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Disney FILES MAGAZINE



Disney Vacation Club®

WELCOME HOME

With all due respect to "it was all started by a mouse," my favorite Walt Disney quote has to be, "You can't top pigs with pigs." While there's some debate as to when, where and even if Walt uttered those exact words, his expressions of that general sentiment are well documented.

Clearly not speaking literally (though if you've ever tried to stack pigs, you'd agree it's tough), Walt was referring to the diminishing success of sequels to his *Three Little Pigs* cartoons. Hence, "you can't top pigs with pigs."

While many insist that the *Three Little Pigs* experience forever soured Walt on sequels, a range of work in the decades that followed – from multiple *Davy Crockett* films in theaters to plans for a second *Fantasia* – suggest that his take on project extensions may not have been so black and white.

Perhaps "you can't top pigs with pigs" speaks more specifically to Walt's belief that every effort should innovate, rather than simply repeat. In other words, "You can't top pigs with pigs unless those pigs really have something new and interesting to say." (Not as catchy.)

What got me thinking about this? Well for one, I'm writing this column after enjoying a weekend getaway in Miami, where traditional Cuban sandwiches deliciously stack ham and roasted pork, proving that topping pig with pig actually works quite well in some cases. But more importantly, this edition of *Disney Files* Magazine is filled with stories about innovating when simply repeating would've been the easier path.

From bestselling author Ridley Pearson's approach to taking his *Kingdom Keepers* saga in an intriguing new direction (pages 3-4) and the re-imagining of accommodations at "The Showplace of the Shore" (pages 5-6) to the continuous improvement of Member Services (page 10) and Walt Disney Imagineers' ambitious plans to elevate experiences aboard the Disney Dream ship (page 20), many stories in the pages ahead reflect Disney's collective focus on raising the bar and a long-held belief that "you can't top pigs with pigs" (unless, of course, you're making a sandwich).

Welcome home,

Ryan March
Disney Files Editor



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DVC-MBR-65-AF



Your sterling reputation precedes you

By Ken Potrock, Senior Vice President and General Manager, Disney Vacation Club and Adventures by Disney

As this edition of *Disney Files* Magazine mails, Members will have experienced the second of this year's two Member Cruise voyages – the most spectacular examples of Membership Magic.

More than just incredible vacations, these signature events have become shining symbols of the sterling reputation Members have earned, not just within Walt Disney Parks and Resorts, but throughout The Walt Disney Company.

If you've ever sailed on a Member Cruise – or have talked to someone who has – you know that our special entertainment lineup gives Members unique access to Disney's storied past, exciting present and promising future. Talk shows, film screenings, interactive workshops and live performances come together in extraordinary fashion with the help of our friends from the Walt Disney Studios, Walt Disney Imagineering, Walt Disney Archives, Disney Publishing, Disney Theatrical Productions and other invaluable partners.

Members' growing reputation as some of Disney's most appreciative ambassadors continues to open doors. Consider as an example that, in late May, Pixar Animation Studios presented advance screenings of its June film *Inside Out* in two places: the Cannes International Film Festival in France and, you guessed it, the Disney Vacation Club Member Cruise to Alaska. When your event lands in the same sentence as the Cannes International Film Festival, you know you've hit the big time.

Similarly, when we reached out to Disneynature to invite the renowned director of *Monkey Kingdom* to host an insider presentation aboard that same voyage, the conversation quickly escalated from "will I do it?" to "what else can I do?" Mark Linfield not only agreed to take Members behind the scenes of Disneynature films, but voluntarily spent hours helping Members photograph the Alaskan landscape.

That drive to do more than we ever requested extends far beyond Member Cruise voyages, with partners eager to serve appreciative Members. We've seen it during our exclusive Adventures by Disney trips, from Broadway stars in New York happily welcoming Members backstage to Walt Disney Family Museum leaders in San Francisco eagerly rolling out the red carpet. We saw it during the re-imagination of Disney's Polynesian Village Resort, where the Imagineers behind Trader Sam's Grog Grotto challenged themselves to include details they knew Disney's biggest fans would appreciate. And we'll see it again during our exclusive river cruise departure with Adventures by Disney next summer, when teen and tween Members will be among the first to enjoy new gaming technologies that our friends at Disney Interactive couldn't wait to share with our community.

In each case, our partners tell us they're motivated by their own positive experiences with our Members or the great experiences of their colleagues. Simply put, they're excited to serve you because they love your passion and appreciation.

Whether you've enjoyed these unique experiences or just have them on your vacation wish list, you should take great pride in the reputation earned by you and your Disney Vacation Club neighbors. On behalf of every Cast Member whose development of "Membership extras" always begins with a "partner pitch," thank you for making those conversations more enjoyable than ever.

*Effective March 21, 2011, Members who do not purchase their ownership interest directly from Disney will not be able to use those vacation points for Adventures by Disney exchanges.

one on One



NEW YORK TIMES BEST-SELLING AUTHOR

RIDLEY PEARSON

Since 2005, young adults (and grown adults young at heart) have been captivated by the published adventures of five holographic teens who battle Disney villains for control of Disney Theme Parks after closing time. The seven-book *Kingdom Keepers* series was born from the ageless imagination of Ridley Pearson, a *New York Times* bestselling author of almost 50 novels. Equally known for his adult suspense novels and young-adult adventures, Pearson has garnered numerous honors, including a Raymond Chandler Fulbright fellowship in detective fiction from Oxford University in 1990 and the Missouri Writers Hall of Fame Quill Award in 2013. Pearson's standout work for Disney also includes *Peter and the Starcatchers* (the first in a series of *Peter Pan* prequels), written with Dave Barry and later adapted by Rick Elice into a Broadway show that earned a record nine Tony Award nominations and five Tony Award wins. The latest Pearson novel now available in stores is *The Return: Disney Lands*, a time-traveling adventure book that serves as both a sequel and prequel to the *Kingdom Keepers* series, transporting characters to a time when Walt's Disneyland dream was just beginning to materialize. *Disney Files* Magazine Editor Ryan March sat down with Pearson to learn more about the book and the man behind the adventure.

Ryan: All of your books, whether written for young adults or grown adults, are tightly paced action-adventures. What draws you to that genre as a writer?

Pearson: I heard very early in my career that you should either write what you know or write what you love. In other words, don't try to write *Gone with the Wind* if you're into *The Bourne Identity*. I love reading fast-paced, character-engaged fiction, and when someone reads my books, I want them to kind of lose track of time and go places they've only dreamed of going.

Ryan: Like a Disney Park after closing?

Pearson: Exactly! What Disney fan hasn't had that fantasy? I certainly did. I grew up in the '50s and '60s, and you always heard these urban legends about cars left for years in the Disneyland parking lot, and the kids have gone missing. Those myths stuck with me, and then years later, when I left a Walt Disney World Theme Park with my own kids after the fireworks, I said to my wife, "Notice that none of the characters are coming out with us? I wonder what they do when we're all asleep." I envisioned this epic, decades-long struggle between the charming, wonderful characters and the villains, and that these teenagers, whose car was abandoned out in the lot, found themselves in the middle of the action. That's when *Kingdom Keepers* was born.



Ryan: Your research for the *Kingdom Keepers* books took you to places off limits to most Disney *Cast Members*, let alone Disney fans. Tell me about those research trips.

Pearson: I've taken about two dozen of them, and they've been fantastic! Each one has allowed me to experience attractions with an Imagineer after the Park has closed. I've been on "it's a small world" in Florida, for example, with just the emergency lights on – no music or animation. It's the creepiest thing you've ever seen. At one point, I was sure two of the dolls had moved. The experiences became more and more incredible, and it



became less about using my imagination and more about just documenting what scared me. And they'd throw surprises at me. I'd be in the Park at 5 a.m., we'd round a corner, and Maleficent would be there just to freak me out and leave me in need of psychiatric help.

Ryan: We do love a good third-shift villain prank. Now let's talk about your new book, which takes the *Kingdom Keepers* saga back in time. What sparked that time-traveling idea?

Pearson: *Kingdom Keepers* was a seven-book series, and it has a definite beginning, middle and end. It all ties up. So when Disney offered me the opportunity to write again, I just didn't want to be one of those authors who writes the same book and gives it a different title. Then a 10-year-old asked me, "What if Finn got on the King Arthur Carousel at Disneyland, and when he got off, it was opening day?" That was all I needed. So *The Return: Disney Lands* is the first of three books that continue the *Kingdom Keepers* saga with the same characters still in a Disney Park – but 50 years ago.

Ryan: While you grew up in that era and could therefore pull some amount of inspiration from your own childhood, I'm guessing you still did a fair amount of research into Disney history.

Pearson: You're right. I certainly called upon my own memories to a certain extent. The first time Finn crosses over in the new books, for example, he does so through the Carousel of Progress, an attraction I first experienced as a kid at the '64 World's Fair ... But I've spent a lot of time at the Walt Disney Archives, looking through transcripts of meetings Walt had with his staff and poring through hundreds of photos of Disneyland on opening day – just fascinating stuff. And I'll tell you, one of the most shocking honors of my life happened when I was walking through the Archives and saw my books on the shelf. It never occurred to me they would keep copies of my books. I was truly humbled.

Ryan: It also must be humbling to see your books get kids so excited about reading, which is particularly impressive in a time when it's difficult to get kids off their mobile devices. I understand that you've even connected with schools that have made the *Kingdom Keepers* books part of the curriculum. That has to make you proud.

Pearson: Absolutely. Making the books accessible is part of the mission. I'm particularly proud of letters I've received from mothers of kids with autism. One Mom wrote, "My child was completely blocked, and when we started reading *Kingdom Keepers* aloud, he took the book out of my hand and started reading to himself." That's the best payoff you'll ever get.

Ryan: That has to be one of the coolest benefits of writing for a young audience.

Pearson: Definitely. I've been asked if it's easier to write for kids, and the truth is, it can be harder. Kids will read these books over and over, and many of them end up knowing your stories better than you do. That's the kind of honor you don't anticipate as a writer, but the flip side of that is, if you make a mistake, they'll call you on it. Some of them are probably proofing the new book as this magazine mails, and I love it.



Look for *The Return: Disney Lands* and the *Kingdom Keepers* books in Disneyland and Walt Disney World shops, and other places where books are sold, both online and in stores.

