

SOCIETY *of* BEHAVIORAL MEDICINE
Better Health Through Behavior Change

CITY GUIDE



San Francisco

CALIFORNIA

MARCH 20-23, 2013 ✦ 34TH ANNUAL MEETING & SCIENTIFIC SESSIONS ✦ HILTON UNION SQUARE



TABLE OF CONTENTS



RESTAURANTS

STROLL THROUGH THE NEIGHBORHOODS



PARKS AND OUTDOOR SPACES

STEP INTO A MUSEUM



THE ARTS

TOURS



TRANSPORTATION

CITY DETAILS



LOCAL ARRANGEMENTS COMMITTEE:

Margaret Schneider, PhD (Chair); Judith Moskowitz, PhD; James Satterfield, PhD.



THINGS TO SEE AND DO IN SAN FRANCISCO

Welcome to The City by the Bay, one of the most beautiful cities in the world. Whether you are looking for stunning scenery, highly-acclaimed international cuisine, fascinating history or chic shopping, San Francisco has everything – and more!

It's a city best explored on foot. Step into a pair of comfortable walking shoes and armed with only a map, set out to discover some of the city's most fascinating neighborhoods and popular attractions.

When your feet tire of walking the city's legendary hills, get a lift from the easily-accessible public transportation system comprised of the historic street and cable cars, the efficient subway system, buses and light-rail vehicles.

If you want more adventure, take an unforgettable excursion to infamous Alcatraz Island, a former federal prison located just off Fisherman's Wharf.

Or spend a day renting a bike and riding across the Golden Gate Bridge to Marin County to explore the picturesque waterfront community of Sausalito. When done there, hop aboard a ferry - bike and all - for a quick 25-minute ride across the bay back to the city.

If getting out of the city is your aim, rent a car or take a tour and cross the Golden Gate Bridge to Marin County. Spend time at the Marin Headlands, located just off the base of the bridge to see spectacular views of the city.

Go a bit further to visit Muir Woods, a 295-acre remnant of the ancient coast redwood forests, which at one time blanketed many northern California coastal valleys. The national monument contains six miles of walking trails among the old-growth giants, the tallest living things in the world.

You can also head north along infamous Highway One for breathtaking views of the rugged Pacific Coast. Or venture further inland to discover Wine Country where you can be pampered with lovely restaurants, shops and of course, some of the world's finest wineries.

This directory contains a listing of many things to see and do during your stay in San Francisco, as well as some basic city information. Be sure to take time to experience some of what the area offers.





RESTAURANTS

Deciding which restaurant to visit and then deciding what to eat while there will probably be some of your biggest challenges while in San Francisco. Whether it is Chinese street food or an elegant sit-down meal, you have everything at your doorstep.

A delightful selection of Asian restaurants go beyond the simple Chinese and Japanese. Asian Fusion is ever-popular as are the area's noodle restaurants. You will also find California-inspired menus as well as traditional American fare.

Some of the best seafood in the world, including fresh Dungeness crab and oysters, is available in San Francisco. Italian food is plentiful in the North Beach area (known to some as Little Italy). If organic, vegetarian or vegan food is your thing, San Francisco will be a delight to your taste buds!

Finally, if you're a real foodie, someone with a discriminating palate and a taste for fine wine, there are scores of high-end restaurants.

But what are the best restaurants in San Francisco? Which ones should you visit? It's hard to say ... but some people do seem to know. For the most up-to-date information and reviews, check out www.zagat.com; www.sanfranciscorestaurants.com; or www.sfgate.com/food.

Within walking distance of the hotel is the ever-popular food court at the Westfield San Francisco Centre shopping center. Located at 865 Market Street, at the Cable

Car Turnaround, the food court features international delights at inexpensive prices.

A sampling of restaurants within walking distance of the hotel appears as follows. If the restaurant has a website, it's included.

