

BEST BOOKSTORE

Lucy's Books

Astoria, Oregon

Runner-up:

Godfather's Books, Astoria

Honorable Mention:

Time Enough Books,
Ilwaco, Washington

By PATRICK WEBB

As a lifelong reader, it is no surprise that Lisa Reid enjoys being the owner of a bookstore.

For the last three and a half years, she has owned Lucy's Books in downtown Astoria.

Step into the compact, two-level space, and whatever your age or interests, your imagination will be transported in whatever direction you choose.

"We don't specialize. We have a little bit of everything," Reid said. "We are a small shop. If I don't have it, I will find it for people. We do a lot of ordering."

Nestled in the block that includes the Liberty Theatre, Lucy's fare includes adult fiction and non-fiction, and there is a selection of children's, early readers and young adult books. Close



PHOTO BY PATRICK WEBB

Lisa Reid is the owner of Lucy's Books in downtown Astoria. The store offers a little of everything for every reader.

by the children's section is a rack of plush animals — all with literary allusions — where Paddington Bear, elephants, rabbits and monkeys stand ready to greet new play pals.

Upstairs, there is a small seating area where shelves offer varied titles from "Artisan Cheese of the Pacific Northwest" to "The Secret History of Wonder Woman."

Reid has been in the community for 14 years, having moved to the North Coast from Phoenix. She is only the third owner of

Lucy's and is delighted that support for the store has continued as it has changed hands. She's also pleased that so many independent bookstores thrive on the coast — despite the worldwide marketing shift toward online sales.

And Reid's personal preferences? "I read a lot ... I like them all."

Lucy's Books, at 348 12th St. in Astoria, is open 10:30 a.m. to 5:30 p.m. Monday to Saturday and from 11 a.m. to 3 p.m. Sunday.

BEST DAY SPA

Malama Day Spa

Astoria, Oregon

Runner-up: Cannery Pier Hotel, Astoria

Honorable Mention: Prana Wellness Center, Astoria

By NANCY MCCARTHY

For Riki Irie, owner of Malama Day Spa, clients are more like friends, or even family. Maybe that's why Malama won the Readers' Choice Award for Best Day Spa once again.

"We always put our customers first ... we feel so accepted," Irie said.

Opened in 2010, the spa has won a Readers' Choice Award five times before. Irie, who moved to Astoria from Hawaii, got the idea to open a spa from a real estate agent who was showing her a space at Pier 11. Although she is a professionally certified makeup artist, she had never considered opening a spa.

Now Irie and three other women — a massage therapist, an esthetician and a nail technician — indulge their clients with "girly girl" attention. Their passion is, Irie said, to "make your inner beauty jealous."

"Malama" is a Hawaiian word, meaning "to care," and the Malama staff encourages their clients to take time for "self care." Many customers, she added, are busy, working mothers "who give so much."

"One of the things we hear from our customers is that they feel so welcome here," said Irie, who tries to provide a relaxing, inviting environment.

On the horizon are some "fun changes," including a "glamorous" makeup room with Broadway lights and all the luxuries that go with being pampered. "We want our customers to feel like celebrities," she said.

Irie said she was "humbled" by readers who chose the spa as the best for the sixth time.

"It's the American dream; we started with nothing and made something of it," she added. "I can't believe they still love us." The feeling is



PHOTO BY NANCY MCCARTHY

This is the sixth time that Malama Day Spa has won the Readers' Choice Award for Best Day Spa.

mutual, she said.

"I never have days that I don't want to come to work. I always think it's so fun," Irie said. "I love this community. Everyone is so awesome."

Malama Day Spa, 475 14th St. in Astoria, is open from 10 a.m. to 6 p.m. Tuesday through Friday and from 10 a.m. to 4 p.m. Saturday. Services are by appointment only; call 503-325-8233.

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