

Gazette and its sister publications welcome Borgen as new publisher

Cannon Beach Gazette

Kari Borgen will assume leadership at EO Media Group's North Coast operations on Dec. 1.

Borgen, 57, will be the group publisher and revenue director for the Cannon Beach Gazette, Daily Astorian, Seaside Signal, Observer and the regional Coast River Business Journal.

Borgen and her husband, Kerry, will relocate to the North Coast area. They have three grown children and enjoy the outdoors with their two dogs in their free time.

She is an Oregon native with deep roots in the media industry.

"I'm looking forward to joining the team, and meeting readers and businesses on the North Coast," Borgen said. "It's a beautiful and diverse landscape of communities with strong traditions, opportunities to grow and an appreciation for community journalism. We're excited to



Kari Borgen



Heidi Wright

become a part of it."

Heidi Wright, EO Media Group's chief operating officer, said Borgen rose to the top of a strong pool of candidates.

"We are very fortunate to have Kari join our company," Wright said. "She has ties to Oregon and a passion for high-quality community newspapers."

Borgen has a degree in business administration and marketing from the College of Idaho. She has worked for Western Communications, based in Bend, since 1998. Most recently, she served as its corporate revenue officer and regional publisher for the Baker City Herald and The Observer in La Grande. She

enjoys engaging in the community and has served on the boards of the Baker County Community Literacy Coalition, Rotary, United Way, Red Cross and YMCA.

She will take over business operations from David Pero, plus assume direct management of advertising sales. Pero left the company on Tuesday and former Advertising Director Betty Smith's position has been vacant since she retired at the end of June. Matt Winters, publisher and editor of the Chinook Observer and Coast River Business Journal, will report to Borgen.

"There is a precedent for what we are doing that can be found in our family's ownership of the Astorian," said Steve Forrester, president and CEO of EO Media Group. "In 1960, during Astoria's prolonged postwar adjustment, my parents and my aunt hired a publisher out of Alaska, Morgan Coe. He was a business-side publisher. At the same time, the veteran news-

man Fred Andrus was promoted to the role of editor."

Following that model, Jim Van Nostrand is being promoted from the role of managing editor to editor. Derrick DePledge will become managing editor.

"All of this is about our family's commitment to the future of this community daily newspaper at a time when traditional print media is adjusting to a new reality," Forrester said. "In Kari, we have a proven leader who will help ensure our financial viability for the long term. In Jim and Derrick, we have newsroom professionals who will meet the challenge of engaging readers in print as well as digital platforms."

Forrester added that the newest fourth-generation member of the company's board of directors is his son, Harrison, elected in August. His daughter, Susan Rana, has served on the board for four years and is corporate treasurer.

Extraordinary Living focuses on fitness

By Susan Cody
For EO Media Group



SUBMITTED PHOTO

Marco Davis leads a "Dancing Your Way to Fitness" class at the Extraordinary Living Conference at Clatsop Community College's Patriot Hall.

Curious older adults were awed by Patriot Hall when they gathered for the fourth annual Extraordinary Living Conference at Clatsop Community College. Entering at upper street level, the oval indoor track circles a three-story view down to the gymnasium floor.

A commanding panorama of the Columbia River and Astoria can be seen through north- and west-facing windows that stretch from floor to ceiling of the state-of-the-art building. Extraordinary Living focused on fitness this year because of the new fitness center, said Leslie Morgan, one of the organizers.

The conference held in September, attracted 50 to 60 participants, who could choose three out of 12 breakout sessions. Choices included life-enhancing topics such as how to create a happier body, genealogy, the ship report, hiking and paddling trail opportunities, how to live with pain, dancing your way to fitness, smart phone apps, palliative care and senior care living options.

Attendees enjoyed a sandwich buffet by CCC's Bandit Café. Sponsors gave out information and swag during the event.

One of the highlights of the event was sampling some of the activities.

RiversZen Yoga co-owner Peggy Stevens asked the Happier Body and Acupuncture class if anyone had pain, scar tissue, joint replacements, headaches or posture issues. Hands went up to every question.

She and instructor Wendy Hensley demonstrated the use of yoga therapy balls for massaging the connective tissue between muscles, called fascia.

"We focus on what you do so you can live better in your body," said Stevens. "None of us came with an instruction booklet on how we should be doing what with our body."

"Our goal at RiversZen is for you to learn some techniques for you to take home and do on your own."

Using small rubber therapy balls can improve circula-

tion and help with plantar fasciitis, sciatica, jaw and shoulder problems, Hensley said.

As she demonstrated, participants joined in rolling the balls under their feet. They also tried leaning on the balls against the wall, while their rolling the shoulders and other exercises.

A positive, good stretch is what both instructors encourage. They stressed that their exercises are never meant to cause pain and that you should always be in control.

Partnering in this session was Karen Kaufmann, an acupuncturist with a degree in psychology. She helps people with stress management and depression as well as pain at her acupuncture clinic in Astoria.

Stressors are a detriment to physiological, mental, emotional and behavioral health, Kaufmann said.

As a relaxation exercise, she had everyone place their tongue on the roof of their mouth, behind the teeth and breathe in through the nose to the count of four; hold for a count of seven; and exhale through the mouth for a count of eight; and repeat three more times.

She said this is a good exercise to do when you are feeling stressed or before bed. She cautioned not to do it while you are driving.

Acupuncture helps regulate and balance the nervous system, which relieves stress she said.

