

The Sandy Post

# Editorial & Opinion

Scott Newton, editor  
Kimberly Nelson, advertising representative

## Hospitality seminar good idea, needed

The hospitality seminar being planned by the Sandy Area Chamber of Commerce and the Greater Sandy Business Association is a good idea.

"Front line employees" such as waitresses, retail sales clerks, service station attendants and others are important in selling the area to tourists.

Most successful business owners know how important it is for their employees to be helpful and efficient. Periodically, however, some people need a reminder.

In addition to reminding employees — and managers — of just how important the front line employee is, information will be provided on activities available locally.

The Mount Hood Recreation Association, the Mount Hood Area Chamber of Commerce's standing committee on tourism, is attempting to market the Mount Hood loop drive. The potential payoff is good, but it is a five- or 10-year plan; there will be no immediate payoff.

The recently published brochure on the loop drive lists 50 different activities, and it only scratches the surface. Educating local people on available activities should be an ongoing goal of the Sandy chamber, the Hoodland chamber and the GSBA.

The responsibility for educating employees falls to the employers. Hopefully some of them will send employees — with the time clock running — to the seminar. And, hopefully, this seminar will just be the start.

Tourism is about a \$120 million per year industry in Clackamas County, providing about 3,000 jobs and a payroll of \$25 million, according to the Greater Portland Convention and Visitors Association.

There is a myth that jobs in tourism don't pay a living wage. While many of the front line employees are making minimum wage, there are tourism-related businesses that pay union scale, or employ middle and upper management people.

In addition, tourism circulates dollars that entrepreneurs learn to tap. Tourism may not be the solution to the area's economic ills, but it can contribute to recovery.

That requires involvement, however, and the Sandy chamber and GSBA — to their credit — are providing the opportunity to get involved.

### Personally speaking

## Musician friends are understanding

by SHARON NESBIT

Ever since I played "There Is a Tavern in the Town" on the accordion for the Ladies Aid of the Madras Christian Church, things have not gone well for me musically.

I never did figure out why the ladies got in such a huff. Certainly there was no one in Madras who didn't know there was a tavern in the town. It was called The Stag, Grandpa was an elder of the church. And even though he never drank a drop, he was known to sneak into The Stag after lodge meetings to play pinochle for a nickel a point.

The fact that a song about taverns sent the ladies into a tizzy soured me on ladies' church groups. Thereafter I tended to come down on the side of taverns. And it soured me on music. Of course, I had a head start there. Some of the notes I hit on my accordion caused grown men to wince.

It didn't take long to figure out that I couldn't play the accordion. It's taken nearly 30 years for it to dawn on me that I can't dance. Gradually I've concluded that I am a musical moron. That I can barely distinguish Bach from Black Sabbath. And that musicians are as foreign to me as messengers from Mars.

I don't understand music, but I like it. The church choir makes my heart flip-flop. I cry when they sing "Happy Birthday" to people in restaurants. And you couldn't have kept me away from the recent Mount Hood Pops Orchestra concert.

What lured me to the Mt. Hood Community College Theater was the orchestra's promise to play TV and cartoon music. And they did. I'm sure that I've heard parts of Tchaikovsky's "Marche Slav" in Roadrunner cartoons. David Rose's "Holiday for Strings" and Leroy Anderson's "The Typewriter" are both pieces of music that I heard dozens of times in the days when I used to iron and watch old movies on afternoon television.

It turned out not to be a concert so

much as a chance to be with old friends for an hour or so.

Though the music was familiar, I had expected the orchestra to be full of strangers. Word people don't know that many music people. But gradually faces on stage began to strike a familiar note.

Playing the violin and tapping an elegant patent-clad foot was Ben Brooks, who directs music programs at Columbia High School. And there beneath the beard was Jim Salyards who used to teach at Troutdale Grade School. And Orlo Hoye. We sat on a committee or two together. In the trumpet section was Harold Weber who taught music at Gresham High School and has left a trail of grateful, and great, students. And Marilyn Pierik. She plays the viola, though I wouldn't know a viola from a violin. And Bob Pierik, who played the typewriter in "The Typewriter." He was hammy and wonderful and jammed his keys three times which lent a note of realism.

The guest conductor was a kid from Troutdale. Now grown with kids of his own, Bob Espenel is director of the Parkrose School District's string program but I know him as Bud and Betty Espenel's boy. They run Betty's Cafe in Troutdale. Bob Espenel didn't look like any kid from Troutdale I'd ever seen. He wore a black suit and a ruffled shirt, shiny shoes and a snazzy red bow tie and he looked like — well — a conductor.

Right there in the middle of the concert it occurred to me that the stage was not full of strangers. It was filled with talented friends and neighbors who just happen to speak a different dialect — a language called music.

How nice that we can get together every once in a while, them to play and me to listen.

Next time I'd like them to play "There Is a Tavern in the Town." I never intended to offend the Ladies Aid. It was just that it was my best song. We musicians understand stuff like that.



## Letters to the editor

### Taxpayers expect reductions in cost

Now that the Sandy Union High School levy has passed, it is time to review the results. I understand the levy passed by 240 votes, or 52 percent, which means approximately 48 percent of the voters voted no, to close the school.

For those who have trouble interpreting voting results, the large number of no votes means that 48 percent of the voters felt so strongly about the high cost of operating Sandy Union High School, they were agreeable to a closure.

Cost figures have been ignored. Sandy Union High School has approximately 1,100 students and historically has a 5 to 10 percent dropout rate by year end — hence the enrollment will end up near 1,000 students. With a budget of approximately \$5.5 million the cost per student is \$5,500, which is one of the highest cost per student ratios in our state. According to "FORE Foundation Research," the Oregon per student cost is \$3,963.

