

Beach Books marks 10th anniversary

Books from Page 1A

for reading was fueled particularly by her seventh- and eighth-grade English teacher, who spent the first 30 minutes of each class reading out loud from classics such as "The Count of Monte Cristo," "A Tale of Two Cities" and "Les Misérables."

"I think that's where I really fell in love with literature," Emmerling said.

One of her favorite books now is "All the Light We Cannot See," by Anthony Doerr.

Over the years, Emmerling has worked with her husband on a couple businesses, including his current decorative furnishing company, Gearhart Ironworks. In 2005, she decided to start her own retail shop. At the time, there were a few other bookstores downtown that since have closed. She did not know a lot about running a retail store at the time, but she quickly changed that and has continued learning on the job ever since.

The store has "a great local following," she said, but it is still dependent on providing seasonal products and catering to out-of-town visitors. About two and a half years ago, Emmerling moved Beach Books to its current location at 616 Broadway for more space and visibility.

"It's a better fit here in the Gilbert District," she said.

Her inventory is filled with fiction, young adult and children's books, various nonfiction works and a changing collection of whatever is trending at the time. Right now, adult

coloring books are very popular, she said. Emmerling also finds cards are big sellers. She said she believes products such as that are a way for people to escape technology's encroachment in nearly every aspect of life.

"We need something that's impactful and personal, and cards seem to fill that niche for a lot of people," she said.

To compete with a growing online marketplace for products such as books, Emmerling said it is all about having great customer service and giving patrons a unique experience they cannot get anywhere else in town. She works to be involved in the local community, through the Seaside Downtown Development Association and by organizing her own events. She puts on monthly Lunch in the Loft events with various authors; hosts an annual local author event called Written In the Sand; and allows local book clubs or writing groups to use the upstairs space at the store.

Beach Books has also hosted Walnut City WineWorks for the biannual Seaside Downtown Wine Walk, organized by SDDA, since the event started. During the upcoming wine walk, which starts at 3 p.m. Saturday, Nov. 14, Beach Books will once again join with Walnut City WineWorks to reenact its grand opening from 10 years ago.

On Sunday, Nov. 15, the public is invited to a cake and champagne reception from 1 to 4 p.m., which is a way for Emmerling to say "thanks" to the community for its continued support, she said.

Assistance League helps local kids

Dress from Page 1A

a goody bag replete with cinch-sack, water bottle, and bonus items from the store.

"It's just a great event," Ter Har said. "We receive back by being able to do this. Last year we clothed over 600 kids in Clatsop County."

On Tuesday at the Seaside Outlets, Nike Night served boys from Seaside, Warrenton, Knappa, Astoria and Jewell. About 100 boys enjoyed pizza, music and snacks along with purchases of clothing, jackets and shoes.

Taking 'measure' at Seaside Heights

A team of volunteers visited Seaside Heights Elementary School early last month to meet with more than 30 students, take their measurements and get their preferences. Over the next few days, the volunteers went about acquiring the clothes, first at the Assistance League's warehouse and then at local stores. They returned to the school Oct. 13 to deliver the clothes.

Mission accomplished.

"It's so community based," Kathy Arndt, a volunteer from Warrenton, said of Operation School Bell, the Assistance League's signature program. "You see the results immediately. It's one of these things where it's good all around."

Each Clatsop County school has a team of volunteers dedicated to serving the students by meeting them and then returning with clothes that fit their



KATHERINE LACAZE/SEASIDE SIGNAL

Volunteers from the Assistance League of the Columbia Pacific were at Seaside Heights Elementary School on Oct. 8 to meet with students and take their measurements to get them new school outfits, underclothes and winter coats for Operation School Bell.

specifications and preferences. The teams serve the same ratio of students compared to overall student body at each school. This year, it was about 8 percent, which equals 37 students at Seaside Heights.

Sally LaCoste said she asked school administration how many students could use the service if funding allowed, and the answer was between 40 and 50.

"We're working on getting that information from each school so we could dress more," which would require more fundraising, chapter President Jane Cartwright said.

The school counselor and principal of each school identifies the students most in need. They are sent home with permission slips to be signed by their parents or guardians. One of the organization's challenges, LaCoste said, is getting the permission

slips signed by parents and returned to school.

Clothing local children

The Assistance League is a national, volunteer-driven nonprofit organization. The Columbia Pacific chapter, serving Clatsop youth, was established in 2011, joining more than 120 other chapters nationwide. The group was functioning as a guild three years prior to that while working on becoming an official chapter, Cartwright said.

The local chapter's programs primarily benefit children in need. They are focused on providing clothes that "heal a lot of hurt," "build confidence and self-esteem" and "keep youth wanting to go to school," Cartwright said.

Arndt said Operation School Bell, which serves students in kindergarten to 12th grade twice per year in the fall and spring, is her fa-

vorite program administered by the Assistance League of the Columbia Pacific. Throughout the year, volunteers will purchase clothing on sale or using coupons to stock the organization's warehouse in preparation for the program. If necessary items are not available at that source when it comes time to supply clothes to the students, volunteers go shopping at local establishments to fill in the gaps.

Volunteer Claire Putz, of Warrenton, said her favorite program is Cinderella's Closet, because it is about "making a teenage girl a princess for a day. Overall, it makes you feel good."

Cinderella's Closet, with an inventory of more than 200 gowns, gives high school girls the opportunity to use the dresses — in addition to shoes, jewelry and other accessories — for their homecoming or prom dances. There is no charge to use the dresses. They have to be returned after the event, but the girls may keep the shoes and accessories.

Overall, the Columbia Pacific chapter helps clothe more than 600 schoolchildren throughout Clatsop County, raises more than \$80,000 and invests more than 8,000 volunteer hours from about 140 volunteers. All regular meetings are held on the first Thursday of each month from 5:30 to 7:30 p.m. at England Marine Supply Co. in Astoria. To join, donate or get more information, visit www.assistanceleaguecp.org or contact the organization at PO Box 596, Astoria 97103.

Beach Books

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November 13-15

We'll be toasting our 10th Anniversary with special events and 10% off everything in the store!

Lunch in the Loft with
JONATHAN EVISON
Friday, November 13th at Noon
 Cost: \$30 includes catered lunch and copy of This is Your Life Harriet Chance. Please RSVP

SEASIDE DOWNTOWN WINE WALK

Join Walnut City Wineworks as we reenact our Grand Opening party during the Seaside Downtown Wine Walk November 14, 3-7pm

Sunday we'll be serving Cupcakes & Champagne so Please Stop By!
 And remember, everything in the store is 10% off Friday-Sunday as our way of saying Thank You to all of you who made these past ten years not only possible, but wonderful.

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