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NOVEMBER/DECEMBER 2014

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2014 PRODUCT GUIDE
ATVS AND UTVS

HOBBY FARMS

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www.hobbyfarms.com/sellrabbit

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HOBBY FARMS

NOVEMBER/DECEMBER 2014 VOLUME 14 • NUMBER 6

Editor: Stephanie Statton
Associate Editor: Cory Hershberger
Managing Web Editor: Michael Brugger
Art Director: Jerome Callens
Contributing Editors:
Sarah E. Coleman, Roger Dipe
Contributors:
Lisa Kiviat, Dr. Lyle G. McNeal, John J. Morgan,
James Ray, Lori Rice, Ryan Ridgway
Multimedia Production Coordinator:
Kathie Kuclo
Multimedia Production Manager:
Jessica Jaensch
Consumer Marketing Director: Richard Chung
VP & Group Publisher: Pat Townsend

How to Contact
HOBBY FARMS MAGAZINE
www.HobbyFarms.com
email: hobbyfarms@ispublishing.com
P.O. Box 12106, Lexington, KY 40505

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Reader Response: Tell the story of how or because a hobby farmer or what you do on your farm today. Send your response to 1,000 words or less, accompanied by high-quality, high-resolution photograph. Hobby Farms, Reader Response. If your selected for publication, you will be notified.

Ag Notes: Contribute a news or calendar at least four months in advance.

Say Cheese! Submit your annual high-resolution photograph (4" x 6" at 300) for consideration in the magazine or at www.hobbyfarms.com/saycheese. Turn to the "Say Cheese!" page in this issue for submission details. Photographs submitted Say Cheese! should be the property of Hobby Farms.

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EDITORIAL OFFICE
P.O. Box 12106, Lexington, KY 40505-2106
888-245-3699; fax: 852-252-7480

PRODUCTION OFFICE
3 Burrage, Irvine, CA 92618
949-855-8822; fax: 949-855-3045

SALES OFFICES
IRVINE
3 Burrage, Irvine, CA 92618
949-855-8822; fax: 949-855-3045

CHICAGO
477 Butterfield, Ste. 205, Lombard, IL 60148
630-515-6493; fax: 630-515-9784
Lindsay Harkins

LEXINGTON
P.O. Box 12106, Lexington, KY 40505-2106
949-855-8822; fax: 852-252-7480
Angel Rice

GLENDALE
300 N. Brand Blvd., Ste. 600, Glendale, CA 91201
213-385-2222; fax: 213-385-0335
Tom Bratz, Kenneth Murrell
Pat Townsend, Olga Vargan

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Chief Executive Officer: Mark Harris
Chief Financial Officer: Nicole Fabian
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Editorial

