

# SATW ICELAND CONVENTION

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SEPTEMBER 15-20, 2014



## Convention Schedule

Find out where you  
should be and when

Page 7

## Professional Development

Two days, six tracks,  
24 speakers

Page 13

## Tours

Glaciers, geysers, food,  
culture and more

Page 26



All photos courtesy of  
Iceland Travel

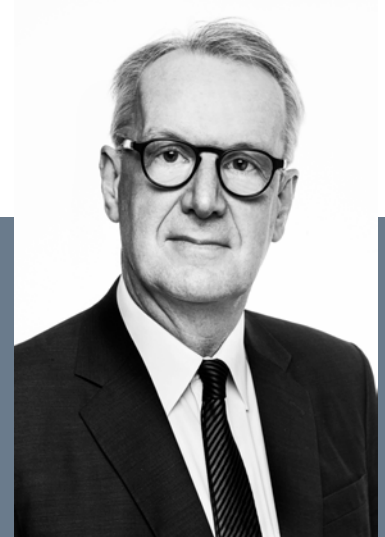
Cover photo: Northern  
lights over West Iceland,  
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## Table of Contents

Welcome from Promote Iceland	3
Welcome from SATW President	4
Social Media Information	4
Iceland Host Committee	5
Icelandair Hotels	6
Convention Schedule	7
Professional Development Schedule	13
Professional Development Speakers	18
Keynote Speaker	25
Half-day and Full-day Tours	26
Pre- and Post-tours	31
Dine-around	36
SATW Board of Directors	37
SATW Convention Committee	37
Thank You, Sponsors	38



# Welcome to Iceland



On behalf of the Icelandic tourism industry, I would like to welcome members of the Society of American Travel Writers to our shores.

It is both a pleasure and a privilege to host a professional society dedicated to the advancement of travel writing and photography. The country has been a popular pick as a recommended travel destination in the media in recent years, and we look forward to living up to and surpassing those expectations.

Much has deservedly been made of the beauty of the Icelandic nature. We hope to show you that the real secret to Iceland is not only the natural beauty of the landscape, but the people who inhabit this island and the culture they have created. We want you to experience the generous hospitality and the warm embrace of a multitude of Icelanders from all over this island. Because, at its best, Iceland is not just another destination. Iceland is an out-of-this-world experience.

Enjoy the experience of Iceland!

Jón Ásbergsson  
CEO  
Promote Iceland



## Welcome to Iceland

Welcome to Iceland all you undaunted travelers. Bonus points to anyone who didn't give the volcano or CNN a second thought. You're here to see and hear for yourselves, and you can be proud of that.

Icelanders are the key to your stories and photo opportunities here. They will be involved with most aspects of the convention, including PD sessions, socials, tours and meals. Their thousand-year heritage is rich in lore, and they're eager to share it with us. Stories will unfold before your very eyes and ears about the magic here. You might not be by this way again soon, so pay mindful attention to this new and vibrant world you're experiencing. It's truly a wonder.

Steve Giordano  
President  
Society of American Travel Writers

## Social Media Information



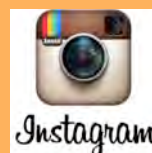
@SATW  
#SATWIceland  
@IcelandTravelTO



[Youtube.com/SATWofficial](https://www.youtube.com/SATWofficial)



[facebook.com/SATWofficial](https://www.facebook.com/SATWofficial)



[@IcelandTravel](https://www.instagram.com/IcelandTravel)



[flickr.com/photos/satw](https://www.flickr.com/photos/satw)



# Iceland SATW Host Committee

## Iceland Travel

Helga Lára Guðmundsdóttir  
Anna Björk Theódórsdóttir  
Guðrún Ósk Kristinsdóttir

## Icelandair Hotels

Hildur Ómarsdóttir  
Ólöf Guðmundsdóttir

## Meet in Reykjavik

Sunna Þórðardóttir

## Reykjavik Excursions

Þórarinn Þór

## Promote Iceland

Guðrún Birna Jörgensen  
Ragnheiður Sýlvía Kjartansdóttir

## Visit Reykjavik

Einar Þór Bárðarson  
Davíð Samúelsson

## Iceland Excursions/Gray Line

Þórir Garðarsson



# Iceland Convention Hotels

## Hilton Reykjavik Nordica

As the primary convention hotel, the Hilton Reykjavik Nordica will serve as the location for the opening ceremonies, the professional development sessions, Chapter and Council meetings, and the main registration desk.

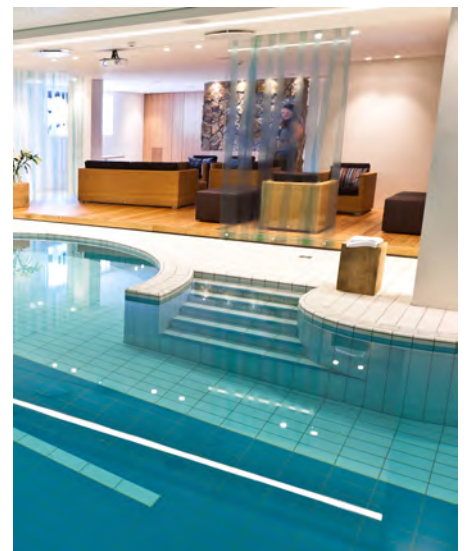
Located in Reykjavik's financial district, the hotel offers 24-hour room service, the gourmet VOX restaurant, and complimentary Wi-Fi.



## Icelandair Hotel Reykjavik Natura

Icelandair Hotel Reykjavik Natura is a newly refurbished, certified-green hotel that is surrounded by the beauty of Öskjuhlíð Hill and Nauthólsvík Beach.

The on-site restaurant, Satt, features fresh, local, organic ingredients, while the hotel's Soley Natura spa offers a variety of treatments to soothe body and soul.



## Icelandair Hotel Reykjavik Marina

This gem of the waterfront harbor district is just steps from downtown Reykjavik. Modern, colorful and stylish, the hotel has a maritime theme, dynamic views of a working harbor, and is home to the popular Slippbarinn restaurant and bar.





# Convention Schedule

## Sunday, September 14

6 a.m.	Information desk open at Keflavik International Airport	Airport lobby
7 a.m. – 2 p.m.	Registration desk open at the Hilton Reykjavik Nordica	2nd-floor meeting space
7 a.m. – 2 p.m.	Information tables open at the Icelandair Hotel Reykjavik Marina and Icelandair Hotel Reykjavik Natura	Hotel lobbies
8 a.m. – 5 p.m.	SATW office open	Hilton – Meeting Room D

## Monday, September 15

6 a.m.	Information desk open at Keflavik International Airport	Airport lobby
7 a.m. – 6 p.m.	Registration desk open at the Hilton Reykjavik Nordica	2nd-floor meeting space
7 a.m. – 2 p.m.	Information tables open at the Icelandair Hotel Reykjavik Marina and Icelandair Hotel Reykjavik Natura	Hotel lobbies
8 a.m. – 5 p.m.	SATW office open	Hilton – Meeting Room D
8 a.m. – 7 p.m.	Media room/Internet café open	Hilton – Meeting Room K
2 – 4 p.m.	City Sightseeing Tour	Departures from all hotels
4 – 5:30 p.m.	New board meeting	Hilton – Meeting Room E
5:45 p.m.	Departure for First-timers Reception	Departures from all hotels
6 – 7 p.m.	First-timers Reception (invitation only; not an all-member event)	Reykjavik City Hall
6:45 p.m.	Departure for Opening Reception	Departures from all hotels

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*

# Convention Schedule

## Monday, September 15 cont.

7 – 9 p.m.	Opening Reception	Reykjavik City Hall
8:30 p.m.	Shuttles begin returning to hotels	Departures from Reykjavik City Hall
9 p.m.	Final shuttle back to hotels	

