

# AMERICAN WAY

February 2015

## STILL GENIUS

*Julianne Moore's  
quiet, powerful  
presence has  
made her a legend*

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## Caribbean Secrets

*Go beyond the beach  
to find the essence  
of five tropical islands*

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## The Return of Small Bookstores

*Grab a good read, a cup of  
Joe and get comfortable*

**WIN  
100,000**

*AAdvantage  
miles - Pg. 16*



## EDITOR'S NOTE

# Here We Are

**Y**OU MAY HAVE NOTICED WITH MY NOVEMBER 2014 column that changes were coming for *American Way*. That motion was seconded with the December 2014 “Editor’s Note,” and it was really hammered home with the relaunched, redesigned issue last month, which was introduced by Ink Global Publisher Michael Keating **14**. I’m typing this column from a very hip new office in Dallas’

trendy West End district. I have a great view of downtown and an even better view of the new staff of our three titles, *American Airlines Nexos* and *Celebrated Living* being the other two.

I could take this whole space to paint a picture of our awesome staff, but I’ll let this picture speak for itself, as well as give them the chance to introduce themselves.

—ADAM PITLUK **15**



**1 Gwen Baldwin,**  
**Marketing Director**

Gwen brings over 20 years of marketing experience with American Airlines in digital and print publishing, in-flight products, loyalty marketing, advertising, promotions, events and PR. She holds a B.A. in journalism (with a concentration in advertising) from the University of North Carolina at Chapel Hill and is active in local and national philanthropic organizations.

**2 Marisa Beazel,**  
**Vice President of Publishing**

Marisa joins Ink as vice president of publishing with over 16 years of

experience in sales, management and marketing in media, along with new-business-development skills on national and global levels. Prior to joining Ink, Marisa was the publisher for *Modern Luxury Brides South Florida* and the Caribbean and national director of advertising for Modern Luxury Media. She was also once regional director of advertising for American Airlines Publishing.

**3 Eric Celeste, Senior Editor**

A 25-year publishing professional, Eric is also the city columnist for *D Magazine*. He has served as editor-in-chief of *Creative Loafing* in Atlanta; founding editorial

director of *Genome* magazine, which was named “Best Consumer Healthcare Magazine” by *Folio*; and associate editor of the *Dallas Observer*, where he wrote a national award-winning media column. His daughter is a student at the University of Oklahoma, and he lives with a runner whom he wrote about in the October issue of *American Way*, as well as with a very fat cat, Neko, who runs only when her food bowl is being filled.

**4 Leila Cobo,**  
**Executive Editor, American Airlines Nexos**

The bilingual/bicultural label

applies well to Leila, a writer and pianist from Cali, Colombia, who lives in Miami, Latin America’s northernmost city. Leila has dual degrees in journalism (from Bogotá’s Universidad Javeriana) and piano performance (from the Manhattan School of Music). As a Fulbright Scholar, she got her master’s degree in communications from the University of Southern California. She’s executive director for Latin content and programming at Billboard, and when not listening to music or writing about it, she publishes books. Her two novels are *Tell Me Something True* and *The Second Time We Met*.

DAVID HALLORAN

**5 Alexander Flores,**  
**Design Director**

Alexander has a varied creative background in both advertising and editorial design. Born and raised in South Texas, Alexander graduated from the Art Institute of Dallas with the Best Portfolio Award and began his career in advertising. Alexander was associate creative director at 101-year-old ad agency TracyLocke. While the art director of the *Dallas Observer*, Alexander's work was lauded as "The Most Creative of Any Publication" by the Association of Alternative Newsweeklies and was often featured by the Society of Publication Designers.

**6 Jacquelyne Froeber,**  
**Editor, Celebrated Living**

Jacquelyne has more than 10 years of experience covering luxury trends, style, shelter and travel. Her passion for stories about the good life started at *Coastal Living* magazine, where she helped *Coastal Living* win a Lowell Thomas Award for travel writing in a nontravel magazine. Jacquelyne has also contributed to other titles, including *Health* and *Midwest Living*, and she's written for websites such as CNN.com. She loves pugs and her alumni, the Michigan State Spartans. She will also be a senior editor for *AW*.

**7 Susan S. Gallacher,**  
**Senior Research Editor**

*American Way's* senior research editor since 2006 and a native of Tennessee, Susan has written and edited deliverables for clients such as JP Morgan Chase, Citibank and Zale Corporation. She is a published songwriter and, as her British husband attests, makes a fine cup of tea.

**8 David Halloran,**  
**Photo & Research Editor**

It was while free-falling over the Swiss Alps that David realized he wanted a career in adventure. The Austin, Texas, native has spent many hours in the field with official state photographer Wyman Meinzer, developing a keen eye for what makes a great image while earning a bachelor's degree in photocommunications from Texas Tech. He earned a master's from the University of North Texas, where one of his professors was editor Adam Pitluk.

**9 Travis Kinsey, Managing Editor**

With nearly 20 years in publishing, Travis has covered everything from Susan Lucci's one and only Daytime Emmy win in 1999 to new American Airlines routes to South America. After eight years as an entertainment journalist in New York, Travis joined *American Way* in March 2004, becoming managing editor in 2011. Last September, he proudly added "Daddy" to his list of titles.

**10 Abby Kinsinger,**  
**Assistant Editor**

Abby was born in Oklahoma but raised in McKinney, Texas, returning to her roots to attend the University of Oklahoma. Abby graduated Phi Beta Kappa with degrees in professional writing and Italian language (the latter skill she is desperately trying not to lose). She enjoys live music, unsolved mysteries and spontaneous celebrations.

**11 Jeff Miller,**  
**Texas Advertising Manager**

Jeff, a Dallas native, has a communications degree in radio, TV and film from the University of Texas at Austin. Want to advertise in *American Way*? As a seven-year veteran of in-flight ad sales, Jeff can help you with that.

**12 Christiana Nielson,**  
**Associate Editor**

Born and raised in Dallas, Christiana attended the University of Missouri (Go Tigers!), earning degrees in magazine journalism and international studies. After graduating *magna cum laude*, she became associate editor of *AW* and *Celebrated Living*. Her on-the-job travels have allowed her to snorkel with sharks in Belize, heli-ski in Canada and eat the world's best pizza in Florence, Italy.

**13 Brian Smith,**  
**Senior Art Director**

Brian is an award-winning magazine designer who started his career working for the American Quarter Horse publications. He then moved to Dallas, where he was art director at *Horse & Rider* magazine and later *D Magazine*. He has won many design awards, most recently a Magnum Opus award for *American Way*. He firmly believes that magazine journalism will never die.

# HENRI DAUSSI



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