



The WAYFARER

North American Travel Journalists Association



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Cleo Paskal captures Grand Prize again

Cleo Paskal, winner of the 2001 Grand Prize in the NATJA awards competition, has become the first person to win it twice.

The Canadian-based writer was one of the two top winners in the 2004 competition, along with Cristiano Nogueira. Paskal won for "Exotic Canada," a 10-part series that ran in *The National Post*, while Nogueira won with an entry called "Rio for Partiers 2004," a book published by Soul Cat Publishers on Dec. 3, 2003.

Paskal, who has also won a half-dozen previous NATJA awards, was a Grand Prize winner with "Rocky Mountain Picture Show," also for *The National Post*, in 2001.

The competition was judged by a six-member team from the School of English, Philosophy & Humanities in the School of Art & Media Studies at Fairleigh Dickinson University, Teaneck, N.J. NATJA made a generous donation to the school in appreciation for its help.

According to director Jason A. Scorza, who coordinated the judging, the Grand Prize winners were carefully chosen from among 486 entries.

"In her series on the exotic wildlife of Canada, Cleo Paskal reveals herself to be not just a tremendously gifted travel writer but also a keen observer of nature," he said. "And Cristiano Nogueira has written a humorous, practical, and lavishly illustrated guide for young travelers planning a visit to one of the world's great party cities."

He also noted that the two North Jersey Media Group fellows whose salaries are paid by *The Record of Hackensack, NJ* were not involved in judging entries submitted by that newspaper or any other portion of the NATJA competition.

Jill Schensul, Leisure Editor of *The Record*, was the runner-up in the Resorts category for "Seeking the Light," which ran in her paper on Jan. 11, 2004. She was Grand Prize winner in 2001, the same year Paskal won for the first time.

After Paskal and Nogueira, the big winners in this year's competition were long-time NATJA member Sharon Lloyd Spence, David Noyes, and Natalie MacLean, all picked for two First Prizes apiece.

Spence won for "Georgia on Their Minds," from *Around 505 Magazine* (Personality Profile), and "Antarctica, Following in the Wake of Captain Cook," from the *Los Alamos Monitor's Spectrum* (Cruises), while Noyes won for "A Wild Cave Experience," from the fall 2004 issue of *Experience Outdoors* (Destination Travel, domestic, magazine) and "You Never Forget: Riding the Canal Loop at LBL," from the June 2004 issue of the same magazine (*Sports in Conjunction with Travel*). MacLean's winners were "Barreling Down the Road" (Internet) and "She'll Take Manhattan," a September 2004 piece that claimed a Leisure Activity prize.

Because judges were empowered to award more than one first prize in any category but did not have to award prizes in all categories, there were seven first-prize winners in the various Destination Travel categories:

· Lindor Reynolds, "Gimme Swelter," *Winnipeg Free Press* (domestic, newspaper)

· Cathy Newman, "Greetings from the Jersey Shore," *National Geographic*; Dave G. Houser, "Cajun Country," *Wellington Lifestyles*; and Noyes (all domestic, magazine)

· Stephen Dau, "Wedding in Sri Lanka Achieves Blissful State," *Pittsburgh Post Gazette* (international, newspaper). Raphael Kadushin, "Bravehearts," *OutTraveler*, and Carl Duncan, "Heaven's Base Camp," *Lifestyle + Travel* (international, magazine)

· Sophia Dembling won for the best bylined column with "Next Stop: the Land of Silence," which ran in *The Dallas Morning News* on Aug. 9, 2004, while Scott Gurian's "Catfish Noodling," from Boston's *Here and Now/WBUR* on July 15, 2004 won for *Local Lifestyle*.

Ron Bernthal, a former winner, took another first prize for his broadcast series, "Portcards from Paris," from WJFF, a National Public Radio affiliate. It ran last summer.

Joining Noyes with a first prize for *Sports in Conjunction With Travel* was Cameron Burns, a former NATJA competition winner. His entry, "A Longer Walk in the Woods," ran in the November 2003 issue of *TGO Magazine*.

Randy Johnson, editor of the much-honored *United Inflight Hemispheres*, took a runner-up in that category for "Weekend Breakaway: Climbing Tokyo," which ran last July. Johnson's magazine has twice won a record seven awards in the NATJA competition.

Hemispheres did take a first prize this year when judges chose Andy Slough's "Ski Lifestyle: Schussing with the Governor" as one of three prize-worthy *Personality Profiles*, along with "Banjo Paterson" by Roff Smith in *National Geographic* (Aug. 1, 2004) and the Georgia piece by Spence (also known as Sharon Spence Lieb).

The Antarctica piece by Spence shared top honors in the Cruises category with "My Greek Island Cruise: the Odyssey," by Karen Hamlin in *Offbeattravel.com* (Aug. 2, 2004).

Among new winners this year were Sherri Telenko, for "Near North" in *West of City* magazine (Resorts); Robert Wayne, whose "Royal London in Context: the Independent Traveler's Guide to Royal London," ran in *Independent International Travel* last year (*Historical Travel*); and Lester A. Reingold, author of "Great American Place: Dayton, Ohio," from *American Heritage Magazine's* October 2003 issue (also *Historical Travel*).

The three first prizes in the Internet category went to Kyle McCarthy, for "Family Pride Coming Out" at www.FamilyTravelForum.com on June 1; Stephanie Block, who wrote "Philadelphia USA: the Questions of Betsy Ross," for tangodiva.com on Oct. 15; and MacLean, whose winning entries appeared on www.nataliemaclean.com.

Judges awarded Bryan Scofield the Best Travel Broadcast prize for "A Taste of Yountville, Parts 1 & 2," from *KMIR6-TV*, an NBC affiliate, on May 17, 2004, and named two

Santa Fe preps for NATJA

The natural beauty of Santa Fe, coupled with intensive professional development seminars, are expected to bring a record turnout to NATJA's third annual conference and marketplace.

Slated for May 15-18, the event features Sally Jesse Raphael, the first female talk show host, and keynote speaker Garland Pollard, editor of *Virginia Living* magazine.

