

Views from the Rock

THE HALLMARK OF HOSPITALITY

CANNON SHOTS

R.J. MARX



Hallmark Inns & Resorts is an independent, family and employee owned hospitality company with properties in Cannon Beach and Newport. Most recently, Hallmark acquired the Whaler in Newport from founders John and JoAnne Clark.

In Cannon Beach, the Hallmark Inn is “the closest to Haystack Rock” and a mecca for visitors since 1948. Guest room renovations, launched last fall, will continue through May.

Overseeing this will be Ric Rabourn, recently promoted operations and chief executive officer of Hallmark Inns & Resorts. We spoke with Rabourn about his newest venture in Newport, and what’s coming up in Cannon Beach.

♦ ♦ ♦

Q: What is your background?

Rabourn: I’ve lived in Oregon 19 years. Before that, all over western Washington. I grew up in the hotel business. My dad was in the hotel business. We kind of moved around.

I moved to Lake Oswego after 18 years as vice president of operations and general manager of the Newport resort, when I was promoted to the president/CEO position.

Q: Tell me about your properties.

Rabourn: We currently have three hotels. And we’re getting ready to develop a hotel site in Bend.

Q: Will there be changes in Cannon Beach?

Rabourn: With the Cannon Beach hotel, we’re in the middle of a \$3 million renovation right now at the Cannon Beach property, which is a pretty much a floor-to-ceiling upgrade of the guest rooms.

Q: What kind of improvements are you making?

Rabourn: We are doing all new carpeting, flooring, furniture, all new wallpaper, painting. The bathrooms are all being updated with new LED-lit mirrors as well as quartz vanity tops. Woodcastle (based in Albany)



Guest room at the Hallmark Inn in Cannon Beach.

is doing all the furniture for us. They bring all the raw logs from within 80 miles of Corvallis.

Q: Who is your demographic?

Rabourn: I would say upper-scale, primarily. The Cannon Beach market pricing is fairly upper-scale. Most of the guests are going to come from the Portland area and up into Washington. We have a lot of guests from Seattle.

Q: How does the Newport audience differ?

Rabourn: The Newport audience mainly pulls from Portland south, down the I-5 corridor and east as far as Boise.

Q: Do you have international visitors?

Rabourn: We do. In Newport, we get a lot of group tours that come in. They tend to have a lot of international travelers with the group tours. In Cannon Beach, it’s more individual travelers. We still get — especially in the summertime — quite a few travelers around the world.

Q: How do you approach the threat of a tsunami?

Rabourn: Our Newport property is high enough up that it’s not considered to be in the tsunami zone. We still have all the tsunami preparedness information, as well as evacua-

tion routes, posted in all the guest rooms.

Likewise in Cannon Beach as well, we have all the information there as well.

Q: Do guests feel more comfortable knowing the risk?

Rabourn: They don’t really say a lot about it. The Japanese tsunami (of 2013) didn’t end up hitting in Newport or Cannon Beach, but guests appreciated having the information. We actually had several guests, who decided, despite being told it wasn’t coming, to high-tail it to Corvallis at night.

Q: What are some of the special features of your Cannon Beach location?

Rabourn: The Cannon Beach location does have a full-service spa on-site. That’s very popular. It’s an amenity not many places have. We do seasonally free bike rentals as well.

We do monthly specials at all the properties. Sometimes they’re added value special — in Newport, it might be a bed and breakfast, in Cannon Beach, a spa treatment or discounted rate offer.

Q: Will you be involved in local land-use and planning matters?

Rabourn: As far as the local chamber of commerce related things, typically the general managers of the property are the ones



Ric Rabourn, president and chief executive officer of Hallmark Inns & Resorts.

attending those meetings. They’ll let me know if there is anything bigger picture that’s coming down the pike I should be aware of. I would certainly be attuned to that and get involved if applicable.

Q: Do you get involved with state lodging decisions?

Rabourn: We’re members of the state lodging association and I will be attending some of those sessions.

Our role is to try to continue to provide a great lodging experience for visitors that are coming into town, as well as being a good member of the community. Mike Locke (Hallmark general manager) has been there since August. He’s living in the area now and getting out and trying to meet as many people as possible.

Q: You are employee-owned?

Rabourn: A key feature of Hallmark is we’re one of the few hospitality companies that has an employee stock ownership program. We’re presently 70 percent-owned by family and 30 percent employees.