INEXPENSIVE - \$20 AND UNDER

Old Siam – Thai

(Casual)
25 Mason Street; PH: 885-5154

Osha Thai Noodle Cafe – Thai

(Casual)
696 Geary; PH: 673-2368
www.oshathai.com

Ar Roi – Thai

(Casual)
643 Post Street; PH: 771-5146

Pho Tan Hoa – Vietnamese

(Casual)
431 Jones Street; PH: 673-3163

Chutney – Indian & Pakistani

(Casual)
511 Jones Street; PH: 391-5541
www.chutneysf.com

Ryokos – Sushi

(Casual)
619 Taylor Street; PH: 775-1028
www.ryokos.com

Sushi Boat – Sushi

(Casual)
389 Geary Street; PH: 781-5111

L'Ottavo Ristorante – Italian

(Casual)
692 Sutter Street; PH: 922-3944

Lori's Diner – American

(Casual)
149 Powell Street; PH: 677-9999
www.lorisdiner.com

Lefty O'Douls – American

(Casual)
333 Geary Street; PH: 982-8900
www.leftyodouls.biz

Honey Honey Café & Crepery – Crepes

(Casual)
599 Post Street; PH: 341-2423
www.honeyhoneycafeandcrepery.com

Pinecrest Diner – American

(Casual)
401 Geary Street; PH: 885-6407
www.pinecrestdiner.com

Café Rulli – Coffee & Deli

(Casual)
333 Post Street; PH: 433-1122
www.rulli.com

Café Mocca – Coffee & Deli

(Casual)
175 Maiden Lane; PH: 956-1188

MODERATE - \$21 TO \$49

Sanraku – Japanese

(Casual)
704 Sutter Street; PH: 771-0803
www.sanraku.com

Sakana – Japanese

(Casual)
605 Post Street; PH: 775-7644
www.sfsakana.com

E & O Asian Kitchen – Asian Fusion

(Business casual)
314 Sutter Street; PH: 693-0303
www.eosanfrancisco.com

El Sotano Grill – Mexican

(Casual)
550 Powell Street; PH: 989-7131
www.elsotanogrillsf.eat24hour.com

Colibri Mexican Bistro – Mexican

(Semi casual)
438 Geary Street; PH: 440-2737
www.colibrimexicanbistro.com

Jeanne D'Arc – French

(Casual)
715 Bush Street; PH: 421-3154
(in the Cornell Hotel de France)
www.restaurantjeannedarc.com

Café de la Press – French

(Casual)
352 Grant Avenue; PH: 398-2680
www.cafedelapress.com

Le Colonial – French Vietnamese

(Semi formal)
20 Cosmo Place; PH: 931-3600
www.lecolonialsf.com

Gitane – Spanish French

(Business casual)
7 Claude Lane; PH: 392-3505
www.gitanerestaurant.com

Fino Ristorante-Bar – Italian

(Business casual)
624 Post Street; PH: 923-2080
www.finoristorante.com

Zingari Ristorante – Italian

(Semi casual)
501 Post Street; PH: 885-8850
www.zingari.com

Scala's Bistro – California Italian

(Semi casual)
432 Powell Street; PH: 395-8555
www.scalasbistro.com

Leatherneck Steakhouse & Lounge – Steak

(Semi-formal)
609 Sutter Street; PH: 673-6672
(in the Marine's Memorial Club & Hotel)
www.marineclub.com

Grand Café Brasserie & Bar – California French

(Casual)
501 Geary Street; PH: 292-0101
www.grandcafe-sf.com

Amber India – Indian

(Casual)
25 Yerba Buena Lane; PH: 777-0500
www.amber-india.com/Indian-Restaurant-San-Francisco/

Café Claude – French

(Casual)
7 Claude Lane; PH: 392-3505
www.cafeclaudesf.com

Hops & Hominy – Southern

(Casual)
1 Tillman Place; PH: 373-6341
www.hopsandhominy.com

EXPENSIVE - \$50 AND OVER

Fleur De Lys – French

(Formal)
777 Sutter Street; PH: 673-7779
www.hubertkeller.com/restaurants/fleur-de-lys.html