## Tuesday, September 16

4:30 a.m.	“Grab and Go” breakfast service begins at all three hotels	All hotels
7 a.m.	Full breakfast buffet opens at all three hotels (delegates eat on own)	All hotels
8 a.m. – 5 p.m.	SATW office open	Hilton – Meeting Room D
8 a.m. – 10 p.m.	Media room/Internet café open	Hilton – Meeting Room K
8:30 a.m.	Shuttles to Hilton Reykjavik Nordica depart from Icelandair Hotel Reykjavik Marina and Icelandair Hotel Reykjavik Natura	
9 – 9:45 a.m.	Opening Ceremonies	Hilton Ballroom A + B
9:45 – 10:30 a.m.	SATW Business Meeting (SATW members; no spouses or guests)	Hilton Ballroom A + B
10:30 – 10:45 a.m.	Break	
10:45 a.m. – 1:15 p.m.	Awards Luncheon and Keynote Speaker, Dr. Isaac Sobol	Hilton Ballroom A + B
1:30 – 4:30 p.m.	Media Marketplace	Hilton Pre-function Area (outside Ballroom A + B)
5 – 6 p.m.	SATW Foundation Reception (not an all-member event; invitation only)	Hilton – VOX Restaurant

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# Convention Schedule Continued

## Tuesday, September 16 cont.

6:15 p.m.	Shuttles depart for dine-around	All hotels
6:30 – 8:30 p.m.	Dine-around	Check your personal itinerary for your assigned restaurant
9 p.m.	All dine-around captains escort groups back to Lækjargata to catch shuttles back to the convention hotels	Lækjargata (where the shuttle originally dropped you off for dine-around)

## Wednesday, September 17

4:30 a.m.	“Grab and Go” breakfast service begins at all three hotels	All hotels
7 a.m.	Full breakfast buffet opens at all three hotels (delegates eat on own)	All hotels
7:30 a.m.	Shuttles to Hilton Reykjavik Nordica depart from Icelandair Hotel Reykjavik Marina and Icelandair Hotel Reykjavik Natura	
8 a.m. – 5 p.m.	SATW office open	Hilton – Meeting Room D
8 a.m. – 10 p.m.	Media room/Internet café open	Hilton – Meeting Room K
8 – 8:45 a.m.	Chapter meetings (SATW members only; no spouses or guests) - Canadian Chapter - Central States Chapter - Eastern Chapter - Western Chapter	Hilton – Meeting Room F Hilton – Meeting Room G Hilton – Meeting Room H Hilton – Meeting Room I
8:45 – 9 a.m.	Break	
9 a.m. – 12:30 p.m.	Professional development sessions	Hilton Meeting Rooms
12:30 – 1:15 p.m.	Lunch (boxed lunches on-site)	Hilton Meeting Rooms

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*

# Convention Schedule Continued

## Wednesday, September 17 cont.

1:15 – 5 p.m.	Half-day sightseeing tours (BLUE)	All tours depart from the Hilton (blue tour tickets)
6:15 p.m.	Shuttles depart from all three hotels for dinner	Pearl Restaurant
6:30 – 9:30 p.m.	Cocktails and dinner	Pearl Restaurant
9:30 p.m.	Shuttles back to hotels	

## Thursday, September 18

4:30 a.m.	“Grab and Go” breakfast service begins at all three hotels	All hotels
6:30 a.m.	Photographers Field Trip	Vans depart from all hotels
7 a.m.	Full breakfast buffet opens at all three hotels (delegates eat on own)	All hotels
7 – 8 a.m.	SATW Foundation board meeting	Hilton – Meeting Room E
7:30 a.m.	Shuttles to Hilton Reykjavik Nordica depart from Icelandair Hotel Reykjavik Marina and Icelandair Hotel Reykjavik Natura	
8 a.m. – 5 p.m.	SATW office open	Hilton – Meeting Room D
8 a.m. – 6 p.m.	Media room/Internet café open	Hilton – Meeting Room K
8 – 8:45 a.m.	Council meetings (SATW members only; no spouses or guests) - Associates Council - Editors Council - Freelance Council	Hilton – Meeting Room H Hilton – Meeting Room E Hilton – Meeting Room I
8:45 – 9 a.m.	Break	

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# Convention Schedule Continued

## Thursday, September 18 cont.

9 a.m. – 12:30 p.m.	Professional development sessions	Hilton Meeting Rooms
12:30 – 1:15 p.m.	Lunch (boxed lunches on-site)	Hilton Meeting Rooms
1:15 – 5 p.m.	Half-day sightseeing tours (YELLOW)	All tours depart from the Hilton (yellow tour tickets)
5:45 p.m.	Shuttles depart from all three hotels for U.S. Embassy Reception	All hotels (personalized event ticket required)
6 – 7:30 p.m.	U.S. Embassy Reception	U.S. Embassy, Reykjavik
Evening	Dinner on your own	On your own
9 p.m. – midnight	Pub crawl	Rendezvous at Lækjargata
Midnight	Pub crawl shuttles return to hotels	Lækjargata

## Friday, September 19

4:30 a.m.	“Grab and Go” breakfast service begins at all three hotels	All hotels
7 a.m.	Full breakfast buffet opens at all three hotels (delegates eat on own)	All hotels
7:30 a.m. – 5 p.m.	Full-day sightseeing tours; lunches sponsored by Radisson	Departures from all hotels (check your tour tickets for specific departure times)
8 a.m. – 6 p.m.	SATW office open	Hilton – Meeting Room D
8 a.m. – 6 p.m.	Media room/Internet café open	Hilton – Meeting Room K
6 p.m.	Shuttles depart for final banquet	All hotels
6:30 - 9 p.m.	Final banquet and Shootout Awards	Harpa Concert Hall and Conference Centre
9 – 9:30 p.m.	Shuttles back to hotels	

# Convention Schedule Continued

## Saturday, September 20

4:30 a.m.	“Grab and Go” breakfast service begins at all three hotels	All hotels
7 a.m.	Full breakfast buffet opens at all three hotels (delegates eat on own)	All hotels
Morning	Departures to airport or assigned pre-/post-tours	All hotels

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# Professional Development Schedule

## Wednesday, September 17 | 9 – 10 a.m.

### **Photo Archiving on the Road** (Track 6 – designed for all members)

**Presenter: Kevin Gilbert, Mylio**

You're traveling and building up a body of valued, yet perishable photographs. What can you do to archive those photos so that they're not lost? A photojournalist and memory evangelist will describe how to preserve those photos and make it easier to manage them when traveling.

### **Behind the Great Wall: China** (Track 5 – designed for Associates)

**Presenter: Evan Saunders, CEO and Co-founder, Attract China**

An authority on developing tourism from China debunks many of the myths about Chinese tourists and describes how hotels, restaurants, shops, attractions, golf resorts and destinations are connecting with inbound (to North America) Chinese travelers. **Repeats at 10:15 a.m.**

### **Smartphone & Wi-Fi Strategies** (Track 4 – designed for Actives)

**Presenter: James DeRuvo**

The smart phone has made it possible to leave lots of other devices behind (laptops, cameras) and carry just one device. But, a smartphone can come with hidden costs, unless you know how to use the smartphone's full capabilities, affordably, while traveling. An expert presents the latest in smart phone and wireless strategies. **Repeats at 10:15 a.m.**

### **WordPress Basics** (Track 4 – designed for Actives)

**Presenter: Chris Christensen**

WordPress is the common software used to publish websites. Direct from Silicon Valley, an award-winning digital travel writer explains how to get the most from WordPress, easily build your own website or blog, and profit from online travel publishing. **Repeats at 10:15 a.m.**

## **EXPANDED SESSION | 9 – 10:30 a.m.**

### **Icelandic Contrasts: Volcanoes and Culture** (Track 1 – designed for all members)

**Presenters: Haraldur Sigurdsson, Professor Kristín Loftsdóttir, Sari Peltonnen**

One of the world's foremost authorities on volcanoes describes Iceland's explosive geology. And, yes, he can even pronounce *Eyjafjallajökull*. Joining him on the panel are an Iceland anthropologist, who will discuss Iceland's cultural history and how Icelandic society is changing; and a leader in Iceland's design community, who will cover Iceland's contribution to fashion, architecture, crafts and graphic design.

*Note: This session concludes at 10:30 a.m. and is followed by a 15-minute break. Attendees can then opt to sit in on the day's second expanded session, which runs from 10:45 a.m. to 12:15 p.m.*

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# Professional Development Schedule Continued

**Wednesday, September 17 | 10:15 – 11:15 a.m.**

**Photographing Iceland** (Track 6 – designed for all members)

**Presenter: Oli Haukur Myrdal**

One of Iceland's greatest travel photographers presents his work and provides his perspectives on taking pictures of his country and its famous sites, beautiful landscape, welcoming people and phenomena, including the northern lights.