Q: Who is covered?

Rabourn: (Employees) top to bottom. The hourly cut-off is 30 hours, or anyone who works 1,000 hours per year or more is eligible for the employee stock option program, that’s something provided at company costs. The employee doesn’t pay anything.

Q: That’s one way to get good employees on the coast.

Rabourn: It is. We offer a great benefits package including medical, dental, vision, as well as the 401K plans, discounts at our various properties.

Q: What percentage of your guests have pets?

Rabourn: In Cannon Beach, about 40 percent of our rooms are pet-friendly, and they tend to run pretty full. I’m not a scientific person, but I think 40 percent is pretty accurate.

We do \$20 per pet per night. That includes a pet basket that we put in the rooms. It has a sheet they can put out for the pet, as well as a water bowl, toys and treats.

A Native American’s debut novel

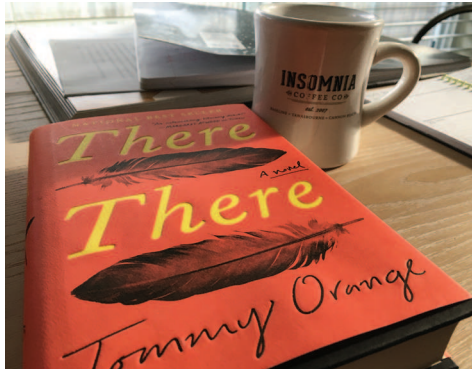
VIEW FROM THE PORCH

EVE MARX



I belong to a book group; it’s natural and common for the membership to pass around books we’ve enjoyed. Not all the books make it to our scheduled discussions, which, yes, are all accompanied by food and drink. (Has there ever been a book group, except maybe bible study, that hasn’t included food and drink?) So when two of the book group members urged me to read “There There” by Tommy Orange, it was hard to say no, even though my night table was already groaning with piles of books.

“There There,” published in 2018, is a debut novel by Cheyenne and Arapaho author Tommy Orange, a graduate of the MFA program at the Institute of American Indian Arts in Santa Fe. He is also a McDowell Fellow. The story is a contemporary tale of woe of violence and recovery as well as memory and identity of Native Americans. Told from the point of view of 13 intergenerational characters, all Natives, everything comes to a head at the gathering of the Big Oakland Powwow. Among them, Jacquie Red Feather is newly sober. Dene Oxendene struggles to pull his life together after his uncle’s death. Opal Viola Victoria Bear Shield only wants to see her nephew, Orvil, perform traditional Indian dance.



Eve Marx

Tony Loneman is the teenage product of Fetal Alcohol Syndrome. At the Powwow, their lives converge in an afternoon of unspeakable loss, sacrifice, and heroism.

Although I like to think of myself as someone widely read, the sole Native American author I’m familiar with is Louise Erdrich. That doesn’t really speak that well of me. Reading “There There” I was forced to acknowledge how little I know about Native people, in no small part because everywhere I’ve lived, and I’ve lived on both coasts, east and west, Native people and their culture were systematically wiped out by white men.

After I finished the novel, I searched for more information about its author. In an interview with the American Booksellers Association, Orange said many Native Americans today struggle with authenticity. He said if you don’t look stereotypically Native, as soon as you say who you are, everyone thinks they have the right to ask you how Native you are, and how much right you have to claim your heri-

tage. He said that’s a seriously destructive thing to experience.

The novel’s title comes from a 1937 Gertrude Stein reference to Oakland, “There’s no there there.” Stein was talking, even then, about urban sprawl and land developed to the point of unrecognition. Orange said he drew a parallel to the Native experience of there not being a “there there” for Native lands and the people who once inhabited it. This made me think of the Clatsop tribe and what has become of them.

In the early part of the 19th century, the Clatsop made their home on the Oregon coast from the mouth of the Columbia River south to Tillamook Head. The Natives shared their salmon, their berries, and their hunting tips with the white men but did not mingle socially; in 1851 the Clatsop tribe ceded by treaty 90 percent of their land to the U.S. government.

Today the Clatsop have no formal recognition, which means their people, like so many other Natives, struggle to maintain an identity. Two hundred or so Clatsop Natives formed an unofficial confederation called the Clatsop-Nehalem Confederated Tribes of Oregon. Some Clatsop also are enrolled with the Chinook Tribe.

I wonder if the popularity of genetic testing kits such as 23andMe and AncestryDNA can help them find more of each other and inspire interest in their heritage.

