

## 5 Minutes with... Lisa Habecker

Introducing the 'Rock' to new audiences every day.

By Dani Palmer  
Cannon Beach Gazette

Lisa Habecker finds Haystack Rock and its surrounding natural environment fascinating. That fascination has kept her with the Haystack Rock Awareness Program for 13 years. Even her sons, Merrick, 10, and Morgan, 9, have gotten involved. "They officially donned their HRAP attire and volunteered many hours" this summer, she said, adding they were "instrumental" in helping her onto and off the beach. Now Habecker is beginning a new chapter in her HRAP book: she's the stewardship and environmental education program's new education coordinator.

**Q: How long have you been with the Haystack Rock Awareness Program and how did you get started?**

**A:** I started in 2002. A local sug-

gested I apply for the program and it was just a natural fit.

**Q: What is it about Haystack Rock that interests you?**

**A:** The rock has a unique pull. During high tide — the wave action — it's just an amazing, dynamic place. Obviously, due to my employment, low tide is spectacular with the diversity of animals. Everyday is so different.

**Q: What do your new duties involve?**

**A:** A lot more office work. We're really trying to make the volunteer coordinator position and the education coordinator position year-round. That involves a lot of prep work for next season. We're not in the step of scheduling yet, but that's the next duty. I'll be focusing on groups and scheduling them in on the days they request.



SUBMITTED PHOTO/CANNON BEACH GAZETTE

**Lisa Habecker, left, poses with Lisa K. from California. During a marine life conversation, they learned they share a name and birthday.**

**Q: What were you doing before you became the education coordinator?**

**A:** I was the lead Rocky Shore Interpreter. It was a natural progression of promotion.

**Q: Tell me more about that position and what Rocky Shore Interpreters do.**

**A:** We are a city program and

this is our 30th year. We go during low tide and set up signs to make sure people are aware of what is the national wildlife refuge and the state protected marine garden. We're there to educate and hopefully create more stewardship of the area and other people's backyards. We live in Oregon. There's always something exciting and majestic in our own backyard, whether it be the Pacific Ocean, wetlands or the mountains. They need to be protected.

**Q: What's it been like working with visitors and residents who don't know much about a protected area like Haystack's?**

**A:** It can be challenging, but it's really nice to understand other people's perspectives. This is a very unique place that has a lot to offer and that's kind of the lead in. The diversity of animals and everything we have is because it is a protected area. It can be a challenge, but it's also fun. Again, everyday is different.

**Q: What would you like to do with HRAP during your time as education coordinator? Are there**

**any particular projects you want to work on?**

**A:** Currently I'm working on creating key IDs for our volunteers and our staff. Basically the IDs will be a laminated 5x7 sheet of paper with a photograph of the animal and where you will find it specific to Haystack Rock or the Needles. Once I get it completed, we're going to have it digitized so it'll be available on the website. This will be another guide teachers looking at our program can have and print off for their students.

**Q: Are you working on anything else new for HRAP?**

**A:** There are so many things. The biggest is we're trying to get as much outreach as possible. We have an Instagram account and a Twitter account. Social media, we're hoping, is really going to reach the group of people we haven't been able to get. We think this is going to be a great tool. We're also looking into partnering with other natural groups, for instance the Falcon Cove Marine Reserve, and incorporating that into our curriculum.

# HRAP: Getting the word out has become a top priority

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## Unintentional harm

Haystack Rock was incorporated as a national wildlife refuge in 1968 and became a marine garden in 1991, one of seven protected intertidal areas along the Oregon coast.

Everything above the high tide line is apart of the protection, meaning it can't be climbed or walked on, and animals should not be touched, Keyser said. Visitors may take shells, but HRAP staff encourage them not to. The shells can provide habitat for animals.

The designations are meant to guard the animals and plants that call Haystack Rock home.

They also shield Haystack's visitors, Keyser added. This summer, a "huge rock" fell from the center that could have injured a climber. She noted rock falls occur daily.

The number of climbers intercepted rose from last year, but Keyser noted that the data also reflects increased beach shifts and more volunteers.



DANI PALMER/CANNON BEACH GAZETTE

**A visitor and her dog take a seat in front of Haystack Rock.**

There's a clicker at each beach shift site and those who interact with HRAP staff or volunteers are counted. This year, they had over 17,000 interactions. That doesn't include the thousands who don't

stop to talk to HRAP members.

Keyser said the majority of people staff and volunteers talk to are interested in doing what they can to protect the rock, as it's a place where "people can experience beauty and animals others are losing."

