



**creative image design group**

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**Creative Image Design Group** was founded in September of 2006 by Owner/Creative Director Robbie Destocki. After 12 years as Art Director for Powerboat Magazine and 17 years of design experience total, Destocki decided to start his own firm which was founded as a creative services studio focusing on Publication Design and Re-Design, Logo Design and Print Advertising.

We focus on building brands that bring together two powerful ideas—lifestyle and innovation. But how we work is just as important as what we do. We believe that results are driven by strategic planning, superior design and out of the box creativity. We custom design and develop media that will not only communicate who our clients are today but will help them build a competitively superior brand over time.

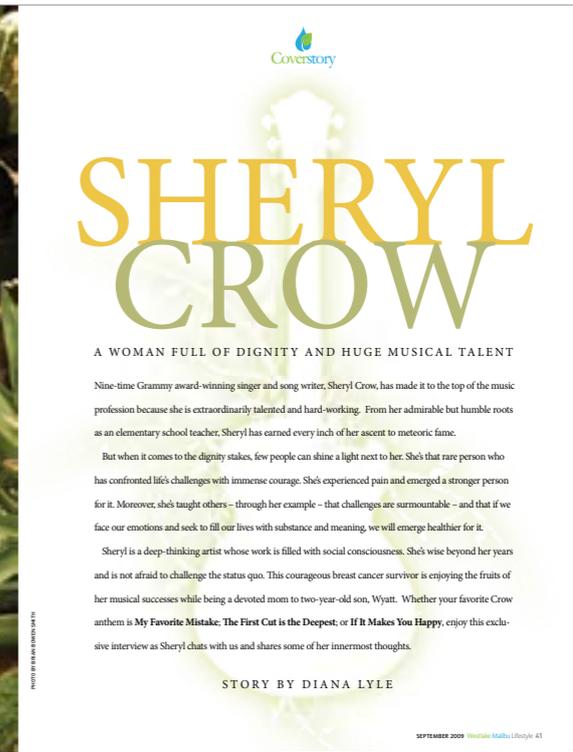
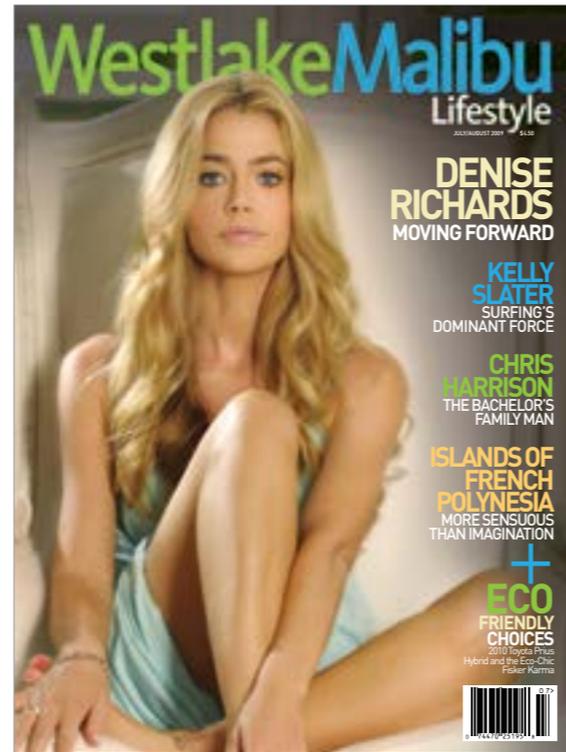
Whether you need a complete advertising campaign, a total magazine redesign makeover, corporate identity or sales brochure, or graphics for that upcoming trade show, **Creative Image Design Group** can provide solutions for all of your visual communications needs.

Take a look at our work and we think you'll see what we mean. Bold, brash, deliberate! Designed to stand out from the crowd and put distance between you and your competitors. Designed to get your message read and remembered. Designed to produce results. And the results are what really matter most.

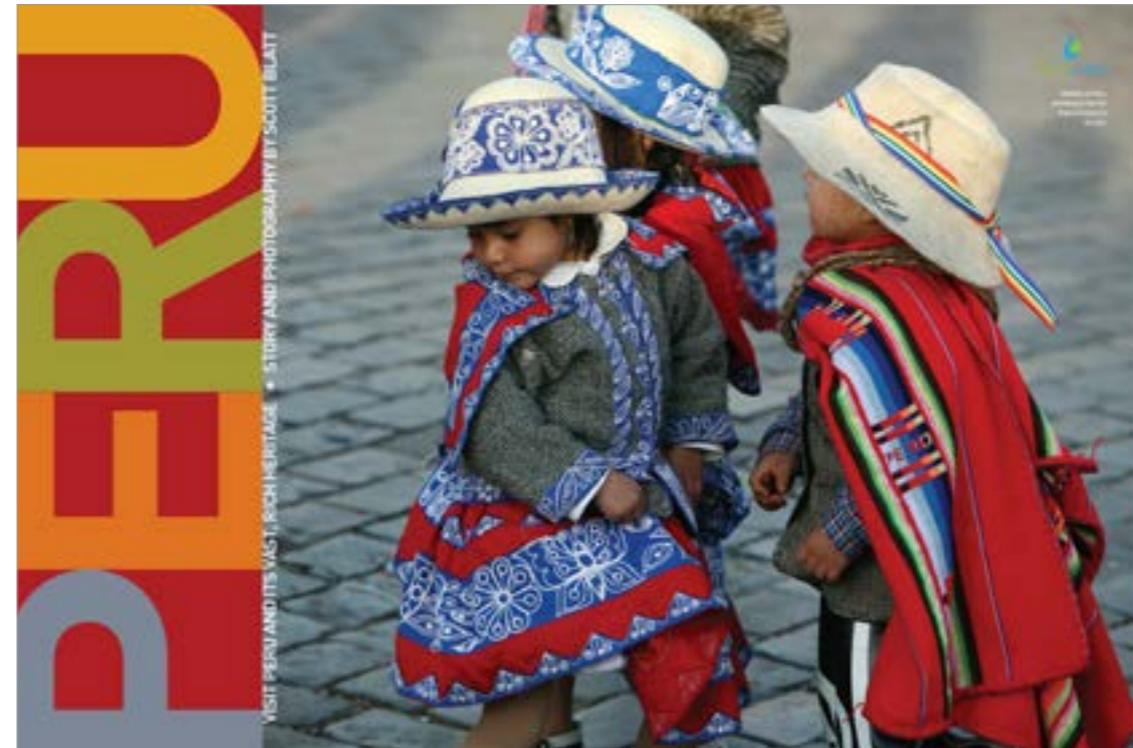
**Creative Image Design Group's** structured process provides the framework for results-oriented creative projects. It's flexible enough to adapt to individual client needs and goals, while it streamlines basic steps common to all projects. Our focus on branding shapes both our process and our approach to design. The combined strength of our process, experience and creative talent allows us to solve communication challenges quickly and effectively.

Our creative process directs each of the integrated services we offer. Whether we create an individual project or an entire program, our strategic approach ensures that the communication solution works within its brand. Our design guidance and branding expertise strengthen marketing strategies, either through consultation or in the form of a design solution that we implement from start to finish.





04



Westlake Malibu Lifestyle delivers high-profile, thought-provoking interviews that provides substantial depth and food for thought. Focus is particularly interested in remarkable people who display the attributes of courage and altruism. Content ranges from the responsible elements of Eco-consciousness to admirable Portraits of Success. [continued on next page]





Portraits of Success

# S KELLY A T E R

I was part of the first generation of pro surfers, winning 19 major pro contests and the World title in 1977, and enjoying a long career that stretched through the '70s and into the '80s, ending with my retirement in December 1989. As a hard-core and analytical competitor, it was my job to evaluate anyone new coming up through the ranks, as I liked to be forewarned of upcoming opposition. I distinctly remember the first time I saw Mark Richards, Rabbit, O'cey, Tom Carren and Tom Carroll. All of them made a strong impression and all had a special spark; potential waiting to be realized, a future that was going to be written in bold letters. I met Kelly Slater in December 1989 on the North Shore as I was leaving the pro tour - he was just 17 and I was double his age, a whole generation between us. He was a compact and slender kid, with a fluoro orange Man Kechie board, a color coordinated fluoro green O'Neill wetsuit and an aura of absolute confidence. His style was fluid and fast and unlike any young surfer I have ever met, fully realized. He had it all, and right then I could see he was going to take surfing down an entirely new road, and scarily, he saw it too.

Kelly Slater's competitive statistics numb the brain, absolutely overwhelm it with the breadth and depth of his achievements. He qualified for the tour in 1991, won the Title in his rookie year in 1992, and since then he has been the terminator, systematically destroying every competitive record out there, erasing from the record books every name from every generation of the sport including Mark Richards (4 consecutive World Titles), Tom Carren (most event wins 33) and Mark Occhipinti (oldest World champ 33). He has built a grand edifice of success that will cast a long shadow over everyone that comes in his wake; 9 World Titles, 5 of them consecutive, the oldest at 36 and the youngest at 20 to win a World title, 40 ASP event wins, 6 Pipeline Masters, \$1.9 million in prize money.

The Invisible Hand By Shaun Tomson

JULY 2009 Westlake Malibu Lifestyle 11

## PAMELA ANDERSON

### The Untold Story of Baywatch's Icon

Throughout my career as a celebrity photographer, I have had the privilege of knowing how celebrities really live that time of camera. What I have learned time and time again is that the realness of who they are is very rarely about publicity. I have worked with the lovely Pamela Anderson throughout my career, and the passage of time has only enhanced how truly genuine she is about the things she does. Pamela is one of the strongest women I have ever met. She not only does the work, but she is a woman who can make a difference, and she has a sense of humor that is truly infectious. She is a woman who can make a difference, and she has a sense of humor that is truly infectious.

PHOTOGRAPHY & INTERVIEW BY CHRISTOPHER AMERSON

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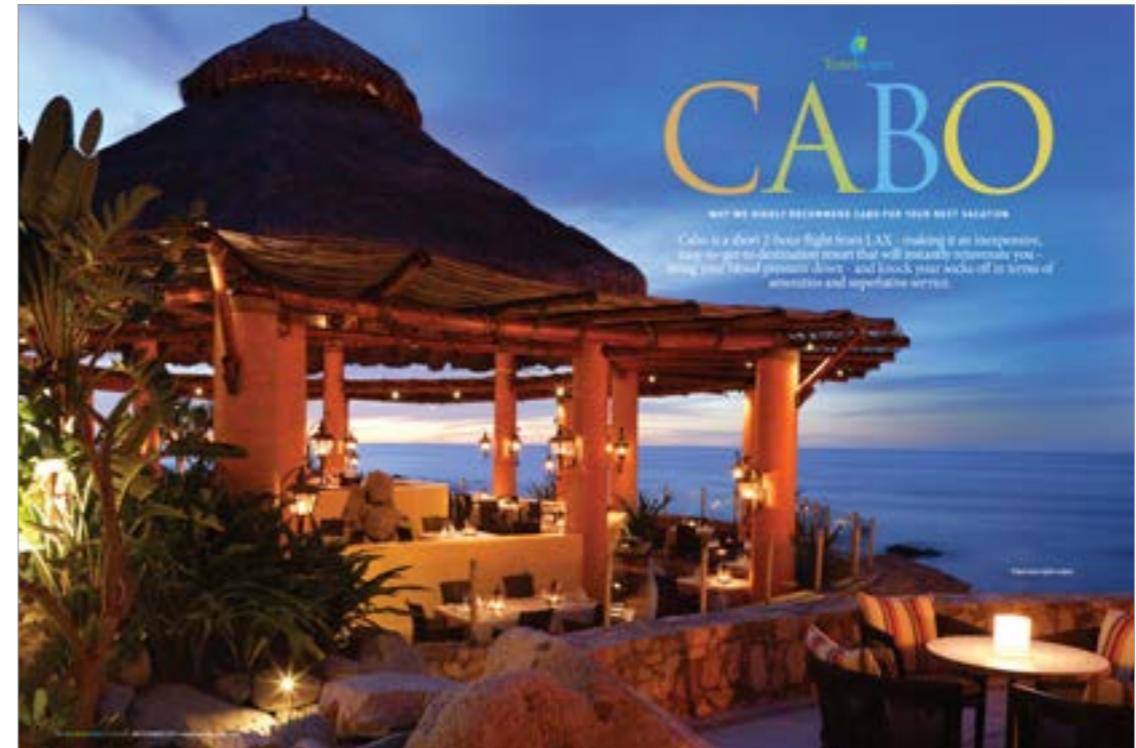
Portraits of Success

# SURFERS HEALING

Learning to let go and holding on... all to Catch the Perfect Wave  
Story by Steve Cole Photography by Paul C. Collins

The great thing about being a writer is that you meet extraordinary people. For David Paskowitz is the prototype of an extraordinary man. Like father, like son? (David's Paskowitz, now an 18-year-old surfer who married a three-time Olympian as a young man) and together they had three children. But unlike most families, the Paskowitz turned his back on a conventional, lucrative medical career and instead, he took his family on a massive adventure in a tiny 100 square foot trailer. In an interview, David said, "America not only gives you the opportunity to be your own boss and succeed, but it also gives you the opportunity to be your own boss. We still that our arrival at the lowest level would keep our family together." In the 1980s and '90s, the Paskowitz family moved and worked their way through Hawaii, California, Mexico, Florida and Israel. This was in the family's struggle necessary work by finding the place - who didn't have access to healthcare - in remote places.

MAY 2010 www.westlakemalibu.com Westlake Malibu Lifestyle 17



The magazine is available - free of charge - at major traffic areas all around Westlake Village, Malibu and Calabasas. Magazines can also be found at all doctors and dentists' offices. The strategy is to saturate prime geographical areas where there is the highest percentage of targeted consumers.



Incredible Flight to See Wild Mustangs

# TBM

OWNERS AND PILOTS MAGAZINE

SUMMER 2011

## CROSSING THE POND

Flying the Atlantic

Get More From Your Panel—Part II  
Ramping up with the Garmin G1000

Super Simple DIY Mods

PLUS  
Spend the Night at Sinatra's House  
TMBOPA Convention! Aug. 31 – Sept. 2  
Miles O'Brien on Space Travel

### New & Notable

#### Bring the Luxury Along

With the popularity boom of coffee products over the last decade, plenty of us just aren't comfortable facing the day without our espresso. Thank heavens for the Handpresso Wild Drip Press. Add the ground coffee of your choice, hold the unit over your aircraft's demitasse (1), and you're in business. Start your brew at [Handpresso.com](http://Handpresso.com) or at 888.389.4123

#### Show Me the Movie

The coolest new gadget to come out this year may just be the Optima Duo PK101 pocket projector. Plug the 4-inch gadget into your iPhone or iPad and project movies onto a wall or even the seatback in your airplane, even in daylight. Crisp images are available anywhere from 8 inches to 8 feet in front of the little projector. Plug in the speaker or headphones, and it's ACTION! Get all the info at [optima.co.uk/optimaduo/index.aspx](http://optima.co.uk/optimaduo/index.aspx).

#### All-in-One Jacket, Sleeping Bag, Raincoat and Tent!

Now you can be prepared for just about anything Mother Nature sends your way. The patent pending Jakiak incorporates a waterproof sleeping bag, minimally structured tent and insect netting into a comfortable jacket, creating an instant gateway from inclement weather. It is also the perfect addition to the emergency equipment you carry in your airplane. The sleeping bag folds down from the back of the jacket. You then step in and zip it up the side. The hood of the sleeping bag is pulled out from a pocket on the back of the jacket and that, in turn, is supported by metal tent rods. "Storm flaps" will keep out water, and netting will keep insects at bay. The sleeping bag also has room for extra clothing for additional warmth. Weighing about 2 pounds, the Jakiak is waterproof, breathable on the front side, and completely waterproof on the back, removing any worry you might have about staying dry, even when you're lying down. The Jakiak comes in a two-tone green and black print or you can ask about custom colors. Get more information from the website, [Jakiak.com](http://Jakiak.com), or by calling 800.373.5595.