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**Wednesday, September 17 | 10:45 a.m. – 12:15 p.m.**

## **EXPANDED SESSION**

**Arctic Tourism Futures, Ethics and Sustainability Roundtable** (Track 1 – designed for all members)

**Presenters: Simone Abram, Ph.D.; Rebecca Bruce; Katrin Anna Lund, Ph.D.; Eliza Reid; Julia Spence | Moderated by Roger Norum, Ph.D.**

Leading authorities from the fields of travel writing, academia, Nordic and arctic travel, and anthropology discuss the future of arctic tourism, ethics and sustainability. This session will provide fascinating and useful background to stories about Iceland and the arctic.

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# Professional Development Schedule Continued

## Wednesday, September 17 | 11:30 a.m. – 12:30 p.m.

**Field Video** (Track 6 – designed for all members)

**Presenter: James DeRuvo**

Media outlets are increasingly asking writers and photographers to also supply video. But, how do you make shooting and editing video affordable and mobile? An expert on new video technologies describes how to easily and affordably shoot video in the field.

**Beyond Ad Equivalency** (Track 5 – designed for Associates)

**Presenter: David Rockland, Ph.D.**

Measuring the effectiveness of P.R. campaigns – beyond simple advertising value equivalency – has always been a challenge. The primary author of the Barcelona Principles describes how they can be incorporated into campaigns of all sizes and at all levels of complexity. **Repeats on Thursday.**

**Promoting Socially** (Track 3 – designed for Actives)

**Presenter: Jennifer Dombrowski**

A successful and broadly published digital travel writer with serious social media cred shows how to use social media to build your online presence, reputation and financial welfare. This is more than posting kitty pictures; it's about drawing readers to your site and building your reputation as a valued resource for travel information. **Repeats on Thursday.**

**Traveling Well: Medical Assistance to Travelers** (Track 2 – designed for all members)

**Presenter: Assunta Uffer-Marcolongo, President, IAMAT (International Association for Medical Assistance to Travellers)**

Illness can make travel miserable. Knowing what to do to prevent illness and how to respond when it occurs is the focus of this presentation by the president of the International Association for Medical Assistance to Travelers. Loaded with tips and information for those “how to” articles your readers love.

## Thursday, September 18 | 6:30 a.m. – noon

**Photographers Field Trip** (Track 6 – designed for professional photographers)

This “field trip,” led by local photographers to three photogenic locations in Reykjavik, is designed as a working outing for advanced photographers, who will be divided amongst three vans. Each van will head to a different location, then rotate once each hour, returning before noon.

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# Professional Development Schedule Continued

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**Content Marketing** (Track 4 – designed for all members)

**Presenter: Rebecca Lieb**

While traditional advertising-supported media have been struggling to survive, new media whose financial welfare is dependent upon content, rather than advertising, are flourishing. Content Marketing is opening markets for travel writers and photographers. In this session, the author of the book “Content Marketing” describes what it is and how to profit from this new channel. **Repeats at 11:30 a.m.**

## EXPANDED SESSION | 9 – 10:30 a.m.

**Writers and Editors Panel: State of the Travel Writing Market in Europe Today** (Track 2 – all members)

**Presenters: Crai Bower, Pat Richardson, Karl Teuschl**

**Moderators: David Blandford (9:30 a.m.) and Paula Butler (10:45 a.m.)**

Three accomplished travel writers, photographers and editors describe markets for travel writing and photography in Europe today. **Repeats at 10:45 a.m.**

*Note: This session concludes at 10:30 a.m. and is followed by a 15-minute break.*

## Thursday, September 18 | 10:15 – 11:15 a.m.

**Modern Writing** (Track 3 – designed for Actives)

**Presenter: Dean Nelson**

What does the modern travel writer need to know these days in order to be marketable and current? How important is good writing these days? How does the modern writer keep his or her skills sharp? How important are tech tools? A veteran writer (The New York Times and national magazines) who has interviewed some of the best writers in the country looks at what is crucial for all good travel journalists. **Repeats at 11:30 a.m.**

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# Professional Development Schedule Continued

**Thursday, September 18 | 10:15 – 11:15 a.m.**

**Thule Tales: Contemporary Travel Writing and the Ideal of North** (Track 1 – designed for all members)  
**Presenter: Kristín Loftsdóttir**

The Icelandic phrase “*ad ganga með bok I maganum*” means everyone gives birth to a book. Literally, one in 10 Icelanders will publish one. This fascination with writing began in the 13th century with Icelandic sagas that told the stories of Norse settlers. In this session, two academics, one from the United Kingdom and another from Iceland, describe how writing is evolving and why writing is such a passion among the Icelandic people.

**Thursday, September 18 | 10:45 a.m. – 12:30 p.m.**

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# Professional Development Speakers

## ARCTIC TOURISM FUTURES, ETHICS AND SUSTAINABILITY ROUNDTABLE

### **Simone Abram, Ph.D.**

Simone Abram is a Reader in Tourism at Leeds Beckett University. A social anthropologist, Simone has published articles on outdoor life in Norway, urban planning in the U.K., and heritage in central France. She has been a Visiting Fellow in Oslo and Gothenburg and was a Visiting Professor in Paris in 2013 and in Tromsø from 2009 to 2011.

### **Rebecca Bruce**

Rebecca Bruce has been an Inntravel Product Manager for almost 10 years. She is responsible for developing the company's portfolio of self-guided holidays and journeys across Europe's Alpine regions, as well as the Nordic countries, from Switzerland to the Faroe Islands, and from Iceland to Inntravel's brand-new itinerary on the Svalbard archipelago.

### **About Inntravel**

Multi-award-winning Inntravel, which celebrates its 30th anniversary in 2014, specializes in "Slow" holidays that offer a truly individual experience. Whether walking, skiing, cycling, or taking an inspiring journey by train, boat or car, Inntravel's carefully crafted self-guided holidays feature small characterful hotels. With the help of Inntravel's own route notes and maps, these holidays ease visitors along a lesser-taken path at their own pace. [www.inntravel.co.uk](http://www.inntravel.co.uk)

### **Katrín Anna Lund, Ph.D.**

Katrín Anna Lund is an Associate Professor at the University of Iceland, Department of Geography and Tourism. She has published on topics such as landscape, tourism and walking in Spain, Scotland and Iceland. She is currently conducting research on Northern Lights tourism in collaboration with researchers from Alta, Norway and Rovaniemi, Finland.

### **Eliza Reid**

Eliza Reid is a journalist and editor of Icelandair's in-flight magazine and co-founder of the annual Iceland Writers Retreat ([www.icelandwritersretreat.com](http://www.icelandwritersretreat.com)), which brings published and aspiring writers to Reykjavik to learn the craft of writing and experience Iceland's literary heritage. Instructors scheduled for April 2015 include Barbara Kingsolver, Adam Gopnik and Ruth Reichl.

### **Julia Spence**

Julia Spence heads up the P.R. team for Inntravel, a U.K.-based tour operator that offers "Slow" holidays to the most beautiful parts of Europe. By identifying opportunities and taking a proactive approach, Spence keeps Inntravel's name percolating in key newspapers, consumer magazines and online titles, as well as on social media platforms.

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# Professional Development Speakers

## ARCTIC TOURISM FUTURES, ETHICS AND SUSTAINABILITY ROUNDTABLE CONT.

### **Moderator: Roger Norum, Ph.D.**

Roger Norum is a Postdoctoral Research Fellow at the University of Leeds. Trained as a social anthropologist, Norum's current research focuses on the political economy of the travel writing industry and on transience among Arctic communities. Roger is also a travel writer and photographer, and has co-authored guidebooks on Norway, Denmark, Finland and Svalbard.

### **About Arctic Encounters**

*Arctic Encounters: Contemporary Travel/ Writing in the European High North* is a ground-breaking research project that looks at the role of tourism in the European Arctic. Funded by HERA (Humanities in the European Research Area) from 2013 to 2016, the project engages 11 international scholars across the humanities and social sciences researching the practice of tourism, as well as textual and visual representations of travel. [www.arcticencounters.net](http://www.arcticencounters.net)

## BEHIND THE GREAT WALL: CHINA

### **Evan Saunders**

Evan Saunders is CEO and Co-founder of Attract China. With more than a decade of experience in building online presence and customer retention rates for both independent and multi-national companies, Saunders is a leading expert in connecting businesses with consumers. He is well known in the travel community for using online marketing campaigns to drive independent Chinese travelers to specific companies, including many top brands in the hotel, restaurant, retail, attraction and golf industries.

