summer 2011 is expected in March 2012.



Average Per-Person Expenditures, Summer 2006

Excludes travel to/from Alaska

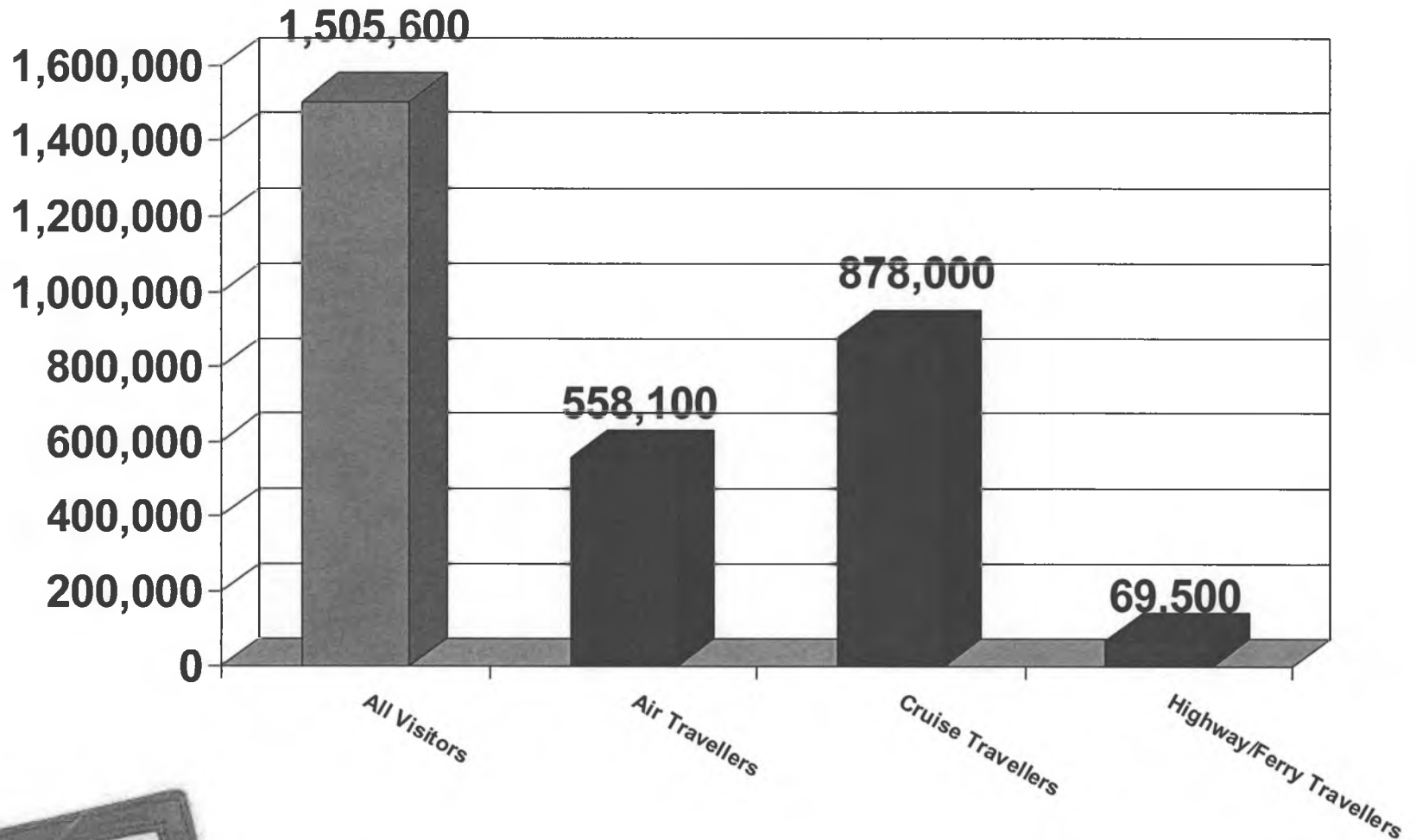


2006 Summer Alaska Visitor Statistics Program (AVSP), Alaska DCCED



ALASKA TRAVEL INDUSTRY ASSOCIATION

Visitor Volume, Summer 2010



2010 Summer Alaska Visitor Statistics Program (AVSP), Alaska DCCED



ALASKA TRAVEL INDUSTRY ASSOCIATION

Response for Rep. Foster

Summarized Question: Do you have statistics on what the 2010 changes were for cruise and other sectors.



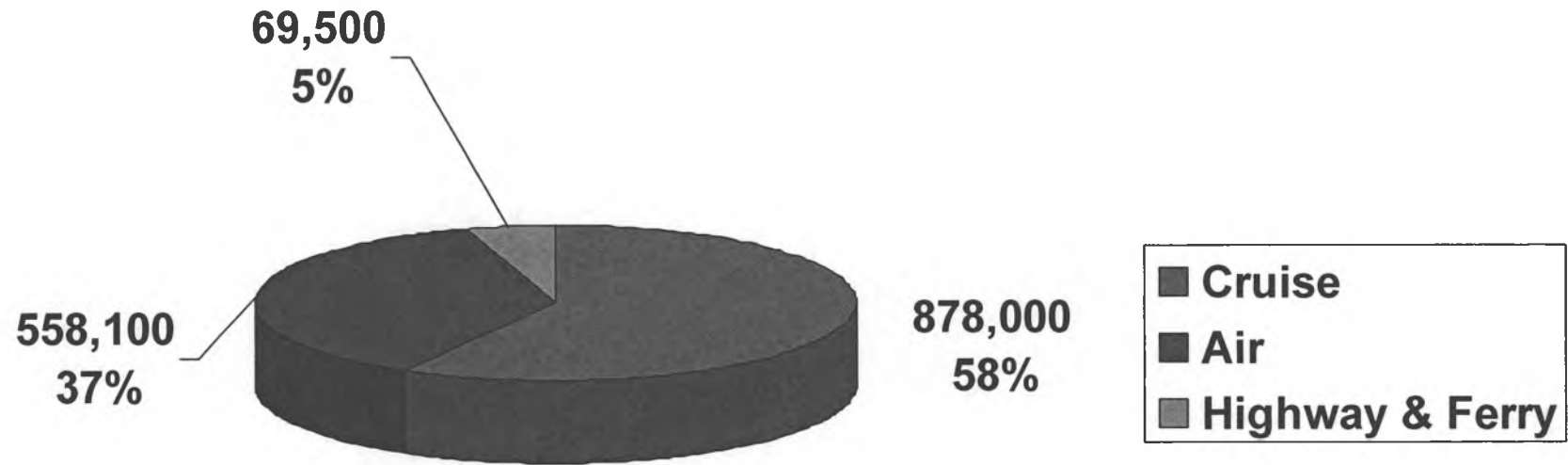
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Visitors By Travel Mode

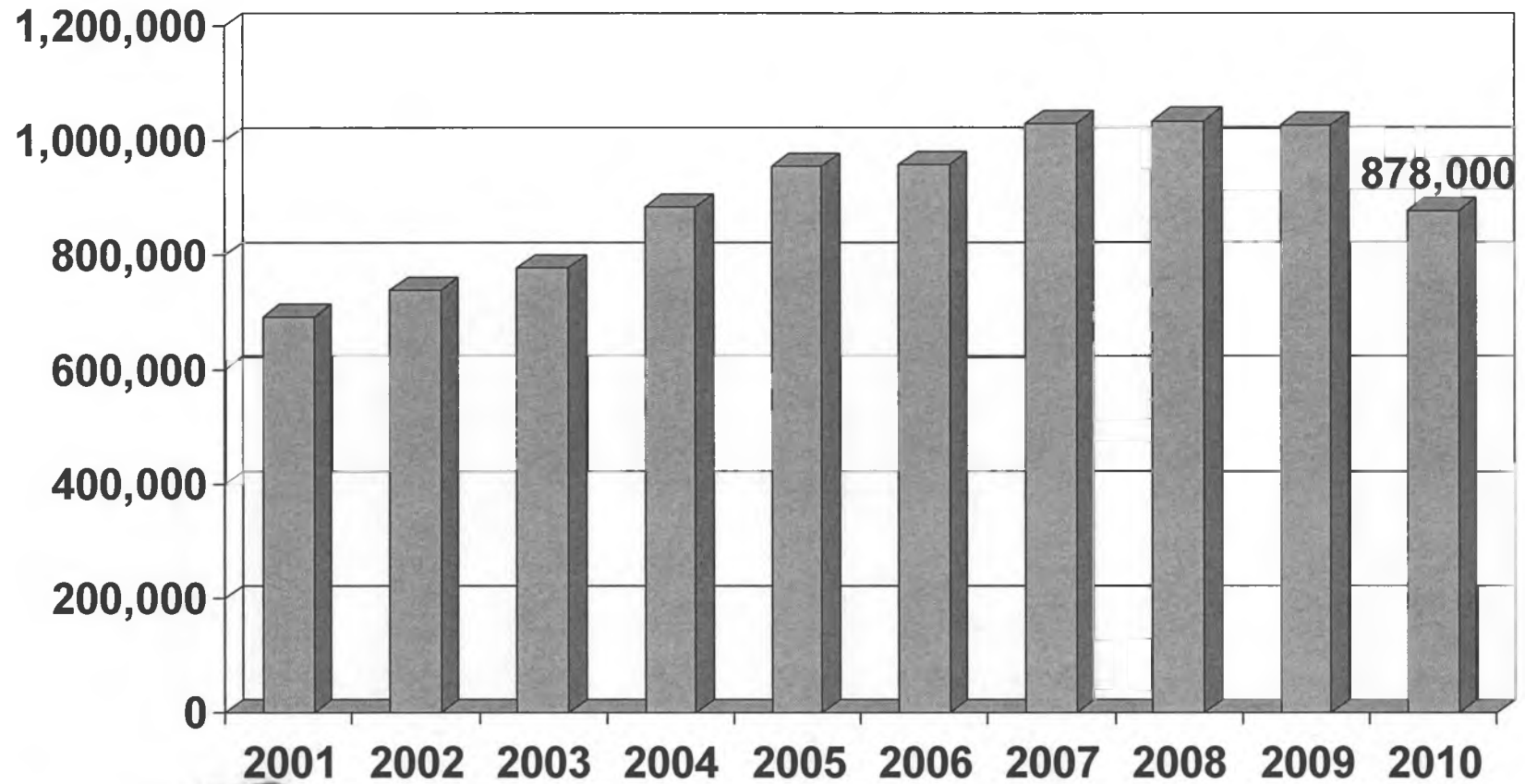
- 2010 Cruise visitors declined significantly
 - Positive impact of cruise tax adjustments not felt until 2012 due to deployment planning timeline
- 2010 Visitors by Air, Highway and Ferry increased
 - Increased direct air service and stabilized national economy helped draw independent visitors



