

# Sky

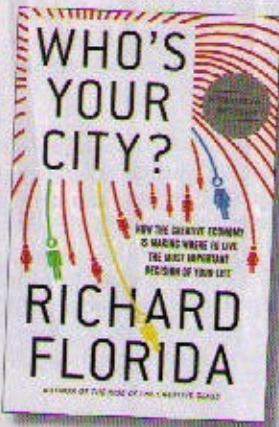
MONTREAL MUNICH CHATTANOOGA, TN PATAGONIA SANTA FE LONDON DEATH VALLEY, CA NEW YORK ST. THOMAS

ROAD READ

Jobs end. Relationships break up. Choosing the right place can be a hedge against life's downsides.

So writes Richard Florida in **Who's Your City: How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life** (Basic Books, \$26.95), pointing to what might be called the Zen of geography, or joy of place, in achieving personal happiness. This is a Tootsie Pop of a read: academic in tone and presentation, but at the finish, a self-help book with lists of the best large, medium and small regions for singles, gays and lesbians, and families with children, plus an 11-step plan to Place Yourself.

—John Grossmann



CORPORATE SHOUT-OUT

Inspired by the traditional rope-soled shoes worn in Argentina and with comfort in mind, Blake Mycoskie created a simple, slip-on design with clean lines in a variety of vibrant colors and prints. His slogan? Shoes for Tomorrow—TOMS. But it's not just the style and comfort that will have you feeling good. Here's a company that's taking steps to create a society of thoughtful consumers. TOMS makes a "one for one" commitment: Every pair of shoes purchased is matched by a donation to a child in need. Buy a pair, give a pair; it's that easy. Proof that a simple design and a simple promise can benefit the world—two shoes at a time.—C.G.



SITE SURVEY

As if being in the Active Guard Reserve isn't hard enough, try training for a marathon as well, as Michael Candello is. "I run anywhere from 30 to 70 miles a week," he says. "I'm going to run no matter what." Candello's desire for variety led him to **Runners World** ([www.runnersworld.com](http://www.runnersworld.com)), which features advice, forums and an interactive training log that allows athletes to carefully monitor their workouts. Candello was especially drawn to the feature that highlights routes mapped by other runners. He can use it to map his own way and be sure of its exact distance. "Runner's World keeps things fresh; the route locator gives me more options," he says. "And the training log tracks my progress and keeps me motivated." Which makes staying on track when on the road a snap.—C.G.

INFO BYTE

**\$116,901,818**

That's the total projected payroll for the NFL's Washington Redskins this season, the highest in the league. Sounds impressive—and it is—but consider that the moola is split between 50-plus players. To provide a little payroll perspective, Golf Digest predicts that Tiger Woods will hit the \$1 billion mark in career earnings by 2010. Granted, the NFL is the richest and most profitable sports league in the world, yet Tiger remains at the top of the Forbes Top-Earning Athletes list, while not a single football player makes the top 10. Blame those pesky salary caps.—C.G.

video, leaving the manual in the dust. Best of all, it's pocket-friendly and unobtrusive, making friends and family anything but camera shy.—Caroline Glass