A *Showier* SHOWPLACE OF THE SHORE

Re-imagining Disney's BoardWalk Villas

Crews are scheduled to continue enhancing accommodations at Disney's BoardWalk Villas in phases through the fall, replacing bedding and draperies; reupholstering seating; updating tile backsplashes in kitchens; hanging new artwork; adding new bunk-size, pull-down beds; installing new laminate flooring and more. *Disney Files* Magazine captured the following images during a recent visit to a completed two-bedroom villa.



















Disney on the diamond

As baseball heats up for another pennant race, *Disney Files* Magazine examines Disney's enduring connections to America's pastime.

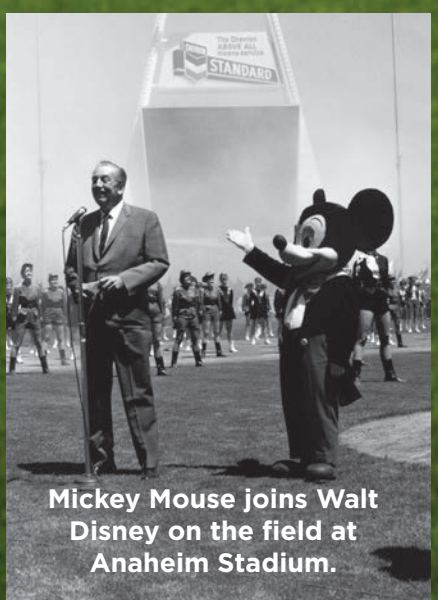
"Baseball is a great teacher of an important secret of living: the giving and taking in the group; the development of qualities and behavior that will stand us in good stead through life in pursuits both personal and professional."

These are the words of a great baseball ambassador. He never played professionally (though he did play the game on the job), never worked for a big league franchise (though he did lure one to his neighborhood), and the only club he ever managed was led by a mouse. That ambassador was Walt Disney, and the company that proudly bears his name has enjoyed a longstanding love affair with the game of baseball.

The above quote reflected Walt's belief in baseball as a teacher of cooperation and a key to helping young people realize their full potential.

"There is no better time to begin learning this lesson than when we are young," Walt said, "and I think there is no better means of teaching it than through sports programs as well-organized and supervised as Little League Baseball."

Practicing what he preached, Walt used baseball to build camaraderie among his own staff at his studio on Hyperion Avenue in Los Angeles, where employee baseball games were regular occurrences throughout the 1930s. Walt was happy to be part of the team and take his turn at the plate, as seen in a rare collection of photos from the Walt Disney Archives.



Mickey Mouse joins Walt Disney on the field at Anaheim Stadium.

The games played on when the studio moved in 1940 to an expanded campus in Burbank, where Walt took special care to establish an athletic field for the Disney team. Among the "fans" at games played on that field was Disney Legend Floyd Norman, a veteran filmmaker whose distinguished Disney career began on such classics as *Sleeping Beauty*, *The Sword and the Stone* and *The Jungle Book*, and has continued more recently on such films as *The Hunchback of Notre Dame, Mulan, Toy Story 2* and *Monsters, Inc.*

"While I've never been much of an athlete, I do have fond memories of watching those games on the lot," Floyd said. "The field stretched across an area of the studio that's now the Roy O. Disney Building. I understand that, in the early days of the studio over on Hyperion, the games were intensely competitive and highly organized. I've seen photographs and 16mm footage of those games, when some teams even had their own jerseys. By the time I joined Disney at the studio in Burbank, the games had become much more casual and spontaneous.

"It was a great way to relax, have fun and build team chemistry, which is so important. The baseball teams would often be made up of individual departments. The film editors might have a team, the camera guys might have a team, etc. I recall one particular game that matched

artists against management, which was kind of interesting – creatives against suits. Baseball was a great equalizer. Out on the field, there were no artists, editors, vice presidents or attorneys – just players and fans. It was truly a level playing field, and it was a chance to get acquainted with people you may never have spent much time with in the workplace. Whether you were playing or just watching, those games made you feel like part of a bigger team."

Those memorable afternoons of back lot baseball helped inspire not only the studio's strong culture of collaboration, but also the subject matter of artfully athletic animated fare in the 1940s, including Goofy's memorable turn in the 1942 animated short "How to Play Baseball" and the standout "Casey at the Bat" sequence in the 1946 animated feature "Make Mine Music."

In 1959, Walt's admiration of Little League Baseball fueled a two-part television show called "Moochie of the Little League," telling the tale of a young newspaper boy who works hard to persuade an elderly man to donate land for a baseball diamond.

Life imitated art in 1964, when Walt (himself a newspaper boy as a child) used his own powers of persuasion to encourage his friend Gene Autry – the legendary "singing cowboy" and then owner of Major League Baseball's Los Angeles Angels (a team that played at Chavez Ravine – better known today as Dodger Stadium) – to create a new diamond for the Angels near Disneyland Park in Anaheim. Walt's "pitch" must have been on target, as in April 1966, the newly constructed Anaheim Stadium became home to the re-named California Angels, and the stadium's iconic "Big A" joined the Disneyland Matterhorn on the list of instantly recognizable Anaheim landmarks.

Autry's Angels continued to influence the dream makers at Disney long after Walt's passing in December 1966, sparking collaborative events (a 1967 "Angels-Disneyland Double Header" event allowed fans to catch a 3 p.m. game against the Cleveland Indians and enjoy unlimited use of Disneyland attractions from 8 p.m.-1 a.m. – all for $5!), inspiring the hit 1994 film *Angels in the Outfield* and ultimately leading The Walt Disney Company to purchase the team in 1996.

Disney owned the Angels for seven seasons, including the team's only World Series Championship season (2002). (Observers of that World Series, which featured an improbable comeback from the brink of defeat to the San Francisco Giants, could be forgiven for mistaking the stadium's diamond dirt for pixie dust.)

While re-imagining the home of the Angels on the West Coast with Theme Park-esque stadium enhancements that included geyser-shooting "California Spectacular" outfield rock formations, Disney created an equally charming stadium on the East Coast. The Atlanta Braves played their first Spring Training game at the Walt Disney World ballpark in 1997, establishing a tradition that's alive and well today at Champion Stadium at ESPN Wide World of Sports Complex.

Modern moviegoers, meanwhile, continue to enjoy Disney-produced baseball features, from *The Rookie* in 2002 to *Million Dollar Arm* in 2014.

So whether you're enjoying America's pastime at a Disney ballpark or Disney movie, one thing is certain – baseball is part of the Disney DNA, and there's always another hit on deck.





Contrasting batting stances are on display in the 1942 Goofy short "How to Play Baseball" (left) and through Walt Disney's appearance at the plate (right) during a staff game at the Hyperion studio.



More than just dinner

Trattoria al Forno among best-kept breakfast secrets

Disney's BoardWalk Entertainment District: Trattoria al Forno, the new Disney's BoardWalk restaurant that quickly attracted a following with its wood-fired pizzas, house-made pastas, hand-crafted mozzarella, imported charcuterie and cheese, all-Italian wine list and other authentic Italian staples during dinner hours, also offers table-service breakfast daily from 7:30-11 a.m.

With the only non-buffet breakfast service around Crescent Lake and with all breakfast dishes priced under $14, it may be the neighborhood's best-kept secret (until just now).



The restaurant, which draws inspiration from farms in the Italian countryside, serves such standout breakfast items as a frittata (pictured here) with roasted red peppers, prosciutto, onions, potatoes and pecorino Romano cheese topped with Arugula ($13.49); poached eggs served over a soft, mascarpone polenta with fennel sausage, parmesan and tomato gravy ($12.49); and a waffle with espresso-mascarpone cream and a choice of bacon or chicken sausage ($12.49). Peach bellinis, meanwhile, are among the morning beverage options.

While the vast majority of the restaurant's breakfast and dinner dishes are naturally gluten-free (including the three dishes highlighted above), special gluten-friendly and allergy-friendly menus are available upon request to simplify the ordering process for Guests with unique dietary needs.

The restaurant happily serves walk-ins but recommends advance reservations, available as many as 180 days in advance by phone through Member Services, online at Disneyworld.com/dine and through the My Disney Experience app.

As Disney Vacation Club Members get a 10 percent discount (excluding alcohol, tax and gratuity), remember to bring your valid Membership Card and photo ID.

Redefining service

Member Services evolving to meet demand

As part of our ongoing series of executive conversations examining key elements of the Member experience, *Disney Files* Magazine sat down with Disney Vacation Club Member Experiences Director Leigh Anne Nieman to get her perspectives about the ongoing evolution of Member Services – a team dedicated to helping Members book their next vacation, manage their Membership and more.

"It's no surprise that Members who've rated their overall Member experience as excellent through the years consistently cite Member Services as a key contributor to their satisfaction," Leigh Anne said. "It's a relationship we don't take for granted, and we're constantly reinforcing our culture of great service by training our Cast to approach each call by putting themselves in Members' shoes and truly enhancing a Member's experience."

While doing so continuously improves the quality of conversations, it can also create new challenges.

"Managing call times and minimizing wait times is a never-ending challenge as our Cast guides Members through a growing number of options and delivers a wider-than-ever array of services," Leigh Anne explained. "We tackle that challenge in a variety of ways, including **hiring more Cast Members to meet demand**. But it's bigger than that. It's also about **enhancing our training, evolving our structure** and **creating new tools**."

Leigh Anne pointed to the launch of Walt Disney World MyMagic+ offerings among the recent catalysts for change.

"Call times escalated as more and more Members inquired about MyMagic+, and we responded by training a **dedicated team of MyMagic+ experts** to help Members get the most out of these offerings," she said. "We quickly saw shorter call times and better service."

Other efforts to manage wait times include the recently launched tests of **call-back assist** technology that gives Members the option of being automatically called back during peak periods, rather than waiting on the line; and a **new automated system** that lets Members enter key identification details at the beginning of their call, streamlining the conversation once they're connected with a Cast Member.

As for new tools, a widening variety of online options are helping Members gather information before they call or even eliminate the call entirely.

"More than half of all Members' Disney Vacation Club Resort reservations are now made online through the Member website," Leigh Anne revealed. "In addition to letting Members book reservations on their own schedule, Member Online Booking gives an extra edge to those who like to make reservations on the first day of their booking window. That's because, while our Cast starts taking calls at 9 a.m. eastern, each new booking date begins at 8 a.m. eastern online, giving Members who book online an hour jump on the rest of the community.