2010 Summer Visitors

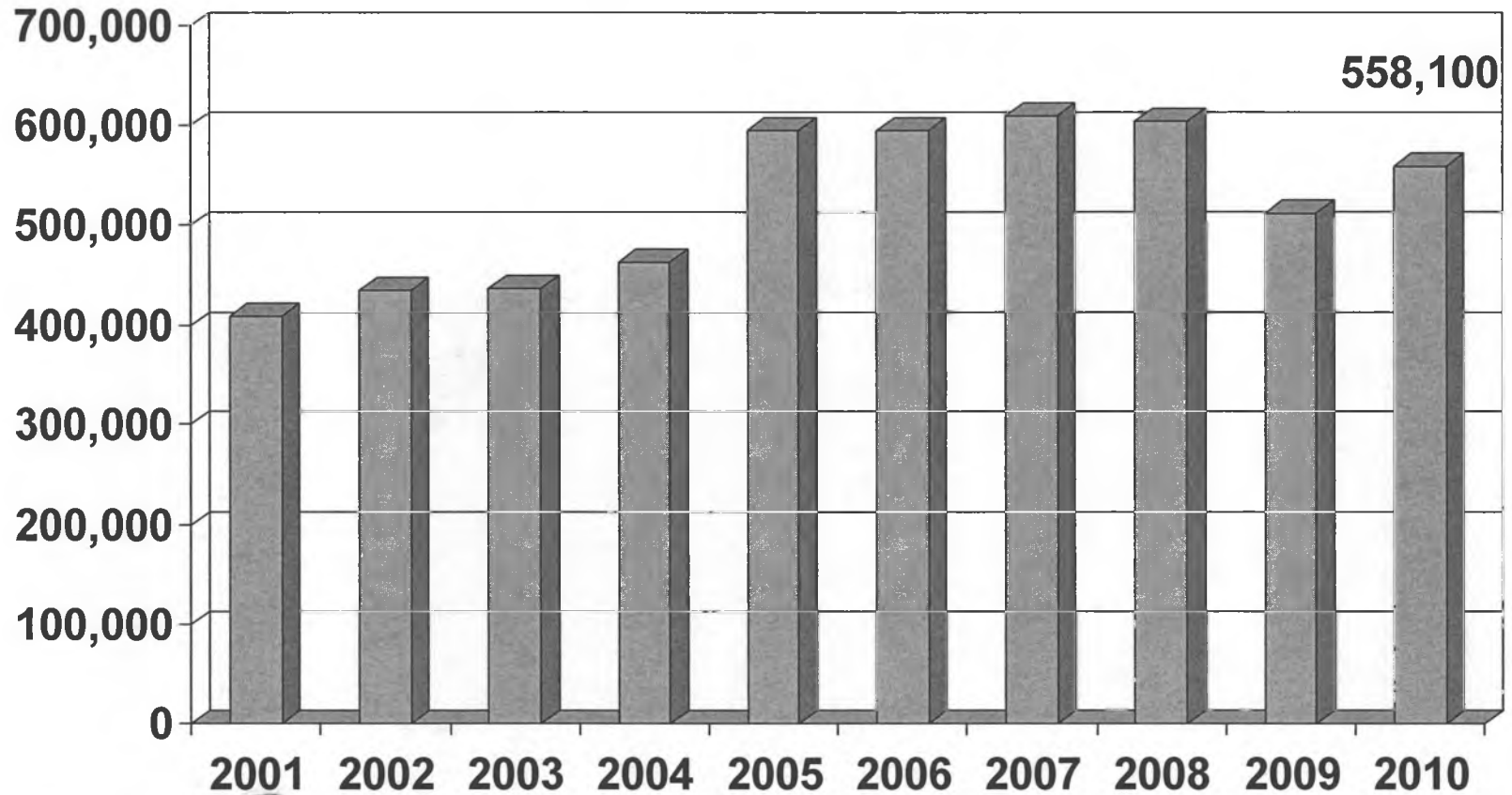


Summer Cruise Visitors



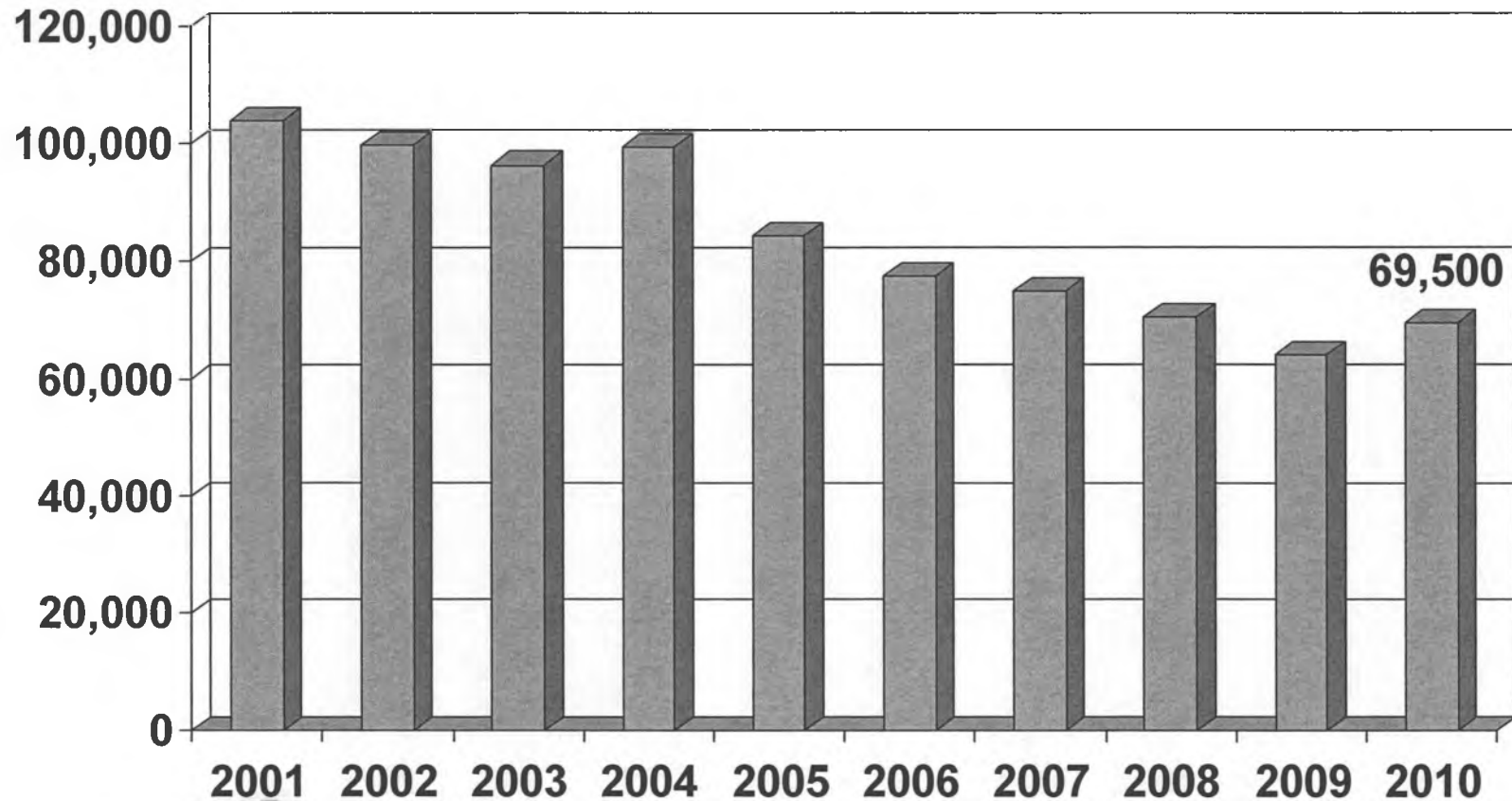
ALASKA TRAVEL INDUSTRY ASSOCIATION

Summer Air Visitors



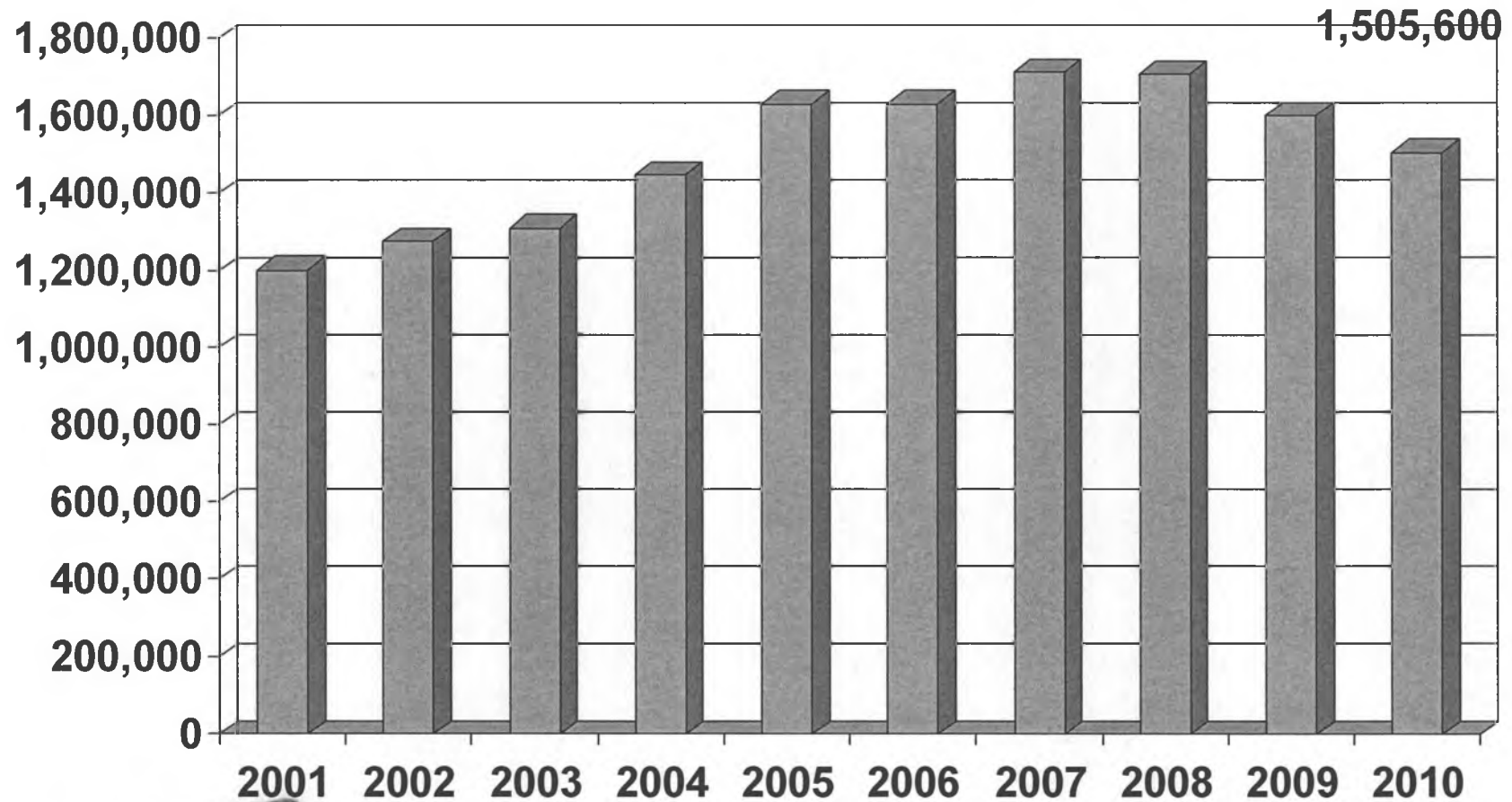
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Summer Highway & Ferry Visitors



ALASKA TRAVEL INDUSTRY ASSOCIATION

Total Summer Visitors



ALASKA TRAVEL INDUSTRY ASSOCIATION

Response for Rep. Tuck

Question: “You mentioned that Princess will be returning with a ship. Can you let us know how many cruise lines have reduced their ships and by how many?”



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Cruise Deployment Highlights

2007-2009 represents the peak of Alaska cruise inventory

2010

- Princess Cruises removed 1 ship
- Holland America reduced departures
- Norwegian Cruise Line removed 1 ship
- Royal Caribbean removed 1 ship
- Regent Seven Seas Cruises reduced capacity
- Cruise West (small ships) ceases operation at end of 2010 season

est. 142,000 berth loss

2011

- Holland America removes 1 ship
- Disney Cruise Line announced one year of operation in Alaska adding 1 ship
- Oceania Cruises will begin operation in Alaska adding 1 ship
- Crystal Cruises adds 1 ship
- InnerSea Discoveries (small ships) will begin operation in Alaska
- Alaskan Dream Cruises (small ships) will begin operation in Alaska adding 2 ships

est. 7,000 berth gain

2012 preliminary announcements

- Princess Cruises adding 1 ship
- Crystal Cruises removing 1 ship

est. 37,000 berth gain

Cruise Line Agencies of Alaska



ALASKA TRAVEL INDUSTRY ASSOCIATION

Response for Rep. Tuck

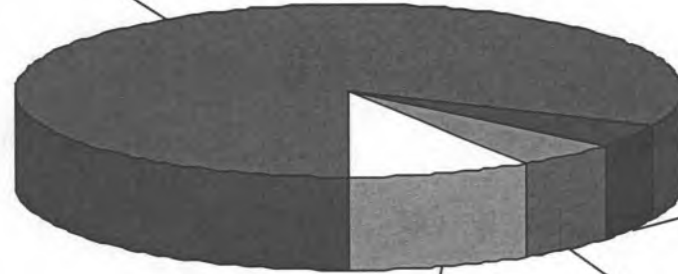
Question: “How is it determined that people are coming up here for business, versus visiting friends & family, versus for tourism?”

Response: The 2006 AVSP report contains these breakouts based on visitor intercept surveys. Updated numbers will be available in March 2012.



2006 Summer Visitors

**Vacation /
Pleasure
82%**



**Business /
Pleasure
4%**

**Visiting
Friends &
Relatives
9%**

**Business
5%**

2006 Summer Alaska Visitor Statistics Program (AVSP), Alaska DCCED



ALASKA TRAVEL INDUSTRY ASSOCIATION

For More Information

Thank you for the opportunity to present to the committee. For further information please feel free to contact:

Ron Peck
President & COO
Alaska Travel Industry Association
rpeck@AlaskaTIA.org
907-646-3306



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cooking with **Paula** DEEN™

JANUARY/FEBRUARY 2011

chocolate

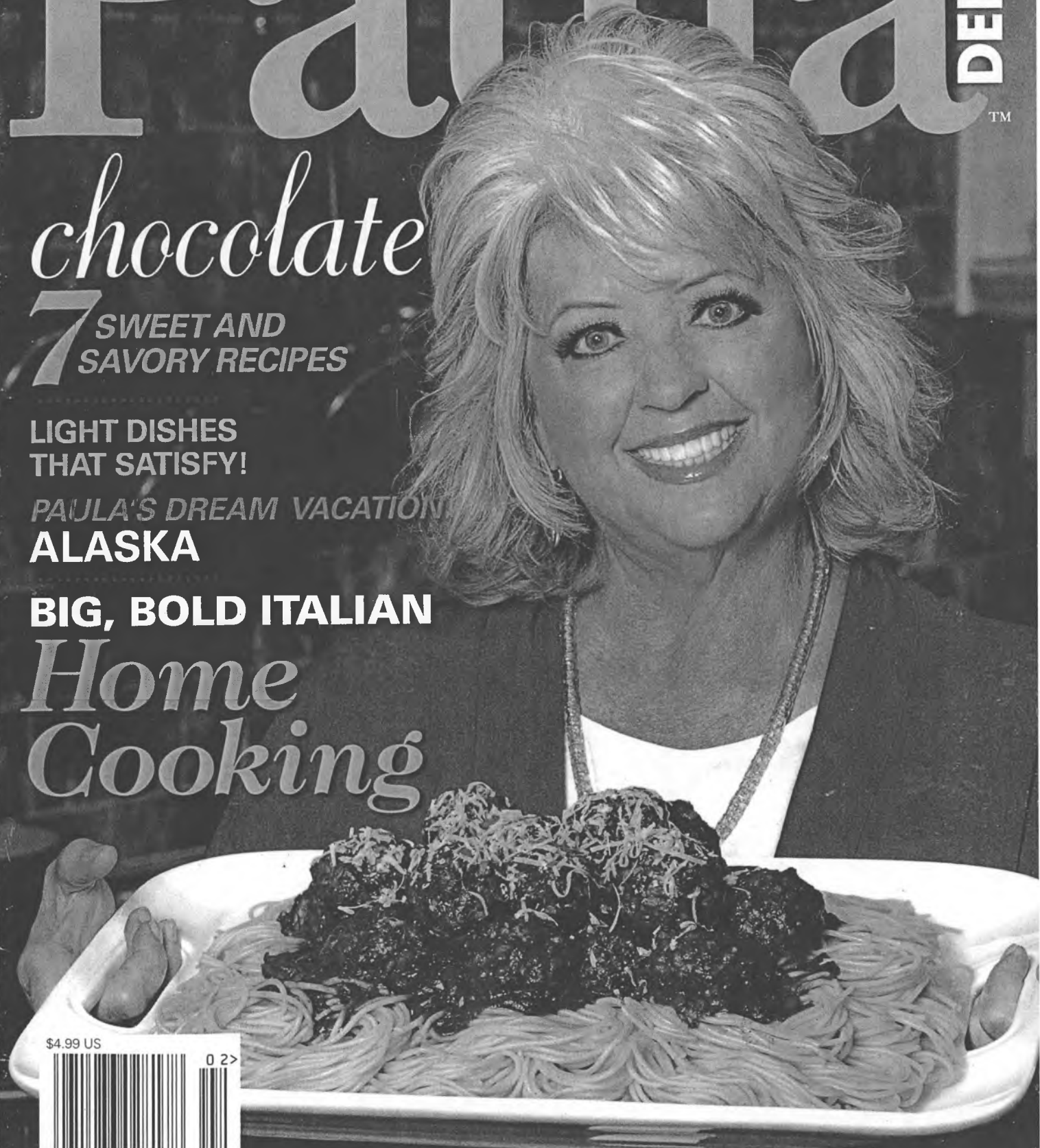
7 SWEET AND SAVORY RECIPES

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PAULA'S DREAM VACATION ALASKA

BIG, BOLD ITALIAN

Home Cooking



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www.cookingwithpauladeen.com

Recipe on page 54

FEATURES

January/February 2011

let's get cookin'

48 Big, Bold Italian Home Cooking

Paula serves up her favorite traditional Italian recipes. Friends and family will want to linger around the table over these dishes.