Kaufmann also will be seeing patients and caregivers at the new OHSU-Columbia Memorial Cancer Center. She said caregivers benefit from treatment because they are often overtaxed and feel guilty when they are working on themselves.

'Holiday Treasures' ahead at boutique sale

The Holiday Treasures Boutique debuts at a new location for its third annual sale Thursday, Nov. 16.

Because of the increased success and demand for high quality handmade crafts at reasonable costs, the boutique has expanded its floor space and hours of operation.

Now located at the Seaside Elks Lodge, shoppers will find more room to browse from 11 a.m. to 3 p.m. for beautiful handmade holiday gifts, homemade baked goods and an assortment of one-of-a-kind crafts made by the women of P.E.O. Chapter FB.

Event chairwoman Marion Benke said that the group had outgrown its previous site at Butterfield Cottage in Seaside.

The new location at the Elks Lodge, located at 324 Avenue A in Seaside, offers more space for the event, she said.

Each member of the chapter has worked during the year to create and add to an abundant array of seasonal items for not only Thanks-



REBECCA HERREN/CANNON BEACH GAZETTE

Gayle Spear (left) and Marcia Hartill (right) stand next to a display sample of the range of items available at the third annual P.E.O. Holiday Treasures Boutique sale at 11 a.m. Nov. 16 at the Seaside Elks Lodge.

giving and Christmas, but for year-round décor. The winter "lodge" has been decorated to welcome all who are seeking that something special.

New items will be showcased. Gayle Spear and Judy Woodmansee have donated exquisite needlework pieces. A collection of handcrafted birdhouses, beach themed items and vintage jewelry will be on display. Children's

gifts including stuffed teddy bears, cookie filled trucks and doll clothes are waiting for a playmate. Fresh floral arrangements and wreaths designed by Diane Somers and Jan Smith will be ready to decorate homes.

An expanded bakery section offers luscious pies, cakes, cookies, jams, Nancy's famous "super-duper" pretzels, rustic bread, blue ribbon

beets and many more items for holiday entertaining.

The mission of P.E.O., an international philanthropic organization over 140 years old, is to support women in their educational endeavors.

Proceeds from the Holiday Treasure sale benefit the chapter's educational fund that supports women who are currently seeking undergraduate degrees, have decided to go back to school after being out of school for a time, or who are seeking graduate degrees.

The chapter is sponsoring two local women including Alanna Kiefer who has received P.E.O. scholarships annually for the past four years and who will be graduating from OSU with a degree in marine biology in June 2018.

Raedetta Castle, the manager of the Seaside Head Start program, has received P.E.O. grants and a significant low interest loan to enroll in the MBA program at Marylhurst University in Portland. She will achieve her advanced degree in December.

LETTERS

Letters from Page 4A

For now, it is enough to pause and remind ourselves that the board chairman has publicly announced he is not going to serve beyond the end of his term (December 2018), and that the county manager has announced to county employees that he will resign.

So, the more important issue at hand is this: The timing is right, or will soon be right, for the board to commit itself to diversity of opinion, and for county officials to commit themselves to opening a relatively closed governance process to the fresh air and sunlight of new ideas.

Diversity in our government and on our board is a healthy thing. It is worthwhile, if not imperative, that we work together to express different points of view and that we discuss all paths to common goals. For instance, at the most basic level, the board of the county commissioners is the governing

body for Clatsop County. Our county charter says so.

I believe that the governing body should define its mission, form a plan, articulate goals that are specific, measurable, achievable, realistic, and time-limited (SMART). I believe we should plan, monitor finances and outcomes, and evaluate our success. That's our job as the governing body. We have an opportunity to implement those changes.

Since my election in January 2015, I have worked hard for District 5, for Clatsop County, for our region, and for our state. It's an honor to further efforts to provide affordable housing, sustainable and best use of forest products, and protect the safety and well-being of the people.

My heart is in this place. My commitment and my voice will remain strong. **Lianne Thompson**
Clatsop County Commissioner
Arch Cape

Pot shops lead to increased crime

Thanks for the story regarding pending Cannon Beach pot shops in The Daily Astorian Oct. 23. This is a topic that needs to be seen and considered by more people. Appropriately, the Cannon Beach City Council has decided to address it at its December meeting.

I was disappointed that the issue of crime was not included in the story. The most basic tenets of the Cannon Beach comprehensive plan refer to "high sense of security," "a sense of safety," "strong sense of place" and "quality of life" in our little village.

The crime associated with the pot shops in states where they are legal is alarming.

Murders of employees (at least two, one just a month ago in Cheney, Washington, another in Denver a year ago that is still unsolved), shootings and armed robberies (using handguns and shotguns, bear mace, cars as ramming tools, crowbars and more), and burglaries — successful and otherwise — that of course affect the neighborhoods where they occur.

Some pot shops find it necessary to have armed guards. No business in Cannon Beach has armed guards. And there has been only one armed robbery in Cannon Beach in the past five years. That would doubtlessly change if pot shops were allowed here. To see just how, Google "pot shop crime" and click on "news."

Additionally, as I have

said in public comment at council meetings, there are many other conflicts with the comprehensive plan with regards to pot shops in Cannon Beach — space limitations keep me from listing them all here. But certainly personal and family safety is at the top of any list.

And it all comes down to what it says in the comprehensive plan:

"All city ordinances, policies and actions must be consistent with the comprehensive plan. Where there is a conflict between the plan and ordinances or other city policies, the plan shall prevail."

This is not about marijuana. This is about Cannon Beach.

David Frei
Cannon Beach

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