"And many Members who still prefer to call us to make their reservations do so after gaining insights from the website, whether they're chatting online with our Member Services team or using the **Resort Availability Tool** to see what's available during their desired travel dates."

Members continue to give Member Services high marks in surveys, with 96 percent rating the team's willingness to help as excellent, and 95 percent giving that same rating to the team's overall friendliness. Illustrating the immediate connection Members form with Member Services Cast Members, 93 percent of surveyed Members indicated that they would like to speak again to the Advisor who just served them.

See page 18 for insider tips from Member Services!

Disney Vacation Club®

MEMBERSHIP EXTRAS!

part of MEMBERSHIP MAGIC

Celebrate the seasons

Holiday events offer Member discounts

Walt Disney World Resort: From kids in costumes to cocoa in cups, chain-rattling ghosts to tongue-wagging reindeer, seasonal sights add to the after-hours allure of Magic Kingdom holiday parties, where Members once again enjoy special discounts on select dates.

Mickey's Not-So-Scary Halloween Party is a trick-or-treater's dream, with treat stations throughout the Park. When not trick-or-treating, Guests enjoying special Halloween entertainment (including the popular Mickey's Boo-to-You Halloween Parade and "Happy HalloWishes" fireworks spectacular), meet Halloween-costumed Disney characters and enjoy shorter-than-usual wait times at some of the Park's most popular attractions. New to the party this year is the exclusive "Hocus Pocus Villain Spelltacular," a Castle Forecourt Stage production that finds the mischievous Sanderson Sisters from the Disney film *Hocus Pocus* returning to the mortal world to celebrate Halloween. With only a few hours to run amuck, the three sisters use their magic – along with the help of Dr. Facilier, Oogie Boogie, Maleficent and other Disney villains – to throw the best, evil Halloween party this side of the graveyard.

This year's parties are scheduled to take place from 7 p.m.-midnight on 25 nights (Sept. 15, 18, 20, 22, 25 and 27; Oct. 1, 2, 4, 6, 8, 9, 12, 13, 15, 16, 18, 20, 22, 23, 25, 27, 29 and 31; and Nov. 1).

Disney Vacation Club Members may call Member Services to purchase advance tickets for themselves and as many as five Guests at a discount for most nights (Sept. 15, 18, 20, 22, 25 and 27; Oct. 1, 4, 6, 8, 12, 13, 15, 18 and 20; and Nov. 1).

A week after the Mickey's Not-So-Scary Halloween Party comes to an eerie end, the Park decks its halls for **Mickey's Very Merry Christmas Party**, the holliest, jolliest event on the Magic Kingdom calendar. Guests enjoy Mickey's Once Upon A Christmastime Parade, see Cinderella Castle shimmer in lights, walk beneath snow flurries on Main Street, U.S.A., take in the "Holiday Wishes – Celebrate the Spirit of the Season" fireworks spectacular and "Celebrate the Season" castle stage show, tap their toes to the tune of Christmas carolers, dance the night away during a Totally Tomorrowland Christmas, nosh on complimentary cookies and cocoa, take advantage of the aforementioned shorted attraction wait times and, of course, meet Santa.

This year's parties are scheduled to take place from 7 p.m.-midnight on 20 festive nights (Nov. 8, 10, 12, 13, 15, 17, 19, 20 and 29; and Dec. 1, 3, 4, 6, 8, 10, 11, 13, 15, 17 and 18). Like Mickey's Not-So-Scary Halloween Party, the Christmas party offers advance-purchase discounts to Disney Vacation Club Members on select dates. The discount, valid for the Member and as many as five Guests, is available for parties taking place on Nov. 8, 10, 12, 13, 15, 17 and 19; and Dec. 1, 3 and 8.

All Disney Vacation Club-discounted prices vary by party date, typically saving Members an additional $4-$5 off the already discounted advance-ticket prices. Call Member Services for pricing details and to purchase discounted tickets, which will then be available for pickup at Will Call. Members must present their valid Membership Card and photo ID, when picking up tickets.



Disneyland Resort: As event dates and discounts weren't available at press time for Mickey's Halloween Party at Disneyland Park, please visit the Member website for those details.

Tickets subject to availability. Discounts available only for advance-purchase tickets on eligible dates. Entertainment subject to change without notice. Admission to this event requires a separately priced ticket. Tickets valid only during specific event dates and hours. Not combinable with select other discounts and promotions.

Unmatched unwinding

Senses – A Disney Spa offers exclusive treatment menu

Walt Disney World Resort: If Members are looking a little more relaxed these days during their Walt Disney World vacations, it may have something to do with an exclusive treatment menu available at Senses – A Disney Spa.

Both Senses locations, which put the "Spa" in Disney's Grand Floridian Resort & Spa and Disney's Saratoga Springs Resort & Spa, offer special treatments just for Members and their Guests. These offerings have no block-out dates and are available throughout the spas' operating schedules. The menu currently features three 50-minute treatments.

The **Magic Your Way Massage** uses an exclusive aromatherapy oil, while the **Best Kept Secret Facial** (shout-out to Members who remember the Disney Vacation Club "Best Kept Disney Secret" campaign!) uses two exclusive Eminence products. Both treatments are priced at $150 and allow the recipient to choose a complimentary treatment enhancement (a $25 value). The **Points & Perks Pedicure**, priced at $80, uses another exclusive Eminence product, and includes a complimentary Eco-Fin treatment and a mini polish bottle. All three treatments are eligible for a 15 percent Member discount at checkout.

Also eligible for that discount is a $375 **Welcome Home Spa Package** that includes all three of the special treatments described above. While bundled packages aren't typically eligible for further discounts, the Welcome Home Spa Package is a rare exception.

Call Member Services to learn more or to book your day of relaxation.

Guests ages 17 or younger must be accompanied by an adult during any spa treatment. Remember to present your valid Disney Vacation Club Membership Card and photo ID at checkout to get your 15 percent discount. Advance reservations strongly recommended. Cancellations made within four hours of an individual treatment or 24 hours of a spa package will result in a charge for the full amount of the service. Swimsuits are required in all wet-relaxation areas, including the steam room and whirlpool. For your convenience, a 20 percent gratuity will be added to each Spa service. Additional gratuities are at your discretion.

'Live it up' with Cirque du Soleil

La Nouba extends Member discount offer

Walt Disney World Resort: Disney Vacation Club Members now have an extended period in which to enjoy discounted tickets for *La Nouba* by Cirque du Soleil, the eye-popping, 90-minute show at Downtown Disney West Side (now becoming Disney Springs West Side).

La Nouba, which shares its name with the French phrase "faire la nouba," meaning "to party" or "to live it up," transforms the ordinary into the extraordinary with opulent sets, daring choreography, theatrical lighting, live music and the unique talents of 65 performers. The diversely talented cast of dancers, tumblers (including a trampoline artist who has been part of the cast since the show's inception), trapeze performers, clowns, actors, acro-gymnasts, cyclists, musicians, vocalists, circus artists and equilibrists represent an equally diverse array of nations, including Brazil, Canada, China, France, Israel, Japan, Mexico, Russia, South Africa, Spain and the United States.

The show continually refreshes its lineup of envelope-pushing acts, with recent additions including a new vocalist, new comedic clown interstitials and a breathtaking balancing act that finds a vulnerable performer juggling atop a swaying tower of moving cylinders.

La Nouba performs at 6 and 9 p.m. nightly most Tuesdays through Saturdays. The recent extension of a special offer now allows Disney Vacation Club Members to purchase discounted tickets (for themselves and as many as 11 Guests) for most *La Nouba* performances* through Dec. 18, 2015. The discounted tickets, available for purchase through Member Services, are priced at (not including tax) $85 for adults and $78 for kids (ages 3-9) for Category 1 seats (regularly $99 and $80), $69 for adults for Category 2 seats (regularly $80; no kids discounts available for Category 2 seats), and $49 for adults and $44 for kids for Category 3 seats (regularly $75 and $60).

*Note that La Nouba performances are not scheduled to take place Sept. 20-28 and Nov. 17. Not combinable with select other discounts and promotions.



my Disney home

Where Members Live

***Disney Files* Magazine proudly presents photos and stories from Members who have made Disney part of their home decorating. This edition's submission comes from the Schroll family of Colorado, Members since 2013.**

The great German composer and pianist Johannes Brahms once said that, "Without craftsmanship, inspiration is a mere reed shaken in the wind." Thankfully, the Schroll family has all the craftsmanship they need to turn inspiration into really cool stuff. With a proficiency in woodwork, laser engraving and computer-aided design, Ken and Jane Schroll organize their Disney Vacation Club documents in a wood box inspired by a favorite souvenir T-shirt, sleep in a bed with a footboard inspired by Disney's Wilderness Lodge headboards and celebrate Halloween with homemade tombstones inspired by the mansion home of 999 Happy Haunts. Not pictured here but also part of the family's home is a handcrafted coffee table inspired by a rustic bench in the Carolwood Pacific Room at The Villas at Disney's Wilderness Lodge. For doing more than just shaking a stick in the wind, *Disney Files* Magazine is pleased to celebrate the Schroll family in this issue's installment of "My Disney Home."



Schroll family footboard



Schroll family storage box



Do you have a Disney home? Whether it's an expansive collection of Disney memorabilia or your own Disney-inspired space, we'd like to see it. Send your photos (keeping copies for yourself as we won't return ours), along with a letter containing your Member Since year and describing your unique Disney style, to Disney Files Magazine's "My Disney Home," Disney Vacation Club, 1390 Celebration Blvd., Celebration, FL 34747. Remember to include a signed release form, available for download and printing online at disneyvacationclub.com/releaseform.

RCI PRESENTS

picture this

Still feeling outdoorsy after our Member Cruise voyage to Alaska, the *Disney Files* staff focuses this edition of "Picture This" on the "Big Sky" state of Montana, one of several relaxingly rugged destinations available to Members through RCI.* See if you can find the seven things we've altered in this photo, and remember to visit disneyvacationclub.com to learn more about the thousands of exchange options at your fingertips as part of Membership Magic.