56 Chocolate-Sweet and Savory

The rich, smoky flavor of unsweetened cocoa crosses the cookin' line between sweet and savory. Here you'll find the best-tasting recipes of both worlds.

66 The Main Event

Simplify dinnertime with a hearty center-stage entrée coupled with ready-made sides and desserts.

welcome home

76 A First Peek at Paula's Dish Pantry

For the first time ever, Paula invites you into her newly designed dish pantry. Every issue, we'll share the stories behind some of her most prized collectables. First up—Grandmother Paul's dinner plates.

78 Fresh Face-lift

A tired, less-than-polished kitchen gets a clean, contemporary update.

hit the road

82 Paula's Dream Vacation—Alaska

She can't seem to get enough of the stunning wildlife, spectacular views, great food, comfortable weather, and fun adventures—here's her testament from her third visit to Alaska.

104 Good Food & Fine Wine

Culinary talents meet from all over for seminars, demonstrations, parties and eats galore during the New York festival celebrating the best of world cuisine—and all for charity.

106 Clifton—An Award-winning Charlottesville Hotel

Rich history, luxurious amenities, Southern hospitality, and international sophistication await you at Virginia's Clifton Inn.



Alaska Bay Fisherman's Stew, page 87



I'm sitting on my porch overlooking the water and thinking about another treasured year washing away and the tide of a new year rolling in. What a joy to take this time to reflect on the many blessings of a busy 2010 and to plan for the exciting times of 2011!

My year is kicking off with an unbelievable moment that may be hard for me to top. I have been chosen as the 2011 Grand Marshal of the Tournament of Roses parade in Pasadena. It's a huge honor and a special time I know I will carry with me forever. I hope the year begins with wonderful experiences for each of you as well—whether big moments or small.

This is the time of year folks will work hard to get back on track making healthy food choices. To start on a cheerful note and to steer you in the right direction, I've come up with some delicious and wholesome recipes for salads (page 20). Now these salads may be lighter on calories, but they are big, bold, and full of flavor. Trust me, they are more than a tiny pile of lettuce and will certainly fill you up!

Now, life is all about balance, right? So I'm also sharing some comforting Italian dishes (page 48) with you. They are big, cheesy, garlicky, and saucy—everything you want in classic Italian home cooking. And of course, we need to begin the new year with something really worth celebrating, and that is chocolate

(page 56). I've got some truly decadent chocolate desserts for you, but I'm also going to show you how to use chocolate to add smoky, rich flavor to some savory recipes.

Finally, I'm going to take you on a trip to one of the most beautiful places on Earth—Alaska (page 82). I have visited Alaska three times in my life, and I just can't get enough. My dream would be for everyone to visit this gorgeous land of fresh air, fine food, and genuine people. But if you can't get there anytime soon, these breathtaking images and delicious recipes will take your imagination there.

Make this year a memorable one, starting today! Love and Best Dishes!



Paula

Throughout our many journeys across the country, my staff and I run across various artisan foods that are worth the splurge. I came up with the name “hidden gems” because these tasty finds are too valuable to miss. Check out these culinary delights that are definitely worth tasting.



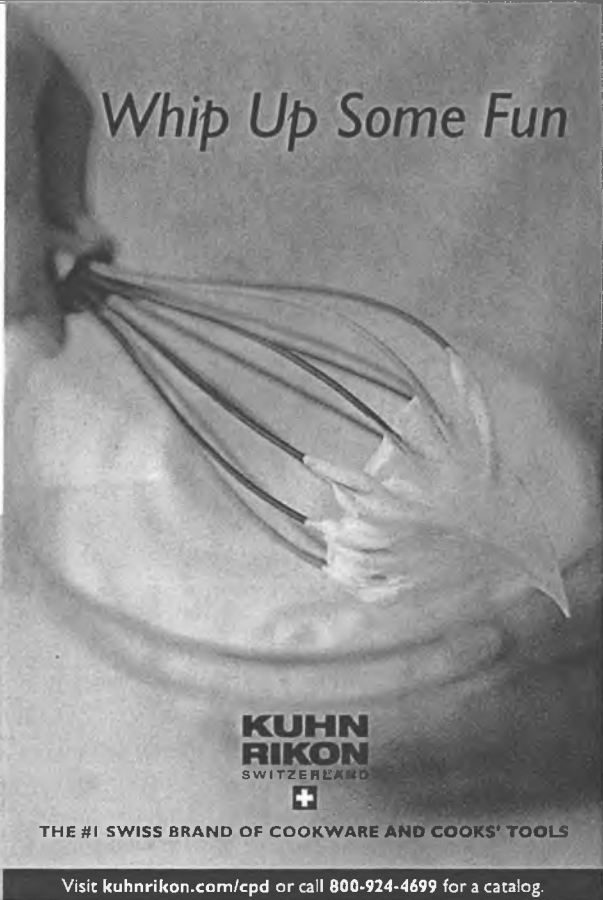
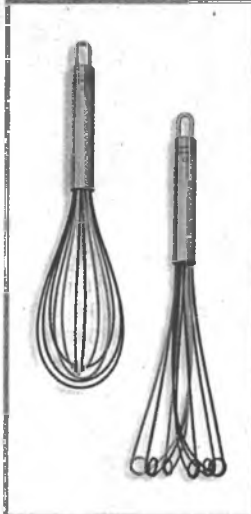
Skillet Bacon Jam

Chef/owner Joshua Henderson and wife, Kelli, created a traveling street food business out of a retrofitted Airstream trailer in Seattle, Washington. Since 2007, his upscale-inspired menu, which changes with the seasons, has drawn a major following. Due to customer demand, Joshua started selling the Skillet Bacon Jam that he spreads on his famous gourmet burgers. Try slathering it on your own burgers, crostini, or any other food that would be enhanced by the sweet and smoky bacon flavors. To purchase, visit skilletstreetfood.com.

Wild Smoked Salmon

For the finest selection of wild smoked salmon, siblings Jane Davis and Annette King, Florida natives turned Alaska snow bunnies, are your go-to source. Since 2007 their Kenai, Alaska-based company has offered the best in fresh-caught Alaska fish and seafood. Perfect for gift giving or your own personal enjoyment, it arrives at your door flash-frozen and vacuum-sealed to ensure the ultimate in quality and freshness.

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↑ Italian Ceramic Coffee, Salt, and Spice Jars from Sur La Table, \$5.95-\$14.95; surlatable.com or 800-243-0852

➡ Parmesan Dipping & Drizzling Oil by Olivier from Williams-Sonoma, \$14.50; williams-sonoma.com or 877-812-6235.



◆ Saucier, 2¼-quart from Le Creuset, \$165; lecreuset.com or 877-273-8738



↑ Inupiat Ulu and Bowl Set from The Ulu Factory, \$39.95 not including engraving; theulufactory.com, 800-488-5592 (outside Alaska), or 800-478-3119 (inside Alaska)

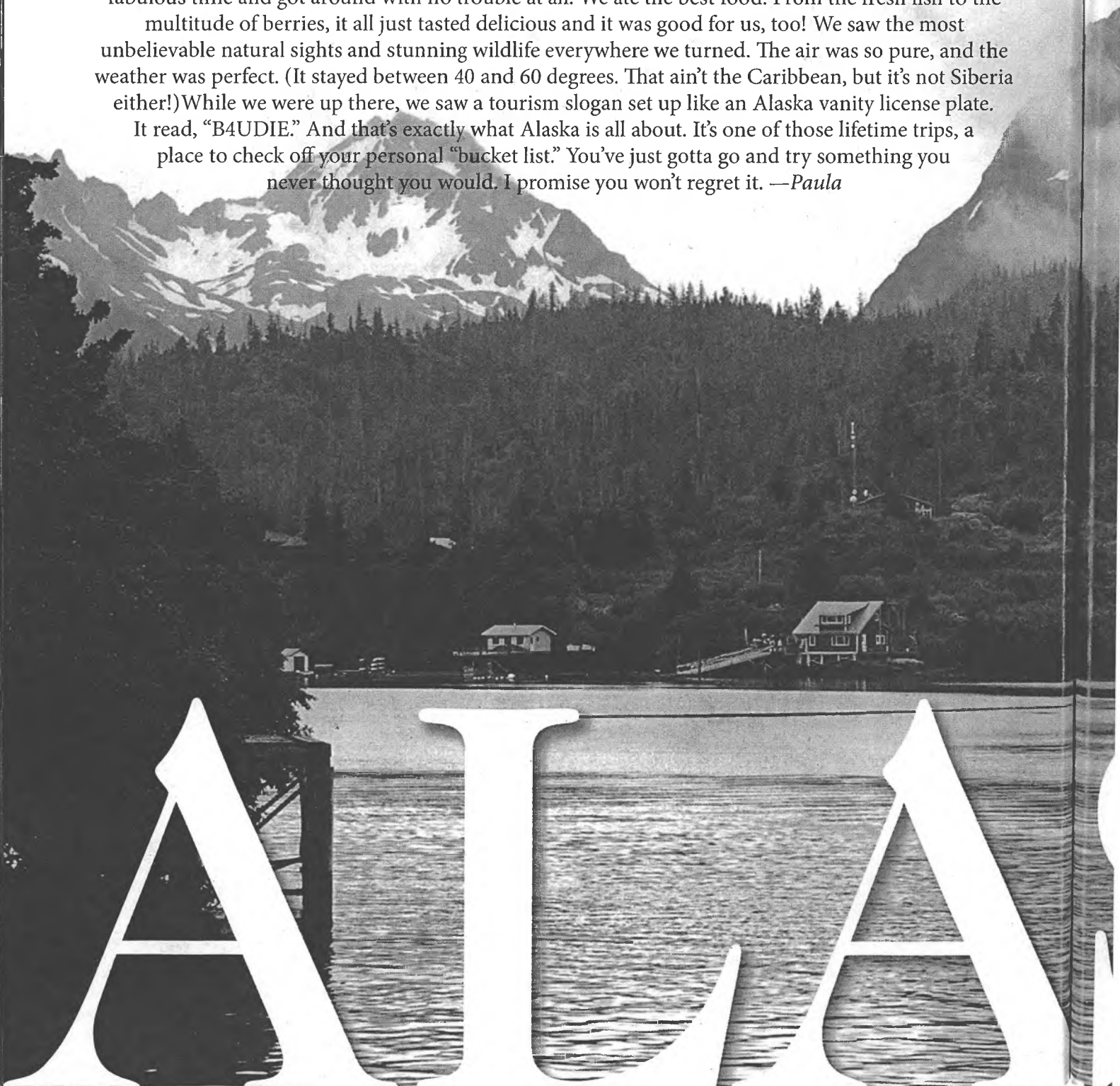
◆ The Signature Fouta Towel from Scents & Feel, \$69; scentsandfeel.com or 305-891-8445



