

**OBITUARIES**



**Gregory Kershul**

May 9, 1925 — June 6, 2016



**Gregory Kershul**

Gregory Kershul, 91, of Seaside, died Monday, June 6, 2016, in Seaside. He was born May 9, 1925, in Anaconda, Montana, the son of Joseph and Josephine (Africh) Kershul.

He graduated from Anaconda High School in 1943, and served in the Army Air Force, 117th AACS SQD for three years during World War II in the European and Mediterranean theaters. He graduated from the University of Montana with a degree in business organization and management.

On June 17, 1947, he married Patricia L. Lavin from Conrad, Montana. They moved to Dallas, Oregon, in 1950 and operated the Majestic and Rio Theaters. In 1952, Greg became the manager of the Park Plaza Apartments in Portland, Oregon.

In 1954 he and Pat moved to Seaside, where he managed a private fish hatchery on the North Fork of the Necanicum River. In 1955, they purchased the Sunset Drive-in Theater in Gearhart, Oregon, and in 1959, purchased the Times Theater in Seaside, Oregon.

He was a member of the Sunset Empire Amateur Radio Club, a lifetime member of the University of Montana Alumni Association, a lifetime member of the Seaside Elks Lodge No. 1748, a member of the American Legion Post No. 99 for 62 years, and a member of the American Relay League, amateur call sign K7OKL.

He was chief photographer for the Seaside Police Department from 1988 to 1994, and a lifelong active outdoorsman. He was very happy to have a street named after him in

Gearhart, Oregon — Kershul Circle. His experience of a lifetime was riding in the cockpit of the Concorde supersonic airplane between New York and London, arranged for him by his daughter, Kris.

His wife Pat predeceased him on Sept. 10, 1994. Survivors include his children, Kristine Kershul of Seattle, Washington, Bill and Dee Kershul of Colbert, Washington, and Patty (Kershul) and Mark Bowman of Beaverton, Oregon; grandchildren Cassandra (Bowman) Stone and Blake Bowman of Beaverton; as well as nieces and nephews in Illinois, Idaho, Connecticut, and Colorado. A brother, Dr. Victor W. Kershul, preceded him in death in 2009. He had a very dear companion, Lennice Nichols of Gearhart, Oregon.

A memorial service is to be held at Our Lady of Victory Catholic Church in Seaside on Friday, June 17, at 11 a.m.

Hughes-Ransom Mortuary & Crematory in Astoria is in charge of the arrangements. Go to [www.hughes-ransom.com](http://www.hughes-ransom.com) to share memories and sign the guest book.

**Death Notice: Jennifer Wilson**

WILSON, Jennifer Louise, 35, of Warrenton, died in Portland. She was 35. Hughes-Ransom Mortuary & Crematory in Astoria is in charge of arrangements. Go to [www.hughes-ransom.com](http://www.hughes-ransom.com) to share memories and sign the guest book

**Death Notice: Marguerite Reed**

Marguerite Reed, 97, of Seaside, died on May 26, 2016 in Seaside. Ocean View Funeral & Cremation Services of Astoria

**Shirley Aline Backus**

April 14, 1930 — June 1, 2016



**Shirley Backus**

Shirley Aline Riley Backus, a lifetime resident of Seaside and recently residing at Regent Court Memory Care Center in Corvallis, Oregon, passed away on June 1 at the age of 86.

She was born on April 14, 1930, in Oakland, California, the daughter of the late Edward R. Riley and Geneva Duncan Riley of Seaside, Oregon. She is survived by her husband, Gouverneur "Chuck" Backus of Seaside, Oregon; two sons, Guy E. Backus of Salem, Oregon, and Charles S. Backus of Seaside, Oregon; and one daughter, Tara B. Ruth and her husband, Dennis, of Corvallis, Oregon.

She attended Seaside Union High School. She met Chuck when he was stationed at the Naval Station Tongue Point, Astoria. They married on Dec. 25, 1948, in Medford, Oregon, and were wed for over 67 years. She was a resilient Navy wife and mother, enduring numerous separations and several household relocations that included a period of living in Japan at the Yokosuka Naval Base.