*Resort options in all destinations are limited and subject to availability. Note that vacation destinations offered through exchange opportunities require a fee and may be modified or withdrawn at any time without notice.

original



altered



ANSWERS: From right to left, (1) a new fence post has risen to the right of the cowboy, (2) the cowboy has lost his hat, (3) the cowboy's rope now mimics our favorite mouse, (4) a spotted horse at the head of the pack directly in front of the cowboy has grown a third ear, (5) the white spot on the head of the horse nearest the camera has grown larger, (6) a peak has disappeared from the mountain range and (7) one of the thick fence posts beneath that missing peak has disappeared.

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Community kitchen

TASTY TIDBITS

NOURISHING NEWS

Disney's Contemporary Resort: Chef Mickey's, already a Member favorite for its all-you-care-to-eat character breakfasts (7-11:30 a.m.) and dinners (5-9:30 p.m.), now offers a character brunch from 11:35 a.m.-2:30 p.m. Priced at $37.99 plus tax for adults and $22.99 plus tax for kids ages 3-9, and eligible for the Disney Dining Plan (one entitlement), the brunch buffet features such highlights as barbecue ribs, baked salmon, Mickey macaroni and cheese, Caesar salad and chicken breast nuggets, in addition to a dessert buffet featuring fresh fruit, make-your-own sundaes, individual-sized cakes and tarts, and more. Reservations are available as many as 180 days in advance by phone through Member Services, online at Disneyworld.com/dine and through the My Disney Experience app.

Disney's Fort Wilderness Resort & Campground: Mickey's Backyard BBQ is serving more Guests than ever, thanks to a recent extension of its schedule to Tuesday, Thursday, Friday and Saturday evenings. Mickey, Minnie and friends appear at this foot-stompin' barbecue buffet in the Fort Wilderness Pavilion at Disney's Fort Wilderness Resort & Campground. Reservations are available as many as 180 days in advance by phone through Member Services, online at Disneyworld.com/dine and through the My Disney Experience app.

Disney's Wilderness Lodge: The Territory Lounge now serves specialty coffee beverages and house-made pastries from 7-11 a.m. daily. Menu highlights include espressos, cappuccinos and a variety of signature lattes, including the "Gold Rush Latte" (vanilla with caramel), "Wilderness Bark Latte" (chocolate-hazelnut), "S'mores Latte" (chocolate-marshmallow), "Earl Grey Tea Latte" (Earl Grey tea sweetened with vanilla and topped with steamed milk) and "Green Tea Latte" (sweetened green tea, topped with steamed milk).



Disney's Animal Kingdom Theme Park: Zuri's Sweets Shop recently opened at the new Harambe Market at Disney's Animal Kingdom Theme Park. The shop features a wild array of food items inspired by the sights, sounds and flavors of Africa, including African-spiced popcorn, assorted bulk trail mixes and more. Also available are a variety of candies, baked treats and even home-décor items, from decorative "Blessing Baskets" to African-inspired dinnerware.

Epcot: Taste Track, a new, quick-service food-and-beverage location near the Test Track attraction at Epcot, is putting creative twists on the grilled-cheese sandwich. Options include the Fontina and tomato basil, Gruyere with Applewood-smoked bacon and – for a sweeter take on the classic dish – Canadian cheddar with apples on cinnamon raisin bread. Each sandwich comes with your choice of tomato bisque soup or a side salad. A roasted chicken salad and a kid's grilled cheese sandwich also are available.

Chicken Pork Báhn Mì

The *Disney Files* staff loves everything about Trader Sam's Grog Grotto at Disney's Polynesian Village Resort, from the hidden Disney details to the effects-triggering cocktails to the appetizing small plates. As the watering hole's Chicken Pork Báhn Mì – an adventurous take on a Vietnamese specialty – is among our favorites of Sam's culinary creations, we're pleased to share his treasured recipe. (Editor's note: The pickled vegetables are quite versatile. I love them on just about everything but my morning cereal.)

Makes: 6 Báhn Mì sandwiches

Pickled Vegetables Ingredients:
1/4 daikon radish, julienne
2 carrots, julienne
1 peeled and seeded cucumber, julienne
1 red onion, julienne
1 cup white vinegar
1 cup water
1/4 cup sugar
2 tablespoons coarse salt
1/2 teaspoon red pepper flakes

Pickled Vegetables Steps:
Heat the vinegar, water, sugar, salt and red pepper flakes to a simmer in a saucepan.
1. Pour the liquid over the vegetables in a medium glass bowl with a lid.
2. Cover and refrigerate for 24 hours. Remove vegetables from liquid before serving.

Chicken Ingredients:
2 tablespoons olive oil, divided in half
1/2 teaspoon ground black pepper
1/4 teaspoon chili powder
2 boneless, skinless chicken breasts

Chicken Steps:
1. Mix 1 tablespoon olive oil with the ground black pepper and chili powder, and use the mixture to marinate the chicken in the refrigerator for 2 hours.
2. Heat remaining oil in a sauté pan over medium-high heat for about 3 minutes. Add chicken and sear for 4 minutes on each side.
3. Place seared chicken in a 350-degree (Fahrenheit) oven for 12-15 minutes, until chicken reaches an internal temperature of 165 degrees.
4. Allow to cool slightly before slicing each breast into 3 equal pieces.

Báhn Mì Mayonnaise Ingredients:
1/4 cup mayonnaise
1 teaspoon Sriracha pepper sauce
1 tablespoon sesame oil

Báhn Mì Mayonnaise Steps:
Stir all three ingredients together in a bowl. (Simple as that!)

Báhn Mì Ingredients:
6 soft mini diamond-shaped dinner rolls
1 (5.4 ounce) can of pork pate, sliced into 6 strips
Cilantro sprigs for garnish
Pickled Thai peppers (optional)

Steps to bring it all together:
1. Slice rolls and spread bahn mi mayonnaise inside each half.
2. Add a slice of chicken and pork pate to each roll.
3. Top with pickled vegetables, and garnish with cilantro sprigs and (if you choose) pickled Thai peppers.



This recipe has been converted from a larger quantity in the restaurant kitchens. The flavor profile may vary from the restaurant's version. All recipes are the property of Walt Disney Parks and Resorts U.S., Inc., and may not be reproduced without express permission.



neighborhood notes

new or noteworthy in our magical community

Concierge Collection: The variety of exchange options available to Members through the Concierge Collection* continues to grow as part of Membership Magic. In addition to the six Silverpoint Resorts announced in the summer edition of *Disney Files* Magazine (three in the Canary Islands and one each in Malta, Tuscany and the United Kingdom), the collection has added the Nine Zero Hotel in Boston, Le Parker Meridien in New York City, the Brighton Tokyo Bay in Japan (near Tokyo Disney Resort) and the following five Club Melia Resorts: Paradisus Cancun and Paradisus Playa del Carmen La Esmeralda in Mexico, and Paradisus Palma Real, The Reserve at Paradisus Palma Real and Paradisus Punta Cana in the Dominican Republic. Visit disneyvacationclub.com to learn more about these and other available exchange options.



Aulani, A Disney Resort & Spa, Ko Olina, Hawai'i: Enjoy the sounds of paradise at home through Pandora, a free, Internet-based music-streaming and automated-music-recommendation service. Pandora recently added a "Disney Aulani Sounds" playlist featuring songs by artists featured at the resort. The playlist includes songs from the *Aulani: Music of the Maka'ala* soundtrack, as well as songs from artists who perform regularly at the resort. Access the service online at Pandora.com or through your smartphone's Pandora app.

*Effective March 21, 2011, Members who do not purchase their ownership interest directly from Disney will not be able to use those vacation points for Concierge Collection exchanges.



Aulani, A Disney Resort & Spa, Ko Olina, Hawai'i: Did you know that Members and Guests staying at Aulani enjoy discounted rates, special packages and exclusive golf clinics at the Ko Olina Golf Club? Located just steps away from the resort, the Ted Robinson-designed, 18-hole course is listed among the *Golf Digest* Top 75 Resort Courses in the U.S. Visit the Ko Olina Golf Club or the Aulani concierge desk to learn more about golf offers available during your vacation.

Disney's Wilderness Lodge: Young Members and Guests are discovering a refreshing new play place near Silver Creek Springs at Disney's Wilderness Lodge. Replacing the resort's previous kiddie pool, the custom-designed aquatic play area gives young explorers a new territory to conquer in an environment that draws inspiration from state parks of the Pacific Northwest.

Frequently Asked Question: Among the more frequent Walt Disney World questions posed by Members these days is one that marks a sign of the times: "Are Disney Vacation Club MagicBand sliders a valid form of Member identification?" The answer, in short, is no. While MagicBand sliders are a fun, social way to identify one's self as a Member to other Members, please remember to present your valid Membership Card and photo ID whenever you're taking advantage of a Member perk.

Member website: DVCMember.com is now disneyvacation.club.com, your one-stop shop for all things Disney Vacation Club. To access Member-exclusive content, simply click the "My DVC Membership" tab, and log in with your existing username and password. Look for more details about enhancements to your Member website in the winter edition of *Disney Files* Magazine.

Condo Meeting: Watch your Member website (now located at disneyvacationclub.com) for time and location details for the annual condominium association meeting for all condominium associations, taking place on Dec. 10 at Walt Disney World Resort. Members may choose to receive email communications from their respective condominium association. These Association Notices can range from condominium association updates and meeting notices to information about your Annual Dues. Simply update your contact preferences at disneyvacationclub.com to receive Association Notices by email instead of traditional mail.

Pool hopping: Whenever you're using your Membership to stay at a Disney Vacation Club Resort at the Walt Disney World Resort or at Disney's Vero Beach Resort, you and any Guests staying with you are permitted to pool hop to other eligible pools if they're not at capacity. You must present your current MagicBand or Key to the World card with your valid Membership Card and photo ID to use other eligible pools. Due to expected high occupancy, pool hopping isn't available Sept. 5-7, Nov. 22-29 or Dec. 19, 2015-Jan. 3, 2016. Pool hopping is never available at Disney's Art of Animation Resort, Bay Lake Tower at Disney's Contemporary Resort, Disney's Animal Kingdom Lodge, Disney's Yacht & Beach Club Resorts (including Disney's Beach Club Villas), Disney's Polynesian Village Resort, or at the Disneyland Resort in California. Further block-out dates may be added based on capacity issues. Look for details online at disneyvacationclub.com. Please remember that pools are available only to registered Members and Guests staying at that resort (along with those staying with them in their room), as well as Members utilizing their pool-hopping perk. Pool usage isn't available to Members who live locally or are staying at non-Disney Resorts.