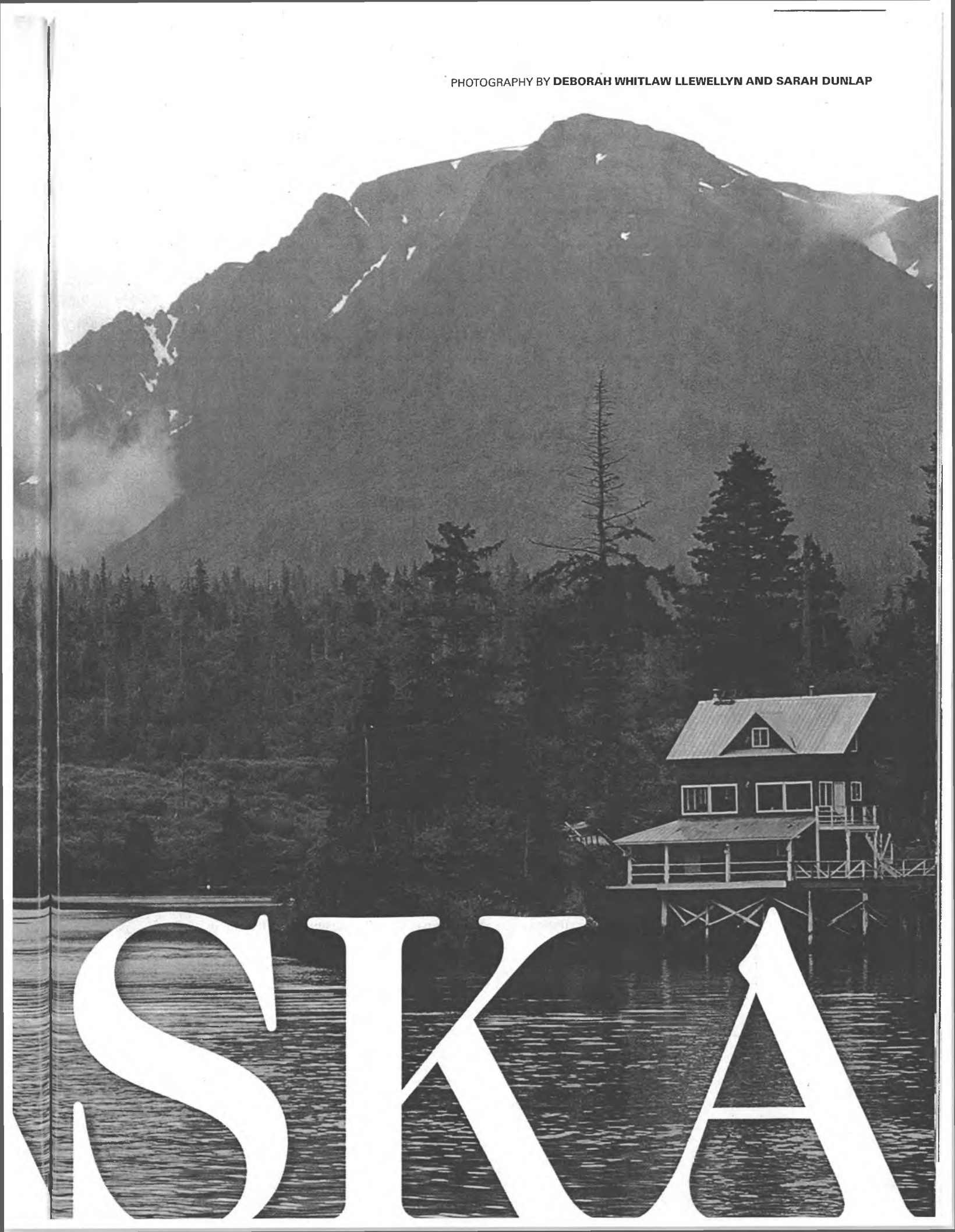
Paula's *Dream Vacation...*

The best trips I've ever taken in my life began with a recommendation from one of my friends or family. Well, y'all are my magazine family, so I just gotta tell you about my dream vacation to Alaska. I know you would absolutely love it! Listen, I know what you're thinking: Alaska's like a wild frontier. I thought the same thing—y'all know I'm not some outdoors survival expert—but I had an absolutely fabulous time and got around with no trouble at all. We ate the best food. From the fresh fish to the multitude of berries, it all just tasted delicious and it was good for us, too! We saw the most unbelievable natural sights and stunning wildlife everywhere we turned. The air was so pure, and the weather was perfect. (It stayed between 40 and 60 degrees. That ain't the Caribbean, but it's not Siberia either!) While we were up there, we saw a tourism slogan set up like an Alaska vanity license plate.

It read, "B4UDIE." And that's exactly what Alaska is all about. It's one of those lifetime trips, a place to check off your personal "bucket list." You've just gotta go and try something you never thought you would. I promise you won't regret it. —Paula

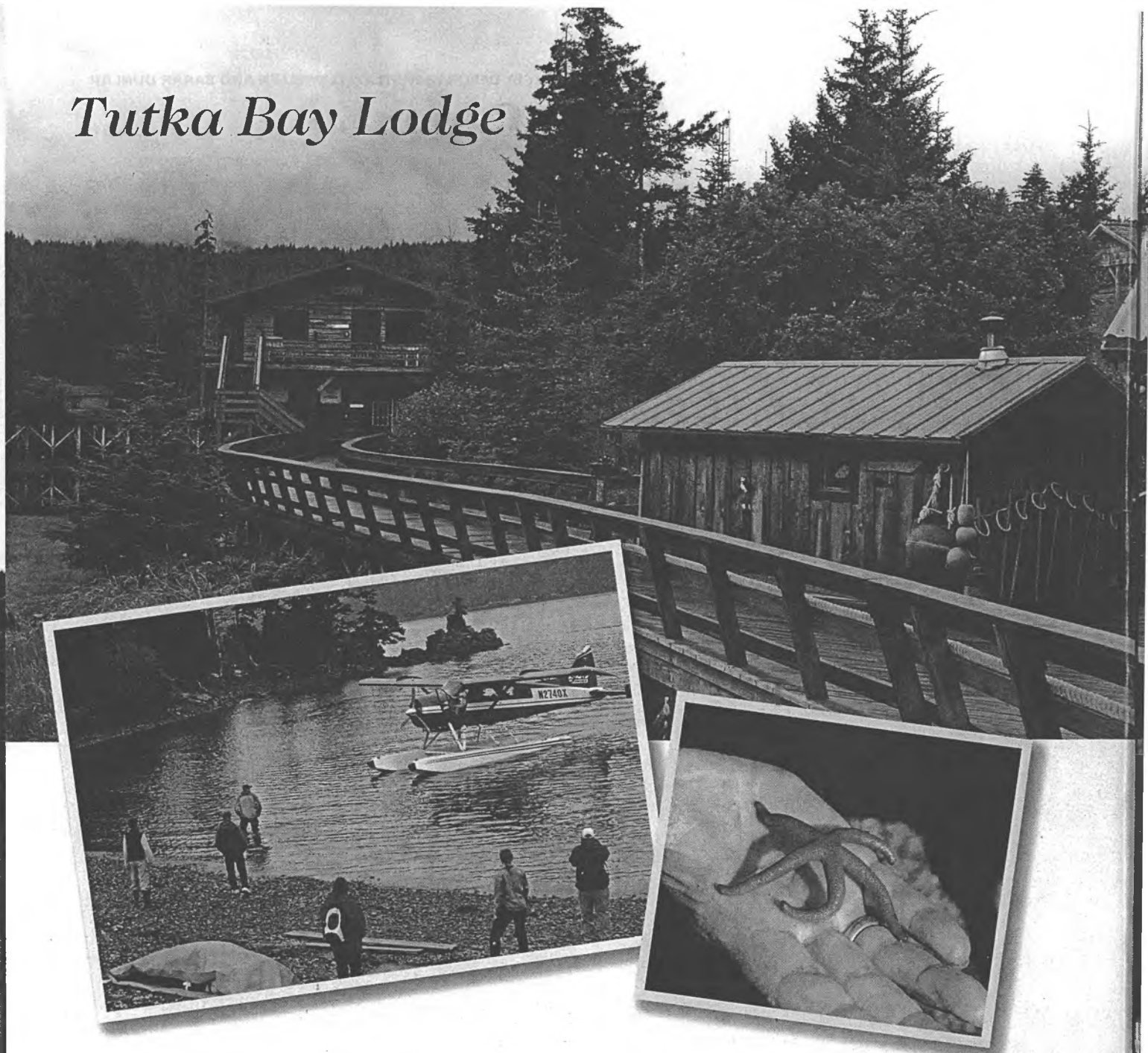


PHOTOGRAPHY BY DEBORAH WHITLAW LLEWELLYN AND SARAH DUNLAP



SKA

Tutka Bay Lodge



Most water taxis in the village of Homer, Alaska, leave from the Spit, a thin piece of land whipped like a tail into the middle of Kachemak Bay and lined with a lively entertainment district of shops, restaurants, and inns. Why should you be interested in water taxis? That's your best mode of transportation from the Spit to Tutka Bay (a skinny slip of water slicing into the crook of Alaska's southern mainland) and right up to Tutka Bay Lodge, a haven for rest and relaxation.

Upon arriving at the lodge's pier, the staff's welcome is warm, an open-armed reception reminding one guest of an

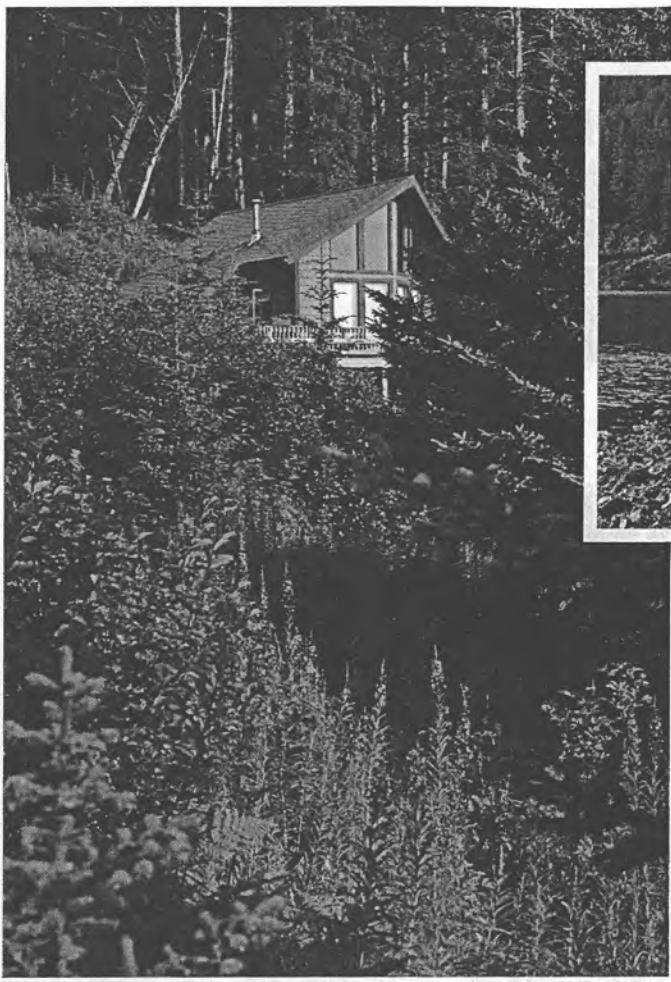
episode of the television show *Fantasy Island*. "It was magical," she said. "It usually takes my husband and me a day or so of vacation to decompress from our jobs, but at Tutka, it was immediate."

Instant decompression. Sounds nice, right? And makes perfect sense when you survey the landscape here: forest lines drawn by old-growth Sitka spruce, a rocky shoreline, and isolated beaches, all against a mountain backdrop.

Six wooden cabins (each with phenomenal views and sleeping three to seven) surround the main lodge, where every meal is its own restful escape thanks to owner and chef Kirsten Dixon.

Her international culinary background (she's a Le Cordon Bleu Paris grad with a master's in gastronomy from the University of Adelaide in Australia) and sincere passion for indigenous, ingredient-driven Alaska cuisine inspire each menu. Local fishermen deliver fresh fish daily. Kirsten and her staff gather berries, herbs, and vegetables from the lodge's garden as well as other edibles from the saltwater tide pools nearby.

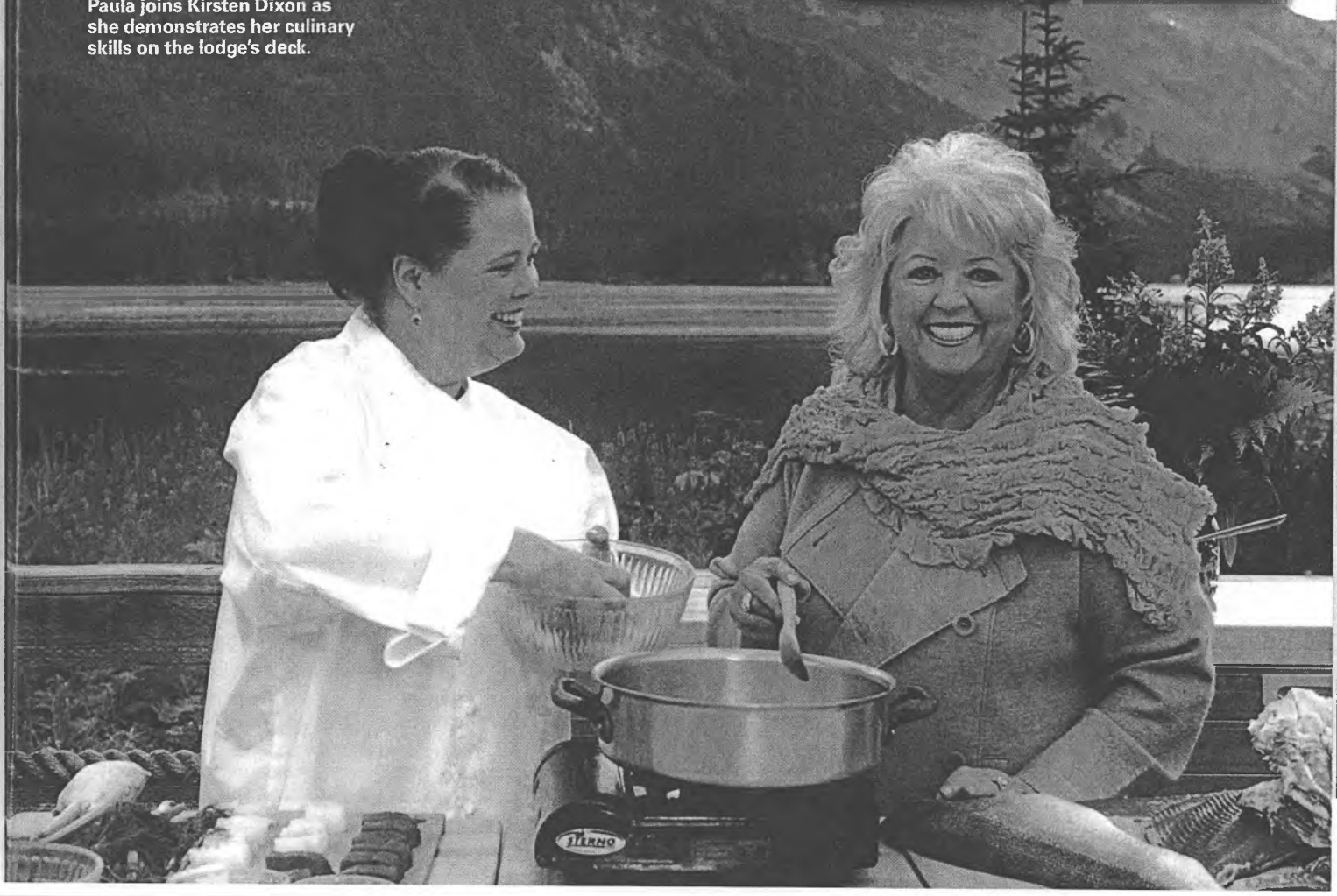
Kirsten has even developed a cooking school taught on the main lodge's open deck (at right), where she shares her techniques and philosophy for creating great meals from what's