notes from the porch

by Stephanie Statton

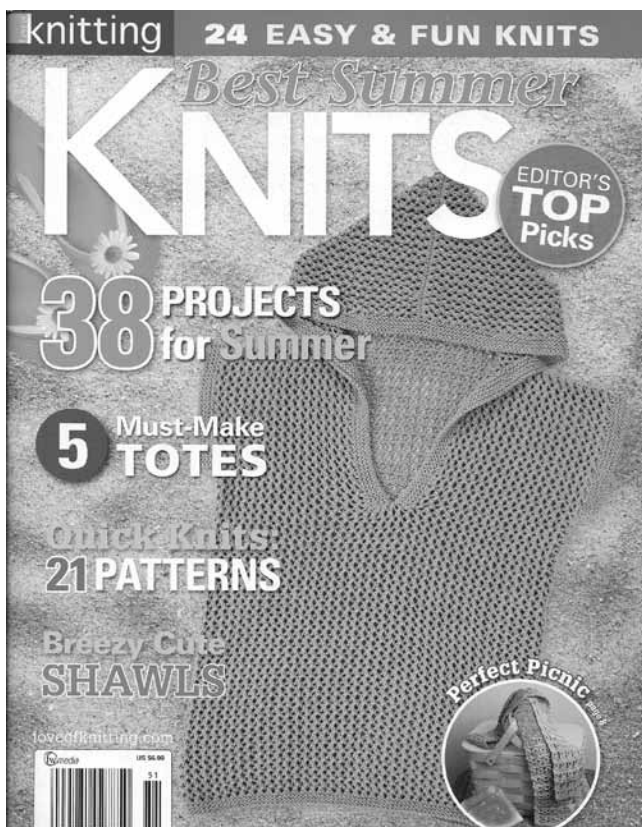
Old-school M&Ms

Raw milk has been drawing the attention of consumers, media and lawmakers with growing tensions and concerns. Laws against selling the unpasteurized product of dairy cows, goats and sheep have cropped up across the nation, throwing the spotlight on potential safety issues, consumer rights and farm operations in general. Funny, none of this ever occurred to child me as I trailed behind my grandmother, holding the stall gate for the calf and staying behind the fence while she milked the mama cow. She'd haul the milk back to the kitchen and pour a glass that was still warm for her and another with ice for me. (Yes, I like ice in my milk—it's a thing... or mine and my grandfather's, at the very least.) Never once did I stop to consider if the milk should be heated to kill bacteria prior to storing in the refrigerator. It's just one of those things in life I took to be the norm—and the only difference I considered between fresh milk and the stuff at the grocery was that somewhere the store-supplying farms got the fat out of it in varying degrees.

While there is still no law in place to prevent you from serving fresh, unpasteurized milk to your family, there are state laws that could make it difficult for you to sell it to other people. Don't get me wrong in a nasty and unnecessary legal battle—check Lisa Munikuma's "Share the Wealth" on page 30. She not only gives you a rundown of the legislation, also the operational considerations that you should think through before grabbing your bucket jumping headlong into a raw-milk operation.

Milk isn't the only farm-based trend to catch attention. More recently, I discovered another mushrooms. Most of my childhood experience involved slimy slices of store-bought canned mushrooms—the only source in our rural area at the time. A friend convinced me to try fresh sliced mushrooms on a salad, and I was hooked. I don't know if you, but fresh mushrooms hold none of the texture issues those canned ones do... and I'm not the one who thinks so. Adventurous foodies and the landers are foraging for these wild edibles; foraging is not without its risks—1, for one, are secure enough in my plant knowledge to go it alone. I rely on local farmers to supply my now-insatiable demand. I even visited a grower here in Kentucky read "Bottom Line" on page 96 to learn more about his operation. If you're thinking about becoming a mushroom farmer or just growing your own cache, check out Ann Medford Myers' "Shroom to Grow" on page 50.

Milk and mushrooms might seem wholly unrelated, but their growing enthusiasm among consumers ties these two topics together, making either a viable option for small-scale farmers. We no longer have the luxury of taking old-school farming for granted and neither do consumers, but with a little innovation, hard work and ingenuity, we can add a new level of sustainable practices and success that will hopefully be cherished and appreciated generations to come. **LF**



Masthead (includes editor's names) & Editorial



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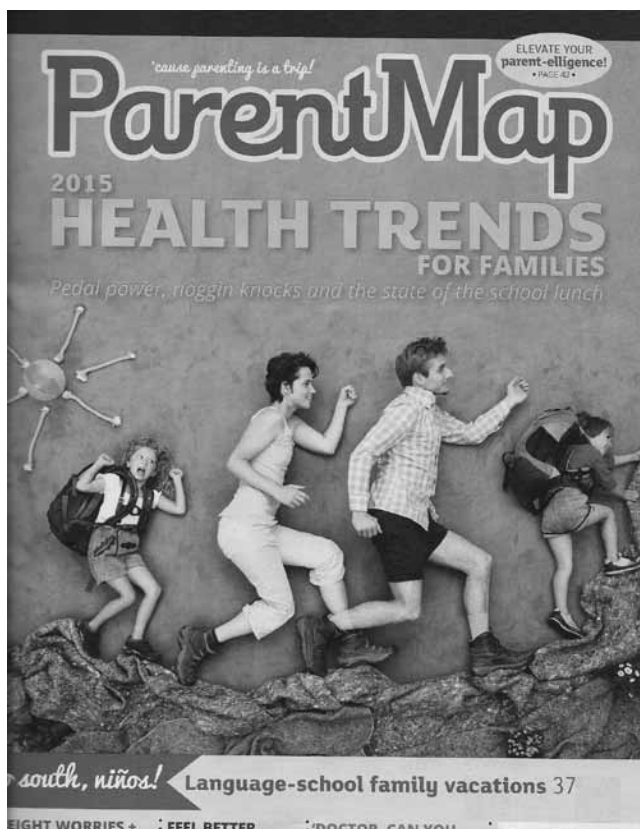


