

What You Need to Know

Santa Fe is celebrating its 400th birthday this year and it is the oldest capital city in the United States. At 7,200 feet above sea level, the high-desert city sits at the southern base of the Rocky Mountains. Population is roughly 80,000 (Hispanic, Native American and Anglos) and The City Different has a reputation for many food styles: unique Northern New Mexican, creative Southwest, Italian, French, and Asian.

Santa Fe (means holy faith) offers art, culture and ancient traditions and is considered a world-class tourist destination with 1 million visitors a year. Art dealers and artists consider it the third largest art market in the United States. There are about 300 galleries in Santa Fe.

The weather is spectacular with 300 sunny days a year, temperatures ranging from 19 in January to 91 in June and July. This four-climate city has low humidity, turquoise skies and starry nights because there is virtually no smog. Rainfall is about 14 inches a year with 17 inches of snow. In August, the low is 56 degrees reaching a high of 91. In September when we will meet, the low is 49 with a high of 74. It's best to carry a light sweater or shawl as it cool off in the evening once the sun sets behind mountains.

Santa Fe is shopping heaven. Exotic and wonderful goods from all over the world find their way here. First there were Native American trade routes, then the Spanish Camino Real, and then the Santa Fe Trail.

With about 200 restaurants in Santa Fe, there is great emphasis on food. Corn, beans and squash were central to the diet of the ancient Native Americans. Chile peppers were introduced by the Spanish in 1598. Centuries of Mexican and European influences contributed to the international culinary fare. Organic farming thrives in the fertile Rio Grande Valley. New Mexican chile—both red and green—is beyond compare. Some have just enough heat to tingle the taste buds while others bring tears to the eyes. The aroma of roasting fresh green chile will fill the air during our conference.

To best enjoy your trip to Northern New Mexico and Santa Fe, keep in mind that the high-altitude area puts extra demands on your body. To avoid headaches, dehydration and excessive sun exposure, always carry plenty of water, apply sunscreen and wear a hat along with sunglasses. Pace yourself because you might feel tired the first day or so. Watch out for alcoholic beverages—some tolerate them better than others.

Finally, Northern New Mexico is home to eight Native American Pueblos: Nambe, Okkay Owingeh, Picuris, Pojoaque, San Ildefonso, Santa Clara, Taos and Tesuque. Visiting an Indian Pueblo is a special experience, but realize that Indian Pueblos are sovereign governments with their own laws. Ask or call ahead to be sure that a Pueblo is open to the public. Feast days and certain festivals with singing and drumming are open to the public. Treat the ceremonials with the greatest respect. There is a special etiquette at pueblos; it will be shared in upcoming AFJ newsletters.

Native American etiquette requires mention. Always ask if you take photographs. When examining jewelry and arts made by Native American situated under a portal on The Plaza, always ask if you touch or pick up an item. Feel free to ask questions such as the material(s) used and the name of the artist.

Hotel

The Eldorado Hotel & Spa, 309 W. San Francisco St., Santa Fe NM 87501

(www.eldoradohotel.com) is located in the heart of Santa Fe. It is three blocks off the historic Plaza. Built in New Mexico Pueblo Revival style, the Eldorado features a dramatic, Southwestern-themed lobby showcasing original works by local artists.

AFJ has special conference rates for rooms. The **Deluxe King room has 1 bed and costs \$179 per night plus tax of 15.0625%. The Deluxe Double room has 2 beds for \$199 per night plus tax of 15.0625%.** These special rates are offered three days prior to Aug. 31 (Aug. 28, 29 & 30) and three days after Sept. 3 (Sept. 4, 5, & 6), subject to availability. You must register early if you plan to arrive early or stay after the conference ends as availability of these rooms may not be available by late summer. (These rooms normally sell from \$250 to \$330 per night plus tax.) If you want to share a room with an AFJ colleague, you will probably want two beds, so ask for the Deluxe Double room.

The cut-off date for accepting reservations in the AFJ room block is 5 p.m. MDT Monday, Aug. 2, 2010. Reservations received after 5 p.m. on Aug. 2, 2010, will be accepted at the hotel's prevailing rate, based on availability. It is best to make your room reservation first because AFJ has a limited number of rooms in its block. AFJ will adjust its room block on July 29, 2010 to avoid paying for rooms that are not reserved.

To make a reservation, call 505-988-4455 or 1-800-955-4455 and ask for registration, then specify the Association of Food Journalists negotiated rate for the dates of Aug. 31-Sept. 3, 2010.

There is a room deposit equal to one night's stay, including tax, required to hold a reservation. The deposit confirms the reservation for the date(s) indicated and, upon check-in, is applied to the first night of the reserved stay. This deposit is refundable if you contact the hotel no less than three (3) days or 72 hours prior to arrival and ask for a cancellation number. The first night deposit is charged when the reservation is made.

Special concessions include:

- 15% discount in the Nidah Spa for all guests who make reservations prior to group arrival which is Aug. 31.
- Valet parking is available to hotel guests at \$15 or the prevailing rate per 24-hour period. Any attendee NOT staying at the hotel will be charged a daily parking fee and parking is subject to availability.

Rooms have a 32-inch flat-screen television, work desk, cordless phone with voice mail, high-speed Internet access, an overstuffed easy chair with a reading lamp and table, dual-line phones, privacy safe, individual climate control, AM/FM alarm clock radio with iPod portal, refrigerated honor mini-bar, complimentary *USA TODAY*, iron and ironing board, hair dryer, terrycloth robes, and daily maid service.

The Hotel has three dining areas:

- The Old House where we will have our Awards Competition 2010 dinner.
- Eldorado Court with breakfast from 6:30-11 a.m.; lunch from 11-1:30; and Sunday brunch from 11:30 a.m.-2:30 p.m. (Your lunches and dinners from Wednesday evening through Friday evening are included in the AFJ Conference Registration Fee.)
- Eldorado Lobby Lounge is open from noon to 11:30 with light appetizers from noon to 10:30 p.m. There is a modest cover charge for live music.