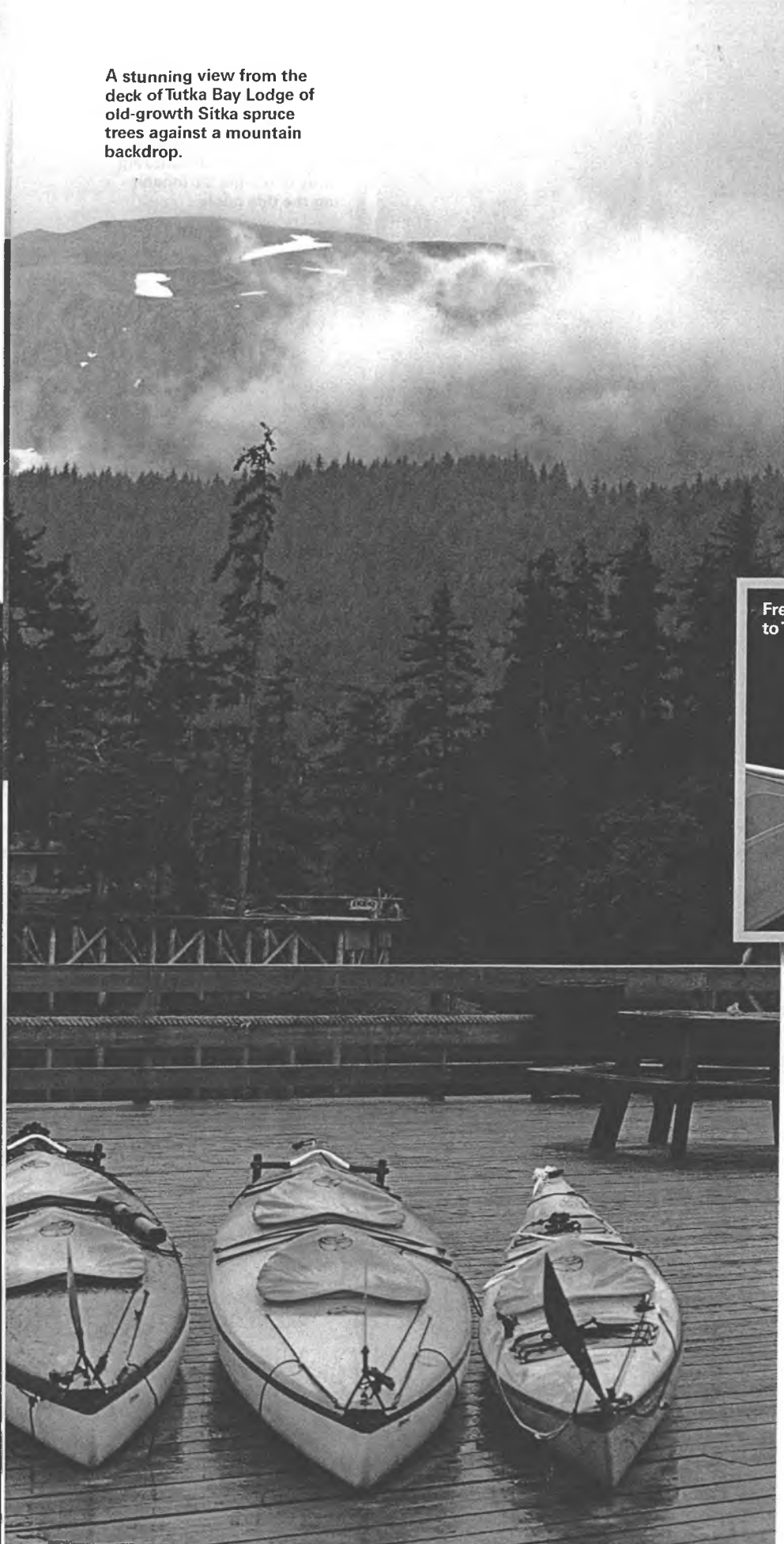
Left: Walking with Carl Dixon along the rocky beach of Tutka Bay, Paula gets an up close look at an amazing array of marine life inhabiting the tide pools.



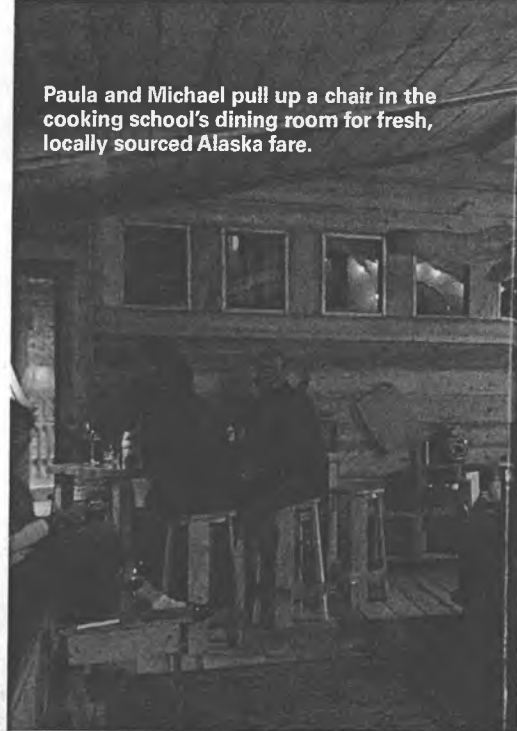
Paula joins Kirsten Dixon as she demonstrates her culinary skills on the lodge's deck.



A stunning view from the deck of Tutka Bay Lodge of old-growth Sitka spruce trees against a mountain backdrop.



Paula and Michael pull up a chair in the cooking school's dining room for fresh, locally sourced Alaska fare.



Fresh fish delivered daily to Tutka Bay Lodge.



Paula marvels at hull kelp pulled from the cold bay waters.



Tutka Bay Fisherman's Stew

Makes 4 servings

Adapted from Chef Kirsten Dixon

2½ tablespoons canola oil, divided

2 small red potatoes, cut into eighths

1 medium carrot, peeled and chopped

½ red onion, chopped

2 ounces chorizo

3 cloves garlic, minced

½ pound tomatoes, chopped

1 cup fish stock*

½ cup dry white wine

½ teaspoon saffron threads, crushed

¼ teaspoon dried oregano

¼ teaspoon cayenne pepper

8 wild Alaska littleneck clams, scrubbed

4 wild Alaska butter clams, scrubbed

8 wild Alaska mussels, scrubbed and debearded*

¼ pound wild Alaska Spot shrimp, peeled

¼ pound wild Alaska cod fillet

¼ pound wild Alaska halibut

¼ pound wild Alaska scallops

1 tablespoon chopped fresh flat-leaf parsley

Sourdough bread

1. In a Dutch oven, heat 2 tablespoons canola oil over medium heat. Add potato, carrot, onion, chorizo, and garlic; sauté 5 minutes or until onion begins to soften. Stir in tomatoes, fish stock, wine, saffron, oregano, and cayenne pepper; bring to a boil. Cover, reduce heat, and simmer about 15 minutes.

2. Add clams and simmer, covered, 3 minutes. Add mussels; cover and simmer 3 minutes. Remove and discard any unopened clams or mussels. Add shrimp and cod, and cook for 5 minutes.

3. Heat a sauté pan over medium heat, and add remaining ½ tablespoon canola oil. Pan-sear halibut and scallops. To serve, ladle stew into bowls. Top with pieces of halibut and scallops. Sprinkle with parsley. Serve with plenty of sourdough bread.

*Chicken stock may be substituted for fish stock. Buy mussels with tightly closed shells. If any are open, tap them lightly. If they close, they're alive.



The Tutka Bay Cooking School is built in the hull of a grounded crabbing boat.

locally available. (By mid-2011, she plans to move the cooking school a short walk from the lodge to a grounded crabbing boat that's been transformed into a two-story teaching kitchen.)

Tutka Bay Lodge's surroundings and amenities are its most appealing aspects. Enjoy hikes on walking trails lined with purple fireweed, or along the water's edge where driftwood resembles fine art sculptures. Fill your time with activities from deep sea fishing charters (of course, you'll eat what you catch) to morning yoga sessions and afternoon massages.

That said, you'll absolutely love this place for its intimacy. You will never be joined by more than 20 guests at a time, and the staff pays close attention to every guest.

"The beauty of the size of our lodge is that we get to know the personalities of our guests," says Carl Dixon, Kirsten's husband and lodge co-owner. "So many have asked us why we don't continue adding cabins so we can have more guests. Why would we do that?"



Owner Marian Beck and Paula, below right, show off the handmade dinnerware at The Saltry Restaurant. Paula and Michael, opposite, get ready to feast on some of The Saltry's most popular starters: pickled shrimp, ceviche, shrimp poke, nori maki, and smoked salmon pâté.

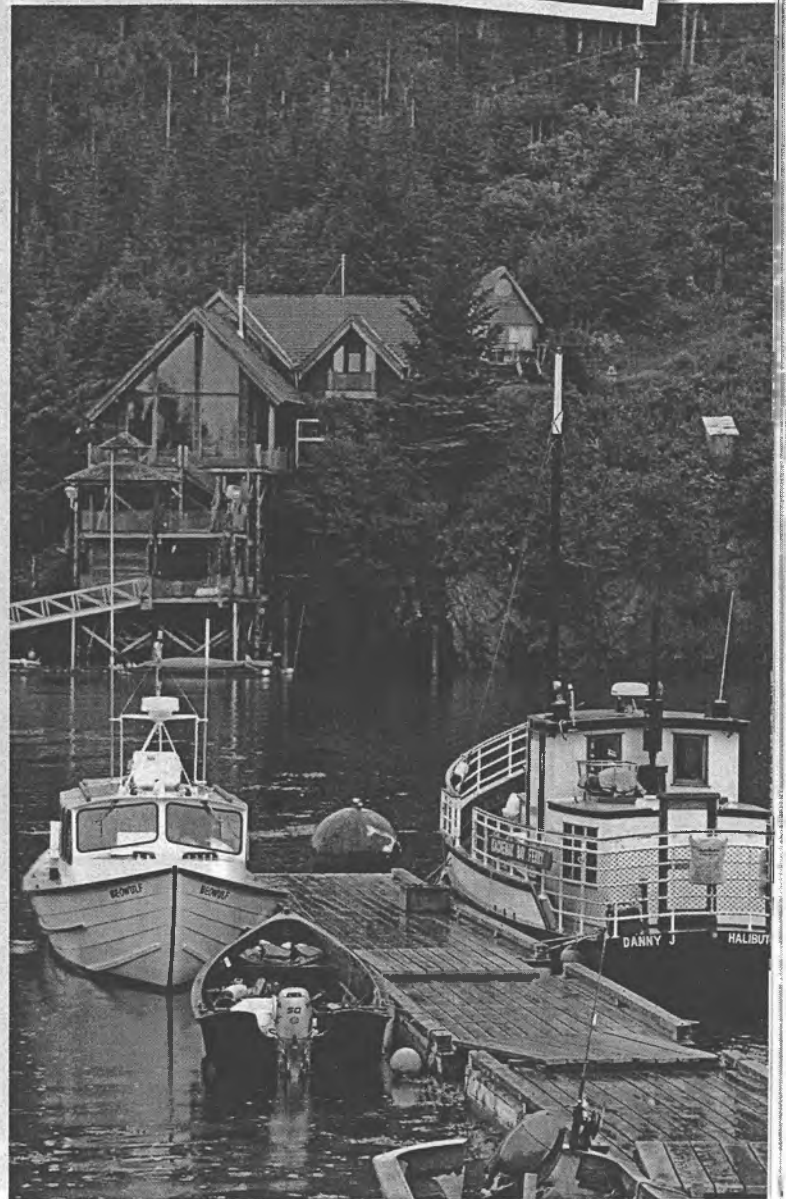
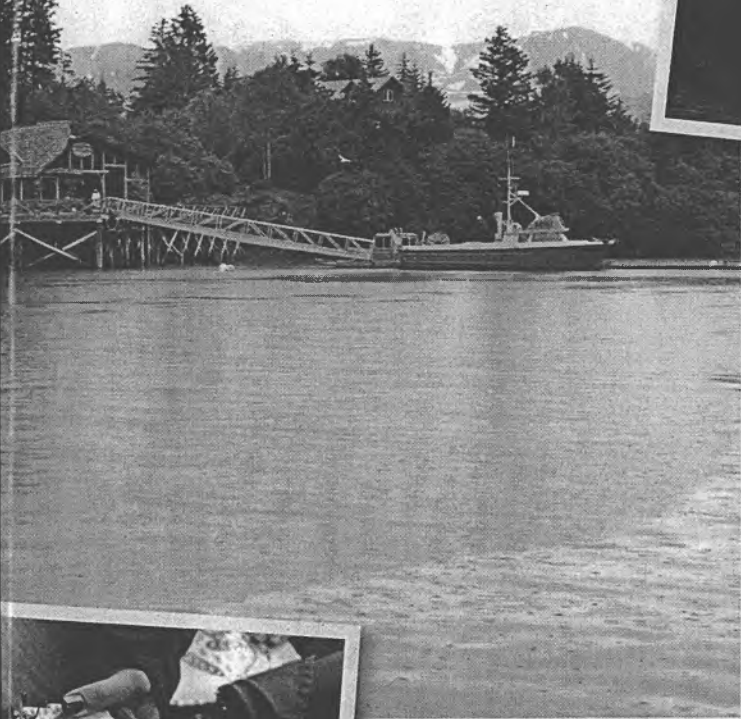
A 12-block boardwalk runs the length of Halibut Cove, a small village situated on the south side of Ismailof Island and hugged by the lapping waters of Kachemak Bay. The boardwalk is like a town square, a congregation point for the 30-or-so permanent residents and a jumping-off spot for visitors lucky enough to explore this place. When we say small, we mean *small*. There's one restaurant (The Saltry Restaurant), one art gallery (Halibut Cove's Experience), one post office, and zero roads.