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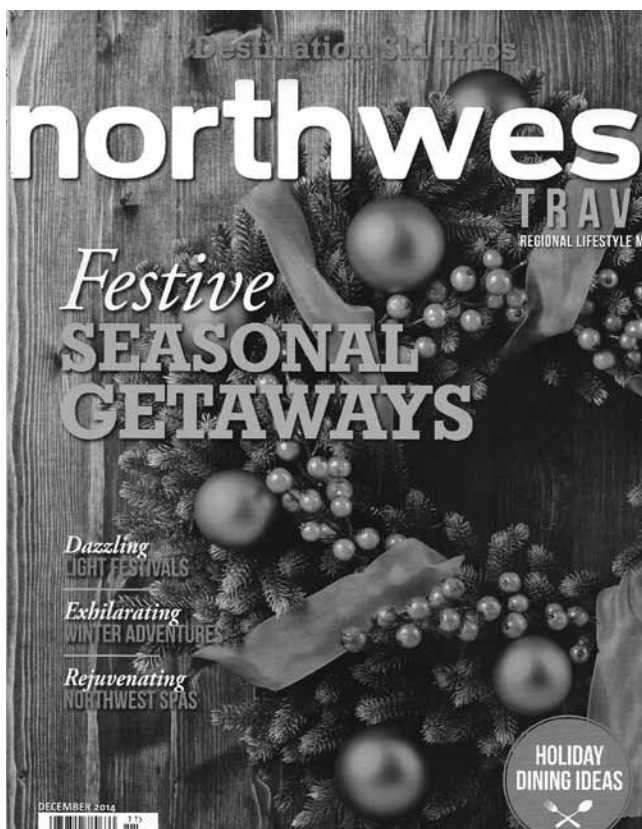


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Dave Peterson

Editor-in-Chief
Allen Cox

Creative Director
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Business Manager
Nick Norely

Advertising Sales Manager
Tim Park | tim@nwtravelmag.com

Advertising Account Manager
Janie Martinkowski | jmartink@nwtravelmag.com

Office Manager
Wanda Spilly

Newsstand Director
Alan Centofante

IT Director
John Thompson

Copy Editor
Roger Ward

Editorial Intern
Amy Jones

Contributing Writers
Mattie John Barriman
Todd Elsworth
Sue Frause
Ginger Johnson
Amy Jones
Heather Larson
Maggie Lehmkuhl
Nancy Mueller
Nicholas Neely
Adam Sawyer
Claire Stubbs
Carrie Uffindell
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Advertising Inquiries
dave@nwtravelmag.com
253-432-4683

Subscription Inquiries
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800-READ NWT (732-3648)

Explorer Media & Marketing
P.O. Box 1270
Gig Harbor, WA 98335

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Editorial

Editor's Note:

More reasons to be inspired by all things Northwest

When I travel the Northwest, I am amazed by the diversity, not only in the landscapes and geographic features, but also in the communities. But no matter how diverse Northwesters are in ethnicity, values and lifestyles, I find one consistency: authentic pride in the places we call home. In a metropolis like Seattle or a small community like Joseph, Oregon, the people make the place what it is. An eagerness to welcome visitors with open arms and share the places we love makes hitting the road in the Northwest a special joy, particularly during the holiday season.

Winter brings its own brand of travel. Whether it's heading for the slopes in search of new thrills, discovering towns that dress themselves up for the holidays, starting a new holiday dining tradition with loved ones, indulging in a little well-deserved spa pampering or simply finding new spots to get away from it all, you'll find those stories and many more in this issue.