Le Central – French

(Casual)
453 Bush Street; PH: 391-2233
www.lecentralbistro.com

Farallon – Seafood

(Semi casual)
450 Post Street; PH: 956-6969
www.farallonrestaurant.com

Bourbon Steak – Steak

(Semi formal)
335 Powell Street; PH: 397-3003
www.bourbonsteaksf.com

Chez Papa – French

(Semi-Casual)
4 Mint Plaza; PH: 546-4134
www.chezpaparesto.com





STROLL THROUGH THE NEIGHBORHOODS

Walkers beware: San Francisco terrain can be hilly! Wear comfy shoes and be prepared for a bit of a work-out. Be sure to take along a light jacket and a map. Some of these neighborhoods are within walking distance from the Hilton San Francisco Union Square, others will require a trolley, cable car or bus ride.

UNION SQUARE DISTRICT

Whether you are looking for great restaurants, a cup of coffee while people watching, an evening at the theatre or shopping, Union Square is for you. Nearly every fashion label in the world has set up shop around Union Square, a landmark park in the heart of the downtown shopping and hotel district. For a list of Union Square offerings, visit www.unionsquareshop.com.

Granite plazas, a stage, a café and four grand entrance corner plazas bordered by the park's signature palms (not, by the way, native to San Francisco), pay tribute to the Square's distinctive history. To buy half-price day-of-show tickets, head to the TIX Bay Area booth on Powell Street, between Geary and Post.

Tucked near Union Square is the little alley reminiscent of Europe called Claude Lane. Not exactly a neighborhood, it feels like one – and French at that! The SF Weekly's 2012 pick for "Best Place to Pretend You're in France," brick-paved Claude Lane is lined with boutiques, an art gallery and charming restaurants – mostly French; many offer outside seating – a dicey but possible proposition in March.

CHINATOWN

No worries if you lose your itinerary while visiting San Francisco's Chinatown; enchantment can be your guide. Pass through the flamboyant Dragon Gate entrance at Grant Avenue and Bush Street, and you are immediately immersed in China. Besides restaurants, you will find small stores selling Chinese herbs, teas, ointments, plastic Buddhas and more. But to get away from the touristy stuff and discover how local denizens shop and bargain for produce, live turtles and chickens walk down Stockton Street, between Columbus and Broadway, on Saturday afternoon.

Who can bake 20,000 fortune cookies in one day? Two women – the entire crew – at the Golden Gate Fortune Cookie Factory, on Ross Alley. Watch how they do it and buy a bag of 40 cookies for only a few dollars.

Visit one of the area's temples or churches, such as the Buddhas Universal Church. At five stories tall, it is the largest Buddhist church in the country. The Buddhist Gold Mountain Sagely Monastery is in the heart of Chinatown and offers Sutra recitations, meditation classes and discussions on Buddhism. The Kong Chow Temple is a Taoist temple founded in 1857 and has colorful altars that display representations of various gods.

History buffs should especially check out the Chinese Historical Society of America, dedicated to the study, documentation, and dissemination of Chinese American history, at 965 Clay Street. For more information, check out www.chsa.org.

For more information about Chinatown, visit www.sanfranciscochinatown.com.

FISHERMAN'S WHARF

What's a trip to San Francisco without seeing Fisherman's Wharf? Locals pretend to not like the area but tourists love it! It is possible to have a cheap, good time there and see some of the best views in the city, eat fresh seafood and watch the ever-amusing sea lions.

Last year, almost 12 million people made their way to the Wharf. In international surveys, it ranks as the No. 1 destination for San Francisco-bound visitors, right ahead of Chinatown and the Golden Gate Bridge.

The Wharf's biggest attraction - drawing more than 1 million visitors per year – and a short boat ride away is Alcatraz, the home away from home for some infamous characters (Al Capone and Robert "the Birdman" Stroud among them). The island has been many things since its inception in 1853, including a US Army fort, a military prison and a high-security penitentiary.

Tour the island and you will see the cell blocks, which were designed to be inescapable – and they were. Of the 14 inmates who attempted escape, none were successful. Those caught trying were punished with endless hours in solitary confinement. Today, it's the visitors waiting to get in who spend endless hours on the Rock.