Pollard will also participate in a Travel Editors Panel that includes Fran Wenograd Golden of *The Boston Herald*; Jeff Miller of *AAA Colorado's EnCompass* magazine; Laura Hughes of *Elite Traveler*; and Meghan Yudes, past editor of *Family Circle*.

Digital photography, including digital concepts for travel writers and a photoshop for photographers, will be hosted by award-winning photographers Steve & Nancy Ross, Mary Schilpp, Caryn Levy, and Michael DeFreitas.

A seminar called "Freelance Travel Writing: Back to the Basics" will be led by Linda Formicelli, contributor to more than 120 magazines, and W. Eric Martin, with whom she has co-authored two books. He has written for *Woman's Day*, *Cats*, and many other magazines.

Elizabeth Beshear, NATJA's executive director, will host a seminar on the benefits and services of membership, while NATJA president Dan Schlossberg will join five other freelancers in offering suggestions to exhibitors on how to work with the media.

Also on that panel are Georgia Hesse, former travel editor

of the *San Francisco Examiner*; South Florida freelancer Sara Churchville; Sharon Spence, winner of two first prizes in the latest NATJA awards competition; and the husband-and-wife freelance team of Judith Fein and Paul Ross, who have extensive film and voice-over experience in addition to successful travel journalism.

After arriving at the Albuquerque air gateway, about an hour from Santa Fe, conferees will attend an Opening Night cocktail party at the Eldorado, the NATJA headquarters hotel, and a welcome reception with local community leaders. Sally Jesse Raphael will speak at the opening ceremony, which will also feature the Mayor of Santa Fe. Dinner will follow.

On Monday, May 16, the first full day of the conference, Pollard will deliver the keynote speech after breakfast at the Hotel Santa Fe. Then the first session of seminars will begin.

Participants may choose four of the five seminars, with time allotted for two sessions on May 16, plus two on May 17, one in the morning and a special photography panel at 6:15 p.m. The travel media marketplace, scheduled for the Eldorado on the second day, will run from 10:30 a.m. to 1:45 p.m., with boxed lunches available during that time.

Boxed lunches will also be provided prior to local tours, which depart the Hotel Santa Fe at 12:45 Monday and the Eldorado at 2 p.m. Tuesday.

Eight different Santa Fe tours are offered, with Santa Fe Discovery Tour and City History and Art Walk available both days. Also available, on May 16, are Pueblo Ancestral Tour; a Cooking Class at the Santa Fe School of Cooking; and a

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Quiet time is quality time but often hard to find



Dan Schlossberg

In the belief that air should not only be clean but quiet, New York Mayor Michael Bloomberg has proposed an overhaul of the city's noise code – aimed at protecting peace and quiet in the City That Never Sleeps. Boom-boxes, air-conditioners, heavy-duty construction machinery, and night-club music amplifiers would be subject to penalties for disturbing the peace. Specifically, any sound that increases the noise level more than 10 decibels by day or seven by night would be punishable. The reaction from this corner? It's about time!

Quiet is also a concern of Crowne Plaza Hotels. The Atlanta-based chain has reported success with its "Quiet Zone" floors, off-limits at all times to noisy kids and tour groups and between 9 p.m. and 10 a.m. for hotel maintenance workers. Crowne Plaza provides often-needed "curtain clips" to prevent light shining between drapes and hands out such sleep amenities as earplugs, eye masks, and CDs programmed with relaxing music and exercises.

Crowne Plaza's manager of brand innovation, Robert Belzer, even spent time with Atlanta sleep expert Dr. Michael Breus. They identified the leading causes of lost sleep as (1) the first-night effect, when people are not used to sleeping in strange beds, (2) the on-call effect, with travelers nervous about arriving on time for morning meetings; (3) rude neighbors; and (4) too much light allowed into the room.

All hoteliers should take note: to ensure maximum rest for guests, rooms should be

THE PREZ BOX

Dan Schlossberg

pitch dark and library-quiet. Since those conditions rarely exist anywhere, it's not surprising that Americans averaged only 6.9 hours of sleep in 2002 but 9.0 hours per night in 1910. Maybe they didn't stay up to watch Jay Leno.

Speaking of quiet, a USA TODAY/CNN/Gallup Poll released in mid-January showed a whopping 68 per cent of travelers oppose the lifting of the in-flight cellphone ban. Good for them!

As a Page 1 article stated, "Many frequent fliers view their time in the sky as their only downtime on a hectic business trip. The absence of cellphones increases the odds that they'll be able to nap, read, or think."

From this perspective, getting away from ringing phones is one of the last remaining pleasures of flying. It's bad enough hearing people talk too loudly to each other, but at least that's a conversation instead of a monologue.

Lack of cellphone etiquette is exactly the reason Amtrak created the Quiet Cars on its Acela Express trains. Customers demanded quiet and deserve to get it.

As the clock dawns on 2005, Ireland, Italy, Norway, Sweden, and the United Kingdom have joined the growing list of European countries that have eliminated smoking in most public places, including pubs. After a three-year debate, New Zealand is about to join them. Several Canadian provinces, including Ontario, and seven U.S. states have followed suit.

The British ban, modeled after similar laws in Canadian cities, will also curtail junk-food advertising and launch educational programs to halt dramatic increases in drinking, overeating, and venereal diseases. The only drawback is such laws will be phased in over a four-year period.

According to Joe Cherner, founder of BREATHE (Bar and Restaurant Employees Advocating Together for a Healthy Environment), nine more states are likely to enact smokefree workplace legislation, covering bars and restaurants, this year. They are Minnesota, Maryland, Utah, Colorado, Washington, Oregon, New Jersey, Vermont, and perhaps Pennsylvania. Those states would join the seven where such laws already exist: California, Connecticut, Delaware, Maine, Massachusetts, New York, and Rhode Island.

And how about those 40 states that haven't opted to protect their citizens? Well-placed words from travel journalists wouldn't hurt.

Travel writers certainly aren't shy about protecting their own interests.

We received an e.mail from a NATJA member in the southwest who objected to receiving unsolicited e.mails accompanied by attachments and photographs.

"When my husband and I travel, which is a good deal of the time, attachments and photos overload our e.mail account," she wrote. "Then it gets blocked and we cannot access it for the duration of our trip.