#### TSA-Friendly is No Longer an Oxymoron

We all have to try commutally from time to time and, of course, that always includes the fun of the security check. Now it's all a wee bit more palatable, thanks to the folks at COB. Their new Phantom laptop case allows you to send your computer through the X-ray machine without having to take it out of the case. Grab the bag as it comes out the other end, and you're good to go. Well, after you put your shoes back on. Get the 411 at [COB-inc.com](http://COB-inc.com) or phone 800.263.4462.

#### No More Bad Hair Days

How things can make a long cross country flight more miserable than the pain of a poorly fitting headset clamped across the top of your head. And there's there's the way your hair looks after being "headbashed" for hours on end. Enter the new YOL. This new aviation headset installs customized earpieces into the pilot's ear, giving him/her the same high quality sound demanded by the most discerning aviators you can find. Communications with ATC are crystal clear, and onboard audio files from your MP3 are like nothing you've heard before. Check it out at [Jband.com](http://Jband.com).

#### Dog Ears

If you're concerned enough about your pet's hair to wear a head-protective device, you'll also want to make sure your pet is comfortable during the flight. Enter the new Dog Ears. This complete protection comes in five sizes, and they have a report a high level of satisfaction. See more at [mattmatt.com](http://mattmatt.com).

#### Pets Stay Warm and Cool

If you travel with your pet during these winter months, it can get downright cold in the backseat. Now your pet can remain toasty with a Konder Pets Carrier. Available in small, medium or large sizes, these carriers come with a "conductive plate" in the bottom, which automatically helps keep your pet's temperature in a comfortable range all winter. In the summer months, the Konder Pets Carrier switches to a cooling mode. The unit can plug right into your aircraft's 12 volt outlet or into the wall when you're back home. An onboard battery can keep your pet warm or cool for up to three hours. All the information is on the company's website, [KonderPets.com](http://KonderPets.com), or by phone at 888.929.6877.

## iPads in the Cockpit

Apple's tablet seems to be showing up everywhere, but do we really need it?

# ALL

it takes is a quick look around the lounge at the FBO to know that pilots have enthusiastically adopted the Apple iPad. It's easy to see why — you get a 10-inch screen on a device that weighs a pound and a half and can do everything from show you weather radar to help you navigate. But, for example, if you're already flying the glass cockpit of a TBM 850, is there really anything left for the iPad to do?

The answer is really more about what you give up than what you add. By snapping an iPad to the yoke, that stack of approach plates and charts, paper notes, log books and other random loose objects can stay safely in your flight bag. Instead, those same functions are available at the touch of a finger on your iPad, bringing up the Jeppesen approach plate when you need it, instead of wading through a stack of papers until you have the right one in front of you.

While you may still need your charts, approach books and other analog material with you in the cockpit, you can move it all to a standby position and use your iPad in the starting role. Just keep in mind that these are some things that you can't do with an iPad, and there are some things for which the iPad is nearly the perfect solution. It all starts before you ever slide into the left seat and start your checklist.

# FLYING UPSIDE DOWN

Pilots come from around the world to fly with aerobatic champion Sean Tucker. Yank-and-bank experiences during their 3-D flight training make them disciples of the waning art of aircraft control.

STORY BY HAL LUFKIN  
PHOTOS BY VICTORIA AROCHO

The fog was still hanging on the cliffs at Big Sur, less than 40 miles west of the modest, but perennially sunny King City, Calif., airport where the Tutuima Academy of Aviation Safety sits under its own aerobatic "tree."

Flight instructor Ben Frensdorff was enjoying a rare quiet moment with his boss Sean Tucker, "Sean D" as his admirers call him. They exchanged wisecracks about the fun they had taking the California Highway Patrol flight instructors for a spin during a recent multi-day training course. Those spins, like a growing legion of pilots, came to the Tutuima Academy to learn something they don't often see under normal circumstances — the value of flying upside down.

"We have a lot of airline pilots and corporate pilots who come to learn," Tucker said. On the surface that might sound counterintuitive but the truth is, pilots flying the big iron rarely reach the edge of the envelope. Everything is done in moderation — gentle landings, gentle turns. So why would the kerfuffle crew have interest in coming here just to hang on the straps?

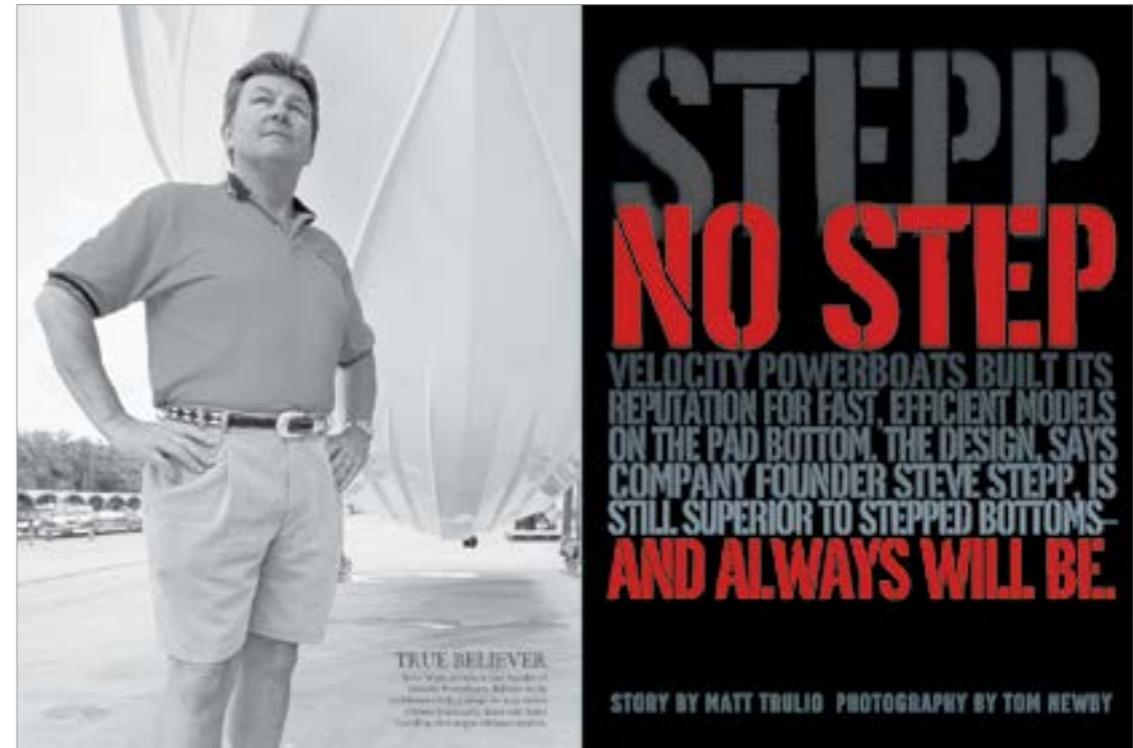
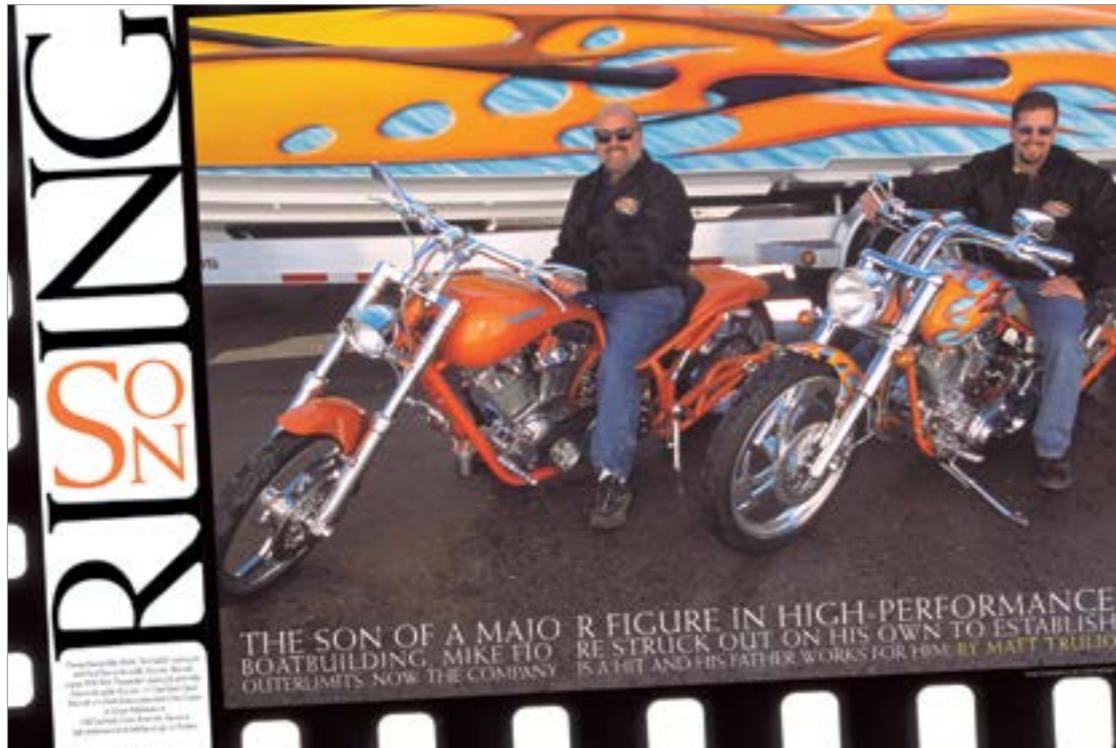
The TBM Owners and Pilots Association Magazine exists for owners and operators of the Socata TBM aircraft. We design and produce their quarterly member magazine which is distributed to all TBM owners/pilots and those in the aircraft industry who are TBM Aircraft resellers. Editorial covers everything from new product reviews to international travel. [continued on next page]





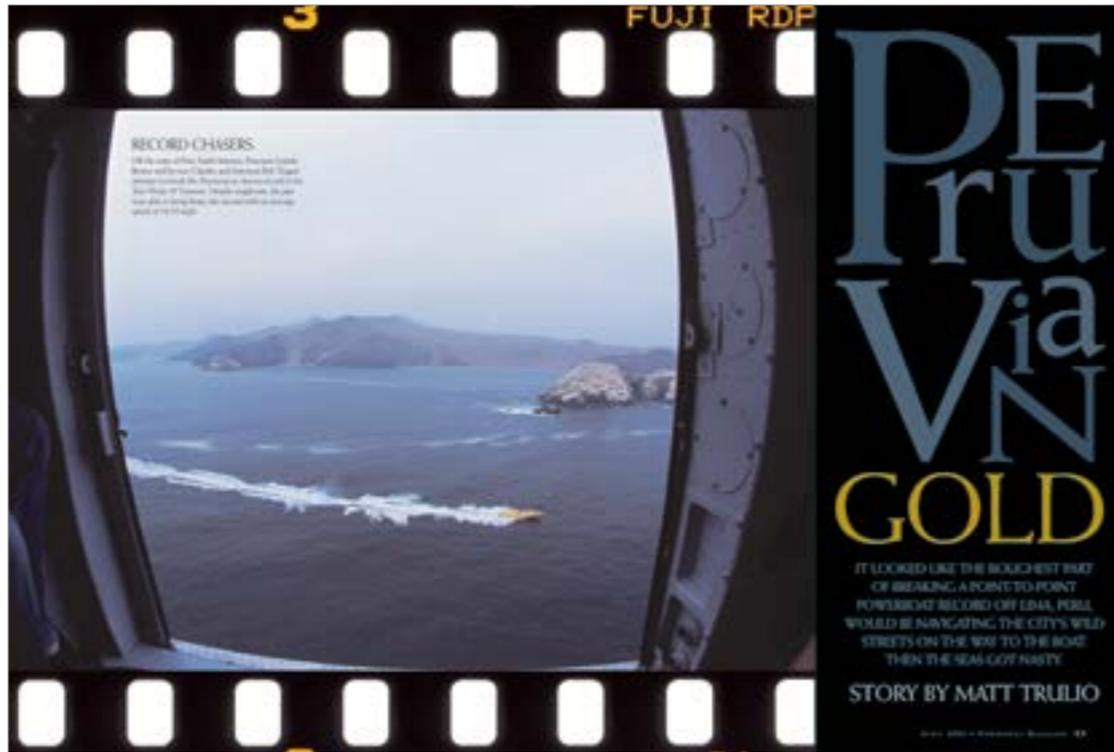


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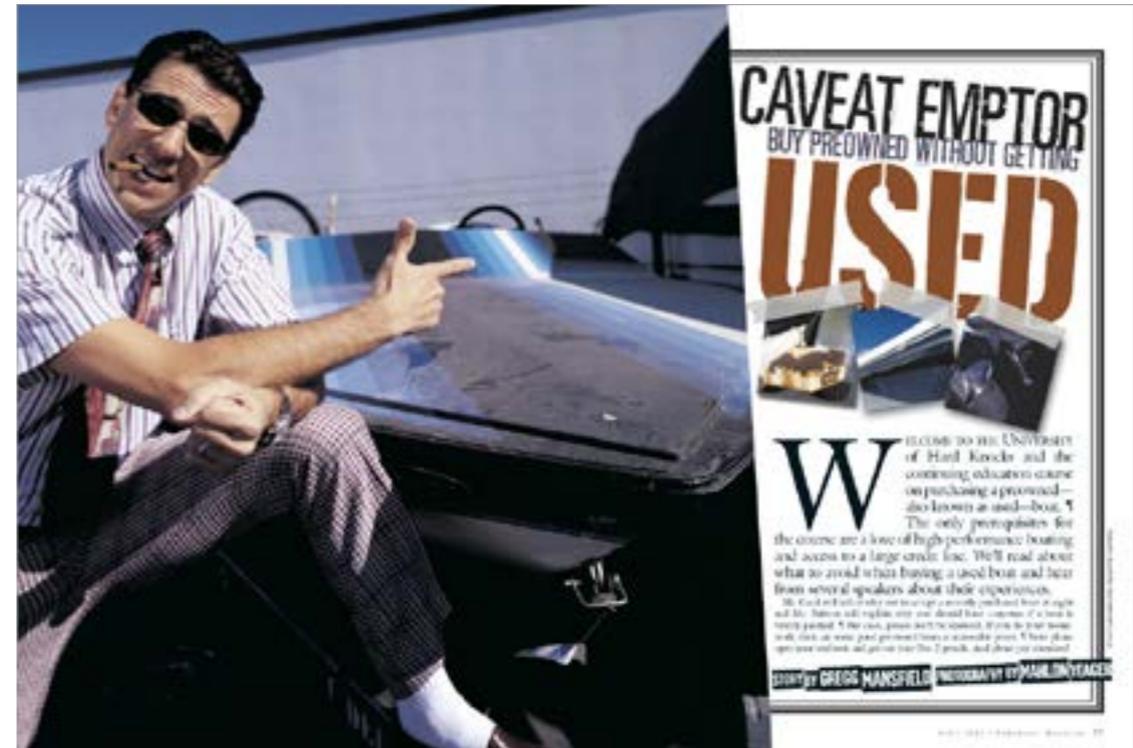
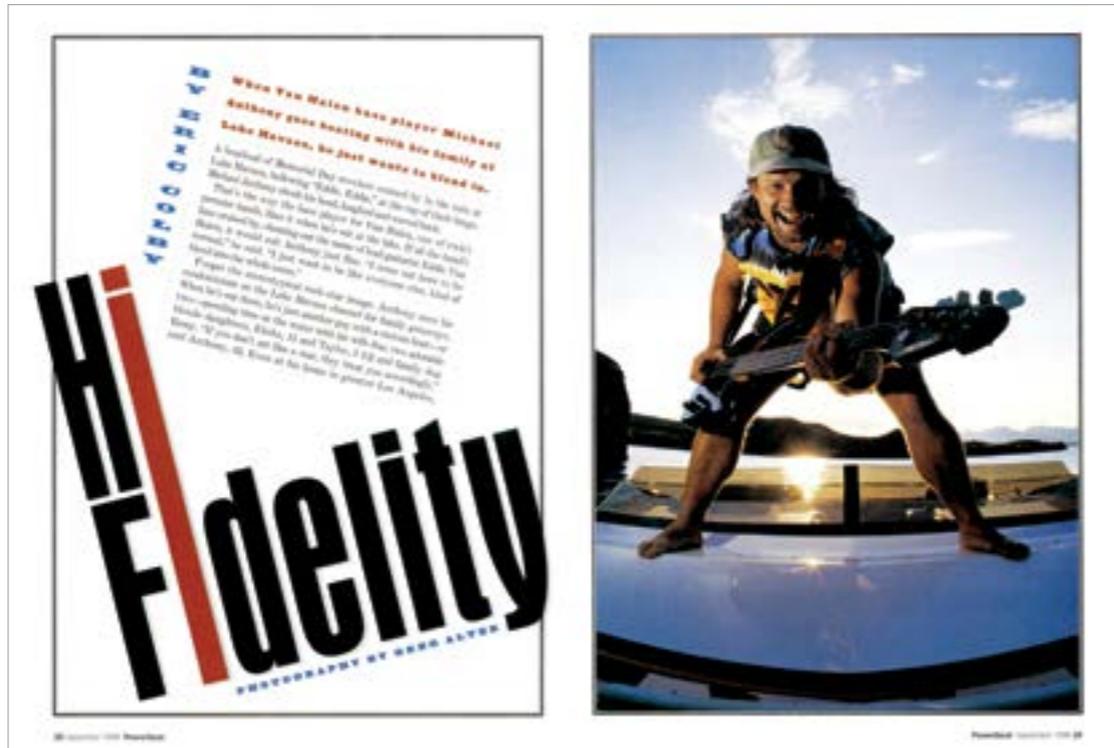


For nearly 40 years, POWERBOAT, the world's leading performance-boating magazine, has delivered uncompromising performance reports and boat profiles, in-depth technical stories and exhilarating lifestyle features. Re-Design launched December 2005. [continued on next page]





09



**HOME THEATER** SPECIAL ISSUE  
**4000+ PRODUCTS**  
**2010 BUYER'S GUIDE**  
 GEAR SETUP WE SHOW YOU HOW  
 THE YEAR'S BEST FLAT-SCREEN HDTVS + SPEAKERS + ELECTRONICS + DISCS + MORE!