The proper immersion in Halibut Cove begins at The Saltry Restaurant, opened by Marian and Dave Beck in 1984 with a focus on locally sourced

ingredients. The salad herbs and greens are pulled from their garden, the oysters are harvested right out of Kachemak Bay, and the bread is baked there daily. Marian takes great pride in her staff's creative prowess with the menu items. (To her, they are not chefs or cooks: They are culinary artists.) That's especially evident in the salmon pâté—"It's some of the best I've ever had in my life," says Paula. Request an outdoor table for the incredibly picturesque views, but be sure to notice the restaurant's unique details, too: the handmade plates, the structural lumber sawn from trees on the island, and a natural rock wall complete with a cozy fire pit.



Halibut Cove

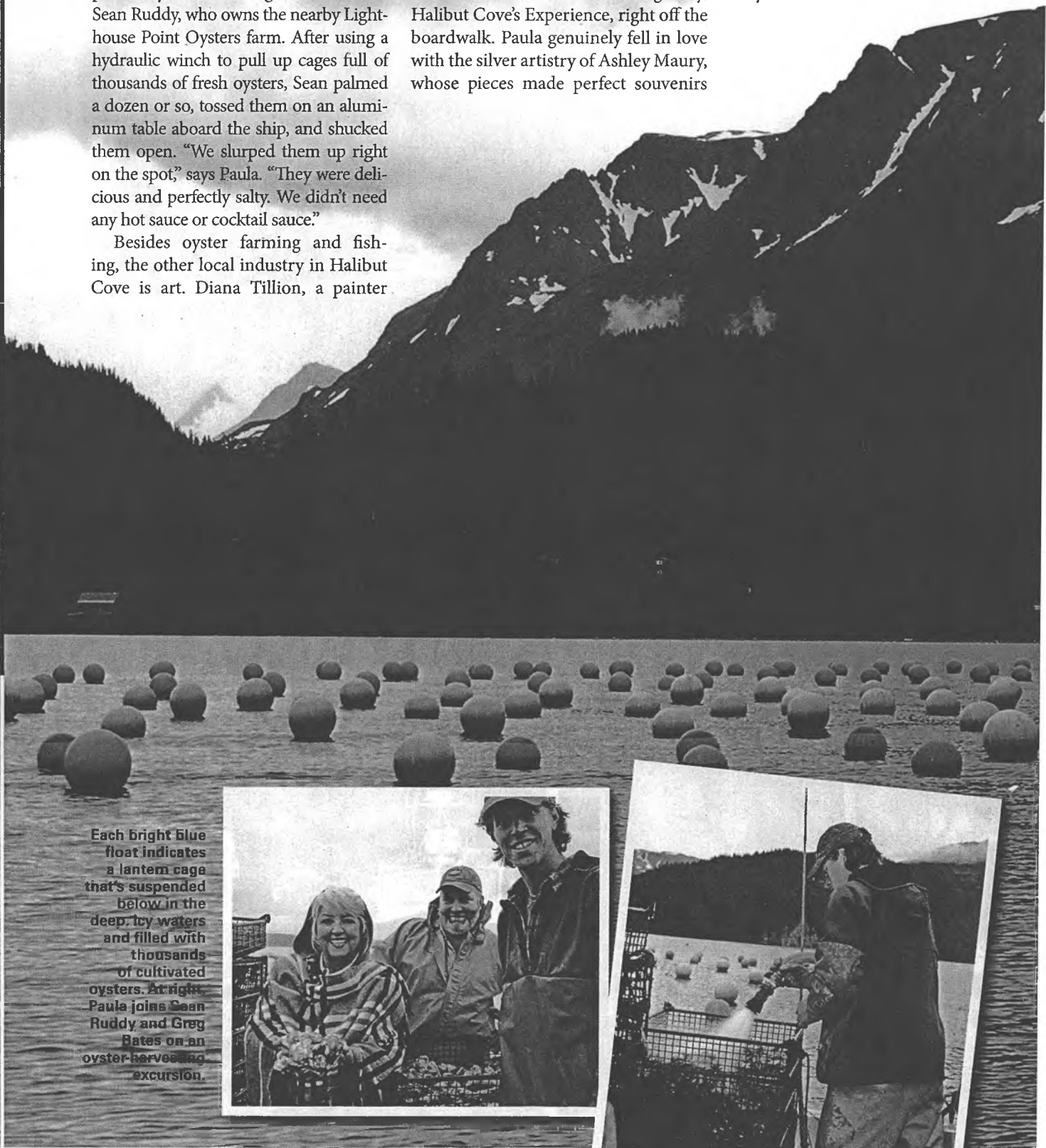


We mention the Kachemak Bay oysters at The Saltry specifically (order them on the half shell) because while touring Halibut Cove, Paula and Michael took a private oyster-harvesting excursion with Sean Ruddy, who owns the nearby Lighthouse Point Oysters farm. After using a hydraulic winch to pull up cages full of thousands of fresh oysters, Sean palmed a dozen or so, tossed them on an aluminum table aboard the ship, and shucked them open. "We slurped them up right on the spot," says Paula. "They were delicious and perfectly salty. We didn't need any hot sauce or cocktail sauce."

Besides oyster farming and fishing, the other local industry in Halibut Cove is art. Diana Tillion, a painter

who moved here in 1952, spurred the community's interest in art, and it has since grown into an artists' colony of sorts. Almost half of the permanent residents are artists, and their works can be found at the fine art gallery, Halibut Cove's Experience, right off the boardwalk. Paula genuinely fell in love with the silver artistry of Ashley Maury, whose pieces made perfect souvenirs

and gifts for Paula's family and friends back home. Peruse the entire gallery, and you'll get a sense—through local artists' eyes—of the wondrous, inspirational landscape of this place that could only exist on an island in Alaska.



Each bright blue float indicates a lantern cage that's suspended below in the deep, icy waters and filled with thousands of cultivated oysters. At right, Paula joins Sean Ruddy and Greg Bates on an oyster harvesting excursion.





For folks in the “Lower 48,” it might come as a tad of a surprise that you can’t drive into Alaska’s capital city of Juneau. It’s only accessible by boat or plane. Sure, once you’re there you’ll find streets, and if you have a vehicle, you can ferry it in. But no roads lead to Juneau, so most visitors encounter the city via cruise ships. (The local population of 30,000 welcomes 900,000 cruising tourists annually to its port.) This city is filled with unique experiences for visitors. But since you’ll likely be stepping off one of those big boats with a finite amount of time in town, we’ve chosen two must-see stops.

The wild salmon business booms in Alaska, and close to 40 hatcheries throughout the state keep it thriving. When in Juneau, tour the visitor-friendly Macaulay Salmon Hatchery, one of the largest in the state. Each spring, the hatchery releases 125 million salmon into the ocean, and between one and ten percent return between mid-June and October when they are ready to spawn (a salmon’s instinct brings it back to where it was hatched). In addition to offering a peek inside the business, the tour winds by several aquariums, including a 5,000-gallon tank and an open touch tank, populated by 150 species of native marine life. Sample smoked salmon dip or salmon jerky in the gift shop, or order your own shipment of smoked salmon.

The Tongass National Forest, the

nation’s largest, expands across 17 million acres of islands in Southeast Alaska. It is still a very wild place—the few roads scoring the forest were built to facilitate the timber industry—that houses glaciers, caves, and an abundance of wildlife. For a tame experience inside the Tongass, hop the shuttles and stroll the paths and boardwalks of Glacier Gardens, a 50-acre swath of the forest that has been professionally landscaped and

manicured. Streams flow throughout the flower-filled gardens, feeding waterfalls and ponds. The gardens’ most unique features are the upside-down trees, with trunks planted directly in the ground and flowers sprouting from their exposed root systems. Before leaving, take in the spectacular overlook views of Juneau’s Mendenhall Valley, a perfect image to help you remember your stop off here.



Icy Strait Point



Filleting halibut in "Alaska's Wildest Kitchen."

The village of Hoonah sits about 50 miles west of Juneau. The Huna Tlingit people, with a population of 850, have inhabited the area for centuries, living a subsistence lifestyle by fishing. If you're visiting this part of Southeast Alaska, however, you're likely destined for the nearby Icy Strait Point, a wilderness port anchored by a former 1912 salmon cannery (now a museum) and home base for multiple excursions that are truly Alaska experiences.

For a surefire adrenaline rush, ride a bus to a mountaintop launching area where you'll be strapped into a harness to ride ZipRider, the world's longest zip line. In 90 seconds, you'll travel over a mile, drop a total of 1,300 feet, and barrel through the treetops, catching occasional views of Port Frederick and Icy Strait and reaching speeds of up to 60 miles per hour.

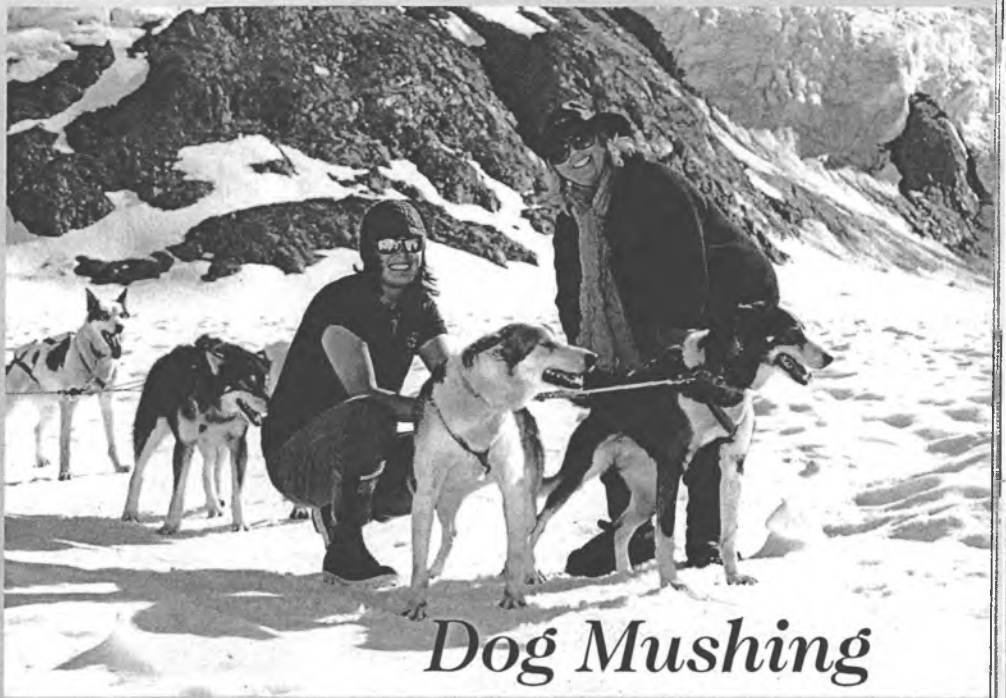
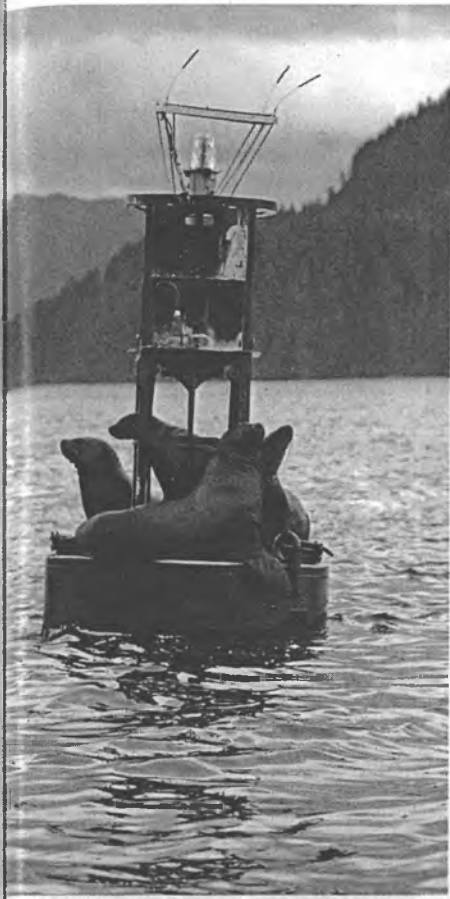
A slower, sea- and ground-level tour (called Whales, Wildlife, and Bear Search) combines a cruise out to Point Adolphus to see majestic humpback whales breaking the

water's surface with a bus trip to the Spasski River Valley to catch glimpses of the Coastal Brown grizzly bears of Chichagof Island. The trip includes informed local naturalists and other guides who expound on the area's history and wildlife.

It's difficult to eat more locally than at the 1½-hour feast aptly named Chef Choice—in Alaska's Wildest Kitchen. It begins cooking class-style with an instructor sharing the secrets to seasoning and filleting wild salmon and halibut. Your meal is then prepared on an alder-wood grill, and you'll likely hear a few of the region's stories and legends.

Berry-picking isn't a formal excursion, but during your walks around Icy Strait Point, you'll encounter a multitude of varieties, including the popular salmonberry. Another variety, the thimbleberry, grows rampant along the boardwalk. It's rather fragile and must be picked with a gentle hand, but Paula loved them and thought they were the sweetest of all the Alaska berries. "They reminded me of raspberries," she says.