"When I have time, I have written to people who send attachments and photos and the response is always polite: they take me off their lists rather than take the attachments and photos out of the e.mails.

"What can be done about this? Can't NATJA have a policy of contacting PR people and asking them to please not send attachments and photos to travel journalists on the road, or to travel journalists, period?"

"Perhaps there are colleagues who like getting these photos and attachments but we find it disturbing and counterproductive. When our e.mail is cut off, it is not funny."



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Awards

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first-prize winners after reviewing 30 entries in the Best Travel Book category.

Sharing top honors were Scott Balows, with "Tales from Tanzania" (1st Books) and Stephenie Elizondo Griest, author of "Around the Bloc: My Life in Moscow, Beijing, and Havana" (Villard Books). Steve Rosenberg and Ellen Sarbone, who wrote "Diving Guide: Galapagos Islands" for Cruising Guides, won for Best Travel Guide, a new category.

Top photography prizes went to Coliena Rentmeester & Tom Dey, whose "Sets and the City" layout, published by Travel & Leisure on Oct. 1, 2004, shared the Overall Excellence first prize with Gary Cralle, creator of "Water to Wine" for the New Zealand international edition of Cuisine Magazine (November 2003).

Best Cover Photo first prizes went to Michael Snell, for "Restored Main Street" in the October 2003 Kansas! Magazine, and Ericka McConnell, for the October 2004 cover of Travel + Leisure. One first prize was given in the categories of Landscape, Sunset, Mountain, or Ocean (Curt Maas for "A Gaggle of Geese" in the February 2004 Iowa Simply Beautiful II) and Architecture and/or Facility (Caryn Levy & Mary Schilpp for "Desert Oasis," from the May issue of The Golfer).

Trade category awards went to Arnie Weissmann for "Sonic Boom" in the Oct. 6, 2003 issue of Travel Weekly (General Trade Story) and Ryan Malkin for "Take Your Best Trip Ever and Save 70%," from the March 2004 issue of SmartMoney (Tips and Advice).

Grand and first-prize winners received their prizes in January, about a month late because of the overwhelming volume of entries. The contest has tripled in size during the last three years.

Most prizes are three-night stays for two in upscale North American hotels and resorts, or the equivalent in value.

Santa Fe

(Continued from page 1)

whirlwind Museum Tour. The May 17 menu includes Pueblo Pottery, Spas and Healing Arts, and a Santa Fe Photographic Workshop for photographers only.

Four pre- and post-conference FAM trips are also offered to in conjunction with the conference: Taos and Indian Country before the convention and Albuquerque and Ruidoso afterward. There's a limit of 10 participants for each.

Keeping convention delegates inside may be the most difficult challenge facing the NATJA organizers. A photographer's paradise in any season, Santa Fe in May figures to be especially photogenic. The 400-year-old city sits on a desert plateau 7,000 feet above sea level, far from the frenzy of urban America.

Known as a spiritual and healing place, Santa Fe is home to more than 250 art galleries and 200 restaurants, plus a dozen museums and a myriad of well-preserved historic buildings, many of them adobe structures. It has world-class performing and visual arts venues, the nation's third-largest art market, and proximity to ruins of the once-mighty Anasazi empire.

Among sponsors for the conference are Southwest Airlines, which is providing transportation, and the Eldorado, Hilton, and Hotel Santa Fe, offering complimentary journalist accommodations for three nights. Arrangements for the conference were made by Elizabeth Beshear and Steve Lewis of the Santa Fe Convention and Visitors Bureau.

WINNERS AT A GLANCE

Using their discretionary powers, judges in the NATJA 2004 awards competition did not name winners in every category but chose multiple winners in several. Two Grand Prizes, for best overall entries, were selected from the list of first-prize winners. Prizes and certificates of excellence were distributed in January. The complete list of winners, with runners-up in italics:

GRAND PRIZES [2]

Cleo Paskal
Christiano Nogueira

FIRST PRIZES [34]

DESTINATION TRAVEL, DOMESTIC, NEWSPAPER
Lindor Reynolds
Michele Peterson

DESTINATION TRAVEL, DOMESTIC, MAGAZINE
Cathy Newman
Dave G. Houser
David Noyes
Lester A. Reingold
Cameron Burns

DESTINATION TRAVEL, INTERNATIONAL, NEWSPAPER
Stephen Dau
Peter Delevett
Lynne R. Christen

DESTINATION TRAVEL, INTERNATIONAL, MAGAZINE
Raphael Kadushin
Carl Duncan
Dalia Fahmy
Cameron Burns

BYLINED COLUMN
Sophia Dembling

LOCAL LIFESTYLE
Scott Gurian

LEISURE ACTIVITY
Natalie MacLean
Amy Rosen
John Lee
Raphael Kadushin

SERIES
Ron Bernthal
Dave & Jan Houser

SPORTS IN CONJUNCTION WITH TRAVEL
Cameron Burns
Randy Johnson
King Montgomery

RESORTS
Sherri Telenko
Jill Schensul

CRUISES
Sharon Lloyd Spence
Janet Purcell
Carolyn Walton
Karen Hamlin

PERSONALITY PROFILE
Sharon Lloyd Spence (Lieb)
Roff Smith
Andy Slough
Michael Schuman
Wendy Knight
Paulette Cooper

HISTORICAL TRAVEL
Robert Wayne
Lester A. Reingold
Justin Catanoso

TRAVEL BROADCAST
Bryan Scofield
Michael Dwyer

ARTICLE WRITTEN FOR INTERNET
Natalie MacLean
Kyle McCarthy
Stephanie Block
Peter I. Rose
Stephen Ausherman

TRAVEL BOOK
Stephanie Elizondo Griest
Scott Balows
Stephen Ausherman
Lynne & Hank Cristen

TRAVEL GUIDE
Steve Rosenberg & Ellen Sarbone
Bruce & June Conord
Kimberly Lisager