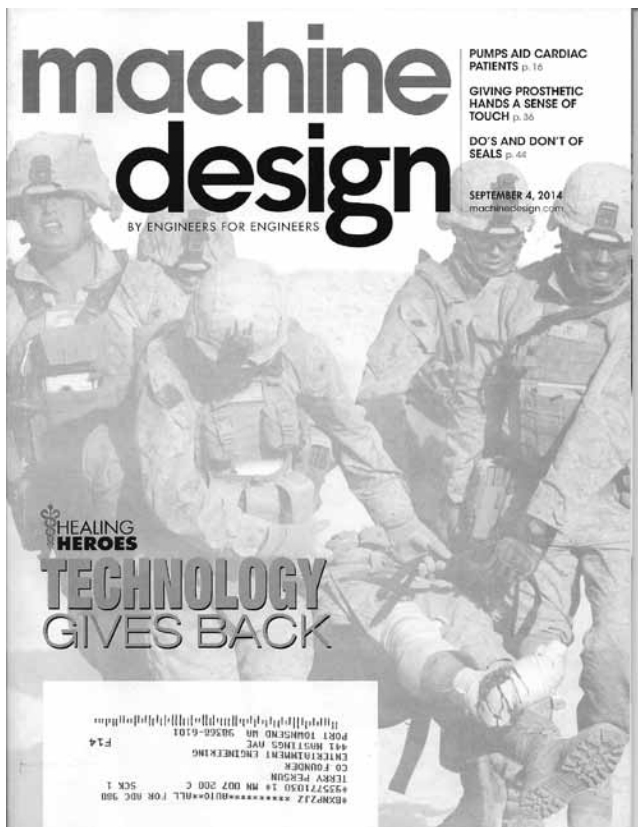
Be sure to check out our Regional Event Guide to learn about holiday season happenings around the Northwest. And go to our website at nwtravelmag.com to read exclusive coverage not in the magazine.

We've already been hard at work on stories that will inspire you as you welcome in 2015, so keep an eye on Northwest Travel Magazine to plan your travels in the new year.

From our entire staff, have a very happy and fulfilling holiday season.

Travel well and often!

Allen Cox
Editor-in-Chief
editor@nwtravelmag.com



machine design

BY ENGINEERS FOR ENGINEERS

SEPTEMBER 4, 2014
machinedesign.com

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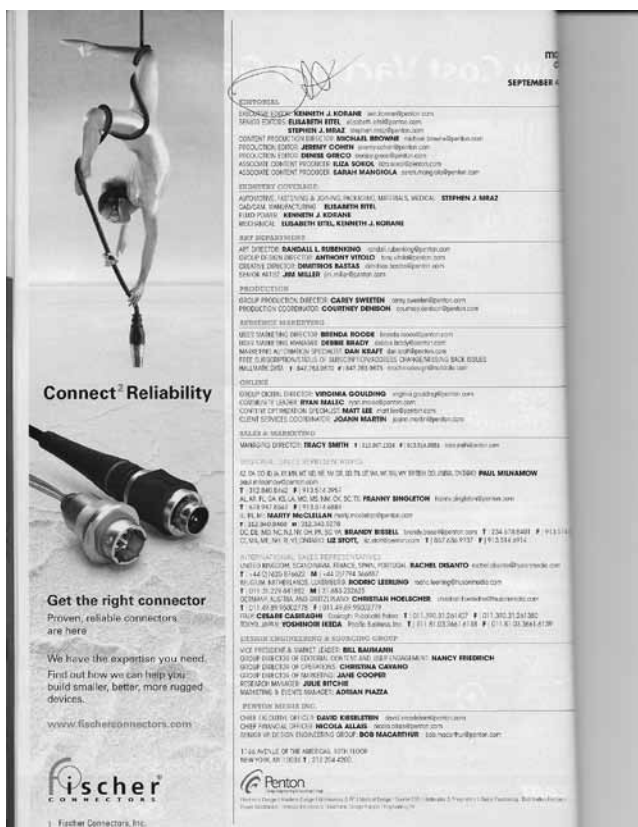
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Editorial

NANCY K. FRIEDRICH | Content Director
nfriedrich@spirol.com

Technology Gives Back

Last month marked the 100th anniversary of the outbreak of World War I. Thanks to advances in surgery, that war saw more injured soldiers than any previous conflict. To help these men regain their strength and potentially return to work in some capacity, research and development was quickly devoted to prosthetics. According to Thomas Schlich, author of "Bionic Men of World War I" (www.cnn.com), "Virtually every device produced to replace lost body function of soldiers returning from our modern wars—be it prosthetic limbs, or victims of criminal acts, such as the Boston Marathon bombings—has its roots in the technological advances that emerged from World War I."