## CONTENT MARKETING

### **Rebecca Lieb**

Rebecca Lieb is an analyst at the Altimeter Group, where she covers digital advertising and marketing. A consultant, author and sought-after speaker, Lieb has held several senior positions at U.S. digital consulting companies, including Ecoconsultancy, The ClickZ Network, Search Engine Watch, Siegel + Gale, Universal Television & Networks Group and Bertelsmann's RTL Television. She spent five years as Variety's Berlin-based German/Eastern European bureau chief and has taught at New York University's Center for Publishing, where she served on its Electronic Advisory Group. Her book, "The Truth About Search Engine Optimization," published by FT Press in 2009, instantly became a bestseller on Amazon.com. It remains a top-10 title in several Internet marketing categories. Her most recent book, "Content Marketing," was released in 2011.

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# Professional Development Speakers

## FIELD VIDEO | SMARTPHONE AND WI-FI STRATEGIES

### **James DeRuvo**

James DeRuvo has a multi-faceted career that spans radio, film and publishing. A writer about technology in the video industry for nearly 20 years, he is also an award-winning film director, having garnered a Telly Award for his short film “Searching for Inspiration.” DeRuvo has worked as a producer on talk radio programs in Los Angeles, covering topics ranging from travel to entertainment to technology. He is an authority on the application of new technologies to communications, photography and videography. He recently spoke at an SATW Western Chapter meeting on applying new techniques in order to travel more productively, and less expensively.

## ICELANDIC CONTRASTS: VOLCANOES AND CULTURE

### **Haraldur Sigurdsson**

Haraldur Sigurdsson is a renowned Icelandic volcanologist and geochemist best known for his work on the reconstruction of major volcanic eruptions of the past, including the eruption of Vesuvius in Italy in AD 79 and the consequent destruction of the Roman cities of Pompeii and Herculaneum. In 1991, he discovered tektite glass spherules at the Cretaceous-Palogene boundary (K–T boundary) in Haiti, providing proof for a meteorite impact at the time of the extinction of the dinosaurs. In 2004, he discovered the lost town of Tambora in Indonesia, which was buried by the colossal 1815 explosive eruption of Tambora volcano. In 1999, Sigurdsson published a scholarly account of the history of volcanology and was editor in chief of the Encyclopedia of Volcanoes. He was awarded the Coke Medal of the Geological Society of London in 2004.

### **Professor Kristín Loftsdóttir**

Kristín Loftsdóttir is Professor in Anthropology at the University of Iceland. Her current research focuses on whiteness, gender, racial identity and nationalism in Iceland, and the Icelandic economic crisis of 2008. Loftsdóttir’s recent co-edited books include “Postcolonialism and Whiteness in the Nordic Region and Crisis in the Nordic Countries and Beyond.”

### **Sari Peltonen**

The fashion, architecture, crafts, graphics and products of Iceland’s lively and inventive design community have been Sari Peltonen’s beat since 2009. She now serves as the Iceland Design Centre’s Communications and P.R. manager, was its editor before that and a journalist reporting in English and Finnish for both Finnish and Icelandic media. She earned a bachelor’s degree in humanities from Háskóli Islands, an MBA in marketing from Aalto-yliopisto (Aalto University), and a bachelor’s in journalism from the University of Helsinki.

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*



# Professional Development Speakers

## MEASURING P.R.: BEYOND AD EQUIVALENCY

### David Rockland, Ph.D.

Dr. David Rockland joined Ketchum in 2000 and is responsible for the agency's research products and services, as well as developing innovative approaches to measurement for Ketchum globally. He is the primary author of the Barcelona Principles, the first-ever set of standards for P.R. measurement. Rockland is the chairman for the International Association for Measurement and Evaluation of Communications (AMEC). He also served as chairman of the IPR Commission on P.R. Measurement and Evaluation in 2007 and 2008. An avid outdoorsman, he has chaired the Congressional Sportsmen's Foundation and was appointed by the Secretary of the Interior to the Board of the National Fish and Wildlife Foundation.

## MODERN WRITING

### Dean Nelson

Dean Nelson is founder and director of the journalism program at Point Loma Nazarene University in San Diego. He writes occasionally for The New York Times, Westways Magazine, San Diego Magazine, and several other publications and websites. He has written or co-written 14 books and traveled extensively, covering stories of human interest in such areas as Mumbai, Kosovo, Tanzania, Tibet, Central America, New Orleans, Haiti and beyond. Most notably, Nelson directs the annual Writer's Symposium By The Sea in San Diego, where he has interviewed such notables as Garrison Keillor, Amy Tan, Bill Moyers, George Plimpton, Dave Eggers, Gay Talese and Ray Bradbury. [www.deannelson.net](http://www.deannelson.net)

## PHOTO ARCHIVING ON THE ROAD

### Kevin Gilbert

Photojournalist and memory evangelist Kevin Gilbert says we're losing millions of photos a year. He writes that his life has been about helping people take better pictures, experience the joy of storytelling, and living life to the fullest. Gilbert has taken pictures in more than 70 countries for The Washington Times as a member of the White House Press Corps, as a photographer for Mark Burnett's Eco Challenge, and for the Discovery Channel, "The Apprentice," "The Contender" and other programs. Gilbert has led more than a dozen American Photo Mentor Treks around the world, taught photography for four years at TED, created PhotoCoaches, and spoken broadly for major retailers about digital photography. Now, he's begun to address the dilemma of losing our collective digital photographic record, encouraging people to look at their memories in a new and modern way.

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# Professional Development Speakers

## PHOTOGRAPHING ICELAND

### **Oli Haukur Myrdal**

There is not an aspect of photography (travel, landscape, people, nature, architecture, studio, weddings, wildlife, interiors, commercial, products, entertainment, fashion, food and beverages) in which Oli Haukur Myrdal does not excel. His spectacular photographs, published in numerous media, reflect the reality that Icelandic people are the ultimate observers and appreciators of planet Earth's parade. Myrdal's Iceland-based company, OZZO Photography, presents a dazzling portfolio of imagery taken here and abroad. [www.ozzophotography.com](http://www.ozzophotography.com)

## PROMOTING SOCIALLY

### **Jennifer Dombrowski**

Jennifer Dombrowski is a location-independent globe-trotter who is based in Prata di Pordenone, Italy. She works as a social media and communications strategist and is an award-winning travel writer. She is also a correspondent for Traveling, which airs on the American Forces Radio Network. Jdomb's Travels, her website, was named one of the top travel blogs to watch by the Huffington Post and has been featured by such top media outlets as CNN, BuzzFeed, and The Telegraph. Her "iPhoneography" has also been featured in USA Today and Travel + Leisure.

## TRAVELING WELL: MEDICAL ASSISTANCE TO TRAVELERS

### **Assunta Uffer-Marcolongo**

Assunta Uffer-Marcolongo is president of IAMAT (International Association for Medical Assistance to Travelers), which is dedicated to making the world a healthier place to travel. Her organization protects and improves the well-being of travelers with impartial health information, a worldwide network of English-speaking doctors committed to helping its members, and a travel medicine scholarship program designed to improve medical standards in clinics and hospitals abroad. For the past 20 years, Uffer-Marcolongo has worked with overseas medical practitioners to develop educational programs and exchanges that increase knowledge and awareness of travel medicine. She has also made many trips abroad to help low and medium-income countries improve medical services to travelers.

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*

# Professional Development Speakers

## THULE TALES: CONTEMPORARY TRAVEL WRITING AND THE IDEAL OF NORTH

### **Professor Kristín Loftsdóttir**

Kristín Loftsdóttir is Professor in Anthropology at the University of Iceland. Her current research focuses on whiteness, gender, racial identity and nationalism in Iceland, and the Icelandic economic crisis of 2008. Loftsdóttir's recent co-edited books include "Postcolonialism and Whiteness in the Nordic Region and Crisis in the Nordic Countries and Beyond."