MEMBER SERVICES TIPS

Here are a few insider tips *Disney Files* Magazine gathered during a recent visit with our friends at Member Services:

- Calling Member Services between 11 a.m. and 4:30 p.m. Tuesday through Friday typically results in the shortest wait times.

- Before booking a Disney Vacation Club Resort reservation online at disneyvacationclub.com, be sure to use the website's Resort Availability Tool so you'll know exactly what's available before you begin the booking process.

- While Member Services Cast Members are happy to offer a wide range of services, Members may take advantage of many self-service options online at DVCMember.com. Booking reservations at Disney Vacation Club and RCI Resorts; requesting reservations for Disney's Magical Express service, Disneyland Resort Hotels or Tokyo Disney Resort Hotels; accessing existing reservations; updating contact information and communication preferences; paying Annual Dues and managing loans; adding or removing Associates; viewing and banking Vacation Points; and gaining Membership Magic insights are just a few of the online options.



New on the festival menu

Epcot International Food & Wine Festival celebrates 20 years

Walt Disney World Resort: The Epcot International Food & Wine Festival celebrates 20 years this fall, bringing Guests 53 days of international fun and flavor from Sept. 25-Nov. 16.

As Guests taste their way around the World Showcase Lagoon and – new this year – into Future World, they'll explore more than 30 food and beverage Marketplaces serving up small-plate portions of long-time festival favorites and new dishes making their festival debut. New dishes range from a Pepper Bacon Mac n' Cheese at the Farm Fresh Marketplace to a Scottish Citrus Thistle at the Scotland Marketplace.

Festival goers also can enjoy a wide range of culinary demonstrations, celebrity concerts and other events included with Epcot admission.

Separately priced culinary experiences, meanwhile, are available for advance booking.

Here's a quick rundown of some of this year's new offerings:

Remy's Ratatouille Hide & Squeak*: Join Remy, the rat with an unusual knack for cooking, in a search around World Showcase Lagoon for the ingredients he needs to create his signature ratatouille dish.

Rockin' Burger Block Party*: While you won't find the *Disney Files* staff getting down on the dance floor (we lack the gift of rhythm), you may find us enjoying a burger at the Rockin' Burger Block Party. This new event serves gourmet burgers and refreshing beverages while Guests dance to tunes inspired by musicians who have made their mark on the beverage industry (select Fridays).

Next Eats: Experience the innovations and technology from The Land like never before at two new Marketplaces near the Epcot Character Spot – Sustainable Chew and Chew Lab – where you'll find eco-home-inspired food dishes created by celebrity chefs from the Emmy Award-winning ABC Daytime series "The Chew." While there, you'll learn about cutting-edge food science and the hottest culinary tech trends. "The Chew" crew (including stars Mario Batali, Michael Symon, Carla Hall, Clinton Kelly and Daphne Oz) will tape five shows at the festival Oct. 7-9 for airing during the week of Oct. 12-16.

Artistry of Wine and Cheese: In Future World West, Cheese Studio and Wine Studio Marketplaces will pair perfectly with welcoming pergolas evoking the ambiance of Napa Valley.

New Eat to the Beat acts: Tiffany, Everclear, Maxi Priest and Chaka Khan are among those scheduled to make their Eat to the Beat concert series debuts at the America Gardens Theater, joining such returning festival favorites as Wilson Phillips, Smash Mouth, Jo Dee Messina, Boyz II Men and Big Bad Voodoo Daddy.

Learn more online at EpcotFoodFestival.com.

*Additional fee applies

Membership Extras: To learn about special Epcot International Food & Wine Festival offerings created for Disney Vacation Club Members as part of Membership Magic, click the "Membership Extras" link within the "My DVC Membership" tab at disneyvacationclub.com.

Lightspeed ahead

Intergalactic adventures among planned Disney Dream enhancements

Disney Cruise Line: Exploring the galaxy, fueling a sugar rush and relaxing among the falls are just a few of the experiences Guests will discover when the Disney Dream ship emerges on Oct. 26 from a busy two weeks of dry-dock enhancements.

At the Oceaneer's Club, kids ages 3-12 will travel far, far away with an out-of-this-galaxy, Force-filled experience inspired by the *Star Wars* saga. From the cockpit of the legendary ***Star Wars*: Millennium Falcon**, younglings will join the Rebel Alliance in an epic battle of good versus evil, piloting the ship through hyperspace and triggering lightspeed jumps to iconic locations throughout the galaxy. While aboard the ship, children also will express their creativity through *Star Wars*-themed crafts, games and activities; watch the Disney XD animated series "Star Wars Rebels" and virtually join the rebellion at gaming stations. To sharpen their lightsaber skills, young "Padawans" (Jedi hopefuls) will enroll in a shipboard version of Disney Parks' popular Jedi Training Academy, learning from a Jedi Master before facing off against Darth Vader.

Elsewhere in the Oceaneer's Club, kids will discover the **Disney Infinity Toy Box**, a boldly inspiring space designed to elevate the freedom-of-play concept pioneered by the hit Disney Infinity home-gaming platform, with physical game pieces feeding virtual worlds on an even grander scale. Kids' "Mickey Bands" will even unlock Disney Cruise Line-exclusive characters that they can add to their Disney Infinity systems at home, allowing the fun to continue long after the voyage.

Equally appealing to kids and kids at heart is **Vanellope's Sweets & Treats**, an indulgent candy and sweets shop inspired by the world of Sugar Rush in the smash-hit Walt Disney Animation Studios feature *Wreck-It Ralph*. Accessible through Cabanas and from the pool deck, the shop will feature gelato in freshly made waffle cones, a colorful assortment of confections and plenty of "eye candy," from candy cane trees and animated-gumball gas pumps to a candy grandstand and the familiar faces of King Candy and Vanellope Von Schweetz.

Also planned are new additions currently enjoyed by Disney Fantasy Guests, from magical makeovers at the **Bibbidi Bobbidi Boutique** and a **Muppets mystery** within the Mid-Ship Detective Agency enchanted-art game to **Satellite Falls**, a serene space for adults featuring a circular splash pool and a gently cascading rain curtain.

Add a variety of technology and furnishing enhancements at the 687 Pub, Pink, The District Lounge and Skyline Lounge, and you have a project list that'll make crews grateful to have plenty of Disney magic in their toolkits.

Learn more about the planned enhancements online at DisneyCruise.com before calling Member Services to book your voyage.*

*Effective March 21, 2011, Members who do not purchase their ownership interest directly from Disney will not be able to use those vacation points for Disney Cruise Line exchanges.





BUZZWORTHY

6 stories • 2 pages • 1 space ranger



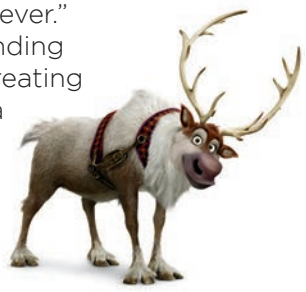
Disneyland Resort: A trio of buzzworthy refurbishment projects have added new magic to cherished Disneyland attractions as part of the Diamond Celebration, making the Matterhorn Bobsleds' Abominable Snowman more abominable than ever (seen in the photo above) and returning the legendary Hatbox Ghost (which vanished after briefly materializing in 1969) to the Haunted Mansion. Less imposing are the new effects at Peter Pan's Flight, where a re-imagined nursery scene is among the happy highlights.

Disney Cruise Line: This spring, *Disney Files* Magazine outlined Disney Cruise Line itineraries for early 2016. Since then, details have emerged for late-2016 itineraries, with most featuring Halloween or winter-holiday events that bring special entertainment, activities and décor to the ships. When the Disney Magic returns to New York in October 2016, sailing options will range from a 5-night northern itinerary visiting Canadian ports to 7- and 8-night southbound voyages to the Bahamas that feature daylong stops at Port Canaveral, with a 1-Day Walt Disney World Park Hopper ticket and roundtrip transportation provided for each Guest. The Disney Magic moves to Miami for 7-night November and December 2016 voyages to the Eastern and Western Caribbean, along with select 4-, 5- and 6-night options. The Disney Wonder, meanwhile, returns to Texas for 7-night November and December 2016 voyages from Galveston to a variety of Caribbean ports. Learn more about available itineraries online at DisneyCruise.com before calling Member Services to book your voyage. Remember that, effective March 21, 2011, Disney Cruise Line exchanges are available exclusively to Members who purchased their ownership interest directly from Disney.



Walt Disney World Resort: Inspired by Guest feedback, Disney's Animal Kingdom Theme Park recently replaced its "Backstage Safari" experience with a new, behind-the-scenes tour called "Backstage Tales." This premium experience, available to Guests ages 12 or older from 7:30-11:15 a.m. daily, offers an inside look at Disney's efforts in the areas of conservation, animal nutrition and medicine, animal care and behavioral studies. Guests go backstage to explore an animal-housing area and the Animal Nutrition Center, tour the Park's state-of-the-art veterinary hospital, learn about Disney's global conservation work during a visit to Animal Programs Administration offices and more. The cost is $90 a person, plus tax and Theme Park admission. Call Member Services to learn more or to book your tour, which is eligible for a 15 percent Disney Vacation Club Member discount as part of Membership Magic.

Walt Disney World Resort: Walt Disney Imagineering recently released more details about "Frozen Ever After," the highly anticipated attraction scheduled to open in the Norway pavilion at Epcot in 2016. Set after the events of the Walt Disney Animation Studios film *Frozen*, the attraction will sail Guests through Elsa's Ice Palace and the ice-blue world of the North Mountain to the Bay of Arendelle. Along the way, Guests will spot some of their favorite *Frozen* characters, including the Snowgies from the animated short "Frozen Fever." Imagineers also are expanding the Norway pavilion by creating the "Royal Sommerhus," a new home for Anna and Elsa meet-and-greets designed to reflect the cultural arts and crafts of Norway.