### A/V RECEIVERS

WHO STOLE THE SHOW? ■ Mark Fleischmann

**J**UST AS EVERY MOVIE HAS ITS STARS AND supporting players, so does every home theater. For most viewers, the lead role and all the attention goes straight to that beautiful, bright, colorful HDTV. But it's often a nondescript box working behind the scenes, the audio/video receiver, that really steals the show. Most times, the AVR is the system's true focal point. It joins all the components together, gets them working seamlessly like a good ensemble cast, and—with any luck—delivers (along with your speakers) an Oscar-worthy audio performance of the critical movie soundtrack.

Taken at its most basic, an AVR is an audio component that combines the functions of two otherwise discrete components—a surround sound preamp/processor and a multichannel power amplifier—in one box. The surround processor receives the multichannel digital soundtrack from the source component (usually a disc player or cable/satellite/Internet set-top box), decodes that information, and routes each channel to the power amp's appropriate inputs. The power amp is the brain of the operation. It takes the low-level signals coming off the processor and provides the muscle to drive five, seven, nine, or even more speakers in a potentially movie-theater volume.

But the AVR does much more. The surround processor portion also contains switching circuits that let you connect all of your audio/video sources, along with your HDTV, and change both the sound and picture being played at the push of a button. Volume control and equalization also take place here. Most AVRs today even provide built-in room-correction software to automatically optimize the reproduction of bass, dialogue, and surround effects.

What's new in AVRs this year? No, revolutionary new features—but those introduced over the past three years or so are widdling down from midpriced models to lower-priced models. HDMI 1.4 and 1.4a, the versions that allow passthrough of 3D video signals from a Blu-ray 3D player to a 3DTV, are now standard equipment at all price points. Networking features have moved from higher-end models to midpriced and even some budget models. Home network streaming via DLNA, along with built-in apps for cloud-based services, are now found readily in midrange and entry AVR receivers as well. While flat-panel HDTVs and Blu-ray players mostly offer video streaming services, AVR manufacturers are focusing on music, with options for streaming Pandora, Rhapsody, Napster, Sirius Satellite Internet Radio, Spotify, and access to various local and distant radio stations via the Internet through aggregation like vTuner. Apple AirPlay, which allows convenient playback of your iTunes library through your AVR, with artwork and song metadata displayed on your HDTV, is also starting to appear more frequently. Some manufacturers are providing a different form of connectivity, Bluetooth, which will help Android phone users. Bluetooth is also compatible with iOS devices.

Another boon is the spread of control apps allowing use of an iPad, iPod touch, iPhone, or Android device as a graphically enhanced touchscreen remote control. This feature is available on some network-connected AVR receivers, which allows the device to control your AVR via your home wireless Wi-Fi network. Although the quality and extent of these interfaces vary from manufacturer to manufacturer and don't typically allow the supplied remote's full capabilities, they can be very convenient in day-to-day operation.

**ENERGY-EFFICIENT AMPLIFIER TOPOLOGIES**  
 A conventional AVR uses Class AB amplification, which can perform well but wastes some energy in the form of heat. More efficient alternatives are now arriving, including Class D, which turns analog input signals into a train of pulses that switch the output devices on and off rather than running them continuously. There are also Class G and Class H, which use schemes like rail switching and rail tracking to operate the output devices with only the minimum voltage demanded by the signal at any given time. If you want to share your power bill—or save the planet—these new topologies are worth considering.

**BEYOND 5.1**  
 Our position on surround sound is that it's a 5.1-channel medium at heart: three channels in front, two toward the rear of the side walls, and a dedicated low-frequency effects (LFE) channel. However, except for entry-level models, most AVRs have seven amp channels. That includes a basic array of 5.1 channels and another two channels for surround expansion modes. The latter may include front height, front width, or back surround channels. Most AVRs are set up for back surround processing, but many now offer Dolby Pro Logic IIz or Audyssey DNX for the front height options or, in the case of Audyssey DNX or DTS Neo:X, a front width option as well. Some manufacturers have proprietary modes that do something similar. Front height speakers can add a new dimension to certain movies but don't add much to music. Width (in our experience) adds little to movies and less to music. Back surrounds can be helpful if you side-surround speakers.

**Taken at its most basic, an AVR is an audio component that combines the functions of two otherwise discrete components—a surround sound preamp/processor and a multichannel power amplifier—in one box.**

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**THEater DIY** PUTTING IT TOGETHER

## A Labor of Love

This homeowner keeps his eye on the price. ■ By Matt Gambino

In January 2009, my wife Cindy and I purchased our new home in Raleigh, North Carolina, with an eye toward converting the large bonus room over the garage into a home theater. We wanted a space that we could primarily use to watch movies but could also serve as a place to relax and listen to music. We also wanted a space that was different from the rest of the house, so it would look and feel like a dedicated theater. We didn't understand do-it-yourself, but I felt confident that I could handle the project on my own. Still, I had no idea what it should look like, how to construct it, or what equipment to purchase. I spent the better part of six months researching everything I could find on home theater design and construction. Finally, with a plan in hand, I worked on the theater every chance I got (mostly nights and weekends) for the next five months. The only part of the project that we hired out was the carpet installation.

Lighting was a key consideration when I designed the theater. We needed the lighting to set the right mood and create the best experience. Whether we're watching the latest Blu-ray, playing a game on the Xbox 360, or listening to music, the remote-controlled Lutron 6-Zone CERA-RS has a scene programmed for every situation.

The room also posed some interesting challenges, including a large, arched window located in the front of the theater and another window located on the side at the rear of the theater. Because of the house's roofline, we couldn't alter some rather stark ceiling angles. To conceal

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## Jaws Restoration Software

A Blu-ray Collection a Century in the Making  
 ■ By Chris Chiarella

Going back a few years, the arrival of high definition in general and Blu-ray specifically signaled a new era of entertainment. While home theater has long promised a movie-watching experience that we could enjoy in our pajamas—without getting arrested—the reign of the 1080p optical disc promised us DVD convenience combined with superior cinematic quality. Delivering on that promise wasn't always so easy, however. Owing to a variety of variables, such as poor film storage, tight budgets, and the simple fact that some studios are more dedicated to the preservation of their libraries than others, many of the most anticipated Blu-ray debuts have been lackluster, frequently mere ports of existing standard-def masters.

As the very least, high definition demands that the restoration of older titles on the shelf be done right, but in some cases much more effort is required. The folks at Universal Studios understood the value of their catalog and the importance of preserving and presenting their catalog with state-of-the-art technology. They've aggressively remastered many fan favorites for HD over the past couple of years, but for the occasion of their 100th anniversary in 2012, they've gone a big step further. Universal announced a slate of some of the most popular movies of all time, which would receive extensive digital imaging restoration from the best available film elements. Keep in mind that each popularity is a double-edged sword, leading to extensive handling and handling over the decades, and so a great many things needed to be corrected. Dirt, scratches, and other degradation, sometimes quite severe, needed to be fixed if these were to be the true gems in an aggressive year-long release schedule.

Fortunately, the technology exists to handle just about any film, assuming that sufficient time, money, and skill are invested. Universal spent more to make these classic look like they've been in some cases better than they did at their theatrical premieres. The goal was primarily to remove the majority of the visible and audible imperfections, while remaining true to the integrity of the original work. Often the negative that ran through the cameras in 1974 (the optical source for any subsequent version) is located and evaluated. The film was then scanned at 4K for superior resolution, but a large quantity of extra frames needed to be used. With the wetgate process, a special fluid is applied directly to the negative during

historical segments that look at the studio's box office dynamism in different eras.

With more than half of film restored master currently available at press time, we decided to take another look at and give another listen to these truly special releases. We've listed with the most recent of these titles to land on our desk, the recipient of one of the most elaborate, tune-ups of the bunch. It also happens to be quite simply one of the best movies ever produced. Understanding the steps taken to reclaim this tarnished crown jewel will provide perspective on the entire endeavor.

**JAWS (AUGUST 14, 2012)**  
 Audiences today take for granted the notion of the summer blockbuster, but it was Steven Spielberg who invented it with his second film, Jaws. If you didn't live through the summer of 1975—the great white fish chomped up and spit out previous box office records, the media spoke breathlessly and endlessly about the movie and its makers, and the world embraced shark fever—you can't fully appreciate the cultural impact. And the film was an all richly deserved, since at its heart it was a terrifying, thrilling, funny, and brilliantly executed motion picture.

The restoration of Jaws required that the physical elements of the original work. Often the negative that ran through the cameras in 1974 (the optical source for any subsequent version) is located and evaluated. The film was then scanned at 4K for superior resolution, but a large quantity of extra frames needed to be used. With the wetgate process, a special fluid is applied directly to the negative during

*Jaws restoration requires split to show demonstration of frame repair*

*Jaws color split to show demonstration of color correction*

1 | NOVEMBER 2012 | home.theater.com

Home Theater is a magazine for the home theater enthusiast that helps provide the information and tools they need to building a Home Theater. We design the "one shot" publications for the Home Theater group which includes the *Home Theater Buyers Guides*, *Home Theater Design DIY* and the *Home Theater Complete Guide to Blu Ray 3D*. [continued on next page]



**BEST CONCERT/MUSIC VIDEO BEST SOUND BEST TV ON BLU-RAY BEST RESTORATION BEST EXTRAS BEST INTERACTIVITY**

**BEST PICTURE QUALITY ANIMATED BEST PICTURE QUALITY LIVE ACTION**

**BEST PICTURE QUALITY ANIMATED BEST PICTURE QUALITY UNRATED BEST EXTRAS**

# BEST BLU-RAY DISCS

**B**lu-ray is in its fourth year, and guess what? It's somewhat mainstream. It's now easy to find a player for just over a hundred bucks. Big new-release Blu-ray titles are selling in larger numbers, and prices are dropping there too. Whether you're just joining the Blu-ray or looking to augment an existing collection, here's a Top 100 called from our expert group of reviewers to use as a guide. Whether you want the best picture and sound to show off your home theater system or to scare your neighbors, or you're looking for the best in extras and interactivity, here's the best of the best from the *Home Theater* staff.

1 BLU-RAY BUYER'S GUIDE 2010 [home theatermag.com](http://home theatermag.com) 2

## COMING ATTRACTIONS

**DEPT SUBHEAD1 COM**

The TV looks great on the wall, but where are you going to put your components and how are you going to hide those unsightly cables? The TV Smart Shelf solves both problems and is designed to fit most stationary TV wall mounts from 32 to 60 inches. A glass shelf is supported by two brackets that attach to the TV mount using four wing nuts and bolts. Cables are hidden behind removable covers on the support arms.

Flexible and sturdy, the shelf is made of 0.4-inch-thick tempered glass with a weight capacity of 30 pounds. Price: \$40 for 3-foot clear or black-glass shelf; \$70 for 4-foot clear-glass shelf. Check prices.

Simple Shelving Solutions • (419) 665-6597 • [fitascree shelving.com](http://fitascree shelving.com)

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Simple Shelving Solutions • (419) 665-6597 • [fitascree shelving.com](http://fitascree shelving.com)

2 MONTH 2012 [home theatermag.com](http://home theatermag.com) 3

## 100 BEST BLU-RAY DISCS

**THE DARK KNIGHT**  
(Warner Brothers)  
This Dolby TrueHD lossless soundtrack is relentless. Its gunshots and pyrotechnics are explosive, with staggering dynamic range—enough to make you jump. Crumbling, droning low bass is present throughout. Hans Zimmer's intense, minimalist score adds to the film's emotional uncase and is captured sensationally here. Surrounds envelop throughout, but they place directional effects spot on when required. Plus, the dialogue is clean and never gets lost in the tumult. This is pure reference quality and a must-own for anyone who wants to show off their theater.

**PIRATES OF THE CARIBBEAN 3-MOVIE COLLECTION**  
(Walt Disney)  
At hand or at sea, *Pirates of the Caribbean*'s uncompressed PCM tracks fully envelop you at every moment and are potentially explosive when called for. These soundtracks are active and expressive every second of the run time, both loud and quiet. There's no getting around the action set pieces, like the cannonades between ships and the Kraken's destructive assaults as it pulverizes ships from the inside out in *Dead Man's Chest*. The trilogy is a wild ride on Blu-ray.

**Black Hawk Down**  
(New Line)  
Think of the beach scene from *Saving Private Ryan* lasting two hours and 20 minutes. That's an approximation of this film's mind-blowing sonic experience. Presented in explosive uncompressed PCM, this Oscar winner for Best Sound delivers everything. The spatial details, dynamics, sound pressure levels, and overall aggression are amazing. The convincing realism of the individual effects will knock you out. You'll be exhausted by the time the end credits roll. This is reference-quality sound in every way.

**Any Pixar Title**  
(Disney)  
From the opening car of the engines in *Cars* to the games of Paris in *Ratatouille*, no one serves up sound design like Pixar. From its early days at Lucasfilm, Pixar has made sound design a key factor in its production, employing some of the biggest names in sound design. Every one of its releases features an enviable masterwork of surround sound with incredible dynamics, subtle nuance, and heartwarming scores. It doesn't matter which title you see up, you're in for a sonic treat every time.

**Master and Commander: The Far Side of the World**  
(Columbia TriStar)  
This is among the best-sounding films ever made. You feel a real sense of the atmosphere, from every creak of the hull to the gentle lapping of the sea. Combined with intense battles, blistering explosions, and unerring cannon fire, this is a dynamic tour de force. The soundtrack is one of the best we've heard, its imaging extends around and over you. *Master and Commander*'s soundtrack defines the state of the art.