Some don't get what HRAP is doing or want to climb the rock "because they see it as their own," Keyser added.

Education rather than enforcement is the focus, but HRAP staff have had to call the police a few times this year because a person became extremely upset. Thankfully, those people are "so few and far between," Keyser added.

## Getting information out

Cannon Beach sees people from all over the world, and Portland residents flooded the coast to escape the heat this summer. Haystack Rock is the top Instagrammed location in Oregon.

HRAP staff and volunteers hand out informational brochures and try to use universal signage at the rock. There are signs posted that say "Do Not Enter" or "Area

**'It's a beautiful area. I don't know why people wouldn't want to protect it.'**

Sam O'Shields, Astoria

Beyond This Sign Closed," but Keyser said they need to consider replacing or cleaning them. Some are covered in barnacles, others get washed out during a storm or king tide.

Signs posted near the rock provide "keep off" warnings, but do not provide the rationale. However, interpretive signs at beach access points do provide information about the rock's protected status. Keyser said they are examining a variety of options to expand that message next season, as well. Staff are also planning to extend HRAP's season into October, meaning volunteers will be able to monitor visitors for an extra month.

Unfortunately, Keyser noted, even those who live nearby don't always know the importance of the rock as a protected national wildlife issue.

Sam O'Shields, 24, of Astoria, was a visitor, not a climber. Even so, she said she was unaware of the rock's status as a protected national wildlife refuge. "But I can understand why it would be," O'Shields said. "It's a beautiful area. I don't know why people wouldn't want to protect it."

She, like many visitors, enjoys the diversity of animals, such as anemones, sea stars and the puffins nesting there over the summer.

Keyser said she had encountered students at Astoria High School during a fair who hadn't heard of the Haystack Rock Awareness Program or even been to the rock. HRAP is working on projects to raise awareness among students and to get the community more involved, including a Facebook page and Twitter feed.

Getting the word out has become a top priority.

# New program director leads Cannon Beach Arts Association into the future

## From Boise to the beach, Brumfield shares her vision

By R.J. Marx  
Cannon Beach Gazette

This weekend will be Jane Brumfield's first Stormy Weather Arts Festival in Cannon Beach. The native Brit is the new program director at the Cannon Beach Arts Association.

Although she did get her "feet wet" at plein air, her arrival in Cannon Beach coincides with the arrival of the rainy season and a new outlook for the Arts Association. One of three scholarships awarded by the Chamber of Commerce at the Stormy Weather event will benefit the association's arts education program. Two other scholarships will be awarded, to the Coaster Theatre Theater Camp and the Sea Ranch RV Resort and Music Camp for Kids.

The 30-year-old nonprofit association functions primarily as a gallery space, she said, and is primarily run by volunteers. "I am the only paid employee," Brumfield said. "We have a good strong board and a good committee."

When programming for the gallery, "We bring as many voices in as possible to get so we get a good range of work to look at, and to select from," she said. "I feel as a nonprofit we're in a rather privileged position. As a nonrepresenting gallery, we should never be in competition with other galleries. We're a jumping off board for emerging artists, if other galleries in the town decide to represent artists having seen them here — whereas that's a frowned-upon thing if you're running a commercial gallery — for us, that's a win. That's a development for the artist."

By bringing in new work, she said, the gallery can create a "regional context in which the local artist can come up through."



R.J. MARX PHOTO/CANNON BEACH GAZETTE

**Jane Brumfield of the Cannon Beach Arts Association.**

Brumfield and her husband, Michael, moved to Cannon Beach June 1. Since 2009 they were the former owners of the Brumfield Gallery in the Hyde Park section of Boise, Idaho, until last September.

"Boise has a great grassroots level art scene and a really nice art museum," Brumfield said. "It does not have a great infrastructure for commercial galleries."

She said art galleries work best in big metropolitan area and resort towns in Cannon Beach. "It wasn't working to the point where I felt comfortable with my husband retiring," she said. "I noticed it was a shifting culture."

Among "cultural" changes are art sales on the Web and self-representation by emerging artists. Once customers or fans of an artist use an art blog, they tend to go straight to the artist, she said. "Artists are choosing this as a way forward, and a good business model."

Nevertheless, Brumfield said an "actual walking gallery is a really important thing," and after closing shop in Boise, she started looking for a job with a nonprofit. "I started looking at a nonprofit in Boise, but the scene's not really there," she said. "We'd been visiting Astoria. We said casually if we were going to be moving anywhere else, we might move here, and the next week I saw this job advertised."