Tokyo Disney Resort: Creative themes have materialized for the 10-year Tokyo Disney Resort expansion project reported in the spring edition of *Disney Files* Magazine. Oriental Land Company has revealed plans to develop Scandinavia as the eighth port of call at Tokyo DisneySea Park, with a portion of the area themed to the hit Walt Disney Animation Studios film *Frozen*. The new port will be located just south of Lost River Delta. Also announced for the Park is a new indoor attraction set to open in spring 2017 in the Port Discovery area (replacing the StormRider attraction, now set to close in May 2016) that'll shrink Guests to the size of fish and transport them by submarine to the underwater worlds of Disney•Pixar's *Finding Nemo* and next summer's *Finding Dory*. At Tokyo Disneyland Park, meanwhile, a massive Fantasyland expansion will welcome new areas inspired by the Disney-animated films *Alice in Wonderland* and *Beauty and the Beast*. Watch *Disney Files* Magazine for more updates as new details emerge.

Disney Springs buzz

When complete in 2016, Disney Springs at Walt Disney World Resort will have doubled the Downtown Disney area's offerings across four distinct neighborhoods: Marketplace, The Landing, Town Center and West Side. Here are the latest updates at press time:

Vivoli Gelateria: Operated by the family that founded the only food venue mentioned in *National Geographic's City Guide to Florence*, the now-open shop serves its signature gelato, along with Italian panini, biscotti, espresso and tarts.

Jock Lindsey's Hangar Bar: Named after Indiana Jones' pilot and scheduled to open this fall between Paradiso 37 and the BOATHOUSE restaurant, this aviation-themed, Disney-owned-and-operated watering hole will serve specialty cocktails and small-plate foods inside the hangar, aboard Jock's dry-docked steamboat and on an adjacent deck.

The NBA Experience at Walt Disney World Resort: This expansive, one-of-a-kind destination will house National Basketball Association video productions and numerous interactive experiences, along with a restaurant and retail store.

More shopping and dining: Among the other recently announced stores are apparel shops Zara, Tommy Bahama, Lilly Pulitzer, UNIQLO and UGG; jeweler PANDORA (with an exclusive Disney line); skincare specialist L'Occitane en Provence; and eyewear designer Edward Beiner. Planned dining additions include Edison ("Industrial Gothic" restaurant, bar and live-entertainment destination), Sprinkles (cupcake bakery), Blaze Fast-Fire'd Pizza and Tea Traders Café by Joffrey's.

Look for *One Little Spark! Mickey's Ten Commandments and the Road to Imagineering* beginning Nov. 3 at Disneyland and Walt Disney World shops, and wherever books are sold.

One Little Spark!

Mickey's Ten Commandments and the Road to Imagineering

Disney Vacation Club Members enjoy a special relationship with Disney Legend Marty Sklar.

The longtime leader of Walt Disney Imagineering and the only Cast Member to have been part of every Disney Park opening on Earth, Marty not only led the development of some of Members' favorite places but also goes out of his way to personally connect with our Member community. Whether reaching Members on land (an exclusive on-stage conversation between Marty and *Disney Files* Magazine Editor Ryan March for Members at Disney's Hollywood Studios as an example), at sea (presenting aboard multiple Member Cruise voyages) or in writing (see the latest installment of Marty's recurring *Disney Files* Magazine column on pages 25-26), Marty graciously takes the time to share his stories and answer Members' questions.

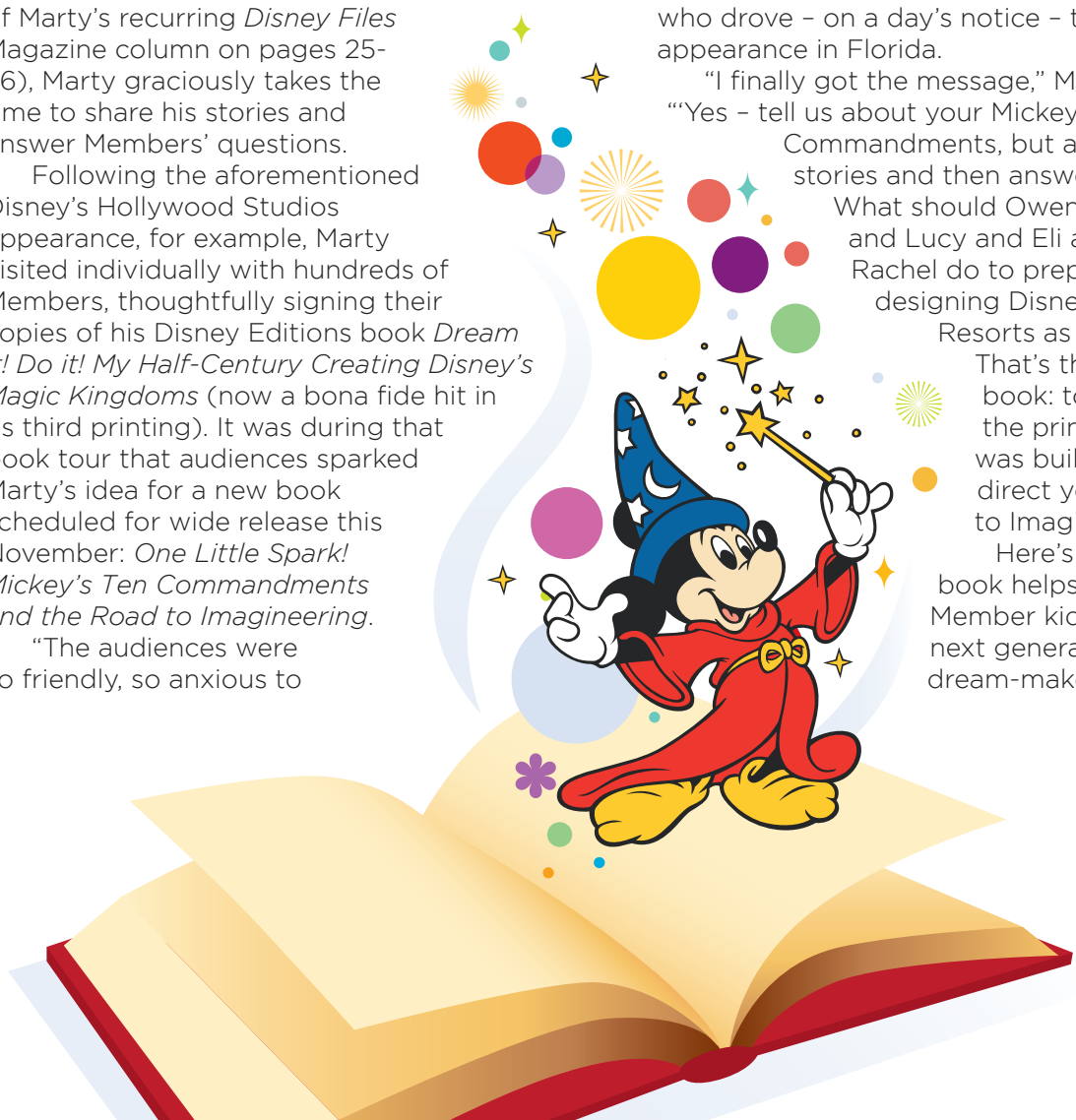
Following the aforementioned Disney's Hollywood Studios appearance, for example, Marty visited individually with hundreds of Members, thoughtfully signing their copies of his Disney Editions book *Dream It! Do it! My Half-Century Creating Disney's Magic Kingdoms* (now a bona fide hit in its third printing). It was during that book tour that audiences sparked Marty's idea for a new book scheduled for wide release this November: *One Little Spark! Mickey's Ten Commandments and the Road to Imagineering*.

"The audiences were so friendly, so anxious to know more inside stories about Walt and the Imagineers," Marty recalled. " ... Everywhere, everyone wanted to hear more stories. 'Was Walt really that inspiring?' 'How did you create a Theme Park out of Walt's ideas for a community called EPCOT?' 'What was it like to stand on empty land in Florida/Tokyo/Paris/Hong Kong before the first shovel full of dirt had been moved on the site – and to stand there now surrounded by castles and Disney characters and thousands of Guests enjoying the Parks?' And, most of all in recent times, 'How do I become an Imagineer?'"

Among the countless fans asking that last question was a 16-year-old from Cleveland who drove with his parents to Marty's scheduled appearance in Chicago, and a Kentucky couple who drove – on a day's notice – to Marty's appearance in Florida.

"I finally got the message," Marty continued. "'Yes – tell us about your Mickey's Ten Commandments, but also tell us more stories and then answer this question: What should Owen and Alice and Lucy and Eli and Jake and Rachel do to prepare for a career designing Disney Parks and Resorts as an Imagineer?' That's the idea for this book: to communicate the principles my career was built on and to direct you to the Road to Imagineering."

Here's hoping the book helps guide some Member kids to become the next generations of Disney dream-makers!



Disney · PIXAR

THE GOOD DINOSAUR

Relationships at the heart of new Pixar film

What if the asteroid that forever changed life on Earth missed the planet completely, and dinosaurs never became extinct? That's among the intriguing questions behind *The Good Dinosaur*, a new Pixar Animation Studios film opening in U.S. theaters on Nov. 25.

Disney Files Magazine recently caught up with the film's story supervisor, Kelsey Mann, who previously served in the same role for the 2013 Disney•Pixar hit *Monsters University*. (Editor's note: an animated film's story supervisor leads a team of story artists charged with translating a screenplay into the visual medium through drawings.)

"We wanted to tell a classic boy-and-his-dog story, but with a twist," Kelsey explained of the story's premise. "We became intrigued by the idea of reversing the roles."

That train of thought led filmmakers to create a lively, well-spoken Apatosaurus named Arlo, who finds himself on a remarkable journey after a traumatic event unsettles his family. Along the way, Arlo meets a human named Spot. The unlikely companions soon discover surprising common ground – universal truths born from filmmakers' time together in one of the studio's safest places.

"The Story Room is one of my favorite places at the studio," Kelsey said. "It's a place where you get together to share things that make you laugh, things that move you, things that make you cry. It's an emotionally safe environment, and it has to be. So the film's emotional challenges aren't just shared by Arlo and Spot. They're shared by all of us."