**Cloverfield**  
(Paramount)  
While the jury is out on Cloverfield's spacy-camera imagery, there's no controversy about its crushing Dolby TrueHD soundtrack. It images a full 360-degree sound field, and it features some of the most bone-rattling bass you'll ever hear. It's also surprisingly adept at the subtle aspects of sound design—like behind the camera in the apartment party that starts things off or in the dark, claustrophobic soundbath of the movie. This disc demonstrates sonic aggression on the large scale.

**The Hurt Locker**  
(Summit Entertainment)  
The pulverizing deep bass will expose every resonant mode in your room. You and your neighbors will think your place is being demolished by Humvees and tanks, with choppers providing air support. The gunshots, explosions, and other transients have more dynamic crack than nearly anything we've heard, especially in the surround channels. Each of the many different weapons fired and ordinance detonated has its own distinct sonic signature, and dialogue is mostly clear. This DTS-HD Master Audio soundtrack offers two-plus hours of demo material.

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**THE ULTIMATE MATRIX COLLECTION**  
(Warner Brothers)  
Each of the three films boasts an impressive Dolby TrueHD 5.1 soundtrack filled with dense, warbling scenes. In *The Matrix*, the lobby scene offers depth and impact as bullets fly around the room. In *Reloaded*, the highway chase places you in the middle of the action with vehicles careening all over the road. And in *Revolutions*, bass enthusiasts will catch the most intense room-shaking bass imaginable as the trilogy draws to its sub-par conclusion.

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# POPA

PILATUS OWNERS AND PILOTS ASSOCIATION - WINTER 2012

**PROFICIENCY in 5 EASY PIECES**

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**5 BLADE PROP IS IT WORTH IT?**

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**PILATUS PILOT PROFICIENCY IN FIVE EASY PIECES**

**YOU'RE ONLY AS GOOD AS YOUR NEXT FLIGHT.** By Paul K. Sanchez

One of the benefits of doing initial/refresh courses in PC-12s is that I see a lot of common errors on the initials and mis-taughts on the refresh courses. Some of it is related to avionics software and other times it is a misunderstanding of aerodynamics of the PC-12 aircraft itself. Let's take a look at a few and see how this can dramatically change your next refresh and, better still, your next flight.

**1 A GOOD PILOT ALWAYS FOLLOWS THE DIRECTOR.**

Most commonly, I see pilots not using the director on the Honeywell KFC325. They'll gladly engage the autopilot (which always has the flight director programmed) but won't program the director before take-off/climb/descent/approach/landing for suggestions.

In fact, the flight director is probably (and admittedly) the best Pilatus PC-12 instrument instructor around. He's always there in the aircraft on time and always suggests what bank angle/pitch angle to use to accomplish what you told him. And, of course, the Honeywell KFC325 flight director has got more flight time in PC-12s than any other instructor that I know. Of course, his only fault (if I do say so myself) is that he can't talk, but he does

move his hands left/right/up/down in suggestions very well. So why are we not using this flight instructor by telling him what we are trying to accomplish for a given segment of flight?

At the hold-short line, press the F/D button on the KFC325 flight computer, press (GA go-around) on the power-control lever and, just like that, you now have the flight director showing you how to get to wings-level with 8-degree positive pitch. Set the heading bug on the runway alignment, and the director will show you how to stay on that heading. Select the altitude you cleared for ("climb and maintain 4k, expect taxi in 10 minutes") and press A/B on the KAS297, and the director will suggest how to level off for capture. In fact, when told to take heading "xxx" and on the transition, press the NAV button on the KFC325 flight computer, and the director will show you how to hold in.

Amazing. After takeoff, I would suggest using a Vy appropriate to your weight for indicated air speed (IAS) hold mode on the KFC325.

**2 ALTITUDE IS YOUR FRIEND: IT WILL NEVER LET YOU DOWN.**

Now comes the issue that many previous pilots/drivers have to learn. Altitude control is the same as fuel/range/speed/endurance control.

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## PERFORMANCE PLUS... AND MINUS?

KNOWING WHAT YOUR AIRPLANE CAN AND CAN'T DO IS CRITICAL. By John Morris

### One of the many plus points

of the PC-12 is the ability to travel long distances, at a high gross weight, and then land/takeoff on short runways. In addition, if it is a sea-level airport, the performance is very hard to beat!

I recently had the opportunity to fly from the east coast of Florida to St. Barthelemy (TFEI), Guadeloupe. The straight-line distance was approximately 1,100 nm. No problem for the PC-12. Well, almost. St. Barthe is internationally known as a Caribbean resort-type destination island with access via boat or small commercial or General Aviation aircraft. It is uniquely known for its airport, or really for the standard arrival to the airport over the heads of observing tourists standing at a traffic circle approximately 500 feet from, and 50 feet above, the end of the runway. That doesn't sound like anything special except for the surrounding hills and the short, single runway that makes for a very interesting, non-standard approach angle that can give most pilots minor heart palpitations! This airport is considered the third or fifth (depending on source) most dangerous commercial airport in the world.

Because of the location and length of this runway, the French Civil Aviation Authority (DGAC) requires a prior checkout, with a DGAC-approved flight instructor familiar with the special operations at St. Barthe. I was able to accomplish this in the PC-12 by pre-arranging first to stop in St. Juan to pick up an instructor, who is PC-12 qualified, and then proceed to St. Barthe where I completed the requisite training while staying on the island for several days. Note: The checkout can be accomplished in any aircraft that is suitable for St. Barthe, but it would be wiser to have the training performed in the aircraft intended to be operated into this airport.

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**PC-12 SAFETY TIPS**

## DO YOU FLY YOUR PC-12 LIKE A PRO?

FOLLOW THE SAFETY STEPS PERFECTED BY PAID FLIGHT CREWS. By John Morris

A few months ago I had a discussion with some individuals about purchasing one or more PC-12s for a Part 135 endeavor. The principle investor was not a pilot but had done extensive study on the type of aircraft to use for this enterprise. He had narrowed his choices down to the PC-12 and the Hawker Beechcraft B-300 (350). His choice of the B-300 was, in no small part, due to its safety record. He reasoned that the B-300 had a near perfect safety record because of its manufacturing design that did not fail. To be fair (and not the least bit partial), my first response was that the PC-12 and the B-300 are quite different airplanes and that the B-200 would be the "better" comparison, since many of us generally equate the PC-12 as the single-engine B-200. So with just basic information about the B-300, I suggested that it is not only the design that contributes to its safety record, but the required two pilots, due to the higher (than the B-200 family) gross weight/seating and the usual type of operation with this larger twin turboprop.

What I should have added was that since the B-300/350 weighs more than 12,500 pounds, the pilot will be required to have a type rating for the aircraft (the B-300 family is for the most part approved for single-pilot operations). Getting a type rating in any aircraft increases the amount of training, with the inclusion of actually having a checkride in the aircraft or approved simulator to FAA completion standards versus non-type rated aircraft completion standards set by the insurance-approved training source.

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The POPA Owners and Pilots Association Magazine exists for owners and operators of the Pilatus aircraft. We design and produce their quarterly member magazine which is distributed to all POPA owners/pilots and those in the aircraft industry who are POPA Aircraft resellers. Editorial covers everything from new product reviews to international travel. [continued on next page]



**Hot Spots** TRAVEL

# WEEKENDERS

GOTTA GET AWAY

*If you're wondering who in the world steps up to pay \$34,000 a night for a hotel room, the answer is "a lot of people." The Atlantis Bridge Suite has a five-year waiting list. And did we mention there's a four-night minimum when you book it?*

**THE BRIDGE SUITE AT ATLANTIS**  
CAN YOU GET A GOOD NIGHT'S SLEEP WHEN YOU'RE PAYING \$34,000 A NIGHT?

**The Atlantis Resort**, on Paradise Island in the Bahamas, is nothing short of magnificent. You can swim with dolphins, play golf, scuba dive or relax with a gourmet dinner at a waterfront restaurant which looks out on a great aqueduct filled with sharks. And if you're feeling like you deserve to be surprised, try staying in the Bridge Suite, one of the most opulent (and expensive) residences in the world. The 4700-square-foot Atlantis Bridge Suite gets its name from its location. The resort's two Royal Towers stretch 23 stories high. The Bridge Suite connects the towers on the 16th floor, offering unobstructed views of the entire 600-acre, \$450 million resort and the turquoise ocean that surrounds it.

The 10-room suite is decorated in red, black and gold (lots of gold) and comes with its own butler, bar lounge and entertainment center as well as 12-foot ceilings. The master bedroom has a sitting area, his and hers closets and hand-painted linens. The bathroom features chaise lounges, marble baths and dolphin fixtures. For those who are picky about their personal space, there are two separate master bedrooms. The kitchen also has its own entrance so the butler, cook or any other of the suite's seven dedicated servants never need to bother you.

The Bridge Suite includes a 30-foot by 25-foot living room, complete with a grand piano, two entertainment centers and an 800-square-foot balcony and a dining room with a 22-karat gold chandelier and custom-designed 10-seater table. There's even a guest room with custom-made draperies and carpets, designer furniture and a set of wardrobes almost large enough to fit in.

Guests who have stayed in the Bridge Suite include Michael Jackson, Oprah Winfrey, Bill Gates, Celine Dion and Michael Jordan.

You don't have to leave your room at all, but if you do, the resort has plenty to explore. More than 35 restaurants, bars and lounges at Atlantis offer guests a smorgasbord of choices ranging from the largest poetry selection in the Bahamas to an international marketplace of delicacies, from exquisite fresh seafood served elegantly in the middle of the underwater ruins of Atlantis to sophisticated Southern Italian or Chinese specialties.

The 10-room suite includes breakfast, lunch and dinner buffets. The Marina Village adds 21 retail shops, five distinct restaurants, a bar/lounge, a limo lounge and a Johnny Rockets, the venerable 1950s-styled diner. There's also a casino, the largest in the Bahamas, if you're feeling lucky.

If you're wondering who in the world steps up to pay \$34,000 a night for a hotel room, the answer is "a lot of people." The Atlantis Bridge Suite has a five-year waiting list. And did we mention there's a four-night minimum when you book it?

For more on the Atlantis property, go to their website at [Atlantis.com](http://Atlantis.com) or call 888.877.7525. Airport: Paradise Island (PID).

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*Circumnavigating the Continent of Africa*

# Africa

*A nighted trip through one of the most rich regions on earth gives pilots a whole new understanding of this time. Text and Photos by Lynn Paulson*

Dawn on the Zambezi River is always an event. As the sun dimmed out of the tree line, lions roared, hippos snorted their approval, and the flocks of tiny yellow Mask Weavers sang their hearts out from the tall grasses. A group of American aviators was hiking a winding trail that descends to the cliff tops which stand watch over Victoria Falls, one of the world's Seven Wonders. It seemed like only a moment ago they had taken off from Quebec City, Canada, crossed the pond via Greenland and Iceland, then headed south through Prague and Venice and Santorini, over to Agaba and then on down to Kenya, Tanzania and Zambia. The goal was to reach the Cape of Good Hope in South Africa, then turn north toward Namibia and continue up the west side of Africa and home. It was Day 26 of a 54-day, 21,000-mile flight to circumnavigate the entire continent of Africa. Equally remarkable was the fact after reaching the halfway mark, no pilot had used a single sheet of paper in the cockpit.

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**HISTORICAL FIND**

# BEING FRANK

**AN AIRCRAFT SALVAGE COMPANY DISCOVERS A REMARKABLE AIRPLANE.** By Devin Cohen

It was mid-May 2005 when Ken Williams arrived at the Sun Jet Center, at the southwest corner of the city's international airport, and eyed a Learjet from a bygone era. Williams was the chief operating officer of Atlanta Air Salvage, a company based at Griffin Spalding Airport that collects fire-damaged planes too damaged or too outdated to be of use to anyone else.

Williams had flown cross-country at the behest of Atlanta Air chief executive officer Ronnie Powers, who had recently fielded a bizarre call from an attorney in a hurry. "A lawyer called one day and said, 'We've got an old Lear for sale. Will you give us \$1?' The decades-old business jet would likely be relegated to scrap metal, but Atlanta Air was accustomed to raising planes from fires and dragging wreckage out of the woods. At least this recovery would be easy. Powers paid \$45,000 for Learjet Serial No. 31 and sent Williams to see what it would take to haul the plane home for its salvage. "We were just going to break it down for parts," the CEO said, "and I wasn't even sure it was good for that."

Out back, behind Sun Jet's hangar, Williams found a rusted relic that had sat for years in the rain. The plane had been abandoned by its previous owners and exposed hangar fire last month 2004. The jet center then had simply dragged it out and left it in the elements. The once-gleaming fuselage had long since dulled, the vinyl white no longer stood in stark contrast to the black and gray trim. The single window along the port side of the aircraft was caked in grime. Rickles were stuck in the wheels. Inside, Williams found grey carpeting and grey leather seats—a rather stark complement to the mess outside. The logbooks were gone.

As he snapped photos, something didn't sit right. The COO had a nose for history. This might not be an antique biplane discovered in a barn some place, but the V-number struck him as odd. He called Lear to run a historical records search for his boss.

In Atlanta, Powers thumbed through the history of the dilapidated plane. Before being shipped out

*Once the discovery of N175FS was made public, the jet was quickly snapped up by a European collector. Today, unfortunately, it has gone back into hiding. Until late 2008, the plane was under the care of Jeff Thomas, a noted aircraft historian and consultant who was safeguarding it for the collector.*

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**New Products**

# NEW & NOTABLE

**MUST HAVE**

Four years ago, the largest peace-time gathering of P-51s since World War II took place in Columbus, Ohio. Officially referred to as The Gathering of Mustangs and Legends, the event brought together the lion's share of the world's remaining airworthy North American Mustangs as well as many of the pilots who flew them in combat. The event also attracted the U.S. Air Force's Heritage Flight Program and included appearances by the F-22 Raptor, the Thunderbirds and more. Now uber artist Paul Bowen has edited some of the finest aviation photos from the event and produced a coffee-table book par excellence: See an incredible collection of 51 Mustang images as well as prized shots of modern Air Force firepower in The Gathering of Mustangs and Legends, The Final Roundup. Visit [GatheringFoundation.org](http://GatheringFoundation.org) to order online. Orders outside of the United States must be placed by phone at 407.846.7251.

**Canon's New Powershot G12**

Pro and shoot cameras just keep getting more amazing, and that's certainly the case in 2012 for the new Canon Powershot G12. Canon's Powershot G-series is a member of the high-end compact camera market. Originally designed to offer film SLR users (relatively affordable) a more enthusiast digital imaging, over the past 10 years G-series cameras have evolved to become what they are now—superior, high-quality compact cameras and prized shots of modern Air Force firepower in The Gathering of Mustangs and Legends, The Final Roundup. Visit [GatheringFoundation.org](http://GatheringFoundation.org) to order online. Orders outside of the United States must be placed by phone at 407.846.7251.

**Telex is All Ears**

A new design in headset for business pilots is drawing its share of attention. The Ascend from Telex has a five-pin XLR (XLR type) connector for comfortable cockpit active noise reduction. A quick swap-out, and the Ascend can connect to stereo entertainment, iPad or MP3 players for passengers in the cabin. The new headset can be powered off the microphone plug or a rechargeable battery, again, at the pilot's choice. Use the Ascend to speak with ATIS, then connect it to listen to music on a favorite headset. The Ascend concept gives a full 180-degree, enabling the headset to fold flat for compact storage. Learn more at [Telex.com](http://Telex.com).

**You Oughta Be in Pictures**

Now it's easy to retire your adventures, thanks to the new NFlightcam video-camera systems. It's a piece of cake to use. The ultra-wide 170-degree lens provides sharp detail of your landing at an interesting location, your first solo flight, or your latest aerobatic accomplishment. The GPS model logs your exact location as it records. Play back your video alongside speed, altitude and position readouts on Google Earth maps.

