

New group publisher to lead The Daily Astorian

Formerly with Register-Guard, Pero starts new role on July 11

The Daily Astorian

Northwest newspaper executive David Pero has been named group publisher of The Daily Astorian and its companion publications on the Oregon Coast. He succeeds Steve Forrester, who is retiring as publisher after 28 years in Astoria.

Pero, 59, will serve as editor and publisher of The Daily Astorian. As group publisher, he will oversee all operations on the coast for the Astorian, Seaside Signal, Cannon Beach Gazette, Coast River Business Journal and Chinook Observer.

He will begin work in Astoria on July 11.

"I really look forward to joining The Daily Astorian, which has such a great history of serving Astoria and all of the coastal communities, and to continuing that mission and tradition. It is an outstanding family-owned company, with an excellent staff in a terrific community. I can't wait to be part of each," Pero said.

Pero most recently was chief operating officer for the Register-Guard in Eugene. In that capacity, Pero was responsible for day-to-day operations of that family-owned 55,000-circulation daily newspaper, along with several niche publications and digital publishing. Other responsibilities included financial and budgeting over-



David Pero

sight, strategic positioning, new business and commercial printing development.

During Pero's tenure at the newspaper, it was twice awarded the Oregon Newspaper Publisher's Association's highest honor for overall general excellence. Its website was named best in the state for several years. The newspaper was also recognized for excellence by several national organizations.

Before joining the Register-Guard in 2007, Pero spent 17 years in Beaumont, Texas, as assistant to the publisher of a 50,000-circulation daily newspaper owned by Hearst, a multinational media company. He was responsible for general administration, new product and business development, marketing, legal, personnel/human resources, production, technology, and corporate communications. He also was responsible for the profit and loss for five weekly newspapers, as well as niche and digital publishing.

Pero began his newspaper career in Florida as a reporter and photographer. He moved to the Clearwa-

ter Sun, a 40,000-circulation daily, where he rose through the ranks in newsroom management, eventually becoming executive editor.

A graduate of the University of Florida with a degree in journalism, Pero also participated in continuing education programs for newspaper executives at the American Press Institute and the Media Management Center at the Kellogg School of Management at Northwestern University.

Forrester, who will remain as president and CEO of EO Media Group after retiring as publisher of the Astorian, said his family-owned company was seeking a veteran newspaper executive with strong business credentials and experience in digital publishing.

"David Pero will bring to this job two things that are essential for our company," Forrester said. "He has worked in a family-owned newspaper company, which is the essence of what we are. Secondly, his experience in Texas and Eugene gives him a strong grasp of all facets of our enterprise: news, advertising, production and circulation."

Pero said he is an avid college football fan and likes all sports, including baseball and NASCAR. "In my spare time I also am a bit of history buff and like reading historical novels and biographies," he said. Pero has been involved with youth sports organizations and United Way.

Pero and his wife, Victoria, will relocate in the Astoria area. They have two grown sons.

OBITUARY

Josephine (Valadez) Estrada Springfield

Nov. 13, 1925 — June 11, 2016

Josephine (Valadez) Estrada, 90, passed away June 11, 2016, after a long battle with Alzheimer's.

Josephine was born on Nov. 13, 1925, in Sacramento, California, and was the second of 10 siblings.

She married Jesse Estrada in 1943. They lived in San Diego until moving to Astoria, Oregon, in 1961, where she was a homemaker. She remained in Astoria until 2007, when she moved to Springfield, Oregon, to be near her children. While living in Astoria she was involved at the Senior Center, where she pursued her hobby of oil painting. She also enjoyed crocheting and gardening.

She is survived by her children, Jesse (Elvia), Alfred (Sharon), George (Nilda)

and David Estrada, Alicia (Don) Mogenson, Aurora (Shawn) Hogarty and Mary Lou (Ray Bonney) Estrada; and several grandchildren and great-grandchildren.

She was preceded in death by her husband, Jesse; a grandson, Teddy Nance; and a daughter-in-law, Linda Estrada.

The family would like to extend a special thank you to the staff and friends at Bayberry Commons Assisted Living & Memory Care and Cascade Hospice for the loving and dedicated care given to our mother.

A funeral Mass will be held Thursday, June 23, at 11 a.m. at St. Alice Catholic Church in Springfield, Oregon. A reception follows at the Mogenson residence in Springfield.



Josephine Estrada

Mother, daughter saved from rough Seaside surf

By R.J. MARX
The Daily Astorian

SEASIDE — The waves at Seaside beaches were high late Tuesday afternoon when a mother and her 14-year-old daughter went missing in the surf.