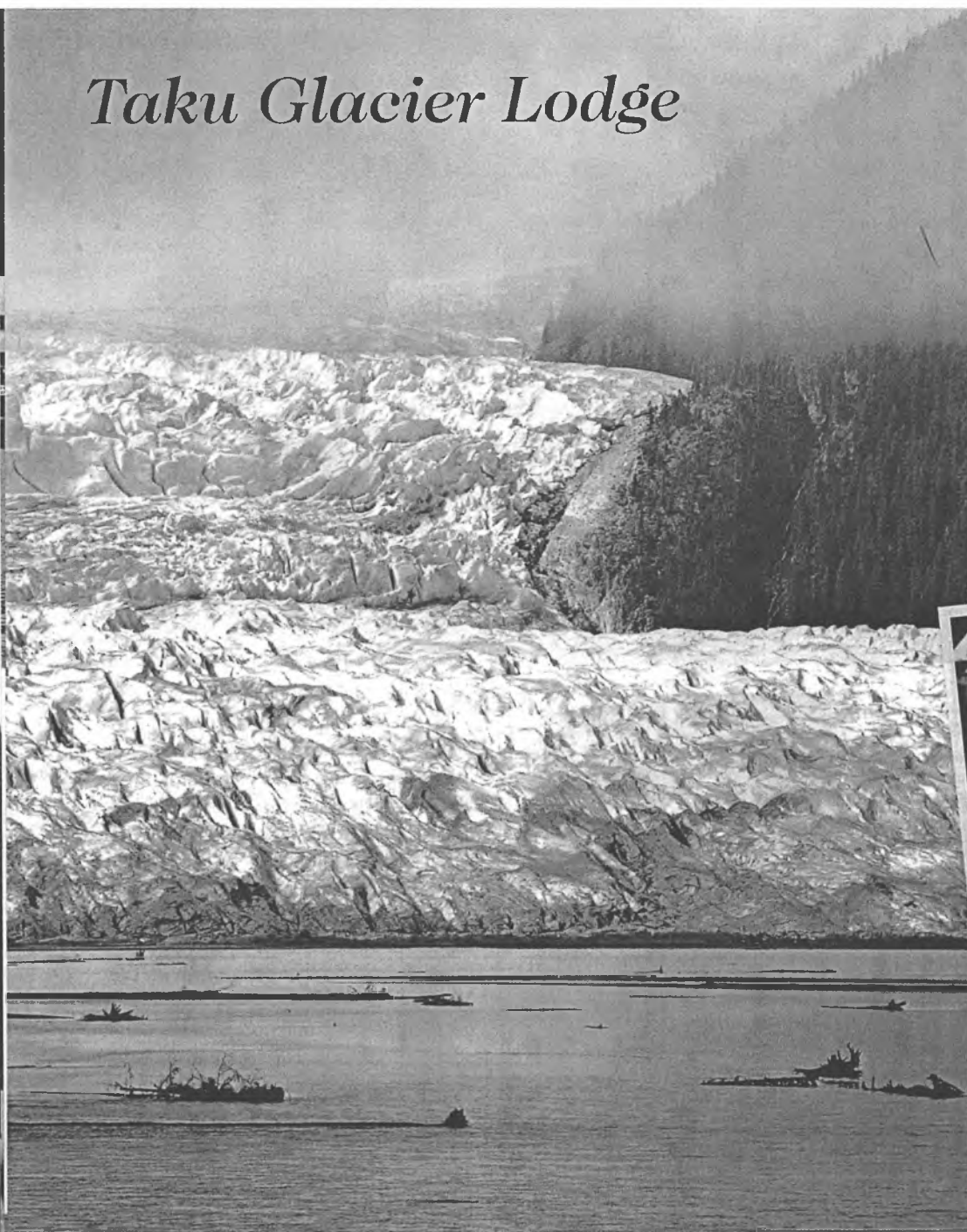


Dog Mushing



You might not be familiar with the term “dog mushing” (it’s the form of transportation over snow or ice using dogs), but you’ve seen it any time you’ve watched reports from Alaska’s famous Iditarod Trail Sled Dog Race, the nearly-1,200 miler from Anchorage to Nome. Ever wondered about the thrill of that kind of ride? A unique tour offers anyone of any skill level—yes, Paula did it!—the opportunity to dog mush on the Mendenhall Glacier. But first, you gotta get there. The 12-mile-long glacier floats about 12 miles outside of Juneau, and the best way to access it is via helicopter. Temsco Helicopters, Inc. flies its passengers on a breathtaking ride, over the Tongass National Forest and the glacier peaks, to a sled dog camp on the glacier operated by Southeast Alaska’s oldest sled dog tour company, Alaska Icefield Expeditions. Once you land, you’ll meet professional mushers and the dogs they lead, learn all about the sport, and even get to do some mushing yourself.

Taku Glacier Lodge



Paula and friends listen as Michael Ward tells the history of Taku Glacier Lodge.

As the Wings Airways deHavilland Otter float plane takes off from the water off the dock in downtown Juneau, a guide begins a narration of the area's history and the geography everyone sees below (enjoy window views from every seat). The Otter turns a corner up the Taku River and soon sails above five of the major glaciers in the Juneau Icefield, including Taku Glacier, the largest.

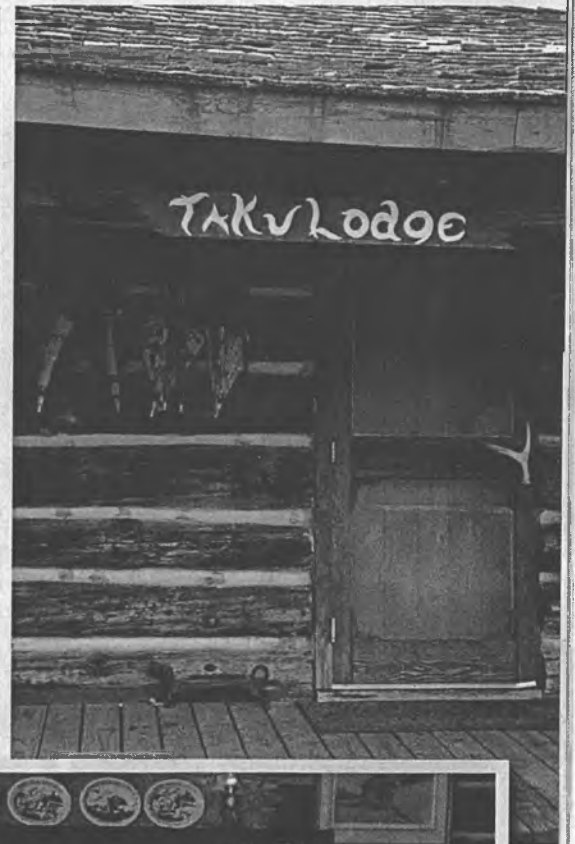
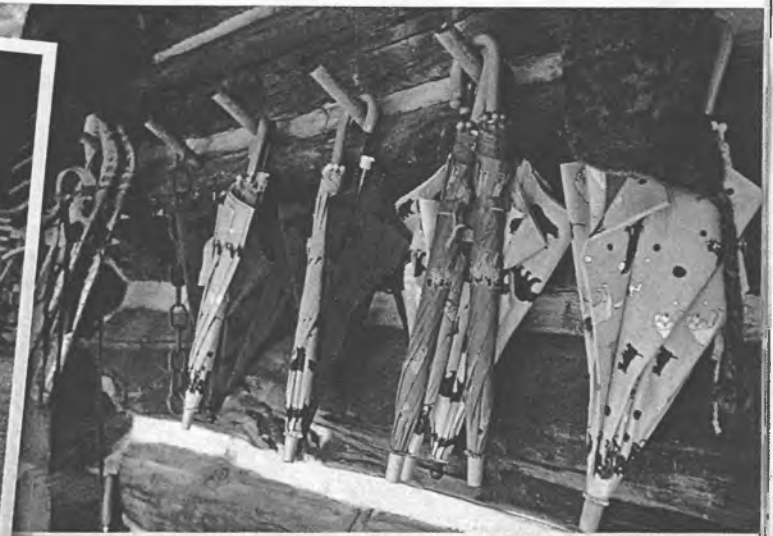
The views are enough to satisfy any passenger, but this flight has a specific destination with a culinary payoff: the remote 1923 Taku Glacier Lodge. "Out here, you are truly in the Alaska wil-

derness," says Wings Airways president Holly Johnson. "But we like to think of the lodge as wilderness presented in a rustically elegant way."

Several well-maintained trails traverse the lodge property, and the only sounds you'll hear are all nature-inspired—even calving glaciers. That is until the dinner bell rings. You'll probably smell the wild Alaska king salmon grilling on the alder-wood fire before you spy the grill. Slip inside to begin building your plate of sides, from apple compote to Taku baked beans. Don't forget the herbed biscuits, one of Paula's favorites for sure, and save just enough room to finish your meal

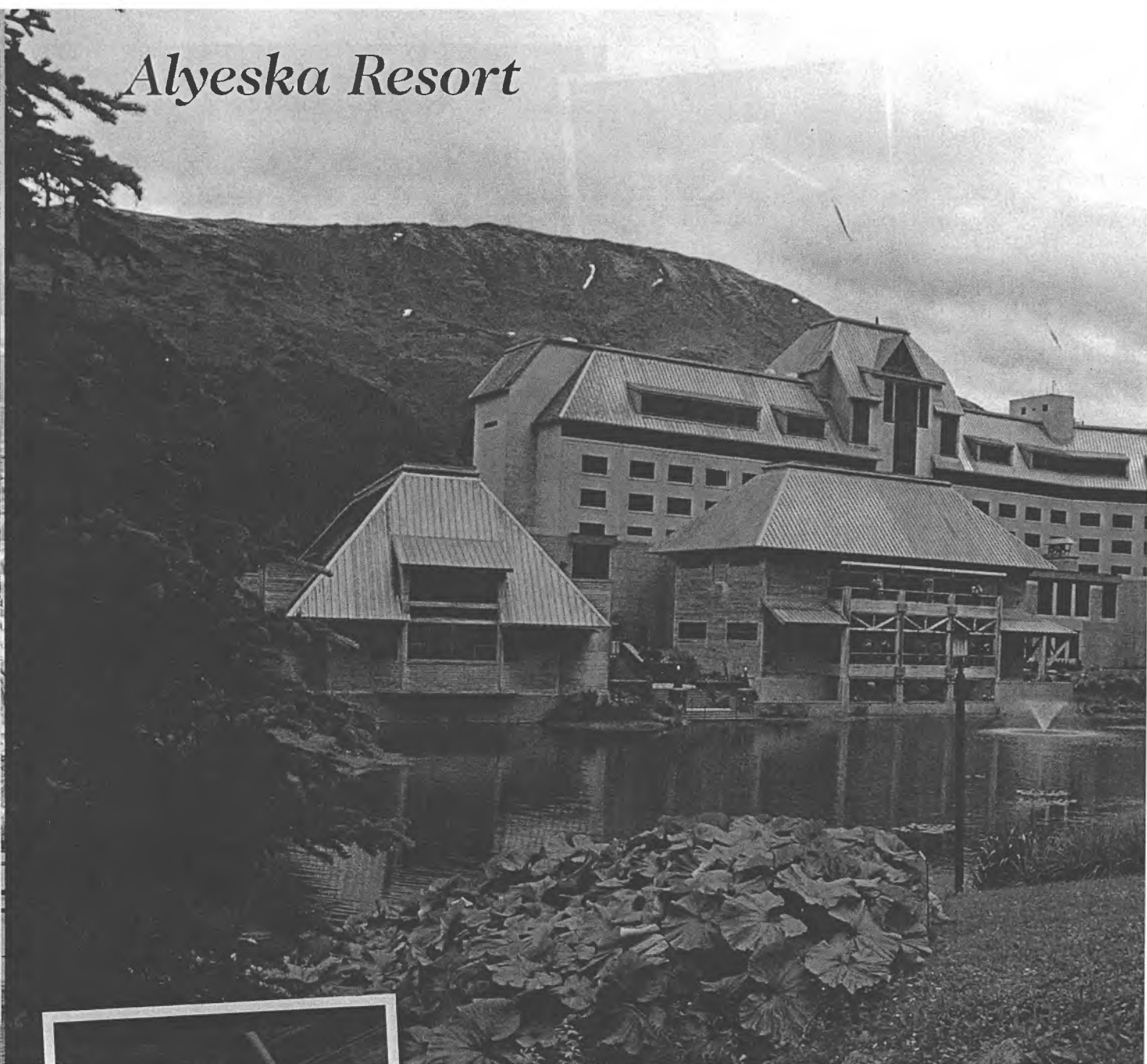
with a few homemade ginger cookies.

As the fire crackles in the background, Michael Ward, the owners' son, tells the story of the lodge and of Mary Joyce, the Alaskan adventurer who put the lodge on the map. His tales place your whole excursion here into context. Don't be surprised if you find yourself swept up into the experience—the surroundings, the massive feast, and even the bears sneaking up to the grill outside to sample the leftover salmon drippings. It's a feeling that will stay with you as you return to the mainland on the float plane and a memory to be savored for years to come.



Feasting on grilled Alaska king salmon, apple compote, herbed biscuits, and more with guests in the dining room.

Alyeska Resort



The Chugach Mountains rise in all directions around Alyeska Resort. This popular snow-skiing destination (it boasts an annual snowfall of 643 inches and the longest continuous double black diamond run in North America) owes much of its appeal to those mountains. However, with year-round activities, a phenomenal restaurant, and an intimate spa, a stay here involves so much more than hitting the slopes.

The crush of the ski season runs from just before Thanksgiving until the third week of April, but during the summer (the most popular time for cruise shippers), resort guests often

take off on whale-watching expeditions, salmon-fishing trips, and “flight-seeing” (yes, that’s from a plane) excursions above the abundant glaciers in this part of the state.

Speaking of glaciers, take an aerial tram to the mountain-top restaurant, Seven Glaciers, where you’ll feast on stunning views and a menu that revolves around the season’s fresh seafood catch, including—depending on what’s running—salmon, halibut, king crab, and locally caught shrimp. Turn to page 100 for more on the rising chef that reigns at this award-winning restaurant.