In 1965, the family settled in Seaside. She worked at Fort Stevens State Park, and then helped build and operate their family-owned kennel boarding business on U.S. Highway 101 for many years. She also worked part-time in the cafeterias at Seaside High and Middle school. She was a member of the Seaside Moose and Seaside American Legion Post 99 Ladies Auxiliary, and held numerous positions in each organization.

She was the oldest of seven children, and was preceded in death by her brother, Edward C. Riley Jr.; and her sisters, Donna Jean, Edith Ceita, Mary Louise and Frances Ellen Riley, who were tragically killed in a house fire in 1945 in Seaside.

She is survived by her brother, and sole surviving family member, John C. Riley

of Portland, Oregon; and three cousins, nieces and nephews. Surviving grandchildren are Becky L. Hagan of Weiser, Idaho; Charles E. Backus and his wife, Stephanie of New Plymouth, Idaho; Melissa A. Barnes and her husband, William, of Lincoln City, Oregon; Jessica M. Martin and her husband, Jeffery, of Phoenix, Arizona; and Karen Dow and her husband, Justin, of Portland, Oregon. Her seven great-grandchildren are Chelsie Backus, Cameron M. Pierce, Jasmine E. Hust, Alexandria L. Martin, Liam O. Barnes, Reagan K. Dow, and Kevin C. Dow. Her great-grandson, Erik M. Martin, preceded her in death.

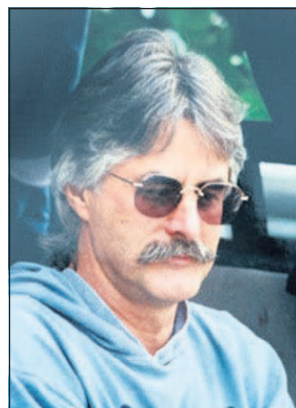
She enjoyed craft and sewing activities, gardening, square dancing, reading, playing cards and board games. Although dementia suppressed remembrances of many events of her lifetime the past few years, there was still clarity of special events and people that she would readily talk about.

Memorial donations may be made to the Alzheimer's Association Oregon, 1650 N.W. Naito Parkway, Suite 190, Portland, OR 97209, or to Moose Charities, 155 S. International Drive, Mooseheart, IL 60539.

There will be no service, and burial will be at the convenience of the family. Hughes-Ransom Mortuary & Crematory in Astoria is in charge of the arrangements.

**Charles Horsley**

Dec. 7, 1951 — May 24, 2016



**Charles Horsley**

Chuck Horsley, 64, passed away May 24, 2016, surrounded by his family. Chuck will live on at his favorite place, the ocean.

Chuck was born in Chicago on Dec. 7, 1951. He grew up in Santa Cruz, California, where he started working at the age of 15. When he wasn't working or going to school, he loved playing sports including baseball, surfing and volleyball. He also managed to be crowned Homecoming King ... twice; he was a busy guy!

When Chuck left Santa Cruz, he couldn't leave the ocean behind, but preferred to share the beach with less people, so he moved to the sleepy town of Astoria. Chuck lived the rest of his life in Astoria, where he raised two daughters and touched countless lives with his giving, loving and community-minded nature.

Although Chuck was a self-proclaimed "surfer," he had an unrivaled work ethic. Chuck was known for his ability to work as hard as he could to make sure the job was done well, and his family was provided for. Chuck was a man of his word, and made good on every promise he could. Chuck was also a stubborn man, and a force to be reckoned with. Luckily, once

Chuck considered you family, you forever had him on your team.

Some of Chuck's favorite things to do included spending time with his family, his Thursday night get-togethers with friends, going to his favorite beach and riding his bike at Fort Stevens. He loved Astoria so much, and referred to it as his "God's Country."

Chuck is survived by his daughters, Caitlin and Nicole Horsley, as well as the love of his life, Stephanie Kefauver.

Chuck's family is planning a celebration of life on Saturday, June 18, at the Astoria Masonic Center, at 1572 Franklin Ave. Doors will open at 11:30 a.m., and the program will begin at 12 p.m. Light refreshments will be provided.