"It was a mess, we were having squalls at the time," City Manager Mark Winstanley said. "The tide was going out and going out hard."

When the two drifted too far into the water off the beach near Avenue S, Seaside Fire and Rescue was called after the pair had not been seen for several minutes. Without a distinct reference point, lifeguards Shara Ford, Sam Whisler, Ben Hamar and David Rankin entered the ocean at the point they were last seen. They pair was found three blocks south on the outside breakers.

The mother and daughter, who were visiting extended family from Utah, both had mild hypothermia. One was taken to the hospital for further evaluation, according to David Rankin, division operations chief of Seaside Fire Department.

"Our fire department continues to have very dedicated lifeguards and firefighters — many of whom are volunteers — who have put in a lot of time over the last couple of years training for ocean rescues in addition to all the other fire, rescue, and emergency medical training we are required to do," Rankin said.

"It was a cooperative effort between the lifeguards and the



Submitted Photo

Shara Ford, David Rankin and Sam Whisler with Seaside's newest beach rescue vehicle.

rest of the fire department, in addition to Medix Ambulance in responding to the incident and getting both victims out of the water and to the ambulance safely," Rankin said. "Ocean rescues are typically chaotic, fast-paced emergencies with minimal information and are manpower intensive."

By Thursday afternoon, the Seaside Fire Department's Facebook page was filled with appreciation. "You guys rock," said Seaside High School grad Sha-

ron Mowick. "Thank you for all your service."

Others echoed the sentiments.

"It's difficult to find people once they've been washed off the beach," Winstanley said Thursday. "If you see lifeguards, you might say 'thank you' to them. Their jobs are not just picking up trash. Every summer they end up doing beach rescues, and this is one where people would probably have lost their lives."

No cars allowed in Astoria Basin

The Daily Astorian

The state Department of Forestry has restricted motorized access to the Astoria Basin at Williamsport Forest Road off of state Highway 202 to lower the risk of fire and garbage-dumping.

With a dry spring and recent high temperatures, fuels are drier than average for this time of year. These conditions, along with continued vandalism and garbage dumping, have led to the closure of this access point.

Access off of Svensen Market Road is still open.

Forestry asks those who recreate within the basin do so responsibly and report any violators to the local office at 503-325-5451 or the Clatsop County Sheriff's Office at 503-325-8635.

A new shoe for a good cause

The Daily Astorian

A 14-year-old local boy is getting to design his own footwear with the help of Nike Inc.

Chase Swearingen, a Jewell resident and patient for epilepsy at Oregon Health and Sciences University's Doernbecher

Hospital, is part of the 13th-annual Doernbecher Freestyle. The program provides patients the opportunity to design footwear and apparel auctioned and sold to support other patients.

Swearingen and five other patient-designers will travel to Nike World headquarters, where they meet a design and develop-

ment team, brainstorm ideas and begin sketching their creations.



Submitted Photo

Jewell resident and Oregon Health & Science University patient Chase Swearingen will design custom footwear and apparel for Nike Inc. to support Doernbecher Hospital.



VOLUNTEER
PICK OF THE WEEK
Gunner
3-year old special needs Pit Bull Terrier
Despite total blindness, Gunner is a valiant and noble dog. In caring hands, a new story begins.
See his story on Facebook
Sponsored by Bayshore Animal Hospital
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FORT STEVENS PARK and FRIENDS OF OLD FORT STEVENS OBSERVE the JUNE 21, 1942 JAPANESE ATTACK on THE FORT

SATURDAY AND SUNDAY, JUNE 18TH AND 19TH:
The 249th Coast Artillery Living History group will be at **Pacific Rim Peace Memorial located at Battery Russell** from **10:00AM-4:00PM**. They will wear period uniforms, show equipment and answer questions about Battery Russell and the attack.

TUESDAY, JUNE 21ST: An interpreter will be at **Battery Russell's Pacific Rim Peace Memorial** from **noon-4:00PM**. Displays will provide details of the attack.

For More Information & Directions, call (503) 861-1470 or click on www.visitfortstevens.com
This Event is Sponsored by The Friends Of Old Fort Stevens & Fort Stevens State Park

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THANK YOU To the Great People of Astoria...
who have provided aid and support to a stranger. It warms my heart and lifts my spirit to know there are so many kind-hearted, caring people.
Thank you for your support following such a large fire.
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