GENERAL TRADE STORY
Arnie Weissmann
Linda Kavanagh

TIPS AND ADVICE
Ryan Malkin
Noah Rothbaum
Howard Hian

PHOTOGRAPHY: OVERALL EXCELLENCE
Coliena Rentmeester & Tom Dey
Gary Cralle
Kerrick James
Ray Laskowitz
Monica Larner
Victor Englebert
Dave House

PHOTOGRAPHY: BEST COVER
Michael Snell
Ericka McConnell
Michael Defreitas
John Geary

PHOTO: LANDSCAPE, SUNSET, MOUNTAIN, OCEAN
Curt Maas
Michael Defreitas
Michael Snell
Kerrick James

PHOTO: ARCHITECTURE AND/OR FACILITY
Caryn Levy & Mary Schilpp
Richard Carlson

Wintry words for the wise: try these tasty tips

ARIZONA: The 2008 Super Bowl has been awarded to Glendale, just west of Phoenix. Its retractable-roof stadium, scheduled for completion next year, will host the NFL's Arizona Cardinals and the Fiesta Bowl before some 67,500 Super Bowl fanatics swamp the area three years from now. An additional 250,000 people are likely to attend related events. Press rep is Stacy Pearson (Tel. 623-930-2957, spearson@glendaleaz.com).

CALIFORNIA: Replicas of Fenway Park, Wrigley Field, and Yankee Stadium are part of the Big League Dreams Sports Complex that opened last year. Batting cages and full-sized softball and hardball fields are also included, along with a field-house, volleyball courts, playground, and restaurant. Press rep is Bob Warren (Tel. 530-225-4485, bob@shastacascade.org).

CANADA MEDIA MARKETPLACE: Hotel, destination, and transportation PR reps from a broad cross-section of Canada will meet with the media in Manhattan April 18-19. After an open marketplace on the 18th, a full schedule begins with a buffet breakfast and open marketplace on Tuesday morning, plus the Northern Lights Awards luncheon and presentation. To learn more, call 866-804-5460, fax 613-746-5174, or e.mail mm-help@canadamediamarket.org.

HEARST CASTLE: The opulent former home of William Randolph Hearst, located on California's Central Coast, features several houses, three of them used by guests. To arrange a visit, contact curator Jana Seely (Tel. 805-927-2048, www.hearstcastle.com).

TRIPS FOR MEMBERS

'Wayfarers' expands long list of walking vacations

A well-named walking group called The Wayfarers has added six new walks to its schedule, swelling its 2005 menu to 41 itineraries in a dozen countries. Walks range from casual 8-10 mile walks to the more challenging 12-to-15 miles per day. There are also two programs that combine barge tours and walking.

New programs feature Croatia, with an 8-night Dalmatian Coast program that begins in Dubrovnik; Andalucia, a 7-night hike through Spain on old Moorish and Roman trade routes;

Tuscany, six nights at a gentle pace of 4-5 miles per day; Burgundy, with the 6-night Afloat in Burgundy itinerary; the 6-night Founders Walk in Dorset, U.K.; and the 5-night Point Reyes walk in Northern California, where sea lion, deer, elk, and many bird species often accompany the groups.

Specialists in walking vacations since 1984, The Wayfarers offers four different types of vacations, including classic walks, adventure walks, expedition walks, and culture walks. To learn more, contact press rep Meryl Pearlstein, MDP Publicity Associates, #5A, 21 E. 87th St., NY, NY 10128 (Tel. 917-359-3512, Fax 212-534-3227, mdppublicity@verizon.net).

HOUSTON: One of nine signature suites at the year-old Hotel Icon is a three-level penthouse with private rooftop entrance and sweeping vistas of downtown. A member of Preferred Hotels & Resorts, the Hotel Icon is located in a former bank building known for its streetfront columns. Press rep is Stuart Rosenberg of City Communications (Tel. 713-828-3663 or 714-524-2800).

KIMPTON HOTELS: Formerly known as Kimpton Boutique Hotels & Resorts, the 2005 Kimpton brand is now called "Kimpton Hotels, the leading lifestyle

hotel collection." To learn more, contact Andrew Freeman, Kimpton Hotels, Suite 200, 222 Kearny St., San Francisco, CA 94108 (Tel. 415-955-5447, Fax 415-296-8031, andrew.freeman@kimptongroup.com) or their new outside PR reps, Vanessa Kanegai or Trisha Cole at Wagstaff Worldwide (Tel. 323-656-2224, vanessa@wagstaffworldwide.com, trisha@wagstaffworldwide.com).

LAKE HAVASU CITY: The 17-room Agave Inn, featuring contemporary elegance and seclusion, has great views of the London Bridge and Lake Havasu; decor from Europe's top design houses; and 17 upscale guest rooms and suites with whirlpool tubs and private balconies. The restaurant has a catchy menu and catchier name: the Javelina Cantina. Press rep is Michael Gandy (Tel. 928-854-2833, mgandy@agaveinn.com).

LAKE TAHOE: Travel journalists who enjoy stunning natural scenery, coupled with man-made excitement, should consider North Lake Tahoe in any season. So says Katrina Paz, press rep for the region, which sits on the California/Nevada border. She will coordinate individual trips for qualified media on assignment. Contact Katrina Paz, senior account executive, Pettit Gilwee Public Relations (Tel. 530-993-6051, Katrina@gilweepr.com).

MAINE: More than 100 sled-dog teams will participate in the Jackman Sled Dog

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World War 2 relics compete with cactus for attention

Surprise, surprise: the Grand Canyon State has a treasure trove of World War 2 artifacts:

- Papago Park (Phoenix) was the site of the largest POW escape in the United States, with more than 25 prisoners leaving via an underground tunnel (dug with shovels they acquired by telling guards they were building a volleyball court). Today it houses the Phoenix Zoo and Desert Botanical Garden, as well as hiking, biking, and picnic grounds
- Although Pearl Harbor is the site of the USS Arizona Memorial, Monument Park in downtown Phoenix has the anchor and most of the battleship, as well as a Korean War memorial and Arizona Peace Officers Memorial
- The Pima Air & Space Museum (Tucson) features aircraft used during the war and Aviation Hall of Fame museum, plus proximity to the Titan Missile museum
- A museum dedicated to the Navajo Code Talkers, whose language could not be cracked by Japanese decoders, is inside a Burger King in Kayenta but will soon move to a larger space in Tuba City
- A memorial designed to resemble a Japanese lamp stands in Poston, where more than 17,000 Japanese Americans were relocated "for security reasons" during the war
- Lake Havasu City's London Bridge, built over the Thames in 1831 but moved Arizona in 1971, was slightly damaged by German bombers in World War 2.