Meanwhile, if you want to get a taste of what it means to be an urban Native, read “There There.” It’s available at the Cannon Beach Book Company on North Hemlock Street.

I want to go home again

OUT OF MY HEAD

BOB DIETSCHKE



Thanks to Jack Nicholson bucket lists have become fashionable. So last week I made a list. I would like to visit Thomas Wolfe’s memorial in Asheville, North Carolina. or take the boat ride to Catalina Island or be a part of the crowd at a Steelers and Browns football game, but most of all I want to go home again. I want to revisit the house in Toledo, Ohio that I grew up in 70 years ago. Perhaps you’re asking why would anyone want to do that? The terminally nostalgic or as lyricist Dave Frishberg put it: “people with a psychopathic involvement with the past.”

I drive by my old house every time I am in Toledo, but I want to go inside. I want to know what it is like to step back in time realizing that several generations have made changes at 4108 N. Lockwood. This urge is more than just a nostalgic trip. I want to test my memory. Could I climb the stairs, turn right, and find my bedroom? Will the size of the rooms inside match my recollection? Is the living room, the dining room, and the kitchen where I remember? And what happened to the coal eating furnace in the basement that my Dad and I used to feed each night? Is there still a place in the backyard where grass would never grow? I get a rush just thinking about it, but with some apprehension. What is it going to be like when I step inside, where the past and present are there all at once like an episode out of the Twilight Zone?

I want to know what the current owners think about my old house and why they bought it. I want to know what they think about the neighborhood and Whittier Elementary where I went to school. Does it still have great teachers like Ms. Dryfus, Ms. Moon and Ms. Atkins?

I thought a lot on how to make this happen. I can’t out of the blue just knock on the door. My friend April has a better idea: She said, “find out the names of the current residents on Google and ask them if they would be willing to let you have a one hour tour at their convenience.”

News at 11.

PUBLIC MEETINGS

Monday, March 11

Cannon Beach Rural Fire Protection District Board of Directors, 6 p.m., 188 E. Sunset Blvd.

Tuesday, March 12

Cannon Beach City Council, 5:30 p.m., work session, City Hall, 163 E. Gower St.

Wednesday, March 13

Cannon Beach City Council, bud-

get preliminary discussions, City Hall, 163 E. Gower St.

Thursday, March 14

Cannon Beach Academy, board meeting, 3781 S. Hemlock, Cannon Beach.

Monday, March 18

Ecola Creek Watershed Council, 4:30 p.m., City Hall, 163 E. Gower, Cannon Beach.

Tuesday, March 19

Cannon Beach Public Works Committee, 9 a.m., City Hall, 163 E. Gower St.

Thursday, March 21

Parks and Community Services Committee, 9 a.m., City Hall, 163 E. Gower St.

Friday, March 22

Emergency Preparedness Committee, 9 a.m., 163 E. Gower St.

Cannon Beach Design Review Board Meeting, 6 p.m., City Hall, 163 E. Gower St.

Thursday, March 28

Cannon Beach Planning Commission, 6 p.m., City Hall, 163 E. Gower St.

Friday, March 29

Emergency Preparedness Committee, 9 a.m., 163 E. Gower St.

Publisher Kari Borgen
Editor R.J. Marx
Circulation Manager Jeremy Feldman
Production Manager John D. Bruijn
Advertising Sales Joseph Bemt, Nancy McCarthy, Cara Mico
Contributing writers Eve Marx, Nancy McCarthy, Cara Mico, Bob Dietsche, Dave Fisher, Rita Goldfarb, Rain Jordan

CANNON BEACH GAZETTE
 The Cannon Beach Gazette is published every other week by EO Media Group.
 1555 N. Roosevelt, Seaside, Oregon 97138
 503-738-5561 • Fax 503-738-9285
 CannonBeachGazette.com • email: editor@cannonbeachgazette.com
SUBSCRIPTION RATES:
 Annually: \$40.50 in county, \$58.00 in and out of county.
 Postage Paid at: Cannon Beach, OR 97110

POSTMASTER:
 Send address changes to Cannon Beach Gazette, P.O. Box 210, Astoria, OR 97103
 Copyright 2019 © Cannon Beach Gazette. Nothing can be reprinted or copied without consent of the owners.

THE NATIONAL AWARD-WINNING

CANNON BEACH GAZETTE

