

'Crazy' quilters flock to Row by Row challenge

By Erick Bengel
EO Media Group

Wanna score some fat quarters?

How about 25 fat quarters, a whole stack cleaned and creased and ready to cut?

Think you can handle it? There's some local quilt shops and fabric stores that can hook you up.

Ah, not so fast: First you must have the Row by Row Experience, an annual competitive quilting craze that took off in 2011 and has since gone viral (yes, quilting can do that, too).

Here's how it works. Each participating store has designed a pattern for a row of quilting blocks based on the year's theme; the 2015 theme is water ("Row by Row H2O"). Visit eight of these stores. At each one, pick up the free pattern, or buy a kit with the fabric already prepared. Make a quilt by stitching together the eight rows in some creative configuration.

Take your finished quilt, bound and labeled, to any participating store — if it's the first finished quilt to arrive, those fat quarters are yours. (A fat quarter, by the way, is a wide quarter-yard of fabric; 25 fat quarters — 6 and 1/4 yards of fabric — can equal \$75 worth of fabric and more.)

Row by Row kicked off July 1, and participants can collect row patterns through Sept. 8. They have until Oct. 31 to bring their quilt to a shop that hasn't seen a winner yet.

"Last year, I didn't know what it was, and when I realized what it was, I signed up right away," said Eda Lindstrom, owner of Custom Threads in Astoria. For her store's design, she chose a



DANI PALMER/CANNON BEACH GAZETTE

Julie Walker, owner of Center Diamond Fabric Store in Cannon Beach, holds up their Haystack Rock pattern for the Row by Row Experience.

Columbia River scene with breaching orcas.

A few blocks away, at Lydia Sorenson's store, Homespun Quilts, the design is a group of fish and jellyfish swimming around corals.

On average, the stores see between five and 10 Row by Row enthusiasts per day. They have sold hundreds of kits. And, at both stores, those prized fat quarters are still sitting there, waiting to be claimed.

"It's a great marketing scheme," Sorenson said, smiling.

Fighting for scraps

The queen quilter behind the Row by Row Experience is Janet Lutz, owner of Calico

Gals in Syracuse, N.Y.

Lutz, noticing how on-line sales had hurt traditional quilt shops, founded Row by Row four years ago to boost the sales of brick-and-mortar shops during the summer months. (Quilting, after all, tends to be a "winter sport," she said.)

Thanks to word of mouth — the "power of the people," she said — the idea snowballed very quickly, growing from 20 stores entirely in New York to 2,655 stores in all 50 states and several Canadian provinces. Oregon and Washington joined the movement last year and now, respectively, have 81 and 101 stores participating.

"People loved it," Lutz

said, adding she continues to be surprised by how popular Row by Row has become. "People plan their family vacations around Row by Row."

One couple who recently visited her store had taken a "Row by Row vacation." They had driven from Kentucky to Maine and were winding their way back, stopping at one quilt shop after another in state after state, Lutz said.

Some retailers compared Row by Row — now a trademarked business — to an old-fashioned shop hop writ large. Lutz prefers a different analogy:

"It's like a wine tour for quilters, but instead of sampling wines, they're getting patterns for a quilt," she said.

"The quilt becomes a memory of the trip they've taken."

Travel is only half the story. The other is the sheer joy of collecting, a common characteristic of the consummate quilter.

And not just patterns; as a side venture, many stores involved in Row by Row are selling quilted license plates as collectors' items. Custom Threads' plate reads, "RIVER CITY QILTS"; Homespun Quilts, "QUILTER 4 LIFE."

Julie Walker, the owner of Center Diamond Fabric Store in Cannon Beach, is selling a plate that reads, "SEW BEACHY." Asked why a quilter would want to add yet another collectible to the Row by Row Experience, Walker

laughed. "Because we're all crazy!"

Rabid quilters

Many people play, but few can win, so it's almost better not to experience Row by Row solely in pursuit of fat quarters. Remember: Quilting art is functional art. Quilts can warm your body, festoon your wall and get your Christmas shopping over with.

The beauty of a nationwide theme like water is that, though the quilts are fashioned in different locations, they are connected by their imagery. Row by Row participants collaborating on a quilt can do their work separately, and when they unite their handiwork, "all the pieces fit together," Lutz said.