## WORDPRESS BASICS

### **Chris Christensen**

Chris Christensen is the creator of *Amateur Traveler*, an online travel show that focuses on travel destinations and the best places to visit. It covers everything from knowing what to put on your Chicago hot dog when you go to the Windy City to swimming with whales in Tonga. It includes a weekly audio podcast, a video podcast and a blog featuring travel photography. The audio podcast is almost 9 years old and was downloaded 3,000 times a day last year (that's more than a million times total). *Amateur Traveler* recently earned a SMITTY award for Christensen from *Travel + Leisure* magazine for "best independent travel journalist/blogger." Christensen's other podcast, "This Week in Travel," has won three North American Travel Journalism awards. *Amateur Traveler* is also used to teach English at Oxford University.

## WRITER AND EDITORS PANEL: STATE OF TRAVEL WRITING IN EUROPE TODAY

### **Pat Richardson**

Pat Richardson is an award-winning travel writer. Among her honors is the Hearst Magazines U.K. Eagle Award for Outstanding Contribution to Editorial – a tribute to her 18 years as travel editor on a weekly magazine. She serves regularly as a judge for the British Guild of Travel Writers Awards. Pat is a freelance contributor to the *Daily Telegraph*, a number of women's magazines, and the USA-based *Ocean & Cruise News*, a monthly publication for subscribers from the well respected World Ocean & Cruise Liner Society.

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*

# Professional Development Speakers

## WRITER AND EDITORS PANEL: THE STATE OF TRAVEL WRITING IN EUROPE TODAY

### **Crai S. Bower**

Travel writer, photographer and broadcaster Crai S. Bower regularly contributes travel pieces and images to more than two dozen international publications, including National Geographic China, Travesías, the Globe & Mail and Virgin Atlantic, where he shoots and writes the “Our Places” blog. “The Nature of Inspiration,” an article by Bower that appeared in Journey magazine received a 2014 Excellence in Journalism award from the Society of Professional Journalists.

### **About FlowingStreamMedia**

FlowingStreamMedia founder Crai S. Bower is a frequent speaker at travel-related conferences. He also consults with tourism agencies about working with travel media. [www.FlowingStreamMedia.net](http://www.FlowingStreamMedia.net)

### **Karl Teuschl**

German-born Karl Teuschl studied linguistic anthropology and American Studies in Munich and Los Angeles and initially taught at the University of Munich. His writing career started with travel guides and freelance articles about the U.S. Then, in 1988, he became part of the founding team of GEO Saison and has been with them ever since. Over the last few years, he has changed focus somewhat to produce television documentaries for National German Public TV and has done films on the Oregon Trail, Route 66, as well as science and wildlife documentaries (e.g., programs on icebergs and the rare white Kermode bears of British Columbia).

### **About GEO Saison**

GEO-Saison, an offshoot of GEO Magazine similar to National Geographic, is the premier print travel magazine in German-speaking markets. Geo Saison is a full-color monthly featuring mostly longer articles about worldwide destinations and travel trends. Readership: well-educated independent travelers.

*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*



# Keynote Speaker — Dr. Isaac Sobol

## Documentary Film Subject Dr. Isaac Sobol to Deliver Keynote Address

Dr. Isaac Sobol, subject of the 2012 Canadian documentary film *High Plains Doctor: Healing on the Tibetan Plateau*, will deliver the keynote address at the SATW Iceland convention.

Sobol, who has provided medical care to aboriginal peoples for years, founded a health clinic in 1998 in the Yushu area of Tibet. Over the next decade, Sobol and various volunteers would visit the clinic regularly to provide medical assistance. But in 2009 an earthquake leveled Yushu and the Chinese government refused to let Sobol return that year. The Chinese government later took over the clinic.

Medicine may be Sobol's calling, but his road to the healing arts initially took some colorful twists and turns. Before entering medical school at age 37, Sobol worked as the manager of a rock band, an advertising copywriter and a park ranger. His address promises to be rich in anecdotes from his life-changing medical adventures and his extensive world travels.

*Note: Dr. Sobol's address will take place on Tuesday, Sept. 16, during the SATW Awards Luncheon at the Hilton Reykjavik Nordica.*



*Times and locations for events may change. Pay attention to housekeeping announcements throughout the convention.*

# Half-day Tours – September 17 and 18

All half-day tours will depart from the Hilton Reykjavik Nordica, following the morning meetings.

Unless otherwise noted, all of the following half-day tours will be offered on both September 17 and September 18. Tours depart at 1:15 p.m. and return at 5 p.m. each day.

Note: For most half- and full-day tours, designated tour captains will collect—from each tour attendee—a 550 Krona or \$5 U.S./Canadian tip for the tour's driver/guide. Does not apply to "On Your Own" touring.

*Tour details subject to change. Pay attention to housekeeping announcements throughout the convention.*



## HD-01 Culinary/Chefs

You'll meet chefs driving Iceland's gourmet revolution and treat your palate to both contemporary and traditional Icelandic dishes. You'll even get your hands sticky in a tiny cooking school. See how budding microbreweries have helped transform Icelandic beer into a sophisticated beverage choice.



## HD-02 Fashion

Meet local designers charting their own course with fashion on this borderline arctic island. Take a walking tour through the heart of downtown Reykjavik to discover what makes Icelandic designers tick. Ella, Spakmannsspjarir, 66° North, Farmers Market, and Gaga are just a few major names along the tour.



## HD-03 Arts

During this walking tour, we'll whirl through both accepted and anti-social art scenes alike, led by, who else, an *artiste*. It boggles the mind to ponder the sheer amount of art—much of it spectacularly good—produced by the prolific population of this micro-nation.



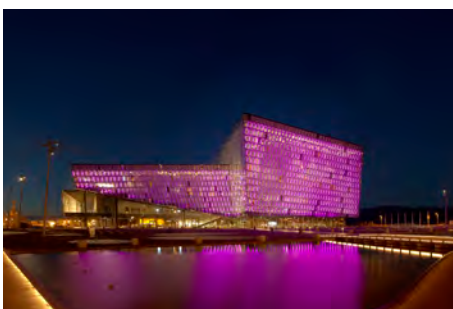
## HD-04 The Vikings

The Vikings: Vicious marauders? Misunderstood farmers? Or something else entirely? Find out during a swift trip through an Icelandic version of "The Truth About Vikings." Visit the Leifur Eiríksson (Leif Erikson) Statue, the Maritime Museum, the Saga Museum, and, finally, experience a Viking meal.



## HD-05 Environmental

It's hard to fathom the importance of geothermal and hydropower resource harnessing in Iceland. It's tricky to see, as well, unless you know where to look. And we do. We'll spend a few hours diving into the secrets of running all industry and infrastructure off local, renewable, CO2 emission-free sources. *Offered on Sept. 18 only.*



## HD-06 Architecture

Some dismiss the Icelandic Turf House, the dwelling of all Icelanders for about 600 years, as a mere hole in the ground, but we'll judge for ourselves at the Árbær open-air museum. Then, move through history, visiting 20th century homes, Reykjavik Town Hall, and the glass palace of culture, Harpa Concert Hall. *Offered on Sept. 18 only.*

# Half-day Tours – September 17 and 18



## HD-07 Music

That tune you were just humming—it's by yet another Icelandic band on the charts. Is this for real? What kind of culture produces Sigur Rós, Of Monsters and Men, Björk, and whoever is in line to emerge as the next big thing? Iceland Airwaves (occurring Nov. 5-9, 2014) is *the* festival to showcase up-and-coming talent. Learn more about the Icelandic music scene, its festivals and its artists on this half-day tour. *Offered on Sept. 18 only.*



## HD-08 Farming

Icelanders are substantial players on the world seafood market. But what about land food? What do Icelanders traditionally farm—and how? This tour will let you ask Icelandic farmers on their own farms. Visit a vegetable farm that uses glacier melt-powered lighting and geothermal heating. Then, we're off to a greenhouse heated with geothermal water where vegetables are cultivated year-round. *Offered on Sept. 17 only.*



## HD-09 Wool: Sheep to Sweater

The Icelandic Sheep grow two distinct layers of wool. Their purpose: to keep bodies warm in an Icelandic sub-arctic climate prone to lashings of rain and wind between freezing cold spells. This natural fiber is more technologically advanced than any man-made fabric. Visit Ístex woolen mill and the remains of the first industrial-age establishment in the country, the historic Álafoss woolworks, now housing a mixed museum/factory-outlet/handicrafts store.



