

# Pot ads can promote product, not buzz

By ZANE SPARLING  
Capital Bureau

SALEM—The recreational marijuana market that will materialize in January will likely bring with it another strange new sight for Oregonians: recreational marijuana marketing.

But regulators say legal pot ads almost certainly won't contain images of users inhaling the product, or praising its "intoxicating" effect.

If that seems paradoxical it shouldn't. The same provisions govern the promotional material for alcohol, which never shows consumers explicitly imbibing.

The Oregon Liquor Control Commission will regulate legal pot businesses, and their advertising.

The agency is engaged in a difficult balancing act as it

**'These are businesses and we want them to succeed.'**

— Becky Voelkel  
staffer, Oregon Liquor Control Commission

writes the rules that will govern recreational cannabis.

Too much regulation could stifle the nascent industry and divert millions in tax revenue from state coffers to the ever-present black market. Too little, and the commission would fail the legislature's mandate to keep consumption safe and out of the hands of minors.

The Retail Establishments subcommittee, a subsection of the commission's Recreational Marijuana Rules Technical Committee, has unanimously

recommended duplicating the agency's liquor ad regulations for the cannabis market.

"We have real specific rules on the liquor side. We presented that to (the committee) and they were like, 'Gosh, let's just mirror that,'" commission staffer Becky Voelkel said after the subcommittee's final meeting on Monday.

That would mean no statements that "encourage excessive or rapid consumption" or suggest usage "causes athletic or artistic success." Leaflets,

handbills, and "two-for-one" specials would also be banned. Advertising a "happy hour" would likely be permissible as long as those ads don't indicate specific price reductions.

There's a small chance that pot ads won't exist at all.

Measure 91 gives the commission the ability to prohibit all advertising, but doing so would violate the agency's implicit promise to treat the industry like any other.

"These are businesses and we want them to succeed," Voelkel said. "I don't know what the decision-makers are going to do with the rules, but I personally would be very surprised if they said no advertising."

The Capital Bureau is a collaboration between EO Media Group and Pamplin Media Group.

# Bonamici backs maritime training bill

The Daily Astorian

Clatsop Community College, Oregon's official maritime institute, could stand to benefit from a bill introduced late last month by U.S. Rep. Suzanne Bonamici, D-Ore.

House Resolution 2923, the Maritime and Energy Workforce Technical Training Enhancement Act, would require the Secretary of Energy to award grants to expand programs in maritime and energy workforce technical training.

It would create a first-ever community and technical

college Centers of Excellence program.

The college, one of a handful of community and technical colleges in the U.S. that provide a maritime program, has been identified as a potential Center of Excellence in light of the growing capabilities of its maritime career training programs.

The bill was originally introduced by U.S. Rep. Gene Green, D-Texas, and co-sponsored by Bonamici and Reps. Pete Olson, R-Texas, Bobby Scott, D-Va., Brian Babin, R-Texas, and Reid Ribble, R-Wis.

According to government transparency website govtrack.us, the bill has an 11 percent chance of leaving committee, and a 3 percent chance of being enacted.

"We have a surplus of maritime and energy jobs, and not enough people with the skills and training to fill them," Rep. Green said following the bill's introduction. "Industry is continuing to invest and grow, and we want to make sure that our constituents have the opportunity to take these high-skilled jobs. This bipartisan legislation will help bridge the gap."

"A skilled maritime workforce is essential to the long-term sustainability of the local and national economy," Bonamici said. "Port operations, shipping, ship building and repair, maritime commerce and trade all require skilled technical and professional workers."

"Oregon's North Coast has a rich maritime history. I'm proud to advocate for legislation to help Clatsop Community College enhance its maritime education program so people can gain the knowledge and skills needed for these important jobs."

# OSU to recruit slug researcher, other experts

## Additional state funds will pay for several new positions

By MATEUSZ PERKOWSKI  
Capital Press

Farmers in Oregon will soon get some much-needed assistance with battling the slugs that are devouring their crops.

Oregon State University plans to recruit an entomologist who specializes in slug research as part of a broader hiring spree made possible with added money from state lawmakers.

Earlier this year, the university held a "Slug Summit" with farmers who complained that the pests have grown more problematic in recent years.

Theories abound as to why slugs are more prevalent — increased restrictions on field burning and reduced tillage were among the reasons proposed — but concrete proof is scant.

Methods of controlling the mollusks, such as bait containing the pesticide metaldehyde, aren't reliably effective, growers reported.

The new research position will focus on the best ways to kill slugs or otherwise disrupt their life cycle, said Dan Arp, dean of OSU's College of Agricultural Sciences.

The Oregon legislature recently approved \$14 million in additional funding for OSU's agricultural experiment stations, extension service and forest laboratory over the next two years.

Agricultural experiment stations will receive more than \$6 million of that amount, which will fund 16 new assistant professor positions and six support positions, said Arp.

OSU will begin trying to fill the positions as soon as possible, but the recruiting process usually takes about eight months, he said.



Courtesy of Robin Rosetta, OSU

European red slugs are quite common in gardens and landscapes.

"We're really grateful to the legislature for making this possible," Arp said.

Following is a summary of the other research positions that OSU's agricultural experiment stations will be looking to fill:

- Rangeland ecology with a focus on conserving the sage grouse, a bird species that's a candidate for federal protection. Ranchers fear that threatened or endangered status for the species could result in grazing restrictions.

- Integrated management of cropping systems, focusing on managing nutrients, water and pests for crops with intensive rotations.

