



"We had to do something," says Dozono (with a street vendor in Manhattan), "to get us back living the way we did before."

# Defiant Fliers

Travel honcho Sho Dozono leads 970 Oregonians on a mission to bolster New York City's ailing tourist trade

Like businessmen across the country, Sho Dozono was hit hard by the Sept. 11 terrorist attacks. But it was patriotism, not the bottom line, that motivated the Portland travel-agency head to fly more than 970 fellow Oregonians to New York City in October. "If we continue to be afraid," says Dozono, 57, "millions of lives will be affected. I wanted to get people moving again."

The inspiration to bolster New York's stricken economy with a Flight for Freedom—as Dozono, who took no commission, called his peaceful invasion—came from his

wife, Loen, 55. Daughter Elisa, 32, a publicist (and one of five children), helped organize the trip, which offered one or two days of sightseeing and shopping, as well as a discount at the swank Waldorf-Astoria hotel. "Sho is a leader," says former Portland broadcaster Jack McGowan. "He sells people the dream."

Arriving on 62 flights, Dozono's dreamers pumped almost \$1 million into Manhattan's businesses—and won applause all over town. "It's heartwarming when we come together like this as Americans," says NYPD Deputy Inspector Bill Calla-



Sporting custom-made tees, Oregonians march in the Columbus Day parade.

han. The group included second-grade teacher and single mom Dana Berger, 36, who brought daughter Josie, 19 months. "We were going to France," says Berger, "but this seemed more important."

Dozono, who picked up a \$16,820 tab for 620 at two Chinatown eateries, deflects any credit for the mission's success. "The people," he says, "have responded to a call." ●