Wanna see for yourself? Contact Heather Wright, Arizona Office of Tourism, Suite 155, 1110 W. Washington, Phoenix, AZ 85007 (Tel. 602-364-3698, Fax 602-364-3702, hwright@azot.com).

TRIPS

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Sprint Races March 3-6. Cash prizes and trophies will be awarded. The competition, sponsored by the Down East Sled Dog Club, is sanctioned by the International Sled Dog Racing Association. To cover, contact Norman Theriault (Tel. 207-247-5167, dogsled@gwi.net) or Nancy Marshall Communications, P.O. Box 317, 20 Western Ave., Augusta, ME 04332 (Tel. 207-623-4177, Fax 207-623-4178, tourism@marshallpr.com).

MANDALAY BEACH: The 248-room Embassy Suites is the only all-suite hotel in California to sit directly on a beach. A renovation was completed in January. Call 805-760-9042 or try www.mandalay-beach.embsuites.com.

MANHATTAN: The Museum of Modern Art, now twice its original size at 630,000 square feet, returned to its midtown site on November 20, coinciding with its 75th anniversary. The Museum of Contemporary Arts and Design, formerly the American Craft Museum, has a new location at 2 Columbus Circle, while the Skyscraper Museum has opened new digs at the southern tip of Battery Park City, on the ground floor of the new Ritz-Carlton New York. You can't get there by streetcar by more than 200 trolley models are on display at the Brooklyn-based New York Transit Museum, fresh from a major renovation. For museum news and more, contact Lisa Mortman, Arleen Kropf, or Amy Solomonson, NYC & Company, 810 7th Ave., NY, NY 10019 (Tel. 212-484-1270, nymedia@nycvisit.com).

MARYLAND: The Baltimore & Ohio, Babe Ruth, and Baltimore Civil War museums are all located in old train stations.

Birth of a firm: Boston's Marlo begins long journey

Several travel and hospitality venues are among the 14 charter clients of Marlo Fogelman's Marlo Marketing/Communications, a Boston-based PR firm that opened for business just weeks before the Red Sox rattled the city with their come-from-behind world championship. Travel/hospitality clients include American Seasons, Beacon Hill Hotel & Bistro, Le Soir, Les Zygomates Wine Bar & Bistro, Sorriso, Starbucks Coffee Company, and Temple Bar. For further information, contact Marlo Marketing, 4th floor, 276 Newbury St., Boston, MA 02116 (Tel. 617-375-9700, Fax 617-375-9797, marlo@marlomarketing.com).

The B & O reopened in November after a two-year closure with a new attraction: the chance for visitors to ride on America's first mile of track. The Ruth museum has shifted to new digs adjacent to Oriole Park at Camden Yards and the nearby National Aquarium is opening a new wing featuring exhibits about Australia. Wanna see? Contact Mindy Bianca (Tel. 410-767-6298, mbianca@choosmaryland.org) or Connie Yingling (Tel. 410-767-6329, cyingling@choosmaryland.org).

MONTANA: Triple Creek Ranch is a year-round Relais & Chateaux resort composed of 19 luxury log cabins on a 550-acre tract of wooded hillside in the Montana Rockies. The nearest major air gateway, 75 miles north, is Missoula. Cabins feature wood-burning fireplaces, stocked bars, and private hot tubs, while activities range from snowmobiling in winter to horseback riding and hiking in summer. Guests can even join cattle drives. The friendly press rep is Meryl Pearlstein, MDP Publicity Associates, #5A, 21 E. 87th St., NY, NY 10128 (Tel. 917-359-3512, Fax 212-534-3227, mdp-publicity@verizon.net).

NAPA: The 47-room Calistoga Ranch is the newest addition to the Auberge Resorts, nestled in a Napa Valley canyon. Surrounded by oaks, hills, and a lake, the ranch offers a bathhouse with treatments in tranquil rooms. Also

included is a state-of-the-art fitness center, yoga deck, pool, and 140 acres devoted to hiking and other outdoor pursuits. Press contact is Stacy Lewis, Murphy O'Brien Innovative PR (Tel. 310-453-2539, stacy@murphyobrien.com).

OREGON FAM: The Central Oregon Coast Association is hosting a FAM tour to Lincoln County May 22-26, with space limited to 20 writers. Hopefuls are asked to submit 1-page bios with references plus clips. Contact Rebecah Morris, president/CEO, Central Oregon Coast Association, P.O. Box 2094, 137 NE 1st St., Newport, OR 97365 (Tel. 888-767-2064 x205, Rmorris@CoastVisitor.com).

ORLANDO: Disney's Saratoga Springs Resort & Spa has opened Phase 1 with 184 vacation homes. Perched across the lake from Downtown Disney, the resort features Victorian architecture with horse-racing influences, a full-service spa, and an eatery/market venue. When completed later this year, it will include 552 vacation homes and be the largest Disney Vacation Club development (Tel. 407-934-7639, www.disneyworld.com).

PALM SPRINGS: Former owners Gene Autry and Merv Griffin would be proud to see what a \$27 million renovation has done to the Le Parker Meridien ("The Parker" for short). The 13-acre property has 131 rooms, 12 villas, and the original Autry residence, plus four pools, two restaurants, red clay tennis courts, and a spa. Want golf? Dwight D. Eisenhower scored his only hole-in-one there. Press rep is Charlie Robles, Le Parker Meridien, 4200 E. Palm Canyon Drive, Palm Springs, CA 92264 (Tel. 760-770-5000, CRobles@ParkerMeridien.com).

PHOENIX: The Cleveland-based Rock 'n Roll Hall of Fame has picked the Valley of the Sun for its first "On Tour" site. It will not only feature exhibits and traveling collections but educational, corporate, and community events. Press rep is Dan Wells (Tel. 602-955-5656 x209, Daniel@gomediacom.com).

