



Eric Sarin, founder of Alma Mater Footwear, graduated in 1989 from Astoria High School, where he played baseball and basketball.

Sarin: Runs Alma Mater and a shoe consultancy from his house

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then packed with Fishermen fans. “Something sort of clicked that maybe that would be the emotional core of a brand.”

“It’s the place where you developed your character and where your loyalty lies.”

Sarin said he had no idea what he wanted to do after graduating high school. After a brief stint at Chaminade University of Honolulu, he dropped out and moved to Portland, where he tended bar and entered the music-booking business.

“It’s very clinical, booking bands,” Sarin said. “You have to figure out how to get people into the nightclub for a specific band.”

Sarin was looking for another job after the club he was working at shut down when a roommate approached him about being a designer at Adidas. He had no experience in the footwear industry, but parlayed his experience designing graphics for clubs into digitally coloring sneakers.

“I’ve always found the sneaker business to be fascinating,” he said. “It’s not like making toothpaste or any other product. Shoes are kind of different than anything else. People have an obsession with certain products.”

Sarin’s career has

largely focused on starting up new brands and turning others around. He helped found Adidas Originals, an arm of the shoe giant reissuing classic brands that has grown into a multibillion-dollar business. He has reached high-level positions with companies like Puma in Boston, Le Coq Sportif in Paris and K-Swiss in Los Angeles.

Sarin now runs Alma Mater and a shoe consultancy from his house, his small batches of sneakers warehoused in the garage. He keeps an office near where his sneakers are made in the Felgueiras region of northern Portugal, an area known for manufacturing shoes. The offices are also about four hours away from the hometown of his wife, Beatriz, who he met while working for Adidas in Germany.

“Portugal’s in the shadow of Italy, but it’s every bit as good,” he said. “It just doesn’t have the cachet.”

With his company’s identity established, Sarin is focused on growing its presence online and finding distribution in Europe and the U.S. Asked whether he’d ever think of finding a local distributor such as downtown shoe store Gimre’s, Sarin said, “I think it would be cool to have them there.”

Land trust: Board meeting, tour of the property set for June 21

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“There’s some concern about that amount of money and how that will be raised,” he said. “We’re in communication with them right now talking about ideas.”

The state Land Board recently agreed to sell the college about 22 acres on the northern third of South Tongue Point for \$826,500. The college leases the land for its career-technical campus, the Marine and Environmental Research and Training Station, and

hopes to close on the property by the end of its fiscal year in June.

The college’s purchase is not affected by the land trust’s shortfall, but it shares the burden of bridging the gap because it will receive the land, Breitmeyer said.

The land trust needs to close on the land by the end of the year to use its grants, Breitmeyer said. Representatives from the land trust’s governing board will visit Astoria June 21 to tour the property and hold a board meeting.

Canzano: Trail Blazers’ biggest sin in loss was team’s game plan

By JOHN CANZANO
The Oregonian

OAKLAND, Calif. — I hated the plan.

Look. Their energy stunk. The Trail Blazers looked lethargic and weary on Tuesday night; like they’d been called back to work to play Game 8 of the last playoff series.

Also, the Blazers were sloppy. And they missed too many shots. But the plan was the most troubling part of Portland’s 116-94 loss to the Warriors in Game 1 of the Western Conference finals.

Burn it and start over.

Coach Terry Stotts won’t want to hear this, but when I went to the visiting locker room at Oracle Arena after the loss I walked in and immediately looked at the dry-erase board. I expected to see the words, “LET STEPH CURRY SHOOT WIDE OPEN SHOTS,” written on it. Because that’s essentially what Portland did.

Those words weren’t there. Instead, there were scribbles, a practice schedule, and someone had written the word, “rebound,” on it.

This is probably a good time to stop and explain that this is a seven-game series against a franchise that has won three of the last four NBA titles. Also, Curry is the most dastardly man on the planet behind the three-point line with the ball. And so when you defend him without trapping him, or without hedging with your big man on a high screen, you’re essentially taking your chances with a sniper in an open field.

Curry scored 36 points. He was 9 for 15 from three-point range. And too many of those were uncontested.

Let anyone but Curry beat you, coach.

That’s a better plan for Game 2.

Trap him. Get physical with him, and hedge all



Stephen Curry drives to the basket against Maurice Harkless of the Trail Blazers.

UP NEXT: GAME 2

- Portland Trail Blazers (0-1) at Golden State Warriors (1-0)
- Tonight, 6 p.m. TV: ESPN

screens. And, for cryin’ out loud, make someone else besides the two-time MVP shoot the open shots.

Basically, make it tough on Curry.

Portland is taking a Game 1 mulligan. They pretty much said so in the wake of a disappointing effort. The Blazers celebrated the game by breaking out bags of ice which they applied to Zach Collins’ right hand, and CJ McCollum’s knees, and Seth Curry’s shin.

But that game plan must go on ice too. Because if the Blazers don’t change the defensive strategy on Curry, they’re exactly three games from being chased out of this series in embarrassing fashion.