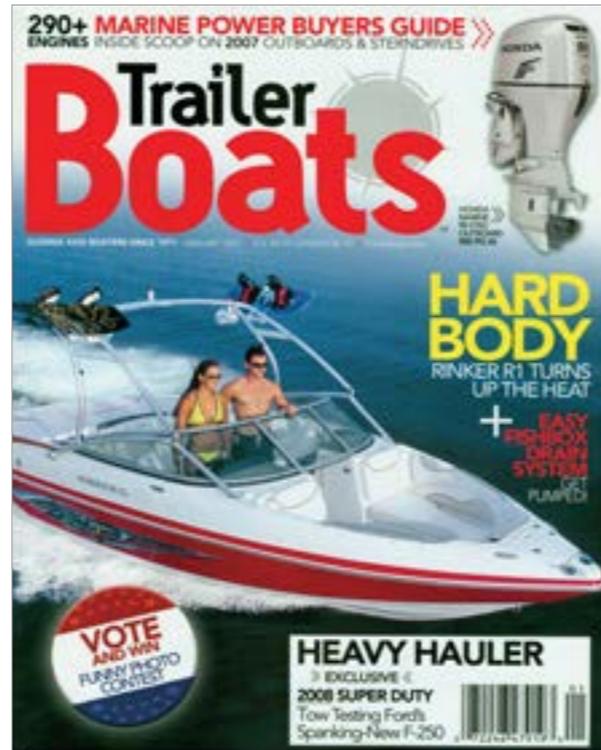
The NFlightcam weighs 4.2 oz. and operates for up to two hours on a single charge. Easy transfer makes great viewing on your computer or big-screen TV for the ultimate outdoor enjoyment! Available at [Sports.com](http://Sports.com) or by calling 800.776.7897.

**IPAD TO YOUR KNEE**

A new keyboard from ASA makes a happy home for your iPad in the cockpit. The portable-style presentation allows full access to all the buttons, and there's a hard writing surface on the left, supports the face of the iPad. The iPad Keyboard's cover slides to make a horizontal or vertical desktop and works with both iPad 1 and 2. For more, go to [ASA2fly.com](http://ASA2fly.com).

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# POWER PLAY

Technological advances and more efficient power define the current state of outboards and stern-drives > BY JIM BARRON

As has been the case in recent years, the major advances in marine power continue to resonate in the outboard field, and 2007 is no exception. Another trend is the gradual slowing of new model introductions. Compared to the furious release of new engines we witnessed throughout the earlier part of this decade, things are a bit tamer now.

That's not to suggest the industry is sitting still. Far from it. With second generation four-strokes beginning to hit the market, horsepower is up and fuel consumption is down. Punchy and fuel-efficient direct-injected two-strokes continue to find a loyal fan base, as well - and why not? Besides excellent power-to-weight ratios, they also provide the low-end torque that boaters love. The sun isn't shining quite so brightly on the other side of the two-stroke coin, however, as most manufacturers are shifting away from conventional technology EFI and carbureted models.

On the stern-drive side, most of the advances for 2007 are more accurately described as the refinement of existing products. Much of the attention in this segment is on diesel stern-drives, where we are seeing lighter, more powerful engines.

Other trends for '07 include an increasing emphasis on digital technology, and advances in tiller handles for outboards as manufacturers focus on some of the small to medium-size engines. In terms of pricing, a few companies have held the line for certain models, but, overall, prices are up approximately 3 to 4 percent from last year.

Let's take a closer look at the state of Marine Power 2007.



VOLVO DIESEL OUTBOARD



# CAGE MATCH

With a new engine, new transmissions and titanic towing comfort, the Yukon XL and Expedition EL face off in an SUV smackdown > BY STUART BOURDON

With Ford's introduction of the long wheelbase Expedition EL for 2007, it wasn't a question of if, but when we would pit it against the GM equivalent - a 2007 Chevrolet Suburban or GMC Yukon XL. In order to make this cage match as fair as possible, we opted for an upscale Expedition Limited EL four-wheel drive (4WD) and an equally option-rich Yukon XL Denali AWD. Both were loaded to the gills with DVD navigation systems, power-adjustable pedals, moonroofs, power liftgates, spiffy 20-inch wheels, auto-leveling rear suspensions, and high-end audio with rear seat entertainment systems. In addition, the Ford had a reverse-sensing collision avoidance system; not to be outdone, the GMC boasted a rearview camera. The Yukon XL even came with an optional heated steering wheel.

The Yukon XL Denali and Expedition Limited EL we tested had other things in common, too. For instance, both carried six-speed automatic transmissions and powerful V-8 engines.

### POWERTRAINS

GM's new 6.2L Vortec V-8 features an aluminum block, forged steel crank (all other truck Vortecs use iron cranks), high-flow aluminum cylinder heads with a unique inlet port shape, an offset rocker arm design (inherited from the heads on the Corvette Z06's LS7 7.0L engine), and variable valve timing (VVT). The VVT system uses a dual-equal cam phaser to adjust camshaft timing at the same rate for both the intake and exhaust valves, and works to optimize performance and fuel economy.

Its numbers are impressive. The 6.2L V-8 punches out 400 hp at 5700 rpm and 415 lb.-ft. of torque at 4600 rpm. The engine throttles up rapidly and produces strong acceleration through 3000 rpm - but it has a real sweet spot at around 3500 rpm. The Expedition EL's powerplant isn't new, but it's certainly not generic, having first been offered in the Expedition in 2005. The potent, three-valve-per-cylinder, 5.4L Triton V-8 is based on a cast-iron block, steel crank and aluminum head.

package. It also features variable camshaft timing. Power is robust. The Triton cranks out 300 horses at 5000 rpm and 365 lb.-ft. of torque at 3750 rpm. Its acceleration also comes on strong and holds well to around 4000 rpm, but it runs best between 2500 and 3000 rpm.

Both engines have guts and make good towing powerplants, but the new 6.2L Vortec delivers better towing acceleration and overall highway drivability than the 5.4L Triton, at least in these particular applications. The Vortec's power comes on early - maybe a bit too early - and this is where the Triton performs a shade better. It offers a more gradual and linear rate of acceleration in the lower end of its rpm range, although not as quick as the Vortec, it is smoother off the line.

### GEAR TALK

As noted, the Expedition EL and Yukon XL Denali are equipped with six-speed overdrive automatics, and both share a wider-than-normal ratio range across the spectrum of gear choices. This has two positive effects for trailer boaters: improved fuel mileage, and less of a tendency for the transmission to gear hunt. Reduced gear hunting helps keep heat buildup - and the resulting wear and tear - to a minimum.



# DOUBLE YOUR FUN

With Optional Twin Engines and a Boatload of Neat Features, Sea Doo's 24-footer takes Performance Boating to New Heights

Supra's new Launch 20 SSV does two things well. First, the 20' 24-footer supercharges a larger rig by providing more passenger space than most boats of its size. Second, with its inboard V-twin engine, standard cover and ballast system, the Launch 20 SSV serves as a towboat for funatical boarders who want a precise tow and perfectly shaped wake - yet it also has design features that suit those who would rather ski.

The Supra's 20-foot, 8-inch length makes it highly agile, while a 7-foot, 11-inch beam keeps the wakes from being overly wide for riders and recreational watermakers. Today's boaters - and even hardcore riders and skiers - don't want to be squeezed together. They want living-room comfort while watching riders and skiers doing big tricks. That's why Supra took cues from its 22 SSV and incorporated them into the 20 SSV. Passenger space in the bow, for example, is similar to the 22's, which was accomplished by shrinking the helm console. Sure, you lose storage, but you gain extra reclining room; plus it allowed Supra to incorporate a true walk-through to the bow. The cockpit has wrap-around seating that follows the gunwale from the co-pilot's position to just behind the driver, providing nearly 15 feet of sitting and reclining room. And when action behind the boat really the moment a rich look. With 26 inches of stern or fireboard at the helm, the 20 SSV is not a deep boat - but this contributes to its exciting ride and sporty attitude.

### PASS THE COCOA BUTTER

The 41' 26-foot ramp is roomy enough for two sun worshippers, as Supra managed to squeeze more space here by designing the transom with a vertical line instead of angling it at

Dedicated to the hard-core enthusiast, Trailer Boats magazine is researched, written, edited and photographed to be the quintessential authority in trailerable boats, marine propulsion, accessory installations and use, maintenance and repair, tow vehicles, boat trailering, seamanship, watersports and cruising. Re-Design launched January 2007.





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Bass & Walleye Boats is the magazine of performance fishing boats, featuring performance modification how-to's, tech tips, new product reviews, and tests of all the new freshwater fishing boats and outboard engines. Re-Design launched February 2007.





A



B

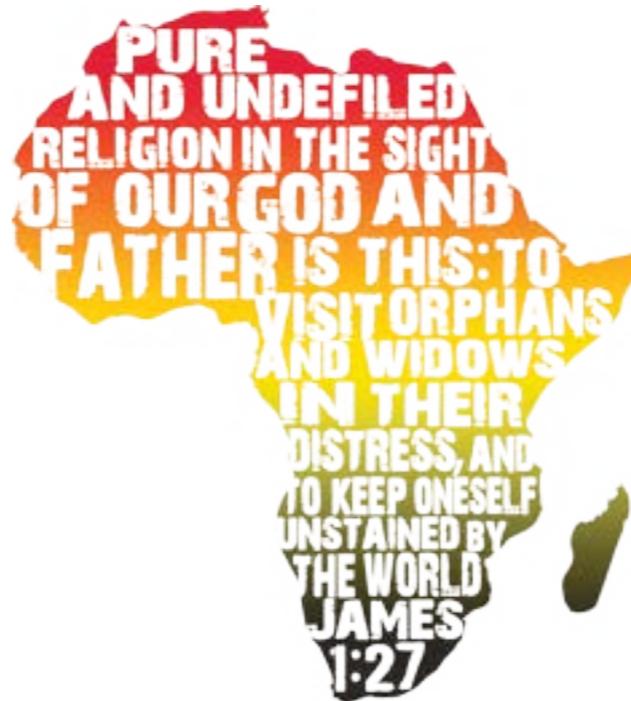


**NORDSKOG**  
*Reliable, Dependable, Accurate*

C



D



E



F

A. El Paso Buzzards of the Central Hockey League B. Moorpark Little League's 50 year logo C. Nordskog Marine Instruments D. Bridges 2:2, Calvary Chapel Thousand Oaks E. Africa Mission Trip, Blessed Hope Chapel, Simi Valley F. WPHL, Western Professional Hockey League





G

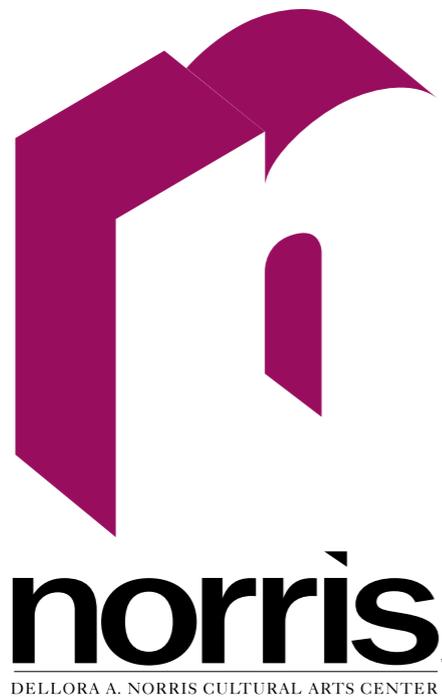


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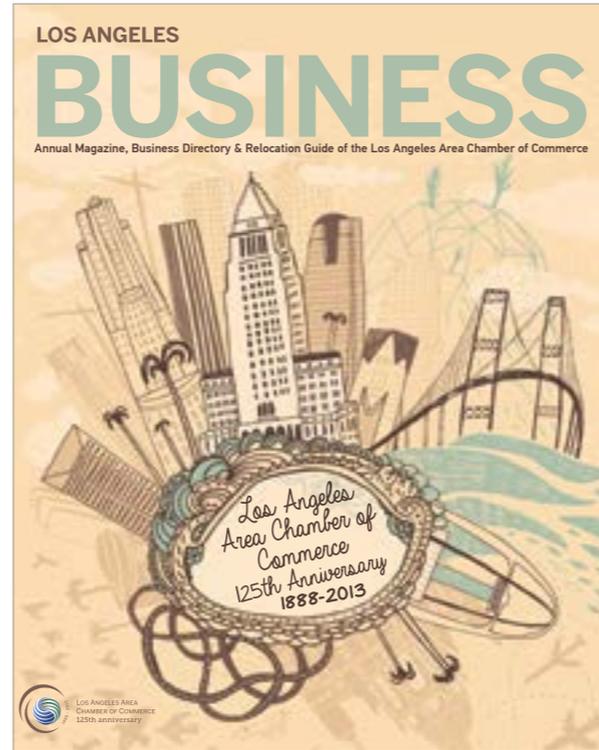
L



M

G. Westlake Village Animal Hospital, Westlake Village H. Sunset and 6th Records, Austin, TX I. Amarillo Rattlers of the Central Hockey League J. Dellora A. Norris Cultural Arts Center, St.Charles, Illinois K. Filter Depot Water Filters L. Living Water Custom Water and Filtration M. The Dugout Sports Grill, Simi Valley, California





[ BUSINESS OF SPORTS ]

# THE CITY OF CHAMPIONS

With a winning tradition and a history of championships under its belt, the Los Angeles sports economy continues to prove you just can't beat L.A.! • STORY BY JIM FARBBER

**B**EAT L.A.! BEAT L.A.! BEAT L.A.! BEAT L.A.! BEAT L.A.! It's the chant you hear so often when the Dodgers, the Lakers, the Clippers, or the Kings are playing on the road. It's a chant which makes those of us who live in this great sports city proud (although it's not meant to). "When I hear people chanting 'Beat L.A.!' I smile. It's a badge of honor," says long time sports attorney/executive and Los Angeles Area Chamber of Commerce Board Chair Alan Rothenberg. "They're jealous of what we've got: the lifestyle, the weather, our incredible winning record and we've got Jack Nicholson sitting in the front row!"

Of all the industries that drive the Los Angeles economy, sports is the most unique. Not only do our professional and college sports programs generate an enormous source of income, which reached a pre-recession high of \$5.124 billion in 2007 (according to a study conducted by the Los Angeles Sports Council), they create and maintain thousands of jobs and attract vast numbers of visitors to the City. Not surprisingly, the total amount of generated revenue from sports saw a decline during the years of the recession, as was reflected in the Council's subsequent report for 2009. But according to David Simon, president of the Los Angeles Sports Council, "We expect to see that number increase significantly when the upcoming survey is completed for 2012. You cannot quantify the psychological impact of sports, but you can measure its economic effect and our studies have shown consistently that sports are a growth industry, even in tough economic times," says Simon.