The tour often sells out. If you want to take this tour, get your tickets ahead of time – maybe even a month before the annual meeting – and print them at home, www.alcatrazcruises.com. This will ensure you get a chance to visit this unforgettable and unforgiving island.

>>>>>



STROLL THROUGH THE NEIGHBORHOODS

THE EMBARCADERO

Once a bustling seaport along the San Francisco Bay, especially during the 1849 Gold Rush, the Embarcadero now serves as a tourist destination and departure point for ferries.

The Ferry Building, at the foot of Market Street, houses high-end gift, antique and gourmet food shops as well as several popular restaurants. On weekends, regional artists peddle ceramics, jewelry, photographs and other wares from colorful kiosks nestled along the eastern end of Market Street. Across Market Street, in front of the Ferry Building, northern California farmers sell their freshest bounty, much of it organic. Learn more about the Embarcadero at: www.sanfrancisco.travel/neighborhood/embarcadero-financial-district.

If time permits, hop aboard a ferry for Sausalito to find an abundance of art, clothing and gift boutiques. A few of the restaurants just north of town offer a picturesque view of the colorful houseboats for which Sausalito is famous.

HAIGHT-ASHBURY

When thinking of San Francisco, one of the first thoughts that pop into your mind is probably the tie-dyed, hippy culture, guitar-strumming 1960s era. Save for a few relics, much of the Haight-Ashbury area is different than it was nearly 50 years ago but it still remains the place where the counter-culture gathered to celebrate peace and love and all things in between.

Not to be missed is the Haight-Ashbury Flower Power Walking Tour, your backstage pass to what is called the “coolest area in the universe!” A well-versed guide will take you through the “cosmic history” of free rock, communes, wild fashion and cults. The tour boasts of being “60% hippy history and 40% general neighborhood history and architecture, but it’s always 100% ‘far-out’ fun!” The tour finishes with the Psychedelic History Museum, which is open only in conjunction with the tour. For tickets and more information, go to www.haightashburytour.com.

When you are done with the past, take some time to wander through the area’s cafes and bookstores. Books you would have difficulty finding in more mainstream stores, you just might find at the volunteer-run Bound Together Bookstore. If you are looking for a craft shop featuring items from all over the world, look no further than Genesis Imports. Whether it is Peruvian jewelry or American Indian saddle blankets, this shop will carry it.

TELEGRAPH HILL

At one point, a semaphore telegraph system stood atop the summit of this legendary hill in San Francisco and the name stuck. Walking through this lovely neighborhood can make for a wonderful afternoon but beware – lots of stairs to climb to reach the top of the hill where the art deco Coit Memorial Tower stands. Step inside the tower and admire the series of colorful murals painted in 1934 by local artists under the Public Works Art Project. From atop the 210-foot tower the view of the city is panoramic. You’ll see cars zig-zagging down Lombard, the crookedest street in the world!

While walking in the area, keep on the lookout for the neighborhood’s famous flock of wild parrots. The area has a long and storied history – over the years, it has been home to immigrants, wealthy investors and artists. If you want to avoid the stairs, take a taxi or bus directly to Coit Tower and wander through the neighborhood – all downhill.

CASTRO DISTRICT

One of the city’s most vibrant and cohesive communities, the Castro District is home to many of San Francisco’s LGBT community as well as others who also appreciate its stylish shops, popular bars and neighborhood restaurants. Political activism coupled with the assassination of openly gay San Francisco Supervisor Harvey Milk in 1978 brought the community together and The Castro became celebratory about its population. Today, the Castro’s gay identity is itself a tourist attraction, beckoning people from all over the world. It is bustling all day long, but at night it really comes alive, as bars fill up and the Castro Theatre’s neon marquee lights up the main drag.

Not to miss is the Metropolitan Community Church San Francisco, at 150 Eureka Street, which is the second-oldest lesbian and gay congregation in the U.S. and which supports many other community organizations that help everyone from teens to the homeless. Visit www.mccsf.org.