Based on the 48 percent no vote to close the school, I believe the taxpayer wants and expects drastic reduction in school costs. In other words, business as usual is no longer acceptable.

Now that the so-called campaign to

pass the levy is over, I believe the levy supporters and opponents have a moral obligation to see that tax dollars are spent wisely, while excessive and unnecessary spending should be cut. I believe there are two sides to this coin. One side is to wave the flag for or against the levy, the other is to see that the voters you may have influenced get more sound teaching for money spent.

Authority to spend without responsibility is not the name of the game. The budget committee meetings will soon begin and I believe everyone who has expressed an opinion, pro or con, should be in attendance.

Budget calendar and discussion will first begin at the Dec. 8 Sandy Union High School board meeting at 7:30 p.m.

John King  
Affordable Education Association  
Sandy

### AEA passed on budget work

I was very interested when they announced at the October high school board meeting that there was an opening on the budget committee because I wanted to serve on that committee.

But when Dr. Kent Heaton issued a

personal invitation to John King and L.G. Brian, the two most outspoken members of the Affordable Education Association, to serve on the budget committee, I did not apply because I felt that either of these gentlemen would be the best choice.

In the past few years the entire community has been made well aware of Mr. King's and Mr. Brian's criticisms of the school budget. I could think of no one else that I would feel should be involved in the process more.

It is one thing to write letters to the editor, to circulate petitions, and to complain at school board meetings. It is another thing to roll-up your sleeves and get involved in the budget process itself and to try to help solve the problems that you complain about.

I would like to share that I am personally disgusted that Mr. King and Mr. Brian both refused to take this opportunity, especially since we will no doubt be subjected to more of their criticisms in the future.

Connie Whitlock  
Sandy

### Chief promises quality, economy

Our most sincere thanks for your support at the ballot boxes in the

Nov. 4 levy election. Students, staff members and the board of education greatly appreciate the outcome.

We are aware of the concerns of our patrons, and will do our best in presenting quality and cost-effective educational services in the time ahead.

Please take note that your November tax statement, already received, included only that assessment pertaining to the district's old tax base and bonded debt. In the near future you will be receiving a new tax statement. The new statement will reflect the taxes assessed as a result of passage of the new operating levy. This should not arrive as a surprise; it should reflect less tax for high school operations than the previous year, and the amount levied will remain constant for the next two years.

Again, patron support is greatly appreciated. But over the next years, we would like to gain even more support. A fine community like ours needs good schools. Help us plan and develop such a system, and at the same time, build greater pride and respect in our community.

Kent Heaton  
Ed.D., superintendent  
and the board of education  
Sandy Union High School District  
UH2

## Change in look of Sandy Post subtle

by SCOTT NEWTON

Readers of the Sandy Post who have an eye for design will have noticed a few changes in recent issues of the newspaper.

We changed the typeface of our headlines and began using larger type in news stories.

The use of larger type for the text is part of a nationwide trend. It is believed that the larger type is easier to read. The new type is nine "point" instead of eight point. A point is a measurement used in the printing business; there are 72 points in an inch.

What is important to the reader is that the type is larger. Interestingly enough, while it is taller it is also more condensed horizontally, and thus there are just as many words

per page.

We have changed the headline type from "Garamond" to "Caslon," and the reason for this change is not particularly romantic.

We set the Garamond on a manual "headliner," and the old girl has just about seen her last days. I will miss her; having worked on a similar headliner during my three years at another newspaper.

Caslon is in our word processing system, and will therefore eliminate a step in the production process. Greater efficiency in the production process, while not outwardly noticeable to the reader, nonetheless saves time and money and contributes to a better product.

The reason I say people with an eye for design will notice the change is that Caslon does not vary greatly

from Garamond, so don't feel bad if you didn't notice the change.

Garamond was designed by Claude Garamond in the 1500s. Garamond perfected the design of roman typefaces. The "grace and clarity" of his typeface influenced European punch cutters for 150 years, according to the Encyclopaedia Britannica.

Caslon is among the "great, original faces," according to "Mastering Graphics," a book on design by Jan White.

Caslon is a thinner, lighter typeface than Garamond. It was designed in the 1720s by William Caslon, who began his career as an engraver of gunlocks and barrels.

There have been typefaces designed since the 1700s. Some of the so-called modern typefaces have no

serifs. Serifs are the lines or swerves at the end of a letter stroke that give a typeface its distinctive look.

I like the older typefaces, and the editors at the Gresham Outlook, under whom I work, also like the Caslon. I owe Carolyn Strong, production manager at The Outlook, lunch for pointing out the similarities of Garamond and Caslon during the period of time when we were considering the change.

Typefaces, like architecture, are a matter of individual taste. Of course, it will continue to be content and good writing that sell newspapers.

I have had people explain a change of typeface as being similar to buying clothes. Every once in a while a person needs a new suit.

We hope you like the change in the look of The Post.

by Adam Kraft

### Policy on letters

Letters to the editor should be typed, double-spaced and signed. An address and telephone number should also be provided, although only the name of the letter writer and the city or area he is from will be published.

Letter writers may also wish to include a title or office held if it is appropriate considering the subject matter of the letter.

The news deadline of noon Tuesday

is also the deadline for letters to the editor.

Letters should be accurate, free of libelous remarks and in good taste. This newspaper attempts to publish all letters it receives from area residents.

We reserve the right to edit letters to conform to style guidelines, for length or to remove libelous material. A preferred maximum length is 300 words.

### Bobcats