Warriors’ forward Kevon Looney said, “When they’re not switching like that we can really run our regular sets more.”

Stotts was sore about it in the postgame news conference. A reporter asked him about the questionable manner in which the Blazers defended the Warriors, and

pointed out that the Rockets had some success in the semifinals trapping Curry.

Stotts cut the guy off: “Didn’t he score 33 in the second half on them? Yeah, we’ll look at that ...”

It was as defensive as the night got for Portland.

Nobody can be sure why Stotts chose to defend Curry in the manner he did. Maybe he’s an optimist. Maybe he doesn’t believe Enes Kanter is quick enough. But if the Blazers’ coach doesn’t believe his starting center is built to play anything resembling perimeter defense in this series, he might consider going with Collins or Meyers Leonard more.

“That was very poor execution defensively on our part,” Damian Lillard said. “Just having our bigs back that far.”

Lillard saw it. You saw it. I saw it. And I’ll bet Stotts did, too, even as he wasn’t willing to admit it. Because the coach also said after the loss, “That’s why it’s not a one-and-done. We got a series. It’s one loss.”

OK. But three more of those and it’s summer, coach.

This is supposed to be a fun playoff series. There’s a Curry v. Curry feud happening, one on each side. Lillard grew up so close to Oracle

Arena, he said, “I could walk home from here if I wanted to.” And Portland got here in the most delightful manner, winning a Game 7 after being down 17 points.

But the one thing that could spoil the whole thing is the Blazers forgetting that they need to have a healthy fear of the opposition’s most dangerous player — Curry. When the zookeeper drops into the lion pit, he whispers a prayer and, then, never takes his eyes off the lion. The Warriors certainly remembered that being aware of Lillard was priority No. 1.

They made his night difficult.

The Blazers’ best offensive player only took 12 shots, most of them forced. The Warriors decided they’d much rather deal with Maurice Harkless (12 shots), Kanter (nine shots), and McCollum (19 shots) than the guy who torched the Thunder for 50 points in Game 5 and averaged a quiet 25.1 points per game in the conference semifinal against the Nuggets.

Golden State had a solid plan.

I expect coach Steve Kerr will stick with it.

But Portland needs to scrap its plan and start over.

Aphids: Insects rarely associated with massive tree die-offs

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Spruce aphids feed on sap in needles, particularly spruce, and cause trees to brown and prematurely drop their needles. If Oregon’s central and north coastal areas experience another mild winter, the spruce trees may have to weather another infestation with only one year’s supply of needles.

“And that is damaging,” Buhl said. “They could have a really hard time.”

In extreme cases, spruce aphid infestations can lead to the death of a tree, though the insects are rarely associated with massive tree die-offs.

Luke Colvin, owner of Arbor Care Tree Specialists in Astoria, said his crews have had to take down a

few trees this spring, but he cautioned people against pre-emptively cutting down infested trees.

“One or two years of spruce aphid damage is not enough to kill a tree,” Buhl agreed. “Even the most ragged looking trees will still produce needles this year and they should be given time to rebound.”

As Buhl traveled to sites, shaking tree branches and looking to see what dropped onto her sleeves, she found “pretty low numbers” of aphids compared to the amount of damage they had clearly caused.

Conclusion: “Their numbers are dropping,” she said.

Spruce aphid populations can boom during mild winters, but typically peak early in the season and begin to drop as resources dwindle,

predators emerge and colonies become overcrowded.

Along with the aphids, Buhl also found natural enemies such as lacewings.

Experts had wondered if other factors besides aphids might be causing the trees to appear sickly and ragged.

Buhl found no sign of other diseases that could be causing issues for the trees on the central Coast. Drought, which has been source of stress for trees across the state since 2012, is certainly a factor, but spruce aphids are to blame for the bulk of the damage.

A forest health alert from the Department of Forestry gave people a list of management options for dealing with this year’s aphid outbreak. These ranged from simply waiting out the infestation to insecti-

cide injections and sprays labeled for use against the spruce aphid.

“But chemical treatment is not advised, in most situations, due to prohibitive cost and impacts on nontargets,” the alert noted.

Trees severely impacted by aphids are not necessarily a fire danger. At least not yet. The most volatile trees are the ones holding their brown or “red” needles, which still contain oils that are very flammable.

When those needles drop, the tree is just wood.

“And until that tree falls down, the fuel risk is greatly reduced,” Buhl said.

For now, the lack of needles might help the trees if drought conditions persist, she added. Trees will often drop older needles to get through a period of drought.

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To honor and congratulate the Class of 2019

The Daily Astorian is creating a graduation publication for our local high schools that will publish on **Saturday, June 1st**. This full-color publication will include biographies and pictures of each valedictorian and salutatorian, name and photo of each 2019 graduate and special congratulation ads from local businesses, family and friends.

The graduation schedule is as follows:

JEWELL Saturday, June 1 @ 2pm
WARRENTON Friday, June 7 @ 7pm
ASTORIA Saturday, June 8 @ 4pm
KNAPPA Saturday, June 8 @ 7pm
SEASIDE Monday, June 10 @ 8pm

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