Walker's Haystack Rock pattern — which, coincidentally, she commissioned before his year's water theme had even been chosen — would pair nicely, for example, with the North Head Lighthouse pattern available at Boardwalk Quilts in Long Beach, Wash. How they would pair with the toilet patterns of two other Washington stores is anybody's guess.

Quilting "speaks to the artistic part of all of us, but you don't have to be an artist," said Teri Keizur, owner of Boardwalk Quilts and the Row by Row coordinator for Washington state.

Though it isn't likely that the Row by Row Experience will continue to grow in the U.S. — because, of course, there are only so many quilt shops around — "I don't think it'll get any smaller," Keizur said. "People that are quilters get pretty rabid about quilting."

For more information, visit www.rowbyrowexperience.com and www.rowbyrowexperience.com/oregon.

Local author Dueber comes full circle in new fantasy 'trilogy'

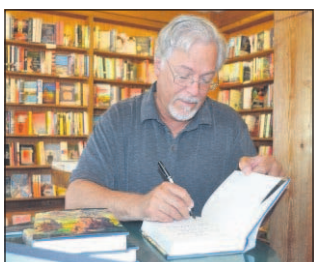
By Dani Palmer
Cannon Beach Gazette

Peter Dueber's "trilogy," a three-decade oeuvre by the local author, took center stage at Cannon Beach Books on Sunday, July 11 the kickoff of what he hopes will be a long journey.

"The Enlightened Journey of Eff C'effsky" is the first in his "Journey" series, planned to be nine books, thus the trilogy.

The first begins with Eff C'effsky, a young boy who finds himself in an orphanage with no memory of how he got there. He feels that he's been somebody somewhere else, but it's unsure whether his "weird, disjointed dreams" are more than they seem.

Dueber said it's about "a journey of deciding" between two parallel worlds: the one Eff is surviving in the 1950s,



DANI PALMER/CANNON BEACH GAZETTE
Cannon Beach resident Peter Dueber signs a copy of his new book, "The Enlightened Journey of Eff C'effsky."

where he constantly faces bullies, and the other in more of a fantasy realm.

Whether that fairy tale storyline has already happened or is concurrently happening or is even real is for readers to decide.

"Hopefully it's painted well enough that you want to be in both worlds," Dueber said. "More than anything, I want

to inspire people to become themselves and take chances."

Dueber said he wants his readers to be able to see themselves in and care for the characters.

The series will feature several of them, but Eff will carry the reader through all the books.

"The idea is to bring the reader full circle," Dueber added.

Dueber mapped the full storyline out over three decades. Book two is sitting in a box. His oldest child, Molly, refused to let Dueber rehash any bedtime stories, so he would tell her tales from the "Journey" series, using what he came up with to fuel his writing.

It's wonderful, he added, to finally see it in hardcover form from Outskirts Press.

Especially with such an inspirational, imaginative character providing the cover art.

Local artist Bill Steidel, known for his fantastical paintings, will do the cover art for Dueber's books.

Steidel was one of Dueber's father's best friends and "like an older brother to me," Dueber said.

Many of the characters in Dueber's books are actually based on friends and people he knows in and around town.

Many of the locations in the story are also based upon local points, such as the Needles and Haystack Rock, along with a few others that may not be as well-known. Others use more distant locations, particularly Scotland, where Dueber goes for quiet and inspiration.

He sold the retail shops he once owned in town to focus on his writing, though he can still be caught working in the Oil and Vinegar Bar.

The book is available at the Cannon Beach Book Company, Duebers, Voyages Toy Company and online at amazon.com.

MARKETPLACE

To place a classified ad call 503-436-2812, log onto www.cannonbeachgazette.com or stop in at 1555 N. Roosevelt in Seaside | Deadline is Wednesday at noon

70 HELP WANTED

Fibre Federal
YOUR COMMUNITY CREDIT UNION

AVP - Commercial Lending

Fibre Federal Credit Union, a \$900m financial institution is seeking a dynamic, progressive, team oriented individual for the position of AVP-Commercial Lending. Primary responsibilities will include relationship and loan management for TLC, A division of Fibre Federal Credit Union business members in the Oregon Coast Region.

Three to four years comprehensive banking or financial services experience, with strong small business and commercial lending experience required.

The successful candidate will also possess at minimum, a Bachelor's Degree in related field or an equivalent combination of work experience and education and advanced skills with Microsoft Office Suite, automated lending platforms and financial analytical software.

