

TESS RUND WEARS CROWN

Pageant trains girls for workplace, opportunities

On your marks! Runners gathered at the Prom and 12th Ave. on July 16, for the Seaside Beach Run. The event encourages fitness, promotes community spirit and showcases the North Oregon Coast, providing more than 200 free youth gym memberships to Clatsop County middle and high school students. Meet Miss North Coast, Tess Rund, 21, who provided child care and a smile at the welcome tent on behalf of the Miss Oregon Scholarship Program.

What is your background?

I'm 21. I was raised in Knappa and graduated from Astoria High School. I'm going to the University of Oregon. Leann and Dave Rund are my parents. Teyl is my sister. She's 25. They're my biggest supporters. They come to every event — they're awesome!

What was competing in the Miss Oregon Pageant like?

It's been so rewarding. It was my first time being in a pageant. I met a lot of new, amazing, incredible women and I learned a lot about myself and the world around me.

How is being a pageant contestant different from being a regular student?

The biggest thing is the interview skills that come from it. That will help us getting jobs in the future. And the scholarship opportunities are super important to me. Being a junior in college and going into senior year, that scholarship help is really needed.

What are you studying in school?

My major is gender and women's studies. I'm taking all the classes to be an early education teacher, and I'll go to grad school after my senior year. I want to teach first grade.

How does women and gender's studies fit in with your beauty pageant experience?

My platform is "the ideal