**Obituary Policy**

The Seaside Signal publishes paid obituaries. The obituary can include a small photo and, for veterans, a flag symbol at no charge. The deadline for all obituaries is 9 a.m. the business day prior.

Obituaries may be edited for spelling, proper punctuation and style. Death notices and upcoming services will be published at no charge. Notices must be submitted by 9 a.m. the day of publication.

Obituaries and notices may be submitted online at [www.dailyastorian.com/forms/obits](http://www.dailyastorian.com/forms/obits), by email at [ewilson@dailyastorian.com](mailto:ewilson@dailyastorian.com), placed via the funeral home or in person at The Daily Astorian office, 949 Exchange St. in Astoria. For more information, call 503-325-3211, ext. 257.

**Customer service pays off when attracting year-round visitors**

It goes without saying that Seaside is a community that relies heavily on tourism. According to GIS data from the Oregon Employment Department, the percentage of employment in the leisure and hospitality industry is 25 percent for Clatsop County and 43 percent for Seaside alone. Of the 3,551 jobs noted in payroll records for Seaside, 1,521 work in leisure and hospitality. The total wages for these tourism jobs is nearly \$34 million annually. The impact this sector has is pretty obvious.

With those figures in mind, stop and think about your feelings on customer service. What happens when you have a great experience? Chances are, you likely return to that place for a future business transaction. Whether it was a meal, clothing item or type of service rendered, if they aren't the only option you have — and they performed well — you will likely go back.

Now flip that the other way. You just experienced extremely poor service. The details will likely stay with you for quite some time, and if there are other options in town, you might never go back, or at least go a long time between visits to that particular business. Studies also show that we tell more people about our bad experiences than our good ones.

These examples are the very reasons that the City of Seaside Visitors Bureau feels so passionately about good customer service and why for the third consecutive year we've offered our Annual Customer Service Program as a way for businesses to volunteer their establishment to be "secret shopped." The business provides the desire to see how they stack up service wise, and then we provide the shoppers and a report on what

**SIDE RAIL**  
JOHN RAHL



went well and what may need some improvement.

In 2014, 10 businesses signed up for the inaugural program. Last year, the number of participants rose to 16, while in 2016 we had 22 businesses raise their hand and say, "tell me how we're doing." We separate the business into one of four sectors (dining, lodging, attractions and retail) and then send a secret shopper to investigate and engage in a transaction. Year one of the program generated an 86 percent service rating. In 2015, that rating

grew to 89 percent. This year, we dipped to an 85 percent rating.

Sector wise, our hotels are performing best and came in with a 98 percent rating. Attractions performed to a 92 percent rating while dining (82 percent) and retail (75 percent) rounded out the four sectors. Each business is rated on nine categories, including items like store appearance, staff attention, staff appearance, the greeting the customer received, product knowledge and whether or not they would recommend the business to a friend.

All individual businesses that participate receive a detailed report from their secret shopper experience, and we hope it's a way to either maintain that excellent service they

are already giving or perhaps use as a training tool for their staff to improve. With more than 40 percent of our jobs depending on tourism services, we can't help but not care about the power of good service. Because, in the end, the better service we all give, the greater the experience our visitors will have and the more likely they will be to return to Seaside for future visits.

Have a thought or a question about tourism in Seaside, or maybe an idea for a future column? Drop me an email at [jrahl@cityofseaside.us](mailto:jrahl@cityofseaside.us).

Jon Rahl is the director of tourism for the Seaside Visitors Bureau and assistant general manager of the Seaside Civic & Convention Center.

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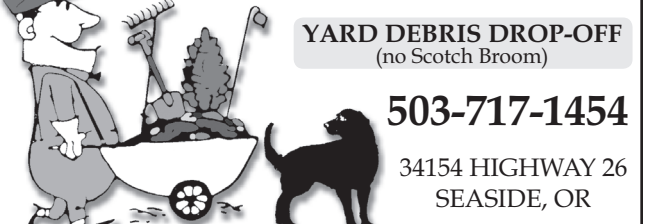
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