Transportation

Santa Fe is about one hour by car north of Albuquerque. Most will fly into Albuquerque. However, there are daily flights out of Dallas on American Eagle Airlines to the Santa Fe Municipal Airport. If you want to bypass Albuquerque, look into connections out of Dallas on these flights.

If you do not plan to arrive early for the conference or stay after the conference, use Sandia Shuttle Express or the New Mexico Rail Runner Express.

- **Sandia Shuttle Express** (1-888-775-5696, 505-474-5696, www.sandiashuttle.com) runs daily between Albuquerque Sunport to Santa Fe's downtown hotels. Reservations are recommended. Cost is \$24 per person one way; \$45 per person round trip. Schedule and reservation information is at the website.

- **The New Mexico Rail Runner Express** offers commuter train service between Santa Fe and Albuquerque. The trip takes about 1.75 hours from the airport to Santa Fe because of the stops along the way). Contact www.nmrailrunner.com for schedules, tickets and connections. From the Sunport to Santa Fe is 5 zones or \$7 one way; \$3 one way for senior citizens 65 and older. Buy your ticket online.

To get from the Sunport to the Rail Runner Station in downtown Albuquerque Monday to Friday, use the Airport Express Route 350. On Saturdays, use Route #50 to get to and from the Albuquerque airport. Special Note: Any ABQ RIDE or Santa Fe Trails bus is free when you show the driver your valid Rail Runner ticket. That's why you want to buy your ticket online.

Driving directions from the Sunport to the Eldorado Hotel & Spa:

- If you plan to arrive early and/or stay after the conference, you will want to rent a car at the Albuquerque Sunport. To get to the hotel, take I-25 north to Santa Fe and turn off at the St. Francis exit (#282). Travel north on St. Francis 3.5 miles. Turn right on West Alameda St. Then turn left on Guadalupe. Travel to West San Francisco and turn right; the hotel is on your left.

Taxi service in Santa Fe is provided by Capital City Cab 24 hours a day; call 505-438-000. You will not need a car during the conference because everything is an easy walk downtown around the Plaza or transportation will be provided.

Attire

Santa Fe is casual. Business casual is fine for the evening. Wear comfortable shoes during the day, bring a wide-brimmed hat and sunscreen. Pack a light sweater, shawl or jacket for evenings and cool hotel meeting rooms.

Spouse/Guest Events

Your spouse/guest is welcome to participate in all optional activities plus the following conference events. Spouses/guests must pre-registered (see Registration Form).

Wednesday, Sept. 1: Taste of The City Different: \$53 each.

Thursday, Sept. 2: Bumble Bee Baja Grill lunch: \$18 each.

Thursday, Sept. 2: Awards Competition banquet in Old House: \$82 each.

Friday, Sept. 3: Bus trip and lunch at Rancho de Chimayó; \$20 each.

Friday, Sept. 3: Tapas Off the Shelf at Spanish Table: \$10 each.

Friday, Sept. 3: The City Different Dinner: \$60 each.

Conference AFJ & Hotel Deadlines at a Glance

(see registration form for prices in United States dollars.)

May 28, 2010 for the best AFJ Conference Rate of \$325

August 27, 2010 is the last day to register for the AFJ Conference Rate of \$400

August 2 is the last day to receive a conference room rate at the Eldorado Hotel & Spa.

AFJ will adjust its room block on July 29, 2010, to avoid paying for rooms that are not reserved.

Make your room reservation well before or by July 29, 2010.

AFJ Cancellations at a Glance

July 15, 2010 for AFJ Conference rate minus \$20 handling fee.

No refund of AFJ Conference Rate July 16, 2010 or after.

To cancel contact caroldemasters@yahoo.com

Eldorado Hotel & Spa Cancellations at a Glance

To receive a refund of your one night deposit, you must contact the hotel at least three (3) days (72 hours) prior to arrival and obtain a cancellation number.

Optional Activities

Local food experts will lead small groups who arrive before or on Tuesday, Aug. 31, to three different dinner options on Tuesday night. Each pays for his/her dinner. You can have separate checks, but you must pay in cash. We will try to accommodate all requests for these dinners, but those who respond first will be more likely to get their choice. If you are interested in attending any of these events on your own dime, please contact caroldemasters@yahoo.com to get your name on a list. You will not be guaranteed a selection until your paid registration is received.

- Expect spectacular views and outstanding food from Chef Charles Dale at **Terra at Encantado Resort** north of Santa Fe. Chef has special pricing for AFJ diners on this evening. Cars will be necessary to travel to the restaurant. If you don't rent one, maybe you can go together with three or four to do so.

- Chef Tom Kerpon will serve dinner at **Rio Chama Steakhouse** in downtown Santa Fe

- **Behind Adobe Walls:** Enjoy dinner in the home of famous cookbook author Cheryl Alter Jamison. She will prepare a special meal and show off her outdoor kitchen. Those interested in stories on outdoor kitchens might want to attend. Cheryl has started a new business with a partner designing outdoor kitchens. Attendance limited. Transportation will be by car.

Watch the AFJ newsletter for a comprehensive lists of enterprise story ideas, recommended restaurants, activities your spouse/guest can pursue while you are in AFJ professional sessions, and insider tips for making your trip memorable.

If you are on the AFJ Executive Board, are a Regional Co-Director, Associate Member Representative or Committee chair/member you are expected to attend the conference and the Board of Directors meeting from 9-11 a.m. on Wednesday, Sept. Your attendance at the lunch after the meeting is a courtesy for your having to arrive early.