A volunteer-led walking tour called *Castro: Tales of the Village* takes you through Castro’s history, from its roots as an Indian foraging ground, to a working-class neighborhood of immigrant homesteaders and finally to its emergence as the vibrant, eclectic district it is today. For tour information, visit www.sfcityguides.org/desc.html?tour=7.



PARKS AND OUTDOOR SPACES

GOLDEN GATE PARK

With its more than 1,000 acres, Golden Gate Park is one of the largest urban parks in the world and even bigger than New York City's Central Park!

About 3 miles long and ½ mile wide, the park stretches from Ocean Beach to Stanyan Street. A herd of bison call this oasis home as does the California Academy of Science with its aquarium, planetarium, a natural history museum and a four-story rainforest – all under a living “green” roof!

Other park treasures include the beautiful Botanical Garden at Strybing Arboretum; the internationally famous Japanese Tea Garden with its beautiful sculptures and bridges; the lovely Conservatory of Flowers, which is the oldest existing glass-and-wood Victorian greenhouse in the Western Hemisphere; the quiet and reflective National AIDS Memorial Grove; the de Young Museum; and the Academy of Sciences.

THE PRESIDIO

Soldiers from Spain and Mexico used The Presidio at different points in time before it became a US Army base in 1845. At that point, the grounds started transforming from largely undeveloped dunes and scrub into a fully-functioning military post that eventually had nearly 900 structures. The base was closed in the 1990s and today is part of the Golden Gate National Recreation Area, operated by the US National Park Service.

On its prime waterfront location, the Presidio features many things including a national cemetery, former airfield and The Walt Disney Family Museum (see museum section). Crissy Field is a stunning place in which to walk or bike and has some of the most iconic views of San Francisco Bay and the Golden Gate Bridge.

Baker Beach, at one mile long, lies at the foot of rugged cliffs west of the Golden Gate. Large waves, undertow and rip currents make the beach unsafe for swimming, but it provides panoramic views of the Golden Gate Bridge, Marin Headlands and Lands End.

The Presidio also has beautifully manicured tree-lined streets filled with buildings that once housed soldiers and that once served as military offices. There are also cafes and restaurants, including one with an organic menu inspired by Alice Waters.

Ranger and docent-led walks are available and there are 11 miles of hiking trails and 14 miles of biking routes within the 1,491-acre parcel of land. Plan your visit to coincide with brunch, lunch or dinner at The Presidio Social Club (presidiosocialclub.com). If you wish to extend your stay in San Francisco, consider staying at the Inn at the Presidio, an elegant Georgian Revival-style building which was once home to unmarried officers. For more information about The Presidio and all it has to offer, visit www.presidio.gov.

YERBA BUENA GARDENS

This oasis of peaceful tranquility in the middle of bustling San Francisco is located above the Moscone Convention Center and covers two square city blocks. One entire block features a 2-1/2 acre grassy meadow (The Esplanade), an extensively-landscaped garden, a 120,000 gallon waterfall, a memorial dedicated to Dr. Martin Luther King Jr., several fountains and major works of public art.

The Children's block, or Rooftop, features a children's art and technology museum, the 100-year-old Children's Creativity Carousel, an interactive play garden and more. The area is also home to several cafes and the not-to-be-missed Yerba Buena Center for the Arts, designed to “embrace and celebrate a diversity of arts, cultures and audiences.”

Nearby museums include the Museum of Modern Art, the Contemporary Jewish Museum and the Museum of the African Diaspora.

LANDS END

Head to the western end of Geary Boulevard and you'll find yourself at Lands End, a wild and rocky park on the Pacific coastline. Part of the Golden Gate National Parks Conservancy, the area features a 3-mile hiking trail that offers one stunning view after another. Along the way, you'll see hillsides of cypress and wildflowers, views of old shipwrecks, ruins of the former Sutro Baths and pocket beaches.

OCEAN BEACH

Picture a 3.5-mile stretch of white beach with few tourists and no high rise buildings. It's just you, the waves and the seabirds at Ocean Beach, on the westernmost border of San Francisco, adjacent to Golden Gate Park. Great for strolling and flying kites, but the water is frigid and the currents hazardous for all but the most experienced surfers.