Obviously, the role sports play, as an economic engine for L.A., is critically important. But for the fun what really matters is the way professional sports and great college rivalries ignite a spirited rallying cry for the community. When the Lakers are battling the Clippers for top spot in the NBA Western Conference Pacific division, when the Kings are skating for the Stanley Cup, the Galaxy is shooting for the MLS cup, the Dodgers are battling

2013 Sporting Clap Champion  
Los Angeles Area Chamber of Commerce  
at center top with the most  
of all sports in our city

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## L.A.'S ECONOMIC VITAL SIGNS

MEASURED BY 2012 EMPLOYMENT, THE LEADING INDUSTRY CLUSTERS ARE:

- 1. HEALTH SERVICES
- 2. COMMERCIAL SERVICES
- 3. HOSPITALITY & TOURISM
- 4. ENTERTAINMENT
- 5. REAL ESTATE, CONSTRUCTION & DEVELOPMENT

**HOUSING**  
NEW & EXISTING HOME SALES  
(Shorline Information Systems)

**POPULATION**  
9,889,056  
People in L.A. County  
The County's population would make it the NINTH largest state in the nation, just behind MICHIGAN and ahead of GEORGIA.  
©2012 Census, U.S. Census Bureau

**INTERNATIONAL TRADE**  
\$386.7 BILLION  
THE VALUE OF TWO WAY TRADE (L.A.CE)

**CREATIVE INDUSTRIES**  
\$201.1 BILLION  
Total economic impact in L.A. and Orange County by creative industries  
1 out of 8 regional jobs are in creative industries  
642,300 direct and indirect jobs in the creative economy  
(2011 Data Report on the Creative Economy © The Los Angeles Project)

**UNEMPLOYMENT**  
10.2%  
As of December 2012 (California Employment Development Department, Labor Market Information Division)

**THE CUSTOMS DISTRICT**  
Home to the parts of Los Angeles and Long Beach, Port Huenemea and Los Angeles International Airport  
#2 in North America #6 busiest in the world

**CHINA IS L.A.'S LARGEST TRADE PARTNER**

LOS ANGELES AREA CHAMBER OF COMMERCE | chamber.com

As the largest and most influential business association in Los Angeles County, the Los Angeles Area Chamber of Commerce is the voice of business in L.A. The 2013 Business Magazine and Directory was a collaboration between Chamber Marketing Partners (chambermarketingpartners.com) and Creative Image Design Group. Publication Layout & Design By Robbie Destocki, Creative Image Design Group



BEVERLY HILLS CHAMBER OF COMMERCE - CELEBRATING 90 YEARS

# Beverly Hills

*The guide*

Alex Stettinski  
Growing our local economy

Look & Feel Fantastic  
Local Health, Wellness & Beauty

Dining  
13 Delectable Restaurants

Driving Passions  
Cars driving local business

PLUS!  
Shop Local  
Our Directory of 750+ local products and services

OPEN

# SHOPPING

SHOP LOCAL IN BEVERLY HILLS

Mention Beverly Hills and its Golden Triangle and the first thought that comes to mind is the ultra-sophisticated shopping along Rodeo Drive. Tiffany's, Fendi, Cartier, Armani, Chanel and so many more. Without question these are the crown jewel establishments that give Beverly Hills its shimmering cache.

But there are so many other businesses throughout Beverly Hills—eateries, stationary stores, beauty parlors, confectioners florists, car detailers, dog groomers and wine stores whose names are not known internationally. They abound within the Golden Triangle as well as on South Beverly Drive, Robertson and La Cienega Boulevard. Together they play a crucial role in the economic mosaic that makes Beverly Hills a community. That's why the Beverly Hills Chamber of Commerce conceived its signature program, Shop Local.

"Shop Local encourages residents, people visiting Beverly Hills, and the people that work within the city to utilize their local resources," explains Chamber Executive Director, Alexander Stettinski.

"We make information about these businesses available on our website (www.BeverlyHillsChamber.com) and in our subscribe newsletter that comes out once a month."

The Chamber's Shop Local Monthly eNewsletter features listings of the most interesting Local Experiences, Exceptional Package Deals and Local Offers.

# EVENTS

2013 CALENDAR OF EVENTS IN BEVERLY HILLS

### FEBRUARY

**THEATRE 40 PRESENTS**  
MARCH 11, 11:00 AM - 12:00 PM  
"70 Seven" in this fast-paced and hilarious play, a man contemplating leaving from a seventh-story building ledge is interrupted by the building's colorful residents, who are too caught up in their own lives to notice or question his being out there. For information call 310-964-9555 or www.theatre40.org

**BEVERLY HILLS CONFERENCE VISITORS BUREAU CELEBRATES THE YEAR OF THE SNAKE**  
FEBRUARY 27, 10:00 AM - 12:00 PM  
Beverly Hills' magnificent Rodeo Drive will come alive as it opens to one of the largest public Chinese New Year celebrations in Los Angeles from 10pm - 6am. Live entertainment will include traditional Chinese performances such as martial arts demonstrations, lion dance presentations, acrobatics and dancing, and singing from various Chinese troupes. Visitors can feast on restaurant deals, many featuring a road to Asian cuisine. For information call 310-964-9555 or www.lovbeverlyhills.com

**FRIENDS OF ROBINSON GARDENS CENTENNIAL ARTS CLASSES**  
FEBRUARY 27, 10:00 AM - 12:00 PM  
Anne Marie Evans presents her five-step water color painting method, for novice to advanced students. For information call 310-964-9555 or www.robinsongardens.org

### MARCH

**"EXPERIENCE" BOUCHON**  
MARCH 11, 11:00 AM - 12:00 PM  
Beverly Hills Chamber presents an event featuring legendary Chef Thomas Keller and his staff as they treat guests to an original interactive VIP experience, in addition to live music and "Cirque" type performances. For information call 310-964-9555 or www.beverlyhillschamber.com/experience

**THEATRE 40 PRESENTS**  
MARCH 27, 10:00 AM - 12:00 PM  
"Remembrance" Set against the backdrop of Northern Ireland, "Remembrance" charts the love that develops between a Protestant father and a Catholic mother who meet in the cemetery where their sons are buried, both victims of violence. For information call 310-964-9555 or www.theatre40.org

**WOODSTOCK 60**  
MARCH 27, 10:00 AM - 12:00 PM  
A great festival for dogs and their owners, presented by the City of Beverly Hills, featuring a pet parade, pet-related vendors, adoptions, entertainment, food trucks and fun for the entire family. Dogs must be current on all necessary vaccinations. For information visit www.beverlyhills.org/woodstock60

**FRIENDS OF ROBINSON GARDENS CENTENNIAL ARTS CLASSES**  
MARCH 27, 10:00 AM - 12:00 PM  
Anne Marie Evans presents her five-step water color painting method, for novice to advanced students. For information call 310-964-9555 or www.robinsongardens.org

### APRIL

**BEVERLY HILLS TONNORROW**  
APRIL 27, 10:00 AM - 12:00 PM  
Beverly Hills Chamber presents a forum assembling industry leaders representing Entertainment, Luxury, Technology, Health, and Finance, giving short thought-provoking, and inspiring speeches followed by networking sessions for each industry. For information call 310-964-9555, ext. 114 or www.BeverlyHillsChamber.com

**INSIDE THE GREYSTONE PRIVATE RANGERS TOURS**  
APRIL 4  
Join the park ranger on a guided walking tour of the Greystone Mansion and Estate grounds. For information call 310-964-9555 or www.greystonemansion.org

**HEALTHY FITNESS & BEAUTY EXPO**  
MAY 2, 10:00 AM - 12:00 PM  
Beverly Hills Chamber of Commerce welcomes spring the healthy way, by rejuvenating mind and body at the annual Beverly Hills Health, Fitness & Beauty Expo. Exhibitors share expertise, advice and product samples, as well as fitness classes and informational discussions will be planned for the Beverly Hills Community. Admission is free to the public. For information call 310-964-9555 or www.beverlyhills.org

**BACKDRAFT BALL**  
JULY 11  
In its 23rd year, the annual event is the main source of fundraising for the Post-Resident Medical benefits trust fund and the Fireman's Association. The event includes a dinner with dancing, silent and live auctions, and other entertainment. For information call 310-887-9755

**RODEO DRIVE CONCOURS/ELEGANCE**  
JULY 12  
The Rodeo Drive Committee will again present the annual Concours d'Elegance on Father's Day. Be a part of the unique mix of genres at this free event - from serious car collectors to families to international visitors. For information call 310-964-9555 or www.lovbeverlyhills.com

**WINE TASTING APPRECIATION & INSTALLATION NIGHT**  
JULY 12  
The festival is designed to provide talented musicians, artists and vocalists a chance to learn from some of the world's leading musicians, to compose their own original and expressive musical skills, and to perform before leading entertainment specialists. For information call 310-964-9555 or www.bhmusicfestival.org

### MAY

**"...INTO THE GARDEN" 2013**  
MAY 18  
Guests are welcomed to historic Virginia Robinson Estate and Gardens, to revel in the garden party of the year, to enjoy floral design demonstrations, an opportunity of wine, as well as shopping in the unique boutiques made available at the estate that day. For information visit www.robinsongardens.org/annual-garden-tour

**BEVERLY HILLS ART SHOW**  
MAY 18 - 19, 10 AM TO 6 PM  
The artwork is one of the most popular art events on the west coast featuring art by 350 exhibitors from around the nation, who showcase work in painting, sculpture, watercolor, photography, mixed media, ceramics, and jewelry. For information call 310-964-9555 or www.beverlyhills.org

### JUNE

**ETHIOPIAN STUDENT ACADEMY AWARDS**  
JUNE 15  
Each year over 300 college and university film students from all over the United States compete for awards and cash grants, with films being judged in four categories: Narrative and Alternative. For information call 310-964-9555 or www.ethiopianstudentacademy.org

### JULY

**PIE BAKE A LA BEVERLY HILLS AND PESTO**  
JULY 4  
Chamber members at the Beverly Canon Gardens will enjoy food, drink, and live music. For information call 310-964-9555 or www.beverlyhillschamber.com

**FIN ON THE 4TH**  
JULY 4  
The whole family is invited to Robbery Park on the 4th for an evening full of fun, and to enjoy "Happy Birthday America!" Robbery Park comes alive with live music, food and games for all ages. For more information call 310-964-9555 or www.robinsongardens.org

**CONCERTS ON CANON**  
JUNE, JULY & AUGUST  
City of Beverly Hills invites you to spend Thursday nights enjoying the upbeat sounds of Afro-Cuban, Jazz and Classic Standards to Swing, Folk Blues, and Rockabilly, in the outdoor Beverly Canon Gardens. There will be two sets each evening 6:00pm - 7:00pm and 7:00pm - 8:00pm. For information call 310-964-9555 or www.beverlyhills.org

**BEVERLY HILLS ART SHOW**  
OCTOBER 19 - 20, 10 AM - 6 PM  
The artSHOW is one of the most popular art events on the west coast featuring art by 350 exhibitors from around the nation, who showcase work in painting, sculpture, watercolor, photography, mixed media, ceramics, and jewelry. For information call 310-964-9555 or www.beverlyhills.org

**AN EVENING WITH THE MAJOR**  
OCTOBER 21  
The Chamber is proud to present an Evening with the Major, a wonderful opportunity for members of the business community and residents to come together to discuss how we can all work together to enhance Beverly Hills. For information call 310-964-9555 ext. 114 or www.beverlyhillschamber.com

**BEVERLY HILLS INTERNATIONAL FILM FESTIVAL**  
AUGUST 2 - 10  
The festival is designed to provide talented musicians, artists and vocalists a chance to learn from some of the world's leading musicians, to compose their own original and expressive musical skills, and to perform before leading entertainment specialists. For information call 310-964-9555 or www.bhmusicfestival.org

### AUGUST

**80TH ANNIVERSARY AND CHILI COOK OFF**  
AUGUST 17  
The Beverly Hills Farmer's Market hosts an annual Chili Cook off for local residents to have a chance to sample the goods. Admission to the weekly Farmer's Market and the special themed event is free. For information call 310-964-9555 or www.beverlyhills.org

**BEVERLY HILLS SHORTS FESTIVAL**  
OCTOBER 19 - 20, 10 AM - 6 PM  
Beverly Hills Shorts Festival has become the Los Angeles Metro area's largest short film festival. With great prizes every submission screened at the festival comes from actual submissions. For information visit www.beverlyhillschamber.com

**DECEMBER**

**DISNEY LUNCHEONS AND DINNER**  
OCTOBER 28  
Return to Tulleite in Victorian England with costume action performing comes from Charles Dickens' classic. For information call 310-964-9555 or www.beverlyhills.org

**NEW YEAR'S EVE**  
OCTOBER 31  
Close out the year in style. Many of our area restaurants and hotels host annual celebrations. Reserve early. For information call 310-964-9555 or www.beverlyhills.org

### SEPTEMBER

**FRIENDS OF ROBINSON GARDENS CENTENNIAL PATRONAGE**  
SEPTEMBER 15  
Robinson Gardens invites guests to dine under the stars and look in the entrance and history of the spectacular ball garden. For information call 310-964-9555 or www.robinsongardens.org

**FRIENDS OF ROBINSON GARDENS MONTHLY LECTURE LUNCHEON**  
OCTOBER - NOVEMBER  
For program information & reservations please call 310-964-9555 or www.robinsongardens.org

**BEVERLY HILLS ART SHOW**  
OCTOBER 19 - 20, 10 AM - 6 PM  
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### ONGOING EVENTS

**The Beverly Hills Farmer's Market** is a weekly outdoor certified market, which provides the freshest California-grown, fresh and seasonal fruits and vegetables, juices, breads, specialty items and more in a festive outdoor setting, more than 60 farmers and vendors every week. Located at the 3300 block of Civic Center and is open Sunday from 8 a.m. to 4 p.m., unless otherwise noted. For information, call 310-964-9555.

**Beverly Hills Forums Lecture Series** features prominent and distinguished speakers and personalities from the fields of entertainment, arts, fashion, medicine, science, public affairs, and commerce. Beverly Hills City Hall, 400 N. Roxford Drive. Free Admission. Free parking available at the Civic Center Parking structure. For information, call 310-964-9555.

**Friends of Robinson Gardens Monthly Lecture and Luncheon** featuring guest lecturers including prominent speakers, book authors and unique entrepreneurs. Most arrays of topics about art, culture or history are featured during these presentations. For more information, call 310-964-9555 or log onto www.robinsongardens.org

**Cold Water Canyon Full Moon Hike**. Take in inspiring views of the San Fernando Valley, as the moon rises over the hills and back without trees. Lots for walk. Share the peace, tranquility and beauty of the canyon trails after sunset. For information call 310-964-9555.

**Great Book Discussion Group** meets the 2nd and 4th Monday of each month between 5pm - 8pm at 444 N. Roxford Drive. Free parking. Call 310-279-9569 or log onto www.beverlyhills.org for more information.

**Beverly Hills Civic Center Public Art Walking Tour** a free monthly guided walking tour of the city's prime public art works. The tour includes August Rodin, Henry Moore, and Jay Langford. The tour begins from the front of Beverly Hills City Hall, 400 N. Crescent Drive. For information call 310-288-2500.

**Sabon Theatre is a historic theatre** formerly known as the Fox Wilshire Theatre. It is an Art Deco structure designed by architect S. Charles Lee and is considered a classic Los Angeles landmark. The theatre hosts a myriad of performing arts - from the best of Broadway to intimate dramatic dramas to renowned speakers. Ripe for Wilshire Blvd. For information call 310-964-9555.

**The Beverly Hills Trolley Tour** is a 40-minute tour of Beverly Hills in an open air trolley. Sightings include the elegant shops of Rodeo Drive, nearby neighborhoods, celebrity homes and famous and historic landmarks. Tours depart from the corner of Rodeo Drive and Dayton Way in Beverly Hills. The Trolley hotline number is 310-964-9555.

# DINING

HUNGRY? NOT A PROBLEM. NOT IN BEVERLY HILLS.

Whether you're in the mood for a romantic candlelight dinner, need the perfect place for that high-power business lunch, just want to relax at a sidewalk bistro; or you just want to grab a bite on the run—Beverly Hills has the perfect menu, atmosphere, cuisine, and price range to fit any need.

There are so many choices. From the most luxurious dining experience to the quickest fast food to go, Beverly Hills is there for you. There's the Golden Triangle and South Beverly Drive, Robertson Boulevard and La Cienega's world-famous Restaurant Row.

And don't forget, Beverly Hills offers some of the most elegant hotel restaurants and cocktail bars to be found, whether it's the historic Beverly Hills Hotel and its Polo Lounge, the Beverly Hilton, the Beverly Wilshire, L'Ermitage, the Mosaic, the Peninsula, the Montage, the Luxe Rodeo Drive, or the Four Seasons.

And the menus are as diverse as the settings—from that perfectly charbroiled steak or thick sliced prime rib, to the freshest sushi and vegetarian delicacies. And for before or after you can sip a perfectly chilled martini or an aromatic cup of espresso.

Whenever you're ready, your table is waiting.