Given the advances in computing, manufacturing, materials, networking and more since World War I, such a statement is very surprising. Yet it makes sense that the goal of prosthetics has always been to replace a body part with at least partially restores function and/or appearance. With today's technological advances, of course, prosthetic development is moving toward serving as a complete replacement or even an improved enhancement. It is this rapid evolution—combined with the need to help so many returning soldiers—that inspired us to dive into the engineering achievements behind today's cutting-edge prosthetics.

As Penton's Design Engineering & Sourcing Group, our staff of technical specialists has researched and covered this topic from a variety of specialized engineering disciplines. The results can be seen in articles, interviews, image galleries, and multimedia efforts on the Machine Design, Hydraulics & Pneumatics, Microfluidics, and Electronic Design sites. In each special section, the editors pinpointed detailed the leading edge in prosthetic development—whether that edge was in wireless networking, sensors, multiprocessors, motors and motor control, or power and hydraulics.

As exciting as these developments are technically, we were especially proud to them because you, our engineering audience, have had so much impact on the lives of our returning soldiers. With two wars abroad, many of our men and women are coming home physically injured and with intense mental trauma. If technology can then restore some of their physical capabilities, the hope is that they may be prepared to go back to work.

The Design Engineering & Sourcing Group would like to thank all of the engineers, designers, inventors, and others that make these latest prosthetic advances possible. In addition to healing our heroes, you are heroes yourselves, given the results that you're enabling. Please join me also in thanking our team for their work on this very special project: Bill Wong and Don Taithe, Ken Korane, Stephen Mraz, and Jacques Delisle. Don't forget to visit our "Healing Heroes" hub on our website to see the cross-brand and multimedia coverage of this topic.

Nancy Friedrich
Executive Director of Content & User Engagement
Machine Design • Hydraulics & Pneumatics • Microfluidics