If you have excellent people skills and are interested in joining a financially sound, growing and learning organization, send your resume and references to: humanresources@fibrecu.com. Position - Exempt/Salary DOE Fibre Federal Credit Union is an Equal Opportunity Employer.

70 HELP WANTED

Astoria School District 1C is seeking applicants for several Classified positions. Please visit <http://astoria.tedk12.com/hire/index.aspx> to view a complete list of employment opportunities for the 2015/2016 school year ASD is an EOE

DUST off the old pool table and sell it with a classified ad.

BILL'S TAVERN BREW HOUSE

Bill's Tavern and Brew House is now hiring PT/FT line cooks, and bussers/dishwashers must be available nights and weekends. (503)436-2202 or pick up application at 188 N. Hemlock, Cannon Beach, OR.

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70 HELP WANTED

Clatsop Community Action (CCA), a non-profit agency, seeks PT (20 hour per week) Regional Food Bank Warehouse Worker.

Responsible to perform the tasks of the day to day warehouse operations which will include, but are not limited to assisting in the receiving and processing of product, unloading trucks, organizing products in the warehouse and maintains a clean, safe and healthy food place environment. Operates equipment, vehicles, and performs ground maintenance as needed. Requires: HS diploma; knowledge, skills, and abilities to perform standard food warehouse work. Experience preferred, but will train capable candidate. Must have valid driver's license and good driving record.

Wage DOE. Closes 8/7/2015. Obtain application at CCA, 364 9th Street Astoria, OR (503)325-1400. Submit application to CCA Attn.: Director. CCA info at www.ccaservices.org. Must pass background and drug screen. CCA is and EOE

Director Student Support Services & Disability Service: Grant funded position with benefits. View job description/qualifications and apply on-line at our web site www.clatsopcc.edu. Applications must be submitted by 5 PM on August 12, 2015. Call the Office of Human Resources at Clatsop Community College (503)338-2406 if application assistance is needed. AA/EOE

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Bookkeeper
Immediate Full-time G/L Bookkeeper for an Accounting office. Knowledge of computers useful. Tax capability a strong plus. **Send resume to mack@pacifier.com mail to PO Box 54, Seaside, OR 97138, or (503)738-9543 for interview**

Do you excel at accurate data entry? Enjoy answering questions and creating a welcoming environment?

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Tongue Point seeks an HR Assistant to keep our busy office humming along smoothly. Shift: Days - M-F, 8-5. Starting wage: \$11.50-13.00 DOE.

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70 HELP WANTED

Clatsop Community Action (CCA), a non-profit agency, seeks PT (25 hr. per week) MAINTENANCE WORKER

Responsible for 22 Hilltop Apt units. Minor repairs; renovates vacated apartments and prepares units for re-occupancy. Requires: HS diploma; knowledge, skills, and abilities to perform standard maintenance repairs. 2-5 years maintenance experience, valid driver's license/good driving record. Wage DOE.

Closes 8/4/15. Obtain application at CCA 364 9th street, Astoria OR. (503)325-1400. Submit application to CCA Attn.: Director. CCA info at www.ccaservices.org Must pass background and drug screen. CCA is an EOE

Full or part-time Driver needed. Wages DOE, CDL required, North West Ready Mix. 950 Olney Avenue nwready@pacifier.com (503)325-3562

Full time Physical Therapy Aide/clerical responsibilities. Seeking a reliable, and dependable person to assist the therapist in providing quality patient care in maintaining clinic laundry. Also must be detail oriented, organized, and proficient in Microsoft Word, to assist in maintaining records. Must be able to multi-task and work well with others, in a fast paced clinic. **Send resume to billing@oceanbeachpt.com or in person at 316 1st Ave. North Ilwaco, WA.**

70 HELP WANTED

Coastal EYE CARE

Full time position in a busy Optometry Clinic. Will train someone who is a fast thinker, able to multi-task, can work with others, and is looking for a long term career. Apply in person 819 S Holladay Seaside

LEKTRO

Local manufacturing company is seeking full time General Shop Labor. Job duties include: grinding, sanding, cutting of metals, and other shop duties. Experience in a manufacturing or machine shop environment preferred but not required. Candidates must have valid driver's license and pass a pre-employment drug screen and background check. Competitive wage rate DOE. **Apply at LEKTRO Inc., 1190 SE Flightline Drive, Warrenton Oregon. No Phone calls please.**

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