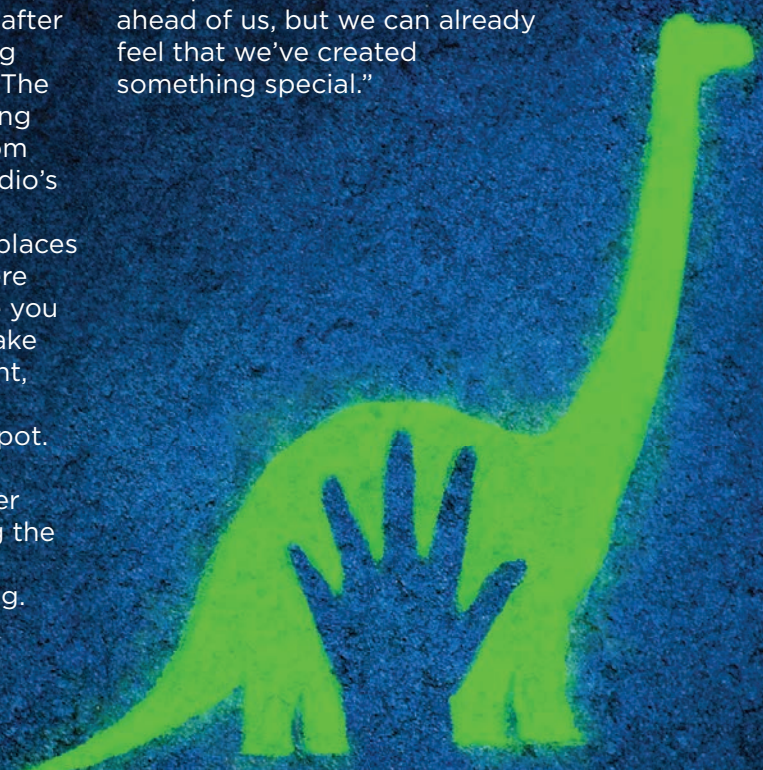
While stopping short of revealing further details about those challenges and spoiling the fun of seeing the film in theaters, Mann did share the reasoning behind the film's setting.

"We set our story in the Northwest, where even a giant dinosaur would feel small," he said, noting that he traveled with director Peter Sohn to a remote area of Oregon as part of his research.

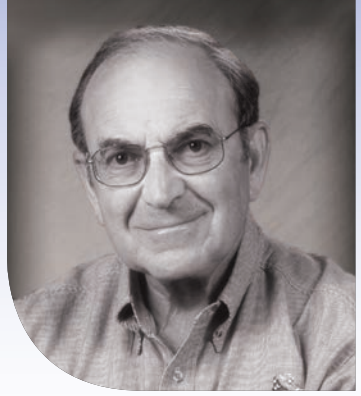
"We were just blown away by the vastness of the landscape. It's gorgeous, but you also know it can kill you. It's like you're teetering on the edge of pure beauty and utter destruction. We wanted our world to feel real, and for the audience to feel that Arlo really could die out there, as opposed to creating a wacky, stylized world that makes you feel safe. The last shots in the teaser trailer still give me goose bumps, and I worked on the film!"

Kelsey acknowledged that heading into the home stretch of production is bittersweet.

"On one hand, you're excited about what the team has created, and you can't wait for audiences to see it," he said. "But on the other, you don't know if or when your team will be together again. It's a bit like the band breaking up as you all go on to work on different films. I just love this team, and I'm so proud to have been part of this. We still have work ahead of us, but we can already feel that we've created something special."



©2015 Disney/Pixar



Disney Legend Marty Sklar, the longtime creative leader of Walt Disney Imagineering and the only Cast Member to have been part of every Disney Park opening on earth, continues to write and inspire in retirement, penning everything from his revealing memoirs (*Dream it! Do it! My Half Century Creating Disney's Magic Kingdoms*, now in its third printing) to his recurring column in *Disney Files* Magazine. As this edition of the magazine hits the press, Marty's latest book, *One Little Spark! Mickey's Ten Commandments and the Road to Imagineering*, is slated for wide release in November. (Learn more about the book on page 23.) Readers may email Marty at marty@martysklarcreative.com.

Disneyland at 60: Why it will never be completed

By Disney Legend Marty Sklar

What should we learn from Disneyland's 60-year history that can empower the present and future success of an amusement-entertainment enterprise – new or old?

Create a vision – and stick to it: At the Grand Opening on July 17, 1955, Walt Disney was exposed to criticism because his Magic Kingdom was not 100 percent ready to open. A reporter asked: "When will Disneyland be finished?" Walt's answer was a classic, and it set the tone for everything that followed: "Disneyland will never be completed," he said, "as long as there is imagination left in the world."

It was a perfect quote and an amazing promise. But you have to "walk the talk" – and Walt Disney never hesitated.

"To keep an operation like Disneyland going, you have to pour it in there," Walt said from the start. "It's what I call 'keeping the show on the road.' You have to keep throwing it in; you can't sit back and let it ride."

Simple math tells the tale. Disneyland opened with 18 attractions. Today, it counts 62 adventures, shows and ride-through attractions – and a myriad of live special events and experiences that fill a day and night with family fun and entertainment.

We Create Happiness: There was a "part two" to Walt's quote about "keeping the show on the road." Here's the rest of the quote: "Not just new attractions," Walt emphasized, "but keeping it staffed properly … never letting your personnel get sloppy … never let them be unfriendly."

Easy to say, but how to do this with thousands of employees interacting with tens of thousands of Guests every day? Disneyland did it by creating a "university," where everyone majors in "people." Van France, its founder and professor emeritus, created the concept for Walt. He and operations chief Dick Nunis established the four priorities that are the pillars of Disney employee training to this day: Safety, Courtesy, Show and Efficiency.

"The Disney service style is not complicated," Van's associate and former training leader Doug Lipp wrote in his book *Disney U* (1). "Van made things so simple: safety, courtesy, show, efficiency – this is easy to remember," Lipp wrote.

Van France was fond of repeating what he called a maxim of the movie industry: "It takes a happy crew to produce a happy show." And, Van added: "The business we're in, if we can't have fun, how could we expect the public to have fun?"

Take a Chance: "I can now say with certainty that the greatest thing we had going for us was IGNORANCE," Jack Lindquist, Disneyland's first president, said of the early days of Disneyland in his book, *In Service to the Mouse.* (2) "Ignorance because we didn't know we couldn't do something, so we just went ahead and did it!"

Jack Lindquist's positive attitude about "ignorance" reflected Walt Disney's view and vision of the unknown. "If I'm no longer young in age," Walt said, "I hope I stay young enough in spirit never to fear failure – young enough still to take a chance and march in the parade."

It seems as though everyone has a favorite reflection of Disneyland's "we didn't know" philosophy: nightly fireworks, all-night high school graduation parties, parades, special entertainment events, New Year's Eve parties, Disney Dollars, Audio-Animatronics, etc. But in my view, the definitive example was Jack Lindquist's "Gift-Giver Extraordinaire," which dominated the Park's main entrance and celebrated the Park's 30th Birthday by *giving away a car to every 30,000th Guest – often several each day.* By actual count that year, Disneyland gave away 410 real General Motors automobiles! "We just went ahead and did it!" Jack said.

Imagination: Remember the rest of Walt's Grand Opening quote: "*...as long as there is imagination left in the world."* To assure that the basic principle was never forgotten, Walt created a company in his name and image. It was originally called WED Enterprises, for Walter Elias Disney. Now, more than six decades after its founding in 1952, it's simply called Walt Disney Imagineering, but its role has not changed in the Disney organization. It creates, designs, engineers and builds Disney Park and Resort attractions around the world.

Today, this team of designers, the Disney Imagineers, is at work on three continents, including Asia, where in 2016, Shanghai Disneyland will become the 12th Disney Park.

As far back as 1958, when Disneyland was three years old, *New York Times* writer Gladwin Hill asked and answered his own question: "What is the secret of Disneyland's success? Many factors have entered into it. But to pinpoint a single element, it would be *imagination* – not just imagination on the part of its impresarios, *but their evocation of the imagination of the cash customers."*

As author Ray Bradbury wrote that same year: "Disney makes many mistakes; what artist doesn't? But when he flies, he really flies. I shall be indebted to him for a lifetime for his ability to let me fly over midnight London looking down on that fabulous city, in his Peter Pan ride."

The Idea of Disneyland is a simple one: One of the earliest descriptions of Disneyland was written in 1953, two years before the Park opened. It was this document that served as inspiration for the designers, and later as the basis for the Park's Dedication Plaque, read to the world by Walt Disney in Town Square on Main Street on July 17, 1955.

Titled "The Disneyland Story," the document read: "The idea of Disneyland is a simple one. It will be a place for people to find happiness and knowledge. It will be a place for parents and children to share pleasant times in one another's company: a place for teacher and pupils to discover greater ways of understanding and education. Here the older generation can recapture the nostalgia of days gone by, and the younger generation can savor the challenge of the future. Here will be the wonders of nature and man for all to see and understand. Disneyland will be based upon and dedicated to the ideals, the dreams and the hard facts that have created America. And it will be uniquely equipped to dramatize these dreams and facts and send them forth as a source of courage and inspiration to all the world. Disneyland will be something of a fair, an exhibition, a playground, a community center, a museum of living facts, and a showplace of beauty and magic. It will be filled with the accomplishments, the joys and hopes of the world we live in. And it will remind us and show us how we make these wonders part of our own lives."

As one of my own mentors, Disney Legend John Hench, often told me: "Disneyland is about *reassurance* – that public places can be safe and clean, that you can talk to a stranger without fear, that we believe in quality first, that things work, that the world can be OK." And that promises will be kept, especially the first and biggest guarantee of them all: "Disneyland will never be completed, as long as there is imagination left in the world."

(1) From *Disney U,* by Doug Lipp. Copyright 2013. Published by McGraw Hill Education.

(2) From *In Service to the Mouse,* by Jack Lindquist. Copyright 2010. Published by Neverland Media and Chapman University Press.



Lost and Found: Disney's Silent Treasures

By Jim Korkis



Imagine doing some spring cleaning and finding a never-cataloged Rembrandt behind that treadmill you use as a coat rack. Or cleaning a loved one's estate and pulling an original, unknown Shakespearean play from beneath an uneven bedpost in the guest room.

A discovery of that magnitude in the animation world took place in December 2014 in Norway's National Library as staffers inventoried filmed and printed materials for digitizing. Among the more ambiguously labeled items was a film reel titled "Empty Socks."

Lost for more than 80 years, the 1927 film was produced by a very young Walt Disney and starred Oswald the Lucky Rabbit in the role of Santa Claus, filling orphans' empty socks with Christmas presents. Prior to its 2014 discovery, only 25 seconds of the five-and-a-half minute "Empty Socks" were known to exist at the Museum of Modern Art in New York.