The Beverly Hills Chamber of Commerce serves the luxury capital of the world and has been in existence since 1923. The Beverly Hills 2013 Membership Directory was a collaboration between Chamber Marketing Partners (chambermarketingpartners.com) and Creative Image Design Group. Publication Layout & Design By Robbie Destocki, Creative Image Design Group



HUNTINGTON BEACH CHAMBER OF COMMERCE

# THE GUIDE

*Huntington Beach*

**BOEING 50 YEARS OF PARTNERSHIP**  
The Boeing Company has maintained a "Special Space" within the community

**RIDING THE WILD SURF**  
Celebrating a long heritage of surfing and surf culture

**SHOPPING**  
More than 8 million square feet of retail shopping

**THE GREAT OUTDOORS**  
Experience a multitude of diverse recreational activities all within Huntington Beach

FEATURE

# RIDING THE WILD SURF

HUNTINGTON BEACH CELEBRATES ITS LONG HERITAGE OF SURFING AND SURF CULTURE. BY JIM FARBER

**T**he throngs of spectators that lined the beach on that celebratory day of June 20, 1914 had never seen anything like it. They marveled at the new Huntington Beach Pier, the longest of its type in the United States, extending 1,500 feet into the Pacific Ocean.

The grand scale of the pier must have impressed them. But the sight that truly captured their imaginations, and caused them to cheer, was a handsome young man named George Freeth, perched atop what appeared to be a long wooden plank, gliding gracefully atop the waves while he performed all manner of tricks. How was it possible they wondered?

The effect Freeth's performance had on the crowd was not lost on the man who had organized the construction of the pier and arranged for this early display of surfing dexterity—railroad magnate, oil man and real estate developer supreme, Henry Huntington, the father of Huntington Beach.

What Huntington did not know was that Freeth's wave riding was destined to become one of the most popular sports of all time with its own laid-back lifestyle and bold fashion statement, that surfing would inspire an "endless summer" worth of movies and a pop-music phenomenon. Or that the city that so prominently bore Huntington's name would come to be known around the world as Surf City, USA.

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Boeing Huntington Beach Plant Ground Breaking

FEATURE

# BOEING AND HUNTINGTON BEACH

50 YEARS OF PARTNERSHIP BY JIM FARBER

**F**or half a century, through the eras of "Big Space," "New Space" and now "Cyber Space," The Boeing Company has maintained a "Special Space" within the community of Huntington Beach and with the Huntington Beach Chamber of Commerce.

On Sept. 12, 1964, President John F. Kennedy famously challenged the country to choose to go to the moon in the next decade. He also spoke of the acceleration of the "Space Race" that was about to impact the community of Huntington Beach:

"In the last 24 hours we have seen facilities now being created for the greatest and most complex exploration in man's history. We have felt the ground shake and the air shatter by the testing of a Saturn C-1 booster rocket, many times as powerful as the Atlas which launched John Glenn, generating power equivalent to 10,000 automobiles with their accelerators on the floor."

A few weeks later, development of a Space Science Center at the intersection of Bolsa Avenue and Bolsa Chica Road began.

"The Boeing plant in Huntington Beach was dedicated in 1963 for an initial purpose," says Alex Lopez, vice president of Boeing's Advanced Network & Space Systems and site executive for Boeing's Huntington Beach facility. "To build the upper stage of the Saturn rocket that would take the astronauts to the moon."

That mission was accomplished at exactly 2:58 (Houston Mission Control time) on July 21, 1969 when Neil Armstrong took his "one small step for man, one giant leap for mankind" and planted his boot on the lunar surface.

But, as Lopez points out, those rockets to the moon were just the beginning.

Boeing's Huntington Beach site, which will celebrate its 50th anniversary this year, has adapted from its primary role of launching rockets and supporting the International Space Station to now developing diverse new technologies and unique capabilities.

"After the accelerated period of the race to the moon, Boeing's role in space expanded in 1965, when the National Aeronautics and Space Administration created a new research program that evolved into Skylab, the nation's first space station," Lopez said.

Huntington Beach conducted many of the studies for that project and built the crew's working area. Then Boeing worked on the military version of Sky Lab that was called the Manned Orbital Lab. That first era (the era of "Big Space") was from 1960-1975. Then came the era of the Delta Program ("New Space"), which focused (and continues to focus) on the use of unmanned rockets to launch satellites and on the completion of the International Space Station.

With a diverse range of advanced technologies located in the Information Security Innovation Lab, Network Development Center and

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FEATURE

# Welcome To Huntington Beach SURFCITY USA

**LIFESTYLE**  
Ideal weather, a diversified economy teeming with good jobs, a wide variety of housing, an excellent educational system, boat marinas, numerous parks, and exemplary health care are why Huntington Beach enjoys the reputation of being the perfect Orange County destination to live, work, and play. Visitors, as well as residents of this scenic city, treasure its eight and a half miles of wide, public, sandy beaches. Breathtaking sunsets offer dramatic backdrops for beach parties with bonfires, sandcastle building, kite flying, jogging, bike riding, and photography. It's no wonder that Huntington Beach has earned recognition for its outstanding quality of life. The renowned Huntington Beach Pier is a memorable destination and a frequent subject of art and photography. Pier Plaza, a theater-like setting at the base of the pier, hosts many special musical, sports, and community events throughout the year. The Huntington Beach Pier is the largest concrete municipal pier in Southern California.

The 396-acre Central Park encompasses a world-class library. The community also has four branch libraries. The Central Library & Cultural Center hosts the largest children's library in California, along with a popular community theater.

The Huntington Beach Art Center, five recreation centers (including a senior citizens center), the International Surfing Museum, Pier Plaza, and the Sports Complex are popular places for cultural and sports events. The major religious affiliations are represented in Huntington Beach with over 30 hours of worship. Fine to casual dining is available at hundreds of restaurants throughout the city. The selection grows every year.

**RECREATION**  
Surfing, sailing, volleyball on the beach, fishing, tennis, golf, and a wide variety of city recreation programs are available for all ages in Huntington Beach. Community youth programs and sports opportunities add even more choices for enrichment.

Parks, beaches and recreational activities are offered for all to enjoy. The city, officially titled "Surf City USA," focuses on its eight and a half miles of pristine beaches that annually host professional and amateur surf and volleyball contests, plus a growing number of nationally televised beach events. It was during the 1960's that Huntington Beach became identified as "Surf City" when the popular Jan & Dean song "Surf City" climbed the musical charts bringing the fantasy of the beach lifestyle to the nation.

The beach and pier are a popular year-round for visitors and residents alike. People from throughout Orange County remember fondly their summers at the beach. Now home of the U.S. Open of Surfing, the event draws crowds of 700,000 each July.

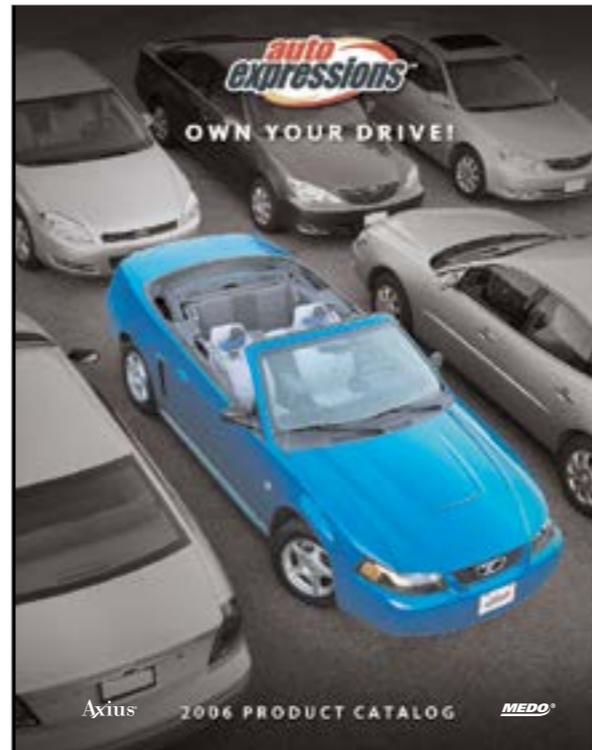
**EDUCATION**  
More than 50 public and private schools offer elementary, middle, high school and adult education in Huntington Beach. Golden West and Coastline Community Colleges are located within city limits and provide a variety of training and career skills. Healthy are campuses of the University of California Irvine, the California State Universities of Long Beach and Fullerton, and a number of private colleges.

BREATHTAKING SUNSETS OFFER DRAMATIC BACKDROPS FOR BEACH PARTIES WITH BONFIRES, SANDCASTLE BUILDING, KITE FLYING, WALKING, JOGGING, BIKE RIDING, AND PHOTOGRAPHY.

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As one of the largest business associations in Orange County serving over 700 businesses, the Huntington Beach Chamber of Commerce is the voice of business in the region. The 2013 Business Directory was a collaboration between Chamber Marketing Partners (chambermarketingpartners.com) and Creative Image Design Group. Publication Layout & Design By Robbie Destocki, Creative Image Design Group





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Auto Expressions is a subsidiary of Kraco. They produce automotive accessories and air fresheners found in just about every Target or Walmart across the country. The Catalog includes their entire line of automotive accessories including seat and steering wheel covers, sunshades, etc. Layout & Design By Robbie Destocki, Creative Image Design Group





SHAKERSTIX DRUMSTICKS www.shakerstix.com Layout, Design and Programing By Robbie Destocki, Creative Image Design Group





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BELLA VITA EVENTS [www.bellavitaevents.com](http://www.bellavitaevents.com)





Menu Design for the Dugout Sports Grill in Simi Valley, California. Layout, design and concept by Robbie Destocki, Creative Image Design Group





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Menu Design for Chuy's Mesquite broiler. Numerous locations in Southern California and Arizona. Layout, design and concept by Robbie Destocki, Creative Image Design Group



**TAKE CONTROL OF THE WATER**

**MACH F32**

Take control of the water with the all new DCB Mach F32. Every model is an original, created in-house by DCB factory trained technicians, using the latest and most advanced design and construction technologies available today. From concept to delivery, every boat produced at DCB is a project of passion; a passion for endless self-critique, re-evaluation of design, and refined production techniques. Each DCB is the newest "work of art" complementing our ever-growing gallery of boats. Dave's Custom Boats is the company striving to make the difference between ordinary and extraordinary in all aspects.

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B

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*Adrienne E. Lara, M.D. FRCOG*

