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a distinctly Pacific Northwest flair. Their inventory includes stickers, patches, apparel, reusable water bottles and flasks, pocket knives, lip balms and soaps, home goods and other outdoor and adventure gear.

More than 90% of the store's products are made by the Scout brand at their headquarters in Lincoln City. They also carry other well-known outdoor lifestyle brands, like Hydro Flask and Grundens and items made by other regional purveyors.

The walls are decorated with artwork from local artists, augmenting the distinctly community centric flavor of the store.

Those qualities are "all Jerome and Gitl," Adams said.

Both have a background as graphic designers, and Black has done retail installation construction in the past. Using that accumulated experience, they opened Scout to have more control of their products and ideas.

"It's been working really well," Black said.

Although their team has expanded exponentially — particularly with the two locations — the couple is still highly involved in the business, as are their young adult children. They've also brought some local artists and craftspeople directly onto the team to support them in creating the quality and quantity of goods necessary to keep the stores stocked.

Expanding to Seaside was a logical choice, although they've received an abundance of feedback asking for an additional store in Bend.

"It fit our brand," Black said, adding their original vision was for a coastal vibe. "Everything seemed to make sense."

### A wide-reaching appeal

Scout is open from 10 a.m. to 6 p.m. seven days a week, with the hatchet-throwing stall open concurrently. The cost to play is three throws for \$5 or 10 throws for \$10. Patrons also can reserve or rent the facility for \$45 for a half-hour session of \$80 per hour for parties or family get-togethers.

There is no age restriction, but Adams said they gauge whether a child can participate in the activity safely and also have a positive and fun experience. Before paying the full price, she said, they let young kids throw a test or practice one to ensure they'll receive the full value of the activity.

The employees implement several safety practices to mitigate the risk of harm, such as not allowing spectators to be in the stall and having players remove hatchets from the target before collecting ones on the floor. They also opted for wood handles, rather than rubber, to prevent the



Katherine Lacaze

**ABOVE:** Natosha Adams, manager of Scout Northwest Trading Co. in the Seaside Outlets mall, demonstrates how to throw a hatchet at the wooden stall inside the store. **BELOW:** Adams demonstrates how to properly grip a hatchet before throwing.



hatchets from bouncing back, and Black developed a wood handle that is more durable.

Each component, he added, is designed to ensure the activity is as safe and family oriented as possible, appealing to a wide range of demographics.

"The people that do it are all ages, guys, girls, all styles," he said. "It is very well-received."

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