- Weed and pest management primarily for horticultural crops like vegetables and berries.

- Water management and efficient use, such as examining innovative tools for irrigation.

- Fertilizer rate and transport, which involves the study of how much fertilizer is consumed by crops and where surpluses end up.

- Near-shore fishery and oceanography, looking at sustainable practices.

- Food processing and safety, researching new technology and food safety concepts such as improving shelf life.

- Food microbiology, studying ways to prevent contamination with pathogens.

- Pesticide management, including the best management of rates and timing.

- Integrated pest management response to climate and weather, with a focus on modeling how changes will affect pest control.

- Consumer demands and marketing, which involves the study of how people make buying decisions and how to influence them. The main focus will be on products of fermentation like alcohol and cheese.

- Brewing microbiology, which will examine how to use microbiology to improve flavor.

- Quantitative plant genetics, which requires the use of modern molecular tools to improve breeding.

- Vegetable and specialty seed breeding and management.

- Seafood processing and innovation, which will include

new methods and safety components.

- Two pollinator biology technicians, one focused on lab work and the other on field work.

- An experiential learning coordinator who lines up internships for students.

- Supplemental funding for three positions in fermentation science.

OSU's Forest Research Laboratory will receive \$3.5 million of the additional funding, which will be spent on a two-year study of the marbled murrelet, a threatened bird species that nests in coastal forests.

The birds will be banded with radio transmitters so researchers can find out more about where they travel and how far inland they lay eggs.

"We really don't understand much about their behavior. They spend most of their lives out at sea," said Thomas Maness, the laboratory's director.

# Two hikers rescued near Hug Point

## Coast Guard performed airlift Monday

By ERICK BENGEL  
The Daily Astorian

A U.S. Coast Guard Air Station Astoria aircrew hoisted two female hikers to safety early Monday morning near Hug Point after the hikers became stranded on an outcropping of rock when the tide rolled in and cut them off from the beach.

The hikers — Annie Finch and Tara Van Ness, two 20-year-olds from Canby — were taken to local emergency responders on scene without visible injuries, Petty Officer 1st Class Levi Read said.

Watchstanders at the Coast Guard Sector Columbia River Command Center received the request for assistance from the Clatsop County Sheriff's Office at 11:45 p.m. Sunday after Van Ness' mother, Tracy Casillas, reported them lost and needing assistance.

"The girls had wandered pretty far down the coast from

where they were originally supposed to be," Petty Officer 3rd Class Jonathan Klingenberg said.

Finch and Van Ness had become disoriented and trapped on a cliff by the incoming tide. An MH-60 Jayhawk helicopter crew rescued them at 2:45 a.m. Monday. When airlifted, the hikers were roughly 150 feet up a cliff on the north side of Cape Falcon in Tillamook County, about 2.5 miles south of Hug Point (the hikers' intended destination).

It is unknown why Finch and Van Ness became disoriented, but "we believe that they just lost their way," Klingenberg added.

"We get a lot of these (incidents)," Clatsop County Sheriff Tom Bergin said.

The weather at the time was reported as clear skies and calm winds.

"The skilled pilots and crews (of Sector Columbia River) certainly saved significant time in locating and rescuing Van Ness and Finch from a dangerous situation," Sgt. Matt Phillips, search and rescue coordinator of Clatsop County Sheriff's Office, said.

# New flood maps 'overwhelmingly good' for Cannon Beach

By DANI PALMER  
EO Media Group

CANNON BEACH — The city doesn't want to wait to adopt new flood plain maps. Despite delays in the North County in flood-prone areas affected by the Columbia River, Cannon Beach officials say they like the federal government's new maps and the city could see cost savings.

Flood insurance rates rose significantly two years ago and subsidies were phased out last year.

At the City Council's July 14 work session, planner Mark Barnes said it could take months to solve the issues up north while changes are "overwhelmingly good" for Cannon Beach.

Flood plain maps have two significant uses, to set flood insurance rates and to provide cities with guidelines for regulation. New construction in the flood plain is required to be above reach of the 100-year flood level.

"The entire downtown area comes out of the flood plain," Barnes said. "The cost savings there are tremendous for those property owners."

The city is urging acceptance of the Standard Digital Flood Insurance Rate Map drafts from the federal government despite accuracy concerns in flood-prone areas affected by the Columbia River, near Warrenton and Astoria. These concerns have stalled adoption of all Federal Emergency Management Agency mapping work throughout Clatsop County, including Cannon Beach.

The map changes wouldn't be good news for all, though.

Councilor Melissa Cadwalader asked about the impacts on those living along the waterfront.

Barnes is still waiting on that particular map, but answered it would likely be a 50-50 split. Some insurance rates for waterfront area homeowners would rise and others would lower or remain the same.

Oceanfront homes are most affected by velocity flooding, caused by storm surges, as opposed to downtown flooding which would come from overflows in storm drains.

The new maps show potential risks from velocity flooding that could impact homes on the beach. This could result in higher insurance rates for homeowners and new regulations regarding construction or rebuilding.

"I think if we're going to be helping a majority of our citizens, then we should do it," Councilor George Vetter said of the map revision request.

But he also sought more information and numbers on those affected first.

Barnes has requested the new maps and plans to bring them to the August work session for review.

"If I haven't made that clear, the map is going to be effective at some point in the future, the only question is whether we try to take measures to put it into effect sooner rather than later," he said.

Officials are exploring the possibility of sending a map revision request to FEMA to allow it to begin using the new flood plain maps, possibly within 90 days if approved.

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