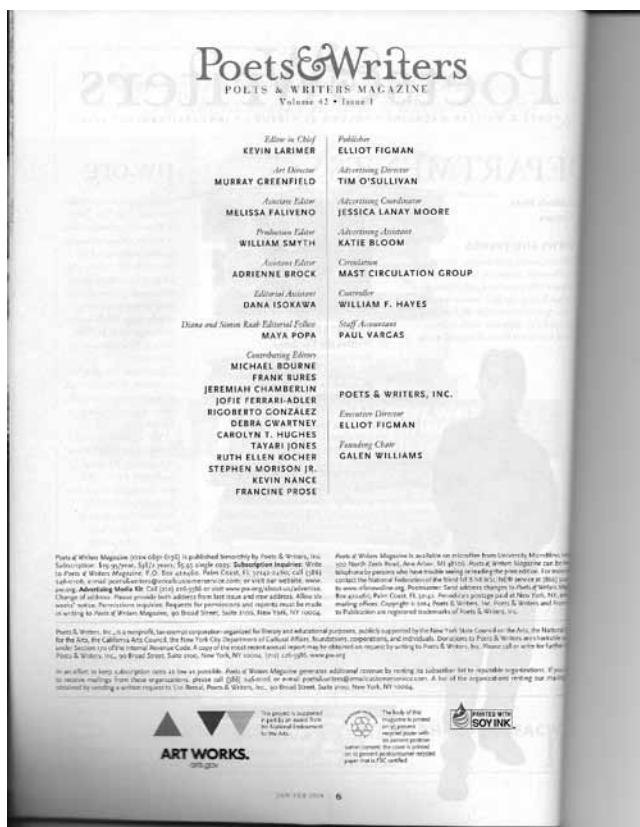
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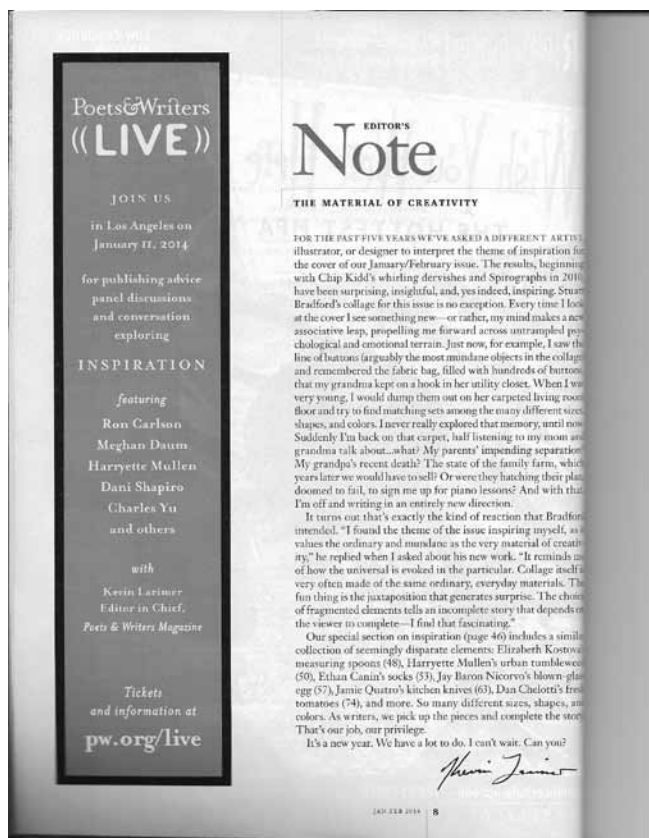
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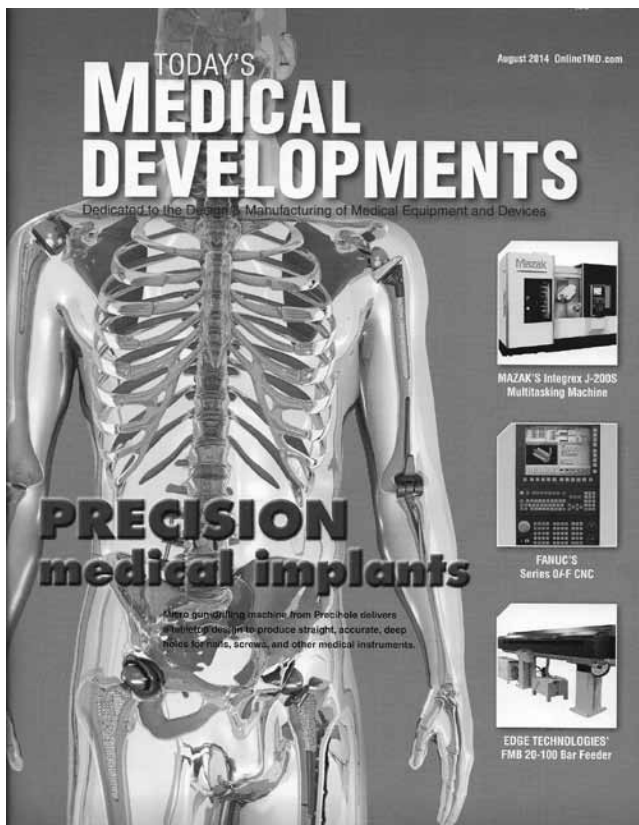
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August 2014 OnlineTMD.com

TODAY'S MEDICAL DEVELOPMENTS

Dedicated to the Design & Manufacturing of Medical Equipment and Devices



PRECISION medical implants

Micro gun-drilling machine from Precihole delivers a tabletop design to produce straight, accurate, deep holes for nails, screws, and other medical instruments.

MAZAK'S Integrex J-200S
Multitasking Machine

FANUC'S Series 0i-F CNC

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editor's letter

Elizabeth Engler Modic
elmodic@sig.net

Welcome to the greatest show on earth

You might read "greatest show on earth" and immediately think of the Ringling Bros. and Barnum & Bailey Circus. However, what I am referring to is the 30th edition of the International Manufacturing Technology Show (IMTS 2014).

To many people exhibiting at the IMTS, preparing for the show sometimes feels like a three-ring circus – juggling many different tasks in order to have just the perfect booth exhibit to wow attendees. The show's organizer, AMT – The Association For Manufacturing Technology, is juggling much more than three rings. As an attendee, you might also feel like you have just entered a circus, since the size and scope of the show is so massive.

IMTS is one of the largest industrial trade shows in the world, featuring more than 1,900 exhibitors and 100,000+ visitors. And it's so much more than a walk-the-floor trade show. First, the event encompasses all four halls of McCormick Place, and is nicely split into nine pavilions – making it easier to navigate for the areas that interest you. Next, the conferences – Global Automation and Manufacturing Summit, Motion, Drive, & Automation North America, and the IMTS Conference Program – offer more than 70 speaker presentations throughout the week.

