

MOTORCYCLING THE SOUTH WITH MIKE WOLFE

CATCHING WAVES AND SAVING LIVES

WHY AUSTRALIANS LOVE THEIR CRICKET

AMERICAN WAY

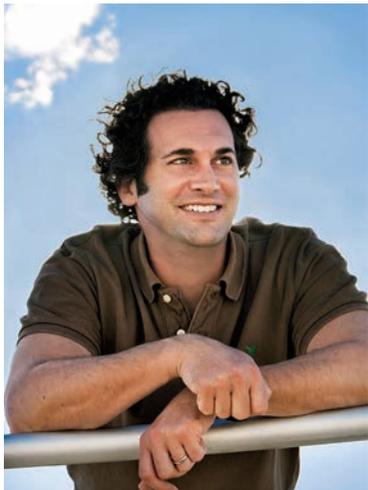
DECEMBER 2015

ELLEN PAGE IS IN

THE SPOTLIGHT

The actress on being Juno,
youthful indiscretions
and her decision to come out

By Adam Pitluk



These Days

What a year. We greeted each other in January as two recently merged companies — US Airways and American Airlines — working toward a common goal of going for great with you, our customers, in mind. Much has been said in media circles in 2015 about the merger. Many milestones were met, expectations were exceeded and Wall Street was happy.

From a magazine perspective, 2015 was nothing short of a miracle. Judging by the frequency and quality of the letters sent to us at editor@americanwaymag.com, you, dear readers, have thoroughly enjoyed the reimagined and redesigned suite of magazines in our portfolio.

As longtime American Airlines customers knew — and longtime US Airways customers learned — in addition to *American Way*, the bellwether of the in-flight-magazine industry, we have our premium-class and lounge magazine, *Celebrated Living*, and our Spanish- and Portuguese-language magazine, *American Airlines Nexos*. The miracle is that all three magazines had new everything starting in January, as we switched publishers from American Airlines Publishing to Ink.

Indeed, there were new staffs, new designs, new editorial direction and new advertisers. That's what you saw as you boarded planes in January with our Foo Fighters cover kicking off the year. What you didn't see was the tireless work going on behind the scenes to make this

a seamless transition. Relaunching three magazines with a new publisher was a weighty undertaking indeed, but we were also setting the sun on *US Airways* magazine and trying to figure out how to board the magazines fleetwide when there were still various advertising embargoes in place among the two airlines and three different magazine publishers (there was another company that was in charge of advertising sales for American's titles at the time as well).

Here we are, almost a year later, and

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we're growing stronger and getting better, as an airline and as your in-flight magazines.

We have some exciting stories already planned for 2016. But take some time, won't you, to give this final issue of the year — and my final issue as an American Airlines employee — a nice, long read. Our editorial team here in Dallas, along with our sales team in Miami, went to great lengths to find the perfect balance of content for your holiday reading enjoyment.

Surfing is one of those activities you can do with a one-time investment for most of your life, but what about the lives

affected and, in some cases, saved by this leisure activity? Our story on page 84 has an interesting take on one of the great American hobbies. The History Channel's Mike Wolfe, host of *American Pickers*, is one of those rare multitalents who can carry a show, and who can, as you'll see on page 70, write and take a pretty picture to boot. Take a motorcycle tour with him and his famous friends along the Mississippi Delta blues triangle. And while you're reading Mike's prose, listen to him deejay his favorite blues songs from his favorite blues greats on audio channel 2. As profound years go, you must turn to page 58 and read about our cover subject, Ellen Page, who had a very interesting year, and who is the living embodiment of life imitating art, and vice versa.

We're proud of the year we had from an airline standpoint, and from a publishing standpoint. And I'm proud to continue on as your editor. These days — and for the days ahead — expect nothing but the best from us as we start another chapter.

See you in the sky.

Adam Pitluk
Editor

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