After all of your touring and food



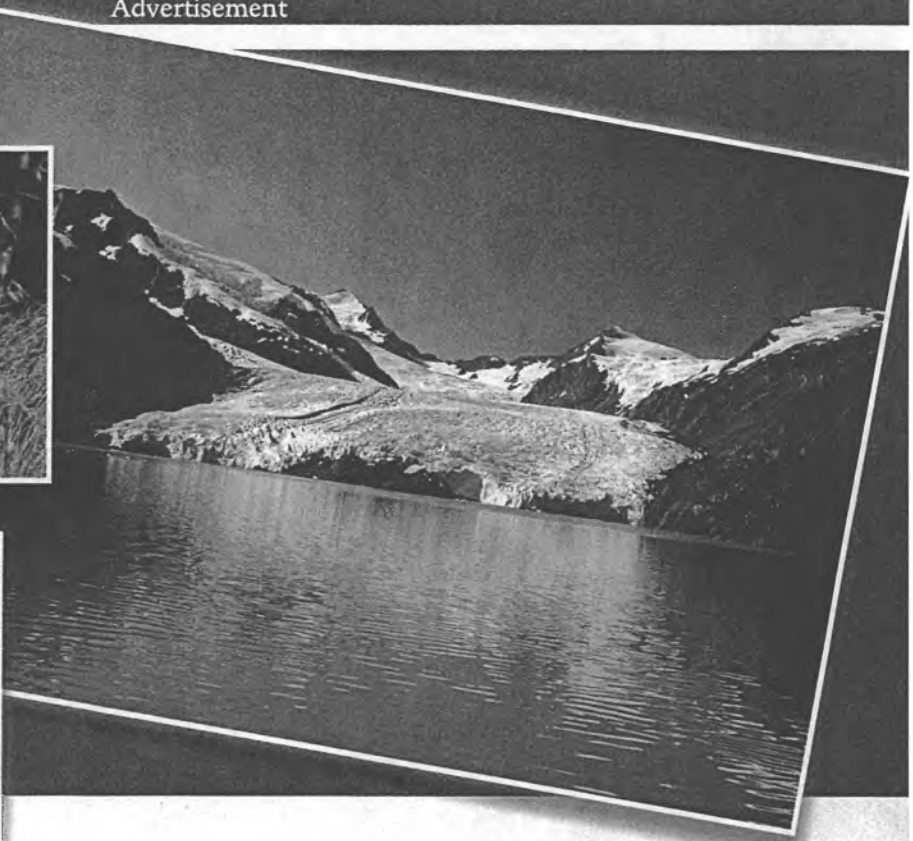
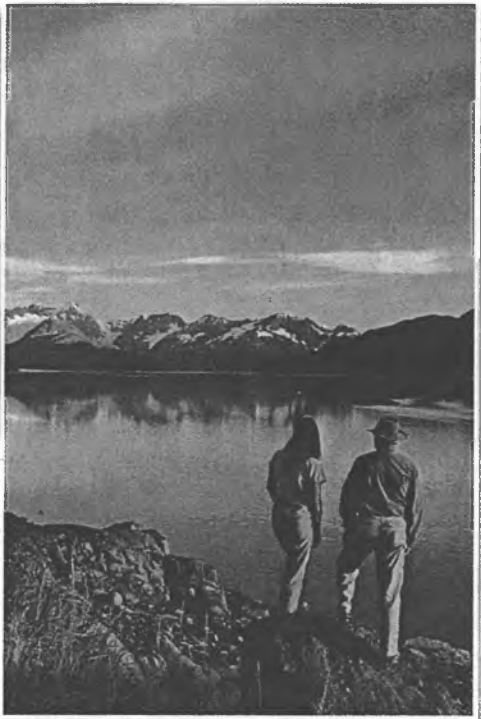
An aerial tram takes guests to the Seven Glaciers Restaurant, famed for its panoramic views as well as its award-winning menu.

sampling, you may be looking for something more low-key. Make yourself an appointment at the Spa at Alyeska and totally disengage. The spa menu includes a variety of treatments—from Vichy showers to mud wraps to full-body massages. One of the spa's

most popular treatments is the Alaska Glacial Facial, which uses the locally produced, mineral-rich Alaska Glacial Mud. While relaxing in the spa, you'll notice the calming effect of the green color palette and lush fern designs that wonderfully complement the resort's

natural surroundings—especially those ever-present mountains that greet you from the moment you first check in.

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For more information, visit travelalaska.com.



Destinations **ALASKA**

ADVENTURES OF A LIFETIME

Not every state can boast the continent's tallest mountain, one of the nation's longest rivers, Santa Claus' home and America's national symbol on their "must-do-and-see" list. They all exist in Alaska.

Wildlife is literally in every direction. Alaska offers unparalleled opportunities to observe and photograph wildlife, from the grizzly bears of Katmai National Park and Preserve to the caribou, wolves, foxes, and moose of Denali National Park and Preserve. Alaska's shorelines are home to an abundance of marine life and are a birder's paradise, with nearly 430 species of birds.

With 17 national parks—more than any other state—Alaska's opportunities for adventure are endless. Follow in the footsteps of tens of thousands of hopeful gold prospectors up the Chilkoot Trail in Klondike Gold Rush National Historic Park or raft one of the longest rivers in America in Yukon-Charley Rivers National Preserve and much more.

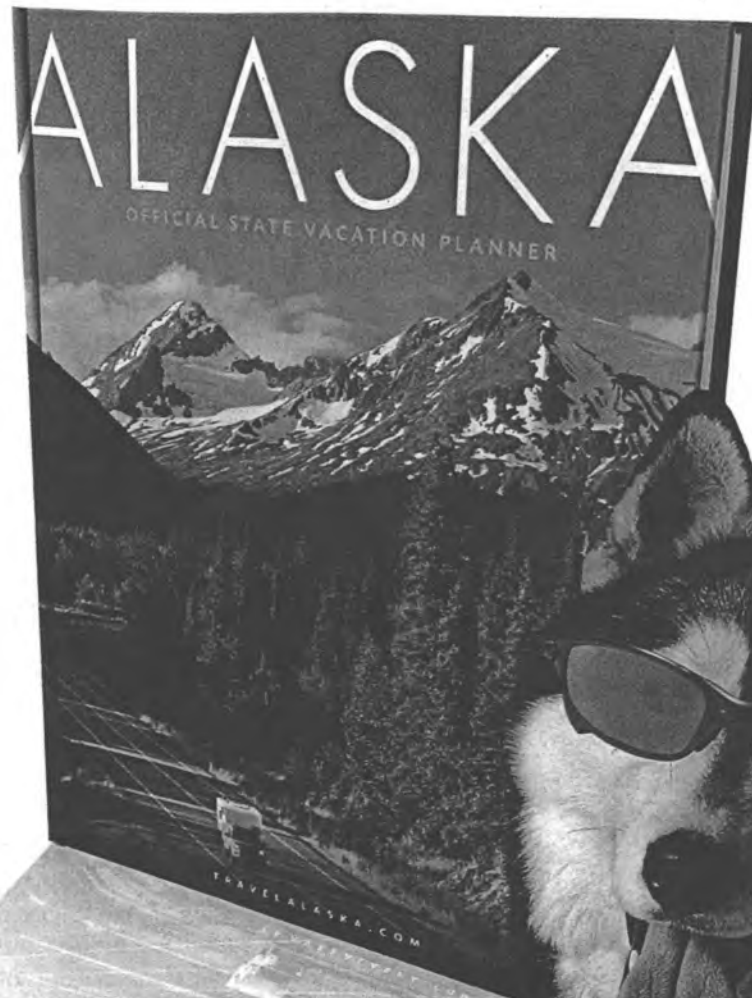
Whether you want to explore Alaska's vibrant Native culture or other artistic attractions like music festivals, local artisan handiwork, Russian iconography or museum exhibits, a long list of attractions in every region of Alaska awaits you.

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ALASKA

Beyond Your Dreams. Within Your Reach.

Rising to the Top

Take a sneak peek at the stunning Seven Glaciers Restaurant in Alaska, where a noteworthy young chef, Jason Porter, creates signature Alaska dishes from the finest ingredients and fresh local produce, seafood, and game.



He's young, charming, genuine, and passionate about his craft. Jason Porter, Executive Chef of Alyeska Resort's Seven Glaciers Restaurant in Alaska, certainly has what it takes to maintain a successful restaurant—creativity, dedication, drive, and a strong work ethic.

Porter officially got his start cooking in the Navy, but it was on his mother's 15-acre, "you-pick-'em" farm in Cali-

fornia where, as a young child, he first fell in love with the art of food. "Every memory of my life is tied to food," he says. After his time in the Navy, Porter moved to Las Vegas, where he worked under Chef Julian Serrano at the Bellagio Hotel and Casino, to focus on advancing his culinary skills and growing his knowledge of the craft. In 2000, he made the big move to Alaska, traveling and working hard across the beautiful

state as both a lodge and a private chef, as well as a chef on the remote oil fields of Alaska's North Slope. He quickly learned all about this breathtaking place that he would come to call home and where he would truly make a name for himself as an outstanding chef.

When Porter first came on board at Alyeska Resort in 2007, he cooked at the Pond Café and quickly moved up to chef at the Aurora Bar & Grill. Porter

Cornmeal-Crusted Oyster Salad with Pink Peppercorn-Buttermilk Dressing and Corn Relish

Makes 4 servings

Adapted from Executive Chef Jason Porter

- 12 fatty Alaska oysters, shucked and reserved in liquor**
- 1 cup buttermilk**
- 2 cloves garlic, crushed**
- 10 to 12 black peppercorns**
- 1 thyme sprig**
- ¾ cup fine cornmeal**
- ¼ cup all-purpose flour**
- 1 tablespoon kosher salt**
- 1½ teaspoons ground black pepper**
- Vegetable oil**
- Seasonal, local greens**
- Pink Peppercorn-Buttermilk Dressing (recipe follows)**
- Corn Relish (recipe follows)**
- Garnish: shaved radish**

- 1.** Combine oysters, buttermilk, garlic, peppercorns, and thyme sprig in a plastic container. Cover and marinate in refrigerator for 1 hour.
- 2.** In a shallow dish, combine cornmeal, flour, kosher salt, and black pepper. In a deep pot, pour oil to a depth of 4 inches, and heat to 350°.
- 3.** With a slotted spoon, remove oysters from buttermilk mixture; dredge in cornmeal mixture, shaking off excess. Fry in hot oil for 1 to 1½ minutes. Remove to a paper towel-lined plate.

- 4.** Arrange greens on plates. Drizzle with Pink Peppercorn-Buttermilk Dressing. Top with Corn Relish and fried oysters. Garnish with shaved radish, if desired. Serve immediately.

Pink Peppercorn-Buttermilk Dressing

- 1 cup buttermilk**
- 1 cup mayonnaise**
- 1 cup sour cream**
- 3 to 4 tablespoons pink peppercorns**
- 1½ tablespoons chopped fresh flat-leaf parsley**
- 1½ tablespoons chopped fresh chives**
- 1½ teaspoons minced garlic**
- Kosher salt to taste**

- 1.** In the container of a blender, add buttermilk, mayonnaise, sour cream, peppercorns, parsley, chives, and garlic; process until blended and smooth.
- 2.** Add kosher salt to taste. Cover and store in refrigerator up to 1 week.

Corn Relish

- 2 ears sweet corn**
- ½ cup sherry vinegar**
- ¼ cup honey**
- 2 tablespoons sugar**

Switching to Seven Glaciers is truly “moving on up,” as one must take a scenic aerial tram ride to 2,300 feet above sea level to reach the restaurant, which is perched high above The Hotel Alyeska. In September 2010, Porter made this amazing move when he was promoted to head chef of the resort’s premier restaurant. “I am very excited to cook the food I love,” he says. “My vision for Seven Glaciers’ new winter menu is

- 1 red bell pepper**
- 1 jalapeño pepper**
- ½ cup finely diced red onion**
- 3 tablespoons chopped fresh flat-leaf parsley**
- 2 tablespoons finely chopped fresh chives**
- 1½ teaspoons lemon juice**
- 1½ teaspoons kosher salt, or to taste**

- 1.** Remove outer layer of corn husks, leaving 1 to 2 inner layers in tact. Place corn in large pot with water to cover, and let soak for 30 minutes.
- 2.** In a saucepan, combine vinegar, honey, and sugar, and cook over medium heat until reduced by one-third. Set aside to cool.
- 3.** On a grill pan, cook red bell pepper and jalapeño over medium-high heat until skins are blackened all over; place peppers in a closed paper bag to cool. When cool, peel, de-seed, and dice peppers. Place in a medium bowl, and set aside.
- 4.** Grill corn in husks in grill pan about 3 minutes per side. Let cool. Remove husks and silk, and cut kernels from cob. Add kernels, onion, parsley, and chives to peppers. Stir in vinegar mixture and lemon juice. Add kosher salt to taste.



loved these experiences, but in the back of his mind he had his sights set on Seven Glaciers—the resort’s AAA Four Diamond award-winning, mountain-top restaurant, with spectacular views of seven glaciers and the mountains. “When I came to Alyeska Resort, I knew I wanted to lead the culinary efforts at Seven Glaciers, and for the past three years I have worked with that goal in mind,” Porter says.

to feature seasonal ingredients and flavor combinations that will warm you up on cold winter days.”

Paula was fortunate enough to spend a day alongside Porter in his kitchen, where he was full of Alaska hospitality. He put together an amazing menu that married Alaska’s finest and freshest ingredients with good old Southern comfort food—merging two cuisines that, although many miles

PERSON of NOTE



Paula gets a firsthand look at the attention to detail every dish receives at the Seven Glaciers Restaurant. Jason even gets her to lend a hand in preparing one of the evening's entrées.

apart, are not too terribly different in style and taste. Porter says, "I feel honored to have spent the day with Paula, and it truly has been the highlight of my career. I had a lot of fun coming up with the dishes and Paula was a true professional at making one feel comfortable."

Paula raves about the young chef, saying, "Dining over his exceptional food and fine wine in that breathtaking

atmosphere was truly one of the most amazing experiences."

If you have the opportunity to visit Seven Glaciers, you'll find—just as Paula did—that the chefs have created a memorable and exquisite menu that emphasizes local produce, seafood, and game. Each dish is truly a unique masterpiece, complemented by the

award-winning wine list and full bar. Save room for the "Baked Alyeska" for dessert, and truly savor each flavor as well as the unforgettable view outside.

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There will be a seasonal closure starting mid-October 2011 with a grand winter reopening for Thanksgiving.

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