## HD-10 Literary Scene

Although Iceland lacks a history of ancient cathedrals, classical music and such, Icelanders have long excelled in the art of the word, most notably the Sagas. Literature is definitely in this nation's marrow. Hundreds of new book titles are published annually in Icelandic, and many prize-winning novels and blood-spattered paperbacks now attract a global audience through translations. Spend an afternoon listening to readings and chatting with select Icelandic writers. *Offered on Sept. 17 only.*



## HD-11 Get Wet Hike

Getting wet in Iceland is hard to avoid. In fact, many believe that the tradition of soaking in the country's geothermally heated waters contributes to Icelanders having the world's longest life expectancy. The Finns may have their saunas, but the Icelanders have their *heitur pottur* (hot pots). We'll hike to one such area and undress/dress in nature for a soak. Afterwards, we'll soak in the wonderful Laugaskarð public baths in the nearby horticultural town of Hveragerði.



## HD-12 The Blue Lagoon

Named by National Geographic as one of the "25 Wonders of the World," the Blue Lagoon is among Iceland's most popular tourism attractions. The spa is located in a lava field and features a large pool of geothermal seawater that is renowned for its healing properties. But you can judge for yourself when you visit the spa and slip into the bathing and swimming area of the lagoon, where temperatures average 37–39 degrees Celsius (98–102° F).



# Half-day Tours – September 17 and 18



## HD-13 Whale Watching

Whales, the largest mammals on Earth, are usually well hidden in the depths of the oceans. Iceland happens to be in the middle of one such ocean, the North Atlantic, which is teeming with krill and other favorite foods of these majestic creatures. Our tour provider, Elding, is one of the largest whale-watching and ocean adventure companies in Iceland. They'll give us the chance to view whales up close. This tour also includes an optional sea-angling session.



## HD-14 Sea to Table

Hook to Fork: Vitinn (lighthouse) restaurant in the semi-remote fishing village of Sandgerði on the Reykjanes peninsula welcomes any comer, but feeds mostly locals. Yesterday's fish will therefore not do and never be served. Proprietor couple Stefán and Brynhildur and their family will show you where the delicious food on your plate comes from, and how it got there.



## HD-15 Horseback Riding

When you hear the name Laxnes Horse Farm in Iceland, you automatically think "Nobel Prize winner." Writer Halldór Laxness grew up there and later built his house across the road. Laxnes is a family farm with a relaxed atmosphere, varied riding paths, and interesting valley surroundings. Included in your tour are muck-proof clothing, expert guiding and your own personal Iceland horse, possessing enough character to be worthy of a small Saga.



## HD-16 Larendi Cave Tour

A view of Iceland from underneath can be unlike any on earth. Icelanders are entrusted with the safeguarding of hundreds of large and small lava tubes and other subterranean formations. Some of these are well known and frequently visited. Others are known only by a select few, like renowned speleologist Björn Hróarsson. He'll take you to a hidden underground marvel—as long as you promise not to tell anyone else its whereabouts.



## HD-17 ATVs

Whether it's the driving or the destinations that interest you most, both are truly superb on this All Terrain Vehicle tour from Grindavík harbor. Your guides are hardy locals truly caring for your safety, but never losing sight of the purpose of it all: having fun. The tour route encompasses a variety of spectacular scenes, ranging from ocean views to lava fields to mountaintop vistas.



## HD-18 City Biking

Reykjavík Bike Tours mounts you up for a classic Reykjavik guided cycling tour. The route encompasses Reykjavik's south-facing beach (Ægissíða), the University of Iceland campus, Nordic House, Reykjavik's Catholic Cathedral, Parliament building, Reykjavik's Old Harbour, Tjörnin City Lake and City Centre. The tour also passes the homes of some of Iceland's most famous residents. Duration: approx. 2.5 hours. Distance: 4.5 miles (7.2 km). Difficulty rating: easy. *Offered on Sept. 18 only.*

# Full-day Tours – September 19

Your full-day tour will depart from your respective hotel. Check your full-day tour ticket for the specific departure time.

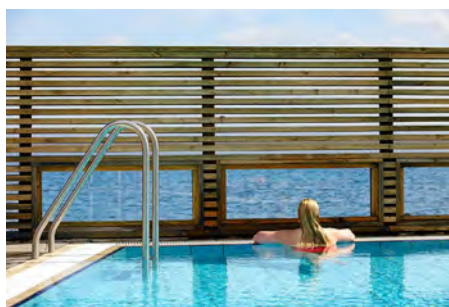
Note: For most half- and full-day tours, designated tour captains will collect—from each tour attendee—a 550 Krona or \$5 U.S./Canadian tip for the tour's driver/guide. Does not apply to "On Your Own" touring.

*Tour details subject to change. Pay attention to housekeeping announcements throughout the convention.*



## FD-01 Golden Circle Overview Tour

Visit several of Iceland's most stunning sites, such as Geysir Geothermal Area and Gullfoss (Golden Falls) waterfall. This tour also includes the historical and geological wonder of Thingvellir National Park, where the American and Eurasian tectonic plates are pulling apart at a rate of a few centimeters per year. The tour includes a visit to the idyllic Friðheimar greenhouse cultivation center, where you can learn about the magic behind growing delicious, pesticide-free tomatoes and cucumbers with the aid of the geothermal heat that Iceland has in abundance.



## FD-03 Laugarvatn Fontana Steam Baths

Its name describes it to a "T." Laugarvatn means "The lake where there is a spring warm enough for baths, but not too hot or too cold." A shed once stood over a steamy hole in the ground on the banks of the lake. It was an instant 24/7 natural sauna. Now, there is a 21st century building on the same spot, worthy of its classification as a spa. At Fontana you will also find a Finnish-style sauna, along with three interconnected outdoor mineral baths, varying in depth, size and temperature.



## FD-04 Southshore Adventure

Prepare for a full day on the south coast of Iceland, where you'll experience spectacular waterfalls, including Seljalandsfoss and Skógafoss, both falling off Eyjafjallajökull volcano. Included is a visit to a family-run multimedia show about the 2010 Eyjafjallajökull volcanic eruption, as well as a stop at the best heritage museum in Iceland. At the same site is Iceland's Transportation Museum, and, time permitting, we may squeeze in a visit to the Hellisheiði Geothermal Power Station.



**Note:** The full-day Environmental Tour (FD-02) will be fulfilled by a half-day environmental tour (HD-05) on Thursday, Sept. 18.



# Full-day Tours – September 19



## FD-05 Glaciers & Waterfalls

Visit the Mýrdalsjökull ice field—hike and snow scooter to Skogafoss and Seljalandsfoss. Eyjafjallajökull volcano is glaciated, but it is only a little brother to neighboring Mýrdalsjökull. Below this fourth largest glacier in Iceland lies a slumbering giant, the Katla volcano. Knowing about this sleeper, your snowmobile ride to the top of the 600-km<sup>2</sup> glacier will be extra exciting. Walk the moving Sólheimajökull glacier tongue, armed with crampons and an ice pick, and led by expert glacier guides.



## FD-08 On Your Own

Museums, baths, spas, food and drink ... whatever tickles your fancy. You're welcome to explore on your own. We'll kit you out with maps and brochures for an ideal day out. Available for all.



## FD-06 Adventure to the Blue Lagoon

Take an ATV ride to the Blue Lagoon. Whether it's the driving or the destinations that interest you most, both are truly superb on this All Terrain Vehicle tour from Grindavík harbor. Your guides are hardy locals truly caring for your safety, but never losing sight of the purpose of it all: having fun. The tour route encompasses a variety of spectacular scenes, ranging from ocean views to lava fields to mountaintop vistas. To cap it all, you'll enjoy a muscle-soothing soak and some hot pool chit-chat at the Blue Lagoon.

### **Additional information:**

Bathing suits and towels can be rented at the Blue Lagoon. You can safely store your luggage while bathing (storage cost is 3 EUR / 500 ISK per bag).



## FD-07 Golf Outing at Kidjaberg Golf Course

The venue for the golf outing—Kidjaberg Golf Course is located in the southern part of Iceland, about an hour from Reykjavík. This 71-par course occupies a picturesque landscape between Lake Hestvatn and the River Hvítá, along which the fairways have been placed.

The 18-hole golf course is in the land of Kidjaberg, site of an ancient settlement. Work on the golf course was initiated in 1989, with the first nine holes being opened in 1993. The remaining nine holes were completed in 2005. On the grounds is also a five-hole, par-3 course.