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Hawkins hawks impressive list of new clients

The new year brings new adventures to the publicists at Hawkins Public Relations, winner of NATJA's 5-Star award as the Best PR Firm. New clients include KOR Hotel Group, operators of chic boutique properties primarily based in Southern California; Boscolo Luxury Hotels, a European hotelier with upscale properties in Prague, Venice, Rome, and Budapest; and El Monte Sagrado, a Taos, NM luxury spa resort with 36 suites and casitas at the base of the Sangre de Cristo Mountains.

Other news from Hawkins clients includes late-2005 completion of Miraval at Kapalua, sister property to the Arizona-based Miraval Life in Balance; openings of 31 new Le Meridien Hotels in 2004 and at least 20 more this year; the addition of 30 new adventures to the 99 worldwide offerings of Mountain Travel Sobek; and the launch of a new yacht to expand ferry service between Petit St. Vincent, a 113-acre private island resort, and nearby Union Island.

To arrange visits or acquire more info, contact Sarah Evans, Hawkins International PR, Suite 401, 119 W. 23rd St., NY, NY 10011 (Tel. 212-255-6541, Fax 212-555-6716, sarah@hawkpr.com).

TRIPS

(Continued from page 5)

QUEEN MARY: The original Queen Mary, moored in Long Beach, includes hour-long ghost encounters tours on its menu. To learn more, contact press rep Robin Wachner (Tel. 562-499-1620, public.relations@queenmary.com).

RICHMOND: The historic Richmond region is easy to love, says press rep Janene Charbeneau. To find out more, contact her at Richmond Metropolitan CVB, 401 N. 3d St., Richmond, VA 23219 (Tel. 804-783-7411 or 800-370-9004, jcharb@richmondva.org).

SACRAMENTO: The venerable California State Railroad Museum has opened Small Wonders: the Magic of Toy Trains, a permanent exhibit that displays 100 years of models. Press contact is Traci Rockefeller Cusack (Tel. 916-492-5322, www.californiastaterailroadmuseum.org). At the Sacramento Zoo, Lemurs of the Lost World and Australian Outback are attracting considerable attention. To learn why, contact Dagmar Smith (Tel. 916-264-7446, dsmith@cityofsacramento.org).

SANTA BARBARA: Simpson House Inn, the only AAA five-diamond B&B in North America, marks its 20th anniversary this year. A local landmark that became a B&B in 1985, the inn is located on a secluded acre of flowering gardens, European-style fountains, and hedges that protect the privacy of guests. The Victorian estate was built in 1874 and restored in 1976. To arrange a visit, contact Victoria Del Rico (Tel. 323-932-6262, victoria@burditchmc.com).

SEDONA: Newest kid on the resort block is Sedona Rouge Hotel & Spa, a luxury property opened late last year. Architecture is Moorish and Spanish Mediterranean in style, while the full-service spa features eight treatment rooms. The restaurant, named Reds, features American bistro cuisine. Wanna

Watery wedding chapel helps marriages stay afloat

Worried about getting seasick on your honeymoon cruise? Take a short test with Weddings on Water, the nation's only floating wedding chapel.

Moored in Clearwater/St. Petersburg, on the Gulf Coast side of Florida, the million-dollar vessel stands 60 feet long and accommodates 125 passengers. A standard ceremony, priced at \$2,000, includes a captain in dress whites (or clergyman) and three-camera video of the ceremony.

The floating chapel, which weighs 50 tons and reaches speeds of 7 knots per hour, is a two-hulled barge with twin steel beams for added stability. It has a cathedral beam ceiling and specially designed stained glass windows, as well as a bride's room with private mirrored restroom.

The area hosts nearly 10,000 weddings per year.

To learn more, contact Janice Henderson, president, Weddings on Water, 200 Seminole St., Clearwater, FL (Tel. 727-466-0969, Janet@weddingsonwater.com).

come see? Contact Jennifer Wesselhoff (Tel. 928-204-1123, jwess@sedonachamber.com). Don't be surprised if she mentions Sedona was just named the Most Beautiful Place in America by USA Weekend's annual travel report.

TUCSON: The 575-room Starr Pass Marriott Resort, the largest in southern Arizona, opened in the Tucson mountains on Dec. 15. The complex includes a full-service spa with 24 treatment rooms, seven dining options, 35 luxury suites, and a 27-hole Arnold Palmer golf facility. Press rep is Jennifer Franklin (Tel. 480-951-5413, jennifer.franklin@marriott.com).

VIRGINIA: The state is promoting the 70th anniversary of the Blue Ridge Parkway, one of the world's most scenic roads, and offering a number of media tours. Former Annapolis PR person Anedra Wiseman Bourne is the press rep. Contact her at Virginia Tourism Corporation, 901 East Byrd St., Richmond, VA 23219-4048 (Tel. 804-786-2051, Fax 804-786-1919, www.VATC.org).

WASHINGTON, D.C.: The 400-room Mandarin Oriental claims to be the capital's most sophisticated hotel. Many of the 347 deluxe rooms and 53 suites have views of the Potomac Tidal Basin, Jefferson Memorial, or Washington Monument, and all have the latest in-room entertainment technology. Rooms on the

two Club floors have additional amenities. The Mandarin Oriental group includes 21 luxury hotels, with another slated for Boston next year. Contact PR director Ellen Gale, Mandarin Oriental, 1330 Maryland Avenue SW, Washington, DC 20024 (Tel. 202-787-6050, egale@mohg.com).

WASHINGTON STATE: Clients of the McCoy Group include the Athenaeum Hotel and Apartments, the Olympia Fine Art and Antiques fairs, and the State of Washington, home of the Space Needle, Science Fiction Museum, Mount Rainier, and the world's busiest ferry network. Too bad Frasier Crane has left for Chicago. Press rep Sharon A. McCoy says the state is happy to have journalists take press trips or arrange individual itineraries. She can help. Contact her at The McCoy Group, 58 Chase Ave., Ivyland, PA 18974 (Tel. 215-674-1217, Fax 215-674-1619, McCoyGrp@aol.com).