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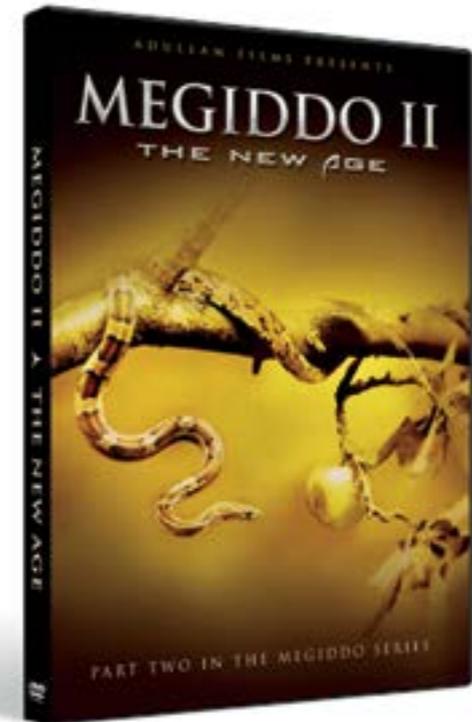
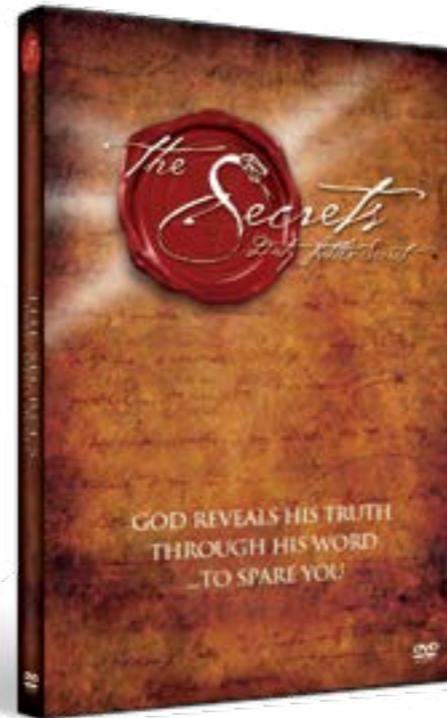
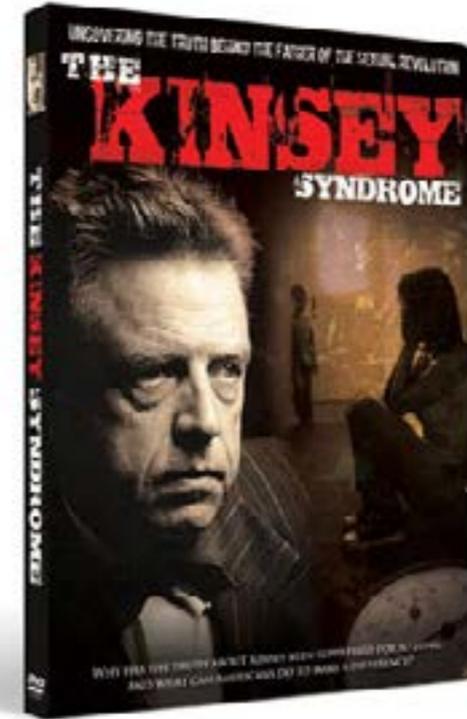
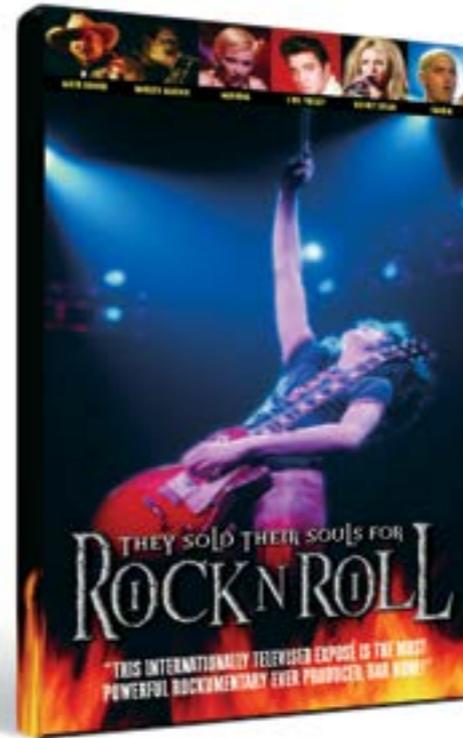
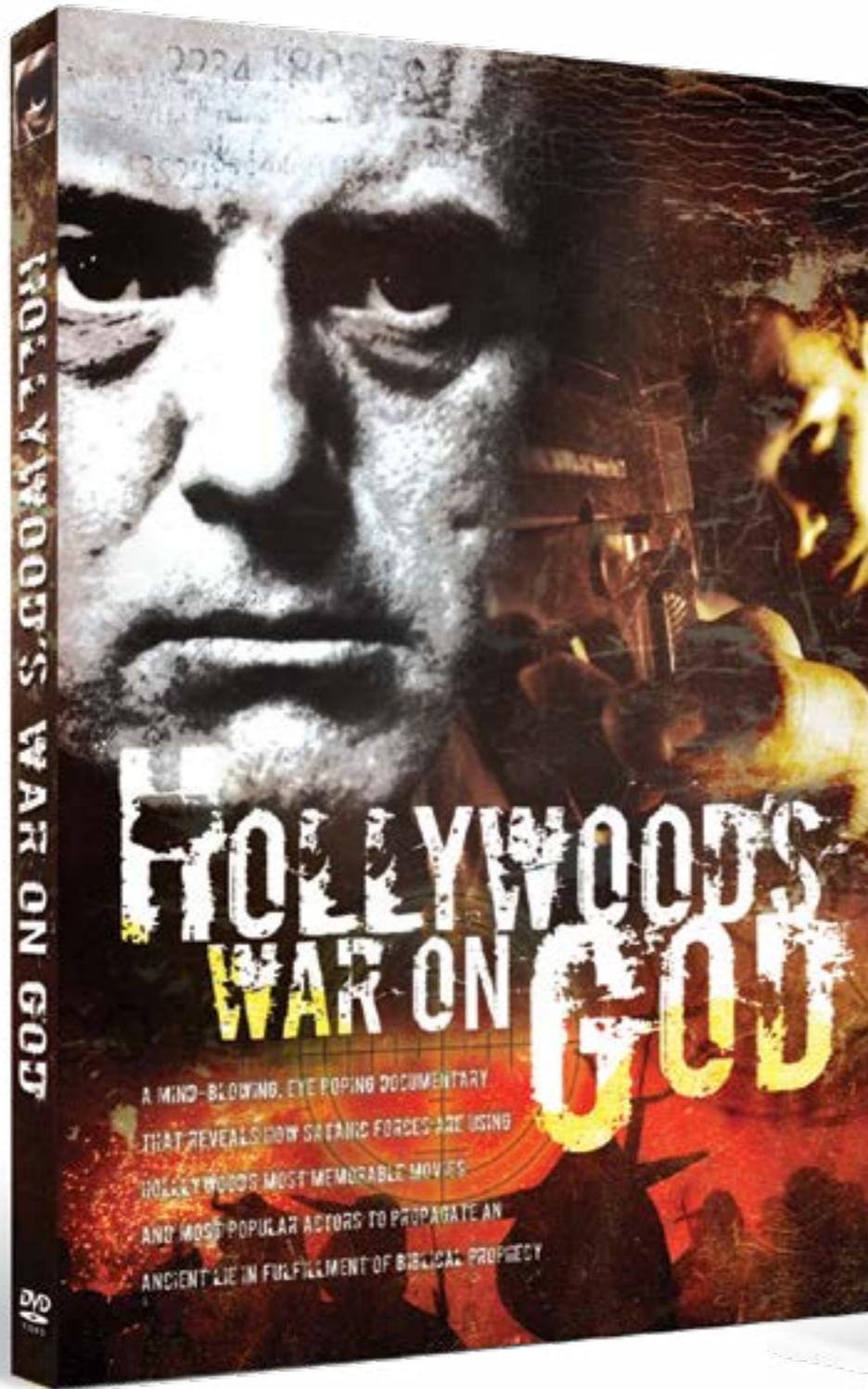
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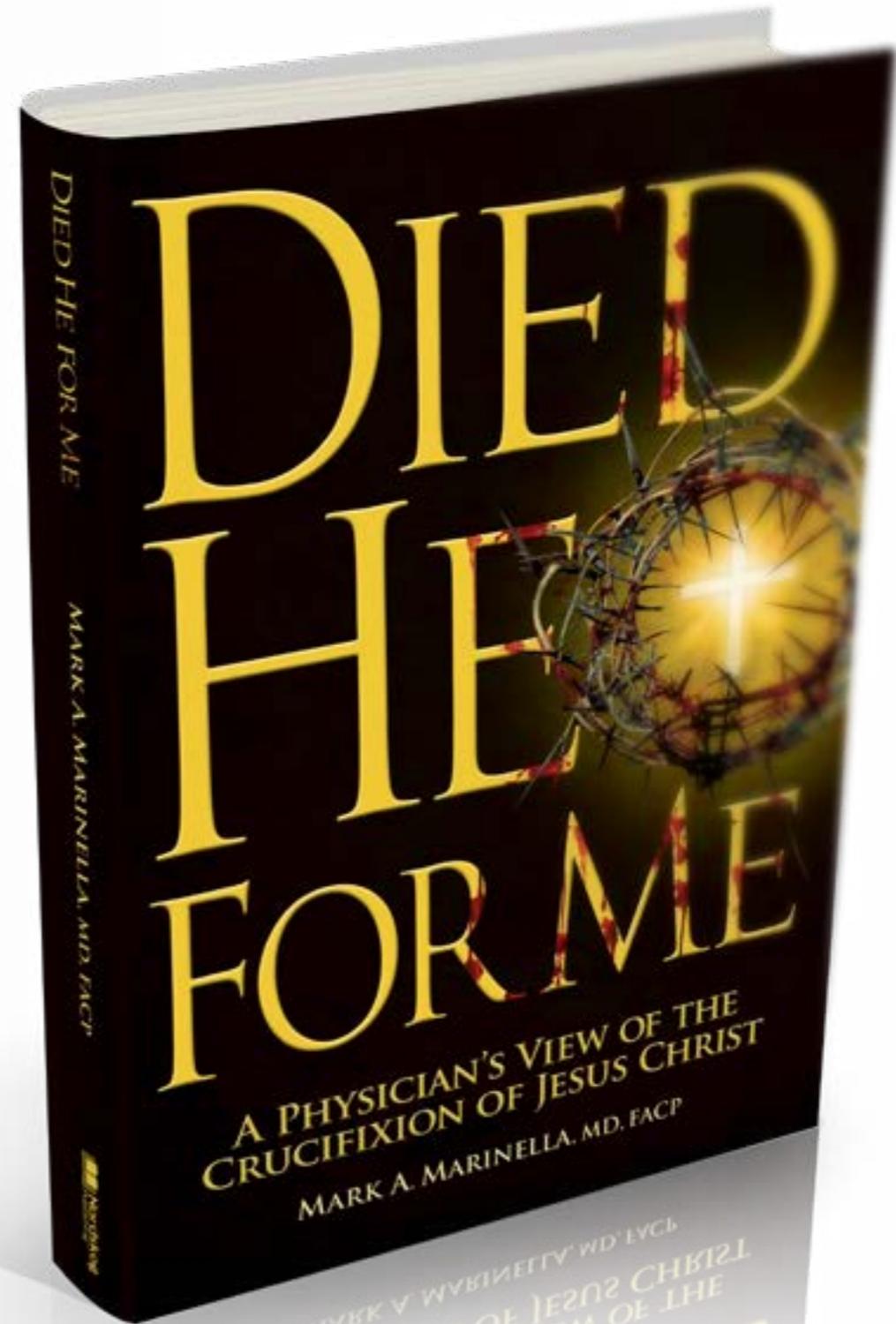
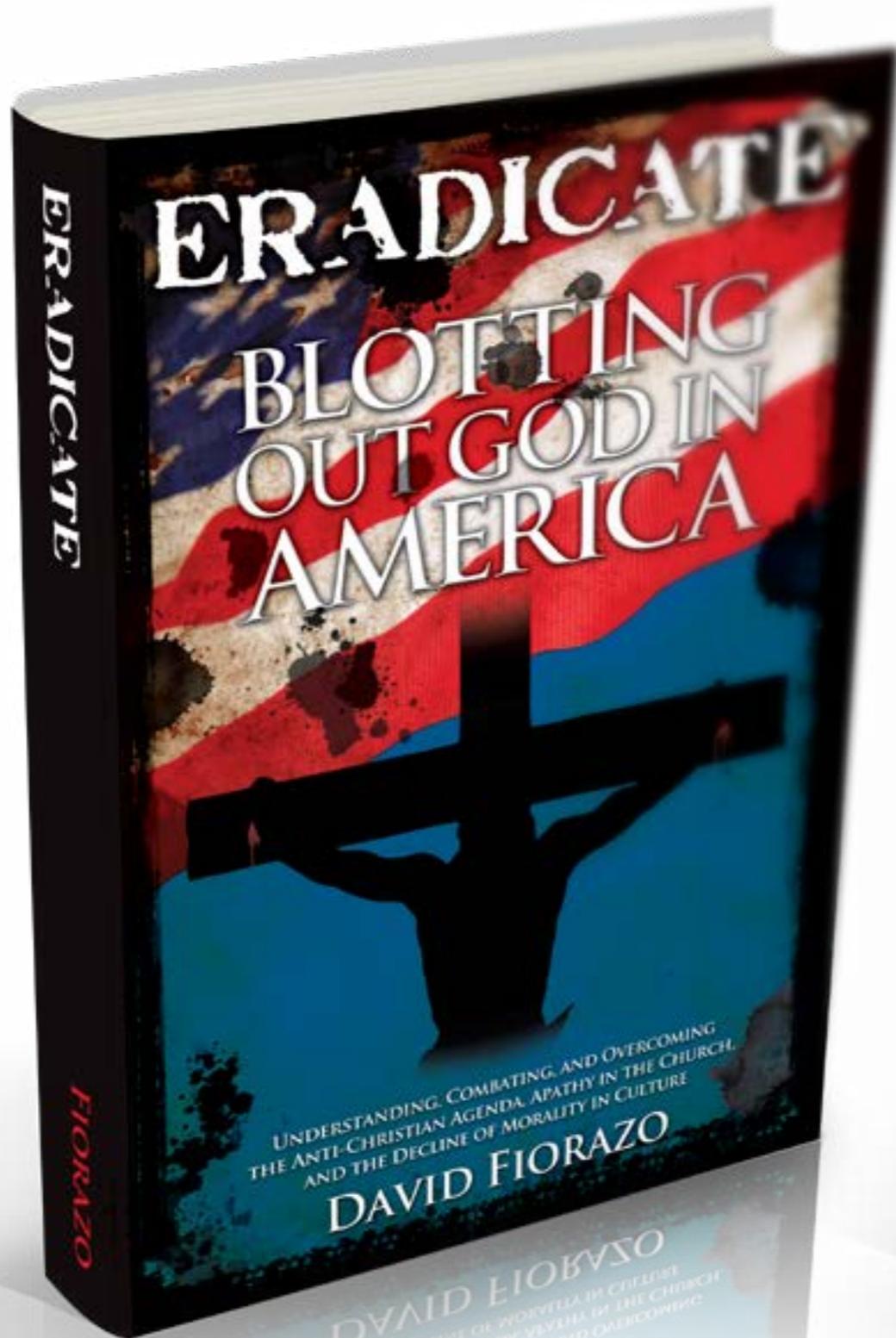
F. Dr Adreinne Lara M.D., Oxnard, CA G. Westlake Village Inn, Westlake Village, CA H. PTS Furniture, Thousand Oaks, CA I. Dr. Samuel Giliani, D.M.D.M.S. Beverly Hills, CA J. Malibu Surfboards, Malibu, CA





Series of DVD packaging and disc design for Goodfight Ministries of Simi Valley, CA. Layout, design and concept by Robbie Destocki, Creative Image Design Group

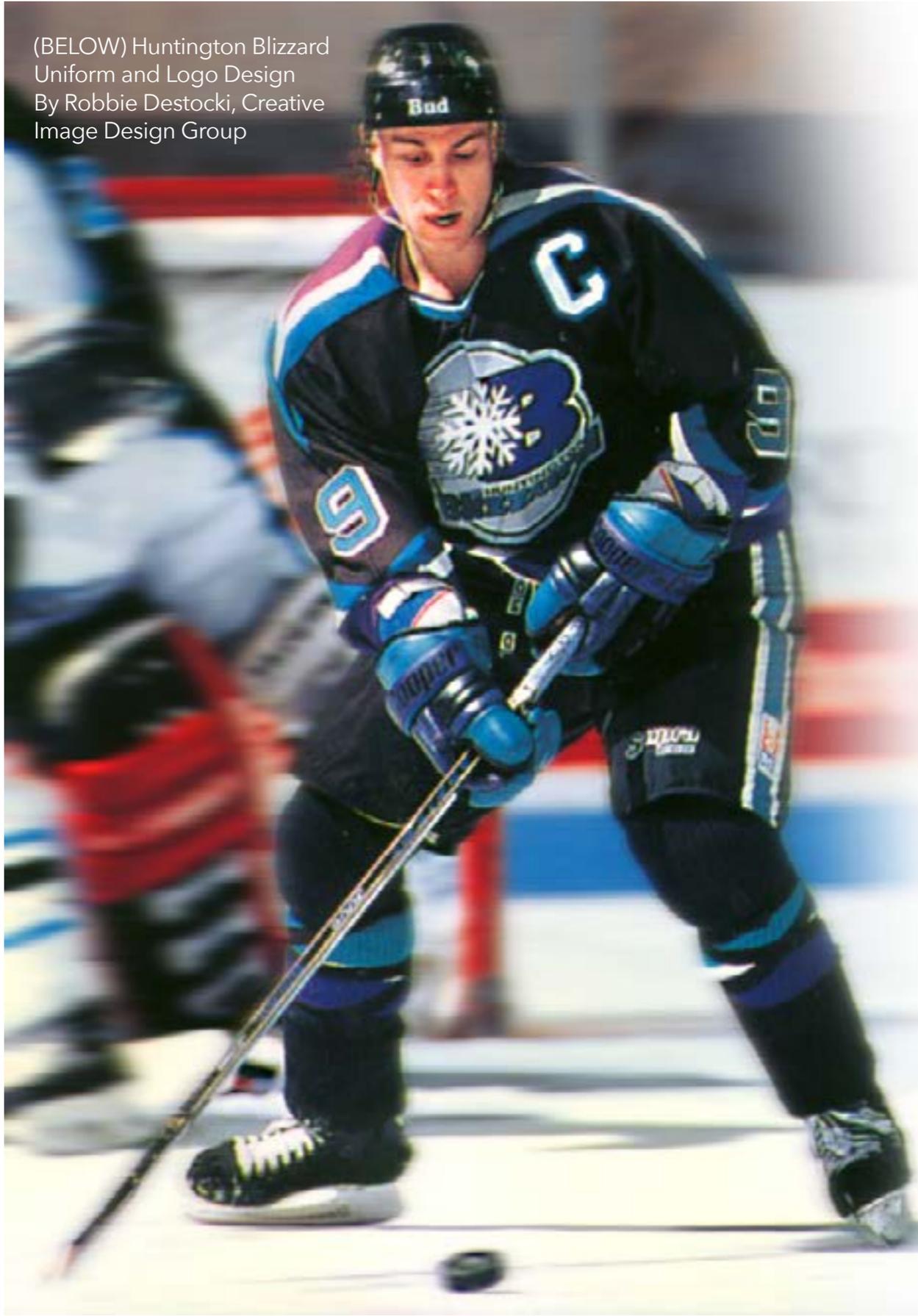




(ABOVE) Eradicate, Blotting out God in America by David Fiorazo. (RIGHT) Died He For Me, by Mark A. Marinella. Layout & Design By Robbie Destocki, Creative Image Design Group



(BELOW) Huntington Blizzard  
Uniform and Logo Design  
By Robbie Destocki, Creative  
Image Design Group



Amarillo Rattlers (CHL) hockey team home uniform. Uniform and Logo Design By Robbie Destocki



Amarillo Rattlers (CHL) hockey team alternate uniform. Uniform and Logo Design By Robbie Destocki



El Paso Buzzards (CHL) hockey team alternate uniform. Uniform and Logo Design By Robbie Destocki



## PARTIAL CLIENT LISTING

Amarillo Rattlers Professional Hockey Team  
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Chuy's Mesquite broiler, Southwestern USA region  
Cirqua Water  
DCB Custom Boats  
Dellora Norris Performing Arts Center  
Discovery Channel Video Division  
El Paso Buzzards Professional Hockey Team  
Filter Depot  
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Goodfight Ministries, Simi Valley, CA  
Heart Foundation  
Hipster Kids  
Home Theater Magazine/Source Interlink  
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Huntington Blizzard Professional Hockey Team  
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Los Angeles Chamber of Commerce  
Los Angeles Kings Professional Hockey Team  
Malibu Surfboards  
Moorpark, CA Little League  
Nordskog Performance Instruments  
Paris Hotel, Las Vegas

Performance Boats Magazine  
Pilatus Aircraft/POPA Owners and Pilots Association Magazine  
Piper Aircraft/Malibu, Mirage Owners and Pilots  
Powerboat Magazine  
Shakerstix Drumsticks  
Shell Oil/Auto Expressions  
Showbiz Magazine  
Sunset & 6th Records  
TBM Owners and Pilots Association Magazine  
The Dugout Sports Grill, Simi Valley, CA  
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Truck Builder Magazine  
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Venetian Hotel, Las Vegas  
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*Our deepest thanks to the numerous photographers, editors and business owners who helped with our many projects throughout the years, without you there would be too much white space!*

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