The fortunate finding came three years after another lost Oswald short surfaced – a 16 mm print of a 1928 short uncovered in England's Huntley Film Archives.

Each recovery of a silent short delights fans and surprises experts who, for good reason, believed many of these treasures to be forever lost.

Deemed to have little value once synchronized-sound and color became commonplace, black-and-white silent films received little love in the way of preservation from the studios that created and/or owned them. The majority of these titles were printed on cellulose nitrate film, a highly flammable and decidedly unstable material that dramatically decomposes over time. If not copied onto a more stable format, the film can quite literally disappear. Some of these films were even destroyed intentionally in an effort to recover the material's silver content.

To make matters worse, studios produced silent cartoons in very small quantities and distributed prints already worn out by big U.S. theaters to the small U.S. theaters before then shipping them to theaters overseas. Most then fell apart or were simply never sought for return. (This explains why some lost American films sometimes pop up overseas in homes once occupied by projectionists who took the unwanted film stock home.)

According to a survey of the Library of Congress, more than 85 percent of silent movies produced in the U.S. have been lost or are in irreparable states due to decomposition. Another survey by the American Film Institute claims that more than 95 percent of silent movies produced before 1930 are considered lost.

In the case of Oswald, many shorts survived through the advent of television. Universal, the studio to which Walt famously lost the rights to Oswald in 1928, copied a series of Oswald shorts onto safety reels and added soundtracks for broadcast as part of local television stations' afternoon children's programming, which often featured a live host dressed as a clown or police officer presenting the cartoons along with live-action games and lectures about good behavior.

By that time, Walt had moved on in highly successful fashion with Mickey Mouse, a character that not only looked a lot like Oswald, but often mirrored moments from Oswald films. For example:

- Themes and gags from the aforementioned Oswald short "Empty Socks" are similar to those in the 1931 Mickey short "Mickey's Orphans."

- The 1928 Oswald short "Skyscrapers" appears to have influenced the storyline and gags in the 1933 Mickey short "Building a Building."

- Oswald's 1927 release "Harem Scarem" plays out much like Mickey's 1932 title "Mickey in Arabia."

- While the mouse-eared hats worn in Disney Parks around the world drew inspiration from a moment in which Mickey tips his ears in 1929's

"The Karnival Kid," Oswald tipped his ears in 1928's "Sleigh Bells."

• When Pete pulls and stretches Mickey's stomach in 1928's "Steamboat Willie," it calls to mind a similar interaction between Oswald and a Bear in a short released earlier that year called "Tall Timber." And when the goat eats the sheet music and Mickey cranks its tail to play music in that same short, the gag resembles a sequence in the 1928 Oswald short "Rival Romeos."

In 1948, Universal reportedly discarded much of its silent film stock, including its unrestored Oswald shorts, joining a trend of dedicating storage space and financial resources to more modern, marketable fare.



A young Walt Disney works on a Laugh-o-gram film at his desk in Kansas City in 1922.

Oswald shorts that Universal did maintain found their way home in 2006, when Disney CEO Bob Iger engineered a playful "trade," sending "Monday Night Football" host Al Michaels to Universal-owned NBC in exchange for the rights to Oswald and his Disney-produced films. Since then, Disney fans have enjoyed Oswald shorts on DVD, Oswald appearances in video games, an Oswald cameo in the 2013 theatrically released animated Mickey short "Get a Horse" and, fittingly, Oswald ear hats in Disney Parks. With each recovered Oswald short, a little piece of Disney history is restored.

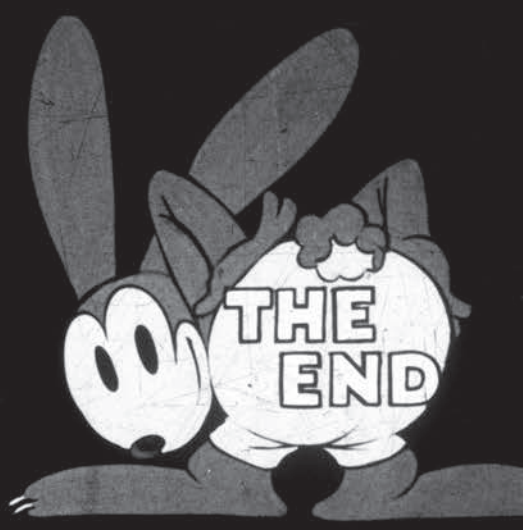
Also among the lost Disney shorts were the Disney Laugh-o-grams, the very first animated shorts Walt created in Kansas City. So notable was the series that, in 1980, the American Film Institute listed the first Laugh-o-gram, 1922's "Little Red Riding Hood," as one of the "10 Most Wanted Films for Archival Preservation." At that time, only four of the seven Laugh-o-gram films were known to exist, and even those were in poor condition.

Later, a British film collector who worked at the BBC attended a sale at a London film library, where he purchased a collection of black-and-white cartoon reels. One of those was labeled "Grandma Steps Out" and cost the collector the equivalent of about three American dollars.

Unable to find the reel's title in any books about silent films in the years that followed, he broached the subject in the late 1980s at an Italian film festival with authors of a book about Walt's silent films. What he learned astounded him: he was in possession of the coveted "Little Red Riding Hood" Laugh-o-gram. (It wasn't unusual for a film to be re-titled if it was re-released in theaters or re-issued for home entertainment, which may explain the "Grandma Steps Out" labeling.) The caring collector graciously loaned a copy of the highly sought-after film to Disney for duplication and preservation.

And in 2010, the remaining "lost" Laugh-o-grams were found and restored, giving Disney a complete set of Walt's first cartoon series.

When you consider that the Laugh-o-gram series was little known and scarcely distributed, and that not even Walt himself held copies at the time of his passing, it's truly remarkable that the Laugh-a-gram shorts are now – like Oswald – safe and secure at the studio Walt created. It's not just a great story. It's a great *Disney* story.



PHOTOFINISH

1. Pulled over at Epcot and charged with a DWDF (Driving without *Disney Files*), John Lomaga of New York, Member since 2002, corrected his mistake when driving into Radiator Springs at Disney California Adventure Park.
2. Giulianna, part of the Cappo family of Louisiana, Members since 2007, learns to love a Beast.
3. "To theaters on Dec. 18 you will go." A hovering Yoda delivers a subconscious message to Bruce and Lorraine Pistocco of Texas, Members since 2002, at New Mexico's Albuquerque Balloon Festival.
4. "Do you want to chew a snowman?" Mater, the playful pup of the Murr family of Illinois, Members since 2007, believes such a question to be rhetorical.
5. "Lee Hoedl of North Dakota, Member since 2002, you just climbed Mount Aconcagua, the highest peak in the Western Hemisphere! What are you going to do next?" Answer: read his favorite magazine at an Argentinian cafe.
6. Fueled by human screams (or maybe laughter – we aren't sure what model year we're looking at here), the vehicle proudly owned by Emma (part of the Cornfield family of Illinois, Members since 2009) is the envy of Monstropolis.
7. What happens in Vegas stays...in a globally distributed publication. *Disney Files* Magazine congratulates newlyweds Timothy and Laura Spann of Michigan, Members since 2012.
8. Bay Lake Tower at Disney's Contemporary Resort teaches young Pierce, part of the Leonard family of Rhode Island, Members since 1999, that not every 3-D effect is an illusion.

Send your photos (keeping copies for yourself as we won't return ours) to Disney Files Magazine, Disney Vacation Club, 1390 Celebration Blvd., Celebration, FL 34747. Include your name, hometown and "Member Since" year, along with a signed release form for each person pictured. The form is available online at disneyvacationclub.com/releaseform.





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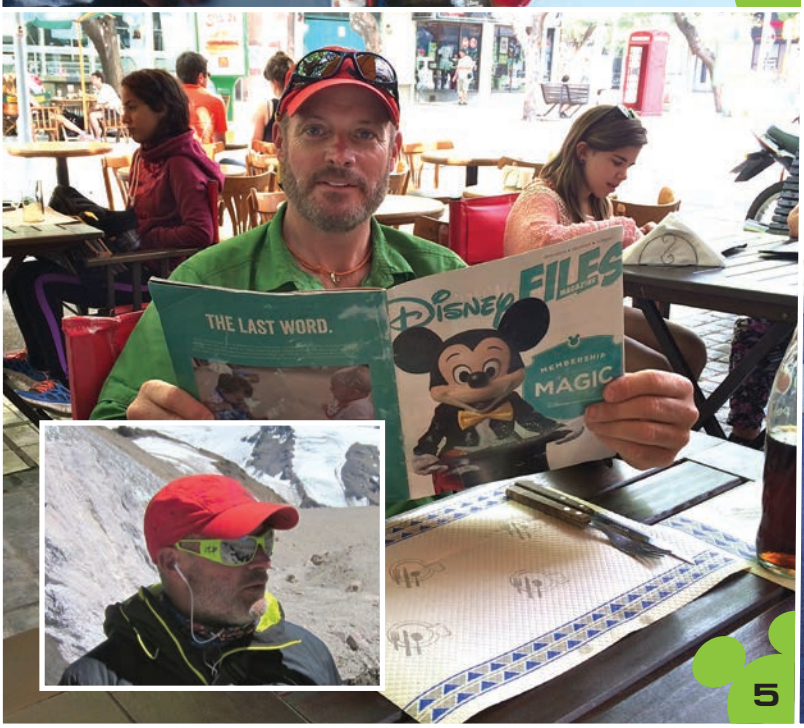
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THE LAST WORD.
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THE LAST WORD.

Disney Files Magazine is pleased to dedicate its back cover to the playful purpose of turning Member memories into editorial exclamation points, with each installment celebrating moments that we think are worthy of having the last word.



It turns out that Los Angeles resident Billy Gierhart, one of the directors of the hit ABC series "MARVEL Agents of S.H.I.E.L.D.," has been a Disney Vacation Club Member since 2007. Gierhart recently sent us this unbelievably cool photo from the set with stars Chloe Bennet (left) and Clark Gregg (right), saying in his accompanying note that, "We needed something good to read in between takes!" For giving *Disney Files* Magazine a connection to the MARVEL universe we never knew we had (and for calling us "good"), we're thrilled to give Gierhart this issue's last word and happily encourage all of our readers to tune in for the series' third season this fall on ABC!

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