During the interview process, the couple went house-hunting, found a place they loved in Astoria, and put in an offer on a home before she was even offered the job. "Luckily, I did get the job," Brumfield said.

In the past, the association was known for multidisciplinary events, added concerts and special events to their showings. Those aspects are less emphasized today, with the gallery and scholarships the primary focus of the association.

The association provides art scholarships, an internship and an individual artist grant. The summer camp, for which the Stormy Weather chamber grant is designated, draws a mix of local and out-of-town students. Visitors to Cannon Beach often bring their children and send them to camp while they vacation, she said.

"We are keen people recognize the programs we do here, rather than just a gallery, we're looking at more artist development, more arts development," she said.

Space is the number one limitation on future events, she said. "I don't even have a proper desk," she said. "If we were going to do anything it would be off premises."

With a new program director and some board members retiring, the association is undergoing a strategic planning and review to see what the community needs are and respond to that," she said. The association is also recruiting for a treasurer.

The winner of the individual artist grant will be announced this month, and comes after a large and competitive number of submissions.

The 29th Annual Miniatures Show new show, "Raining Cats and Dogs," with featured artist Paul Miller.

An opening reception takes place Saturday, Nov. 7, from 5 to 7 p.m. The gallery is located at 1064 South Hemlock St., Cannon Beach; 503-436-0744.

# 'Share the Warmth' with annual Windermere coat and blanket drive

The "Share the Warmth" coat and blanket drive, a tradition for Windermere offices throughout Oregon and Southwest Washington, kicked off Nov. 2, with 31 offices, including four on the coast, serving as donation drop-off sites. Community members are invited to take part and help their neighbors in need this winter by bringing coats and blankets to Windermere offices in Cannon Beach, Gearhart, Newport and Seal Rock through Dec. 18.

Community members can bring new or gently used and laundered coats for children and adults and blankets to the following Windermere offices during the designated drop-off hours. Drop-off locations include:

- Cannon Beach, 255 N Hemlock, Suite B1, Monday-Friday from 10 a.m. to 4 p.m.
- Gearhart, 588 Pacific Way, Monday-Friday, 9 a.m. to 5 p.m., Saturday-Sunday, 10 a.m. to 4 p.m.

- Newport, 567 North Coast Hwy, Monday-Saturday, 9 a.m. to 5 p.m., Sunday, 11 a.m. to 3 p.m.
- Seal Rock, 5693 NW Pacific Coast Hwy, Monday-Saturday, 9 a.m. to 5 p.m., Sunday, 11 a.m. to 3 p.m.

In addition, the following locations are participating as donation drop-off sites for the "Share

the Warmth" coat and blanket drive:

- Columbia Bank Warrenton, 603 Marlin Ave, Warrenton.
- Columbia Bank Seaside, 301 Avenue A, Seaside.

- Columbia Bank Cannon Beach, 107 Sunset Blvd, Cannon Beach.
- Columbia Bank Manzanita, 715 Laned Ave, Manzanita.
- Watch Me Grow, 3601 Hwy 101 N Gearhart.

Donated items will be distributed to those in need by St. Stephen's Episcopal Church, Astoria Rescue Mission, Head Start, Veterans Administration, Warrenton High School and Astoria High School.

More than 30 Windermere offices in Oregon and Southwest Washington are collecting coats and blankets for those in need this winter. For a complete list of participating offices, community members, call 503-220-1145.

In addition to hosting the annual "Share the Warmth" donation drive, the company's agents participate in annual community service projects and donate a portion of every commission to the Windermere Foundation, a non-profit organization that helps homeless and low-income families in the communities served by Windermere.

# Trivia and scavenger event coming to History Center and Museum

Stormy Weather Trivia and Scavenger Event takes place at the Cannon Beach History Center and Museum Saturday, Nov. 7, from 11 a.m. to 5 p.m. Each competitor may purchase a single trivia card for \$2; each card contains 10 questions that must be answered while in the museum. No cell phone or Internet searches are allowed. All questions are contained within the museum's exhibits and displays.

Those who answer all 10 questions correctly will win a prize.

The museum will offer "brain food" in the form of Sleepy Monk coffee and a few light snacks. Writing materials and writing stations are provided throughout the museum. Candy prizes have been provided by Bruce's Candy Kitchen of Cannon Beach. The Cannon Beach History Center and Museum is located at 1387 South Spruce St., across the street from the Cannon Beach Fire Station. For more information visit [www.cbhistory.org](http://www.cbhistory.org).