The course is in perfect harmony with its surroundings, with the river Hvítá (the White River) a dominating feature. It is quite spectacular to see this great body of water flowing by, and on the 14th tee there is no need for "quiet please," as the river cascades only few yards away.

### **Important Notes for Golfers:**

Icelandic golf courses typically do not use motorized golf carts. So, golfers should be able to walk the course. Golf bag pull-trolleys will be provided.

# Pre-convention Tours



**Pre-01**  
**A Taste of the Northeast**  
Sept. 13-15

Fly to the fjords of northeast Iceland, the greenest and most ancient area on the island. Here you'll explore its cultural history and sample traditional Icelandic food and drink. On the first day, you'll ride Icelandic horses, then sample moss bread and jam cake in the owners' parlor. You'll also wander through a 1890s fishing village to sample Brennivín (Icelandic schnapps), fermented shark and dried cod, followed by a dinner of reindeer or fresh fish. You'll stay on a tiny peninsula in cozy huts with an outdoor sauna and hot tub. Day two, explore British and French influences along the northeast coast. Day three includes an introduction to Iceland's most prolific organic farmer. You'll pick a few wild brambleberries before dining at a local chef's spot, where the indigenous lamb dishes and jams will leave you with a wonderful taste of Iceland.

**Activity Level:** Moderate  
(walking, horseback riding)



**Pre-02**  
**Cultural and Natural North**  
Sept. 11-15

Participants will sample the wild lands and culture of the Northeast on this exciting tour. Try Icelandic horseback riding, taste fermented shark and Brennivín (a version of Icelandic schnapps that goes by the nickname "Black Death," and sleep on the tip of a fjord—all on the first day. Then, wind your way north, visiting a family farm where a fox hangs out for photos, scramble around the backcountry, visit Europe's most powerful waterfall, wander around sulfur pots, and see a spot where chefs bake their bread in holes in the hot ground. Along Lake Myvatn, the tour will see Dimmuborgir ("dark castles" in English), a field of strange lava shapes, and Godafoss, "Waterfall of the Gods." Afterwards, visit Iceland's northernmost town, Siglufjörður, located just below the Arctic Circle, to glimpse what life was like during the herring boom years. Finally, drive by the northernmost golf course in the world before taking a whale-watching cruise and exploring the town of Akureyri, the "Capital of the North."

**Activity Level:** Moderate  
(walking, hiking, horseback riding)



**Pre-03**  
**Backcountry Tour**  
Sept. 13-15

Let's get out there and experience Icelandic nature the Icelandic way! This Jeep adventure blends stunning landscapes and great food with comfortable mountain huts, hot-spring bathing and an evening of stargazing—maybe even a glimpse of the Northern Lights. This autumn excursion takes you to the area "behind the mountains" (Fjallabak) in the South Highlands of Iceland. The route winds past volcanoes, mountains, hills and craters into Landmannalaugar, where the surrounding area displays a wide spectrum of colors. There, the group will overnight in a comfortable mountain hut and enjoy a three-course dinner. Next to the hut, you'll find a natural warm river, perfect for a relaxing bath under the stars, while waiting to see if the Aurora Borealis will come out and dance in the autumn sky.

**Activity Level:** Moderate—  
Active (some strenuous hiking)

# Pre-convention Tours



Pre-04  
Fire & Ice  
Sept. 12-15

This tour will introduce you to the extremes of the Icelandic landscape, from volcanoes to ice sheets—as well as areas where the two are combined. Take a small plane to Höfn and follow the southern coast of Iceland back toward Reykjavik along the scenic Ring Road. Participants may ride a snowcat or Ski-Doo on Vatnajökull (Europe’s largest icecap), boat through a bay filled with icebergs at Jökulsárlón, hike to waterfalls, including the 200-foot-tall Skógafoss; and see lava fields and geological formations that tell the story of how the island was formed. Museums along the way explore the stories of recent volcanic activity, including the eruption of Eyjafjallajökull that caused air traffic disruptions between North America and Europe in 2010. (And, yes, you’ll even learn how to pronounce that unpronounceable name)

**Activity Level:** Active (some strenuous hiking, optional stairs at waterfalls can be slippery)



Pre-05  
Volcanoes & Glaciers  
Sept. 12-15

This tour of Iceland is similar to the Fire and Ice Tour, but is traveled in the opposite direction—Reykjavik to Höfn as opposed to Höfn to Reykjavik. This tour will introduce you to the extremes of the Icelandic landscape from volcanoes to ice sheets—as well as areas where the two are combined. Take a walk on a glacier, boat through a bay filled with icebergs at Jökulsárlón, hike to waterfalls, including the 200-foot-tall Skógafoss; see lava fields and geological formations that tell the story of how the island was formed; and learn about the unique gait of the Icelandic horse. Museums along the way explore the stories of recent volcanic activity, including the eruption of Eyjafjallajökull that caused air traffic disruptions between North America and Europe in 2010 and another eruption under a glacier in 1998 that caused a flood that washed away a portion of the Ring Road.

**Activity Level:** Active (some strenuous hiking, optional stairs at waterfalls can be slippery)



Pre-06  
Thermal Waters  
Sept. 13-15

More than 95 percent of Iceland’s electricity is generated by geothermal and hydroelectric plants. Learn more about Icelanders’ relationship with thermal water on this tour of the Reykjanes Peninsula, south of Reykjavik. See natural hot springs and gain an understanding of this plentiful resource. Tour a geothermal power plant to learn how the water is harnessed and then visit the Blue Lagoon, a thermal water spa that is one of the most visited attractions in Iceland. Along the way, visit a typical region pool, where Icelanders gather daily, and ride ATVs along the wild, volcanic landscape.

**Activity Level:** Easy  
(swimming, ATV riding)



# Pre-convention Tours

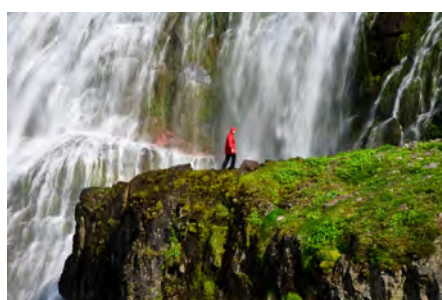


## Pre-07

### Golden Circle Adventure Sept. 12-15

The Golden Circle is a much-loved series of attractions in southwestern Iceland, just a stone's throw from Reykjavik. This tour will take you rafting down the Hvítá river, snorkeling the Silfra fissure in Thingvellir National Park, and biking through Hveragerði. You'll also have the opportunity to relax those tired muscles in the geothermal baths at Laugarvatn Fontana, a wellness spa. This tour is great for those looking for a little bit of adventure—and a dash of pampering—while still seeing Iceland's natural wonders.

**Activity Level:** Active (some strenuous hiking, optional stairs at waterfalls can be slippery)



## Pre-08

### Westfjords Sept. 12-15

A short flight north of Reykjavik takes you to the small village of Bíldudalur in Iceland's Westfjords region. You'll transfer to the only slightly larger village of Patreksfjörður and check-in at the newly opened three-star Fosshótel Vestfirðir. Enjoy a two-hour sailing tour on "Patrick's Fjord," visit the waterfall Dynjandi (the largest in the Westfjords), tour the Icelandic Sea Monster Museum in Bíldudalur, and hear tales of pirates and avalanches. This remote part of Iceland was home to many Icelandic artists, poets, writers and painters. The landscape is wild and rugged and, with a little luck, the fall colors will be painting the mountains in reds and golds (there are few trees in the Westfjords—or anywhere in Iceland—but the low brambles and bushes that cover the hills put on quite a show).

**Activity Level:** Easy (walking)



## Pre-09

### Highlights of the Ring Road Sept. 8-15

This self-drive tour circles Iceland on its famed Ring Road. Your tour will follow a counter-clockwise route to circumnavigate the island. Primarily, the route follows Highway 1, starting and ending in Reykjavik. Overnights are planned in the areas of Vík, Reykjavik, Höfn, Egilsstaðir, Lake Myvatn and Akureyri. Tour participants will receive a suggested itinerary and a mid-sized rental car with GPS, CDW (collision damage waiver) insurance, and unlimited mileage included. Accommodation for seven nights, with breakfast included, is also part of this package and will be provided via a combination of farmhouses, guesthouses, and hotels. Lunches and dinners are on your own.