Another show-stopping attraction is AMT's Emerging Technology Center (ETC), which features futuristic views of new technology and emerging trends in manufacturing. This year, practical and actual applications of new technologies will be demonstrated right on the exhibition floor, with a final product being built using parts manufactured by exhibitors during the show.

As IMTS continues to expand, so does the Smartforce Student Summit, which enables students to attend the show in order to encourage careers in the manufacturing technology industry.

Lastly, I would like to invite you to our booth – Today's Technology Center (TTC), W-20 – where you'll see how businesses are implementing the latest advancements in manufacturing technology (see pages 30-31). The TTC features advancements from the medical, aerospace, automotive, and energy sectors. Highlights from the medical side will be TMD's very own Glass-Man showcasing everything from implants to durable equipment. We will also be hosting a game where attendees have a chance to "Implant the Implant" and enter to win an iPad.

This year's show promises so many options that being prepared for what you want to view at the show is truly a necessity. That is one reason we have published the *IMTS 2014 Quick Guide* with this issue. The *Quick Guide* is a fast reference to companies in four key growth sectors – medical, aerospace, energy, and motor vehicles. It also offers all the exhibitors in alphabetical order. I hope you find it useful in your planning.

Finally, if you just picked up this issue at the show – or you are borrowing a colleague's copy – take the time to turn to page 82 and subscribe to your own copy, or visit www.onlinetmd.com/account/signup.aspx.

I look forward to seeing you at the show. Please stop by booth W-20 to introduce yourself, and let me know what you found to be the most interesting technology.

— Elizabeth

MEDICAL DEVELOPMENT

PUBLISHER/SALES
Joseph M. Eshenroder, CEO / 414-761-3140
jeshenroder@sig.net / 330-523-5300
Mike Cichon, Publisher
mikec@sig.net / 330-523-5279
Tom Grunwald, Production Manager
tgrunwald@sig.net / 330-523-5301

EDITORIAL
Elizabeth Engler Modic, Editor
elmodic@sig.net / 330-523-5301
Robert Scholtenberger, Editor
rscholtenberger@sig.net / 330-523-5301
Eric Stearns, Senior Editor
estearns@sig.net / 330-523-5301
Doreen Engler, Senior Editor
dengler@sig.net / 330-523-5301

COORDINATOR/GRAPHICS/PRODUCTION
Jared Thompson, Senior Editor
jthompson@sig.net / 330-523-5302
Lori Drake, Senior Editor/Production Coordinator
ldrake@sig.net / 330-523-5301
Albert King, Senior Designer
aeking@sig.net / 330-523-5308

SALES/ADVERTISING
Doreen Engler, Senior Editor
dengler@sig.net / 330-523-5301
Jack Scholtenberger, Senior Editor
jscholtenberger@sig.net / 330-523-5301
Victoria Taggart, Senior Editor
vtaggart@sig.net / 330-523-5301
Barbara M. Williams, Senior Editor
bwilliams@sig.net / 330-523-5302
Pat Gaudin, Senior Editor
pgaudin@sig.net / 330-523-5301
Kathy Wang, Senior Editor
kwang@sig.net / 330-523-5301
Michelle Hay, Senior Editor
mhay@sig.net / 330-523-5301
Marianne Chang, Senior Editor
mchang@sig.net / 330-523-5301
Marianne Chang, Senior Editor
mchang@sig.net / 330-523-5301

CORPORATE
Richard Foster, Executive
rfoster@sig.net / 330-523-5301
Dan Monahan, Executive
dmonahan@sig.net / 330-523-5301
James H. Korte, Executive
jkorte@sig.net / 330-523-5301
Markus Lohmeier, Executive
mlohmeier@sig.net / 330-523-5301
Lindsay Redford, Executive
lredford@sig.net / 330-523-5301
Kathy Quisenberry, Executive
kquisenberry@sig.net / 330-523-5301
Kevin O'Brien, Executive
kobrien@sig.net / 330-523-5301

CORPORATE/EDITORIAL/PRODUCTION/SALES
4030 Kestrel Lakes Parkway
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PARENTMAP.COM

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MOBILE

- Optimized mobile site for easy on-the-go navigating
- 35-40% of our traffic is viewed on a mobile device