SAN FRANCISCO ZOO

An all-time favorite for families, the San Francisco Zoo features more than 250 species of wildlife from all around the world. It is located along the ocean, south of Golden Gate Park. Visit www.sfzoo.org.





STEP INTO A MUSEUM

CALIFORNIA ACADEMY OF SCIENCES

It's a one-stop museum for many people and is jaw-dropping not only in its 400,000-square-foot size but also in what it contains. Located in

Golden Gate Park, the world-class scientific and cultural institution houses an aquarium, planetarium, natural history museum, rainforest and an amazing living roof. Go to www.calacademy.org.

AQUARIUM OF THE BAY

With its prime waterfront location on Pier 39 in Fisherman's Wharf, the Aquarium allows visitors to experience the magic of the bay with its up-close and personal encounters with more than 20,000 local marine animals. Visit www.aquariumofthebay.com.

BOUDIN MUSEUM & BAKERY TOUR

Taste a bit of history by walking into the Boudin Museum & Bakery in Fisherman's Wharf and sample some of its mouthwatering sourdough bread. It's been a San Francisco landmark since 1849 when the Boudin family discovered that wild yeasts in the San Francisco air gave a unique taste to its French bread. A portion of the mother dough still lives on in each loaf of sourdough bread made by the Boudin Bakery. For more information, visit www.boudinbakery.com.

CABLE CAR BARN & MUSEUM

They've been around since 1873 and won't be going away anytime soon - thanks to the city's charter, which mandates the survival of the cable cars. Head to this museum to learn about the cable car's inventor, technologies, builders, rapid expansion, near loss and the ongoing efforts to save and rebuild the cable cars. Visit www.cablecarmuseum.org.

CARTOON ART MUSEUM

Spanning editorial cartoons to comic books, graphic novels to anime, Sunday funnies to Saturday morning cartoons, the Cartoon Art Museum has something for everyone. Located in the downtown Yerba Buena cultural district, the museum is home to more than 6,000 pieces of original cartoon and animation art. Visit cartoonart.org.

CONTEMPORARY JEWISH MUSEUM

Located in downtown San Francisco, the Contemporary Jewish Museum presents dynamic exhibitions and educational programs, exploring contemporary perspectives on Jewish culture, history and ideas. Visit www.thecjm.org/

DE YOUNG MUSEUM

The oldest museum in San Francisco reopened in 2005 in a building designed by Pritzker Prize-winning architects Herzog & de Meuron. The first and second floors of this huge museum feature permanent collections of American paintings, decorative art and sculpture, as well as a vast array of non-American art: international contemporary art, Oceanic carvings, African art, art from ancient American civilizations and textiles and costumes from around the world. Visit deyoung.famsf.org.

GLBT HISTORY MUSEUM

The GLBT History Museum houses a collection of lesbian, gay, bisexual and transgender historical materials. It boasts of being the first full-scale, stand-alone museum of its kind in the US and is located in the city's Castro District. Visit www.glbthistorymuseum.org.

THE SAN FRANCISCO MUSEUM OF MODERN ART (SFMOMA)

Founded in 1935, SFMOMA was the first museum on the West Coast devoted to modern and contemporary art. From the outset, the museum has championed the most innovative and challenging art of its time and continues to exhibit and collect work by both modern masters and younger, less-established artists. Visit www.sfmoma.org.

USS PAMPANITO

Step into the World War II years and see how submariners lived by visiting the USS Pampanito, located at Pier 45, in Fisherman's Wharf. The Balao class Fleet submarine made six patrols in the Pacific during the war and sank six Japanese ships and damaged four others. It is open daily for visitors. For more information, visit www.maritime.org/pamphone.htm.