**Activity Level:** Easy—Moderate, depending on your chosen activities

# Pre-convention Tours | Post-convention Tours



Pre-10  
SATW Photo Shootout  
Sept. 11-15

The SATW Photo Shootout is designed for dedicated photographers of all levels. With a rental car and hotel vouchers for Icelandair hotel properties, you'll have the freedom to explore the dramatic scenery of this island nation at your own pace. After spending your first night in Reykjavik to photograph the urban scene, you can design a personalized itinerary that includes a mix of Iceland's 10,000 waterfalls, 15 volcanoes, 800 hot springs, 11,500 square kilometers of glaciers, charming villages, exploding geysers, and, if you're lucky, the Northern Lights.

Participating photographers will have their own rental car, which they can use to explore Iceland at their own pace. Sponsored by Hertz, the provided vehicles are 4-wheel drive Toyota RAV4 cars with GPS included. For three of the four nights, photographers will receive vouchers for lodging at Icelandair hotel properties (all photographers will spend their first night at the Icelandair Hotel Reykjavik Marina). Upon their return to Reykjavik, photographers will select their best photos and create portfolios. A team of judges will then select the best images in a range of categories.

**Activity Level:** Varies



Pre-11  
Iceland On Your Own  
Sept. 12-15

Explore the land of fire and ice at your own pace. With a rental car and hotel vouchers to Icelandair hotel properties, you'll have the freedom to design an itinerary

**Activity Level:** Easy

## START OF POST-TOURS



Post-01  
Snæfellsnes Peninsula  
Sept. 20-23

Snæfellsnes Peninsula is home to museums and sites associated with the Sagas. You'll have the opportunity to explore a lava cave, visit waterfalls, and view dramatic cliff and rock formations. Near the tip of the peninsula is the Snæfellsjökull volcano, which inspired the setting for Jules Verne's novel *Journey to the Center of the Earth*.

**Activity Level:** Moderate  
(hiking, caving, walking)



Post-02  
Wonders of the South Shore  
Sept. 20-23

Traveling by super Jeep has its advantages—you can traverse the rougher roads to reach the interior beauty of southern Iceland. Arctic wildflowers paint the landscape with vibrant colors and icy streams meander through gorges in this oasis protected from harsh weather by three majestic glaciers: Tindfjallajökull, Eyjafjallajökull and Myrdalsjökull. On one of the nights, you'll sleep in a sleeping bag in a Volcano Hut, a type of accommodation commonly used by hikers in this picturesque part of the country.

**Activity Level:** Easy—  
Moderate (camping in sleeping bags for one night)



# Post-convention Tours



## Post-03/04

### Fiery Volcanoes & Icy Glaciers — Sept. 20-23

This tour will introduce you to the extremes of the Icelandic landscape from volcanoes to ice sheets—as well as areas where the two are combined. Take a walk on a glacier, boat through a bay filled with icebergs at Jökulsárlón, hike to waterfalls, including the 200-foot-tall Skógafoss; see lava fields and geological formations that tell the story of how the island was formed; and learn about the unique gait of the Icelandic horse. Museums along the way explore the stories of recent volcanic activity, including the eruption of Eyjafjallajökull that caused air traffic disruptions between North America and Europe in 2010 and another eruption under a glacier in 1998 that caused a flood that washed away part of the Ring Road.

**Activity Level:** Active (some strenuous hiking, optional stairs at waterfalls can be slippery)



## Post-05

### Thermal Waters Sept. 20-22

More than 95 percent of Iceland's electricity is generated by geothermal and hydroelectric plants. Learn more about Icelanders' relationship with thermal water on this tour of the Reykjanes Peninsula, south of Reykjavik. See natural hot springs and gain an understanding of this plentiful resource. Tour a geothermal power plant to learn how the water is harnessed and then visit the Blue Lagoon, a thermal water spa that is one of the most visited attractions in Iceland. Along the way, visit a typical region pool, where Icelanders gather daily, and ride ATVs along the wild, volcanic landscape.

**Activity Level:** Easy  
(swimming, ATV riding)



## Post-06

### Highlights of the Ring Road Sept. 20-27

This self-drive tour circles Iceland on its famed Ring Road. Your tour will follow a counter-clockwise route to circumnavigate the island. Primarily, the route follows Highway 1, starting and ending in Reykjavik. Overnights are planned in the areas of Vik, Reykjavik, Hofn, Egilsstaðir, Lake Myvatn and Akureyri. Tour participants will receive a suggested itinerary and a mid-sized rental car with GPS, CDW (collision damage waiver) insurance, and unlimited mileage included. Accommodation for seven nights, with breakfast included, is also part of this package and will be provided via a combination of farmhouses, guesthouses, and hotels. Lunches and dinners are on your own.

**Activity Level:** Easy—  
Moderate, depending on your chosen activities

## Post-07 Iceland On Your Own Sept. 20-23

Same description as Pre-11 "Iceland on Your Own"



## Dine-around Restaurants

Dill

[dillrestaurant.is](http://dillrestaurant.is)

Einar Ben

[einarben.is/en](http://einarben.is/en)

Fish Company

[fishcompany.is](http://fishcompany.is)

Fish Market

[fiskmarkadurinn.is/english](http://fiskmarkadurinn.is/english)

Gallery Restaurant – Hotel Holt

[holt.is/english](http://holt.is/english)

Grill Market

[grillmarkadurinn.is/en](http://grillmarkadurinn.is/en)

Höfnin

[hofnin.is](http://hofnin.is)

Kolabrautin Ristorante

[kolabrautin.is/en](http://kolabrautin.is/en)

Kopar Restaurant

[koparrestaurant.is/en](http://koparrestaurant.is/en)

Restaurant Nauthóll

[nautholl.is/?lang=en](http://nautholl.is/?lang=en)

Restaurant Reykjavík

[restaurantreykjavik.is](http://restaurantreykjavik.is)

SATT – Icelandair Hotel

Reykjavik Natura

[sattrestaurant.com](http://sattrestaurant.com)

Slippbarinn – Icelandair Hotel

Reykjavik Marina

[slippbarinn.is/en](http://slippbarinn.is/en)

Sjávargrillid

[sjavargrillid.com](http://sjavargrillid.com)

Steikhúsid

[steik.is/vefur](http://steik.is/vefur)

VOX Restaurant – Hilton

Reykjavik Nordica

[www.vox.is/en](http://www.vox.is/en)



### IMPORTANT NOTES:

Although tipping is not expected at our dine-around restaurants, please be a gracious ambassador for SATW and remember to thank our hosts. Guests are responsible for purchasing their own beverages, alcoholic or otherwise.

## SATW Leadership\*

President: Steve Giordano

President-elect: Annette Thompson

Immediate Past President: Lillian Africano

Vice President: Diana Lambdin Meyer

Secretary: Peggy Bendel

Treasurer: Tom Adkinson

Western Chapter Chair: Paul Lasley

Central States Chapter Chair: Tom Griffith

Canadian Chapter Chair: Anna Hobbs

Eastern Chapter Chair: Judy Wells

Freelance Council Chair: Sandra Friend

Associates Council Chair: Beverly Hurley

Editors Council Chair: Anne Banas

Associate-at-Large: Eric Miller

Associate-at-Large: Nancy Vaughan

Active-at-Large: Barbara Orr

Parliamentarian: Laura Daily

Board Manager: Carol Beck-Edgar

*\*Officer list as of Sept. 1, 2014*

## Iceland Convention Committee

Lynn Rosen, Convention Co-chair

Deborah Wakefield, Convention Co-chair

Mike Mathy, SATW Executive Director

Elizabeth Schlicht, Registration Manager

Elliot Gillies, Logistics Chairperson

Cathy Kruzic, Convention Treasurer

June Naylor and Meryl Pearlstein, First-timers Reception Co-chairs

Diana Lambdin Meyer, Interns

Mary Lu Abbott, Lowell Thomas Awards

Beverly Hurley and Edith Parten, Media Marketplace Co-chairs

Rich Grant and Marcus Hibdon, Nightlife Co-chairs

Eric Lindberg, Photo Shootout Chairperson

Michael Snell and Annette Thompson, Pre- and Post-tours Co-chairs

Paul Lasley and John Poimiroo, Professional Development Co-chairs

Nancy Vaughan, Special Events and Protocol

Karyl Leigh Barnes, Tour Captains Chair

Peggy Bendel, Crisis Management and Volcano Liaison

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## Friends



## Photo Shootout





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