MEDIA PARTNERS

- KCTS 9, KING 5, Q13 FOX, The Seattle Times

ParentMap Circulation & Demographics

MAGAZINE CIRCULATION

Get your message in the hands of parents as they go about their day

75,000
PRINT + DIGITAL
CIRCULATION

188,000
MONTHLY
READERSHIP

ParentMap magazine is available free convenient locations — schools, libraries, centers, grocery stores, doctor's offices, museums, community centers and more

- Bellevue Square
- Crossroads Shopping Center
- Experience Music Project
- IKEA
- KidsQuest Children's Museum
- Marriott Hotels
- Overlake Hospital
- PCC
- Pike Place Market
- Point Defiance Zoo & Aquarium
- Redmond Town Center
- SeaTac Airport
- Seattle Children's Hospital
- Seattle Outlet Mall
- Starbucks
- The Little Gym
- UW Children's Center
- Valley Medical Center
- WiggleWorks Kids
- Woodland Park Zoo
- YMCA
- And many more!

OUR AUDIENCE

Your Customers!

GENDER:	94% female, 6% male
AVERAGE AGE:	39 (38.5% between 25-44)
EDUCATION:	84% college graduates 30% post-graduate degrees
FAMILY:	65% have kids under 5 61% have kids ages 5-12 22% have kids ages 13-18
HOME:	85% are homeowners
INCOME:	44% have an annual household income over \$100,000

Advertising in ParentMap Works
80% frequently purchase products and services advertised in ParentMap

Source: Circulation Verification Council Leadership survey audit 2012

Top Resources Our Readers Are Seeking Out

Local Family Activities	
Parenting Advice	89%
Education News	88%
Family Travel	87%
Health + Nutrition	82%
Household Management	78%

ParentMap Editorial Calendar

2015 Media Planner

M MAGAZINE W WEBSITE/E-NEWS G ANNUAL GUIDES E LIVE EVENTS

JANUARY: Health + Family Wellness Issue

- Parent Health Revolution: Hooray for Hygiene!
- Your Central America Adventure
- Active Winter Vacations
- Celebrating Civil Rights
- Preschool Previews (Seattle, Eastside, North, Tacoma)
- Lecture: Gordon Neufeld, Ph.D.

FEBRUARY: Love Makes the World Go 'Round

- Parenting + Work Series: The Career/Kid Juggle
- Super Spring Arts
- Aweesome Parent: Kid Date Escapes
- Funny Valentine: Gifts, Crafts + Treats
- St. Thomas School Campfair (Eastside)
- Lecture: Jo Langford, M.A.

MARCH: Spring Is In the Air

- The Seattle Effect: Innovation Lives Here
- College Savings Cram Sheet!
- ParentMap Summer Annual Guide
- High + Dry Travel: Sunny Desert Vacations
- Spring Critter Adventures
- Summer Camp Rains (Seattle, Shoreline, Tacoma)
- Lecture: Laura Kastner, Ph.D.

APRIL: 2015 Superheroes

- Common Core Testing
- Yurting for Beginners
- Your Totally Cool Teen Babysitting Handbook
- ParentMap Baby Annual Guide
- Beyond Berries: Spring Foraging!

MAY: In Praise of Moms

- Parenting + Work Series: Moms Reinvest
- Midlife Moms
- Perfect Picnics Around Puget Sound
- Family Adventure Guide: Spring/Summer
- The Best Urban Camping Vacations
- Cool Camp Roundups
- Lecture: Dr. John Gottman, Ph.D.

JUNE: Dads + Grads

- Are We Raising Our Boys?
- The Parents' Guide to Driver's Ed
- Oh, Canada! 4 Amazing Trips Beyond the Border
- Rodeo Roundup
- Gifts We'd Give Our Graduating Seniors

JULY: Chill Out!

- Raising the Spirit of Service
- Arrrrrr! Pirate and Seafair Outings
- Golden Teddy Awards/Family Directory
- Rockin' Road Trip Gear
- Shaker Summer: 5 New-Old Fun Family Sports
- Patriotic Treats + Crafts

AUGUST: School Prep

- Brilliant Lunchbox Gear
- Make a Splash! Amazing Water Outings
- Mommy's Guide to Hormones
- Ice Cream Day Trips
- Back-to-School Prep