THE WALT DISNEY FAMILY MUSEUM

This museum is not affiliated with The Walt Disney Company but it is a museum about Walt Disney nonetheless. Located in The Presidio, the museum's collection includes some 25,000 works such as rare film clips, concept art, scripts, musical scores and cameras that Disney and his staff used. Also included are original drawings that Disney made in his youth and some of the earliest known drawings of Mickey Mouse. For more information, visit waltdisney.com.

>>>>>





STEP INTO A MUSEUM

WELLS FARGO HISTORY MUSEUM

It was 1852 in New York City when two men – Henry Wells and William Fargo – were among those who signed paperwork for a joint stock company to do a banking and express business in far away California. “Rushing for gold and silver in the West, overland by pony and stagecoach, coming through for miners, merchants, farmers and ranchers, building on the frontier, offering “Ocean-to-Ocean” service by 1888, Wells, Fargo & Co. grew with the nation.” Walk away from the digital age for a moment and see how these incredible men connected people and goods from the Atlantic Ocean to the Pacific Ocean without cellular telephones, cars, airplanes or computers. For more information, visit www.wellsfargohistory.com/museums/museum_sanFrancisco.html.

ASIAN ART MUSEUM OF SAN FRANCISCO

Not to be missed is The Asian Art Museum of San Francisco (www.asianart.org) one of the largest museums in the world devoted exclusively to Asian art. Located in the Civic Center, the Asian Art Museum–Chong-Moon Lee Center for Asian Art and Culture is home to a world-renowned collection of more than 18,000 Asian Art treasures spanning 6,000 years of history.

LEGION OF HONOR

Often considered San Francisco’s most beautiful museum, the Legion of Honor in Lincoln Park houses a collection of more than 4,000 years of ancient and European art in a neoclassic building overlooking the Golden Gate Bridge. The building itself was constructed to commemorate Californian soldiers who died in World War I. Admission tickets include same-day general admission to the deYoung Museum. Visit legionofhonor.famsf.org/

MUSEUM OF THE AFRICA DIASPORA

MoAD showcases the history, art and cultural richness that resulted from the dispersal of Africans throughout the world and strives to connect all people through a shared African heritage. It is one of few museums in the world focused exclusively on African Diaspora culture and of African descendant cultures around the globe. It is conveniently located in the Yerba Buena area. Visit www.moadsf.org/

COMPUTER HISTORY MUSEUM

Whether it’s using a telephone, operating your oven, driving a car or reading a book, one thing is in common: it likely involves a computer. Learn the history of computers and find out why computer history is really more than 2,000 years old by visiting the Computer History Museum. Located in nearby Mountain View, the museum is accessible by public transportation. Visit www.computerhistory.org.



THE ARTS

Numerous opportunities for the performing arts exist in San Francisco, ranging from Broadway or Los Angeles theater/musical performances to the symphony, ballet, opera and experimental theater. For an up-to-date listing of what’s going on in San Francisco’s arts community while you are in the city, go to sfarts.org.

Steve Silver’s *Beach Blanket Babylon* calls itself the longest running musical revue in theatre history. Hailed as “a constant cascade of showstoppers” by the San Francisco Chronicle, *Beach Blanket Babylon* follows Snow White as she takes a fast-paced journey around the world in search of her “Prince Charming.” Along the way she encounters a star-studded, ever-changing line-up of hilarious pop-culture characters, including Lady Gaga, President Barack & Michelle Obama, Katniss from “The Hunger Games,” Mitt Romney, Justin Bieber, Nicki Minaj, The San Francisco Giants, Prince William, Kate Middleton and the Queen of England, Hillary and Bill Clinton, Oprah Winfrey, The Cast of “Glee,” Nancy Pelosi, Madonna, Michael Jackson and six-time Grammy Award Winner, Adele. Visit www.beachblanketbabylon.com.

Of special note: Highly-acclaimed classical violinist Midori is scheduled to perform on Sat., March 23 and on Sun., March 24 at St. Mark’s Lutheran Church. Visit www.sfperformances.org for ticket information. The same weekend, the San Francisco Ballet will be performing *Onegin*, a ballet based on Alexander Pushkin’s classic novel set to a score by Tchaikovsky. For information, go to www.sfballet.org.