YARD HOUSE RESTAURANTS: Journalists on assignment are invited to enjoy lunch, dinner, or late-night dining at any of seven locations in Southern California, plus single units in suburban Denver and Chicago. Named a Hot Concept! by Nation's Restaurant News, Yard House features American Fusion fare, 130-250 taps of beer, a martini menu, and upscale ambiance. Press rep is Elizabeth Borsting (Tel. 562-856-9292, tripwriter@yahoo.com, www.yardhouse.com).

New taste in Orlando: Bill Murray's restaurant

Now open at Festival Bay: Murray Bros. Caddyshack, a 175-seat restaurant owned by comedian Bill Murray and his five brothers. Perched across 9,600 square feet on the waterfront area of the complex, the eatery combines the brothers' sense of irreverence with their love of golf and is designed and to look and feel like a country club gone awry. The American menu ranged from sandwiches to seafood. More information is available from 407-351-7718, www.belz.com.

PR REPS: Mention in this column is free. Send short blurbs, plus complete contact information, to NATJA, 10 Ballard Place, Fair Lawn, NJ 07410-3601, fax 201-791-3349, or e-mail dan@natja.org. No phone calls please.

Security expert offers safety tips for travel writers

You may have seen Elinor Garely at travel functions with her bright smile and knowing look, but didn't know this energetic top travel news reporter is a leading expert in the industry in security. She'd be a great person to quote in any travel article. She has sound credentials in the security and hospitality industry. We salute her in earning her doctorate in international business with a focus on safety and security issues in the travel industry at the University of Sarasota in Florida in 2005. And she loves being a NATJA member.

Garely, a cutting edge reporter of travel trade news, recommends NATJA members read eTurboNews.com. One might think it's about jets or cars. But no. "It is the largest hospitality, travel and tourism trade news publication for the industry. We have the largest international readership in the industry. It's free. In fact, in some countries because of the censorship rules, we're the only travel trade news they get."



Elinor Garely

Travel Agent magazine, Travel Weekly and Jax Fax are also read in the industry and are very well-respected publications. "But of course they are hard copy, and we are only online," said Garely, an eTurboNews reporter.

Email links are available to all the articles, archived according to name and keyword. You could put in Garely for the past five years when eTurboNews started and read her travel trade stories for a key to Garely's interests.

A New Yorker, Garely works next door to my Tribeca apartment at the local college, where she is professor of business management and coordinator of travel and tourism studies at the Borough of Manhattan Community College. She also has her MBA in marketing and international business from NYU Stern School of Business.

"When I started my research before 9/11, people thought I was crazy to think about anything besides white sandy beaches. People didn't think there was an issue in security. No one wanted to talk about it. But I recognized the security problem when I started to notice safety issues in local crime all over the world. I'm now developing a larger story on luggage."

She is also a columnist for Tango Diva. Try to read her three columns on security in the online travel website, with her most recent column being on Tahoe and Reno as destinations.

We asked Garely for her exclusive, personal safety and security tips for Wayfarer readers. "The best thing to do is carry your luggage with you and not to check it. The likelihood of it getting lost is escalating. Companies are putting out a detection device where you can track your luggage. Federal Express, UPS and all the major carriers of packages already do this. What is so amazing is that the airlines supposedly do not know where your luggage is. You're spending \$20 on your package, (Smart Tag, small price) but you're spending a tremendous amount more on your air flight. I know I'd pay another dollar to put a Smart Tag on my luggage so that I would know where it is. If it was diverted to Calcutta, you would want to know it's there."

"A second tip is 'don't drink the water on the airline.' Don't even use it to wash your hands. Bring sanitizing creams for your hands. Because you'll be eating on the plane,

CARLA'S CORNER



Carla Rupp

you have to think about your health. Or ask the airlines to give you bottled water, and you could use it for washing your hands.

"Third, men or women shouldn't share personal information with strangers, especially women traveling alone. Why women? Because women are targets. However, men are getting set up more also." You think of doing this when you are going on a bus--not talking with strangers--but on a plane? "Just because they have a couple hundred bucks to go on an airplane doesn't mean they don't have ulterior motives," says Garely

"There was one woman I know who was complaining about her boss to this person sitting next to her, and the next morning she shows up at the office and the boss says, 'Oh, I understand you don't like me.' It was a coincidence that this was a woman talking to a woman who was a good friend of her boss. You can be set up or it can be a coincidence. When women and men who dress well are flying to a destination and some person says, 'Let's get together for drinks or dinner, you should not give them the name of your telephone number or hotel. Rather say, 'What hotel are you in? You don't know what people's motives are. Take their card if you really want to meet the person. Call them and meet at some other place. And don't say you're traveling by yourself. It's better to be 'meeting friends or visiting family. It's nobody's business you're alone.'"

Garely's fourth tip is to make sure you always have xeroxed copies of passport and credit card numbers with a friend or family--at least with somebody who's going to be available 24/7.

"Five, make sure you keep a couple of extra passport pictures with you in case your documents are stolen or destroyed. In some countries, the photo places are not available 24/7 or are not convenient. When I was in Argentina, nothing was nearby and everything was delayed because we needed an extra visa. It's always a good idea to have those extra little photos with you.

"Six, make sure that before you leave, if you use a cash machine, that your credit and debit cards work in the country where you are going to be traveling. It's so important to make sure your cash machine numbers will work in foreign countries you are going to. I use traveler's checks also. However, in Moscow there aren't opportunities to cash traveler's checks. You really have to check your country and your destination. In some countries like the U.S., you can get a cash advance on your credit card in a major hotel if you're short of cash."

Career opportunities are wide open in the travel industry, certainly in the government tourism offices, or in some cases private ones such as NYC & Company, supported by membership from the industry, says Garely. "The tourism offices representing destinations are alive and well. Hotels continue to be great employers." How this affects the travel writer? "The best way to develop stories is with the assistance of the public relations people, either the PR people for the country or with the PR people who represent the hotel, airlines or trains. The public relations

people are the link between my story and the vendor. If I can convince them that what I am doing is viable, that my readers are their target market, then they act as a link. The PR people in my mind are the most important. I always want to know what firm represents the hotel, the airline or the train or the country."

Certainly the public relations side of the travel industry is growing and is more important than ever for the travel writer, she says. "Ever since 9/11, the PR firms have become major influences of how marketing is done. I suggest getting [Jack] O'Dwyer's PR Directory (available at odwyerpr.com) and also New York Publicity Outlets. VEMEX for Europe was fabulous for travel writers. The two they've had in New York are of great importance for PR and networking." She praised the high caliber of the people at the booths at VEMEX (Visit Europe Media Exchange) this past year in New York. Those who came to speak to us travel writers were really decision makers.

"It's security that is the most important trade subject this year--and what the industry is doing to address this concern. Our most basic need is for air, water and food, and our second most basic need is security once we have air, water and food. The industry has started to look at additional ways to make travel even safer.

"We're an industry that is very vulnerable. The hospitality and travel industry is supposed to be welcoming; the reality is we need to have safety and security systems in order to keep guests safe. That is the challenge of the industry." She suggests that travel writers consider safety and security issues in connection with any story they write.

"One of my destinations I recommend for people with young children and people with medical conditions is to go to Nassau in the Bahamas. Why do I recommend Nassau: because in this city is a fabulous five star hospital with very well-educated doctors. If your child gets sick or your grandmother gets sick, you can check them into a hospital with standards up to any medical establishment in the US.

"Also make sure you also get travel insurance. Medjet Assistance is what I recommend. What they will do is send a jet and deposit you to the doctor of your choice. It's very inexpensive for the service that is delivered."

Garely can be contacted at elinor@eturbonews.com.

Carla Rupp is a travel writer based in New York City.

TRAVEL WITH KAL

Kal London's 'Travel With Kal' column, withheld because of space limitations, returns in the next issue. Its author also hosts a radio show heard daily by more than 1,000,000 listeners



Kal London

over simulcasting AM stations WLIS Old Saybrook and WMRD Middletown. NATJA president Dan Schlossberg is contributing editor, filling in when Kal travels.

NATJA seeks prizes for 2005 awards competition

Hotels, resorts, airlines, cruise lines, and rail tour companies seeking instant free publicity are invited to supply non-cash prizes for the NATJA 2005 awards competition.

Most prizes are space-available, three-night stays for two people sharing luxury accommodations, valid only during the following calendar year (Jan. 1-Dec. 31, 2006). Up to three awards exceeding such value, and possibly including meals and transportation, will be chosen as Grand Prizes.

Certificates issued now but marked "valid one year from date of issue" will not be accepted unless the date of issue is predated to Dec. 31, 2004. That is because winners will not receive prizes and accompanying certificates of excellence until the end of this year, after judges tally the Top 10 prize preferences of first-prize winners.

The annual competition is open to all journalists, broadcasters, and PR people worldwide, including non-members of NATJA.

Potential sponsors are invited to submit a Gift Certificate, e.mail, or letter detailing their prize so that it may be announced in the Summer issue of *The Wayfarer* (or sooner). That issue will also contain the official application form for journalists. Entries are accepted from July 1-October 1 (one month earlier than last year to give judges more time).

Sponsors receive extensive publicity in NATJA print, broadcast, and internet outlets as well as the publications, broadcast venues, and/or hometown newspapers of winners.

The 2004 competition featured donations from 34 sponsors, including Grand Prizes from *Endless Vacation* magazine (a seven-night trip to Cancun's Getaway Bay) and Rocky Mountaineer Railtours.

Prize donors should send gift certificates by April 1 to NATJA awards, 10 Ballard Place, Fair Lawn, NJ 07410-3601 (Fax 201-791-3349, e.mail dan@natja.org). Further information is available at www.natja.org.

WHAT 2004 WINNERS PICKED

GRAND PRIZES

*Blue Bay Getaway, Cancun: Cleo Paskal
*Cristiano Nogueira from Rio de Janeiro

FIRST PRIZES (34)

Casablanca Inn, St. Augustine, FL: Roff Smith
Charles Hotel, Cambridge, MA: Kyle McCarthy
Chateau LeMoyné French Quarter, New Orleans:
Scott Gurian
Chicago: W Chicago - Lakeshore:
Sharon Spence
Chicago: Peninsula Chicago: Robert Wayne
Chico Hot Springs Resort, Pray, MT:
Sophia Dembling
Emerson Inn by the Sea, Rockport, MA:
Karen Hamlin
Fairmont Copley Plaza, Boston:
Lindor Reynolds
Fairmont Le Manoir Richelieu, Quebec:
Stephanie Griest
Fairmont Newfoundland: Curt Maas
Fairmont Southampton, Bermuda:
Raphael Kadushin
Handlery Union Square Hotel, San Francisco:
Michael Snell
Hotel Le Richelieu, New Orleans:
Cathy Newman
Hotel Viking, Newport, RI: Lester A. Reingold
(* prize supplied by *Endless Vacation* magazine)

Hyatt Regency Scottsdale Resort:
Stephanie Block
Iberostar Paraiso del Mar Resort, Mexico:
Bryan Scofield
J.W. Marriott Resort, Spa & Golf, Las Vegas:
Ron Bernthal
J.W. Marriott Resort, Phoenix:
Midwest Airlines: Cameron Burns
New Age Health Spa, Neversink, NY:
David Noyes
Ocean's Edge Resort & Golf Club, Cape Cod:
Ellen Sarbone & Steve Rosenberg
PGA National Resort & Spa, Palm Beach Gardens, FL:
Mary Schilpp & Caryn Levy
Red Mountain Spa, Ivins, UT: Dave Houser
Rocky Mountaineer Railtours: Carl Duncan
The Ritz-Carlton, Sarasota: Ryan Malkin
Salem (MA) Inn: Sherri Telenko
San Mateo County, CA: Gary Cralle
Walt Disney World Swan & Dolphin:
Arnie Weismann
Westin St. Francis, San Francisco:
Natalie Maclean
Westward Look Resort in Tucson:
Ericka McConnell
Wyndham Hotels & Resorts: Scott Balows



The WAYFARER

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