TOURS

If traversing the city by foot proves tiring, consider taking a tour. City tours range from a sail on San Francisco Bay and tour of Alcatraz Island to a visit to Muir Woods, located just across the Golden Gate Bridge.

Numerous tour companies operate in the San Francisco area including San Francisco Tours (www.sanfranciscotours.us); All San Francisco Tours (www.allsanfranciscotours.com); San Francisco Shuttle Tours (www.sanfranshuttletours.com); and San Francisco Tour Center-City by the Bay (www.sanfranciscotourcenter.com). Check out the websites, peruse available tours and decide which is best for you.

The hop-on, hop-off trolley/bus city tours, offered by San Francisco Tours and All San Francisco Tours take visitors to areas of general interest such as Fisherman's Wharf, North Beach, Nob Hill, Chinatown and along the waterfront. You can spend as much or as little time as you want at any given location and then hop back onto the trolley or bus.

In addition to the city tours, you can also contact one of the above tour companies for day tours to Wine Country, Yosemite National Park or Muir Woods.

If exercise is your thing, consider renting a bike to cross Golden Gate Bridge and visit Sausalito. It is an 8-mile long route and considered by many to be one of the best urban bike rides in the world. San Francisco Bicycle Rentals (www.bikerentalsanfrancisco.com) has a location in Fisherman's Wharf that is only a half block from the start of the Golden Gate Promenade Bike Path, where the route begins. Be sure to check ferry schedules (goldengateferry.org) from Sausalito before you start riding, however, to ensure you can get back to the city.



TRANSPORTATION

Most conference attendees will arrive by air transportation into San Francisco International Airport (SFO) or Metropolitan Oakland International (OAK).

Take a taxi from the airport to the Hilton San Francisco Union Square or use BART (Bay Area Rapid Transit) or SuperShuttle (www.supershuttle.com). A cab ride from SFO will be about 30 minutes; from OAK, about 40 minutes. BART will take you to the Powell Street station (about a 5-minute walk to the hotel) for a fraction of the cost of a taxi in about the same time frame.

If you are driving, both self and valet parking is available through the hotel.

Getting around the city is easy with public transportation whether you are using Muni (municipal railway) or BART.

Muni operates about 80 routes through the city with street cars, modern light rail vehicles, diesel buses and cable cars. Muni has visitor passports and CityPASSes, which offer unlimited rides. For more information, go to www.sfmta.com.

A visit to San Francisco is not complete without a ride on the city's famous cable cars. There are three cable car routes in operation and it is important to know their respective destinations – Powell-Mason, Powell-Hyde and California. An interactive map, fare information and schedule, can be found at www.sfcablecar.com. Both Powell lines end near Fisherman's Wharf but at different areas and the routes are significantly different. The California line runs east-west from the Financial District through Chinatown, over Nob Hill and stops at Van Ness Avenue.

BART is the region's efficient subway system that will take you to 43 stations in Bay Area cities. For more information, visit www.bart.gov.



CITY DETAILS

Early spring usually brings cool temperatures (not hot, not cold) ranging from the upper-40's (Fahrenheit) to the upper 50's, sometimes reaching 60. A little early in the year for much fog or rain (but pack an umbrella to be safe), late March has both sunny and cloudy days.

San Francisco is like every other city in the world in regard to safety. Be smart and know your surroundings. Don't flash money around and keep your valuables close to you at all times.

Bring your nice shoes for conference activities but don't forget walking shoes, or if you are a runner, your running shoes. San Francisco is a great place for a jog. A backpack and water bottle are good for times when you might be away from the hotel for more than several hours.

The San Francisco Visitor Information Center at Hallidie Plaza is open Monday through Saturday and can assist with questions about the city. It has been in operation for more than 30 years and has just reopened with an innovative facelift which features touch screens. It is located at 900 Market Street, on the plaza's lower level, at the corner of Market & Powell Streets.

Finally, be sure to carry your smartphone with you when touring so you can have up-to-date information, easy access to maps and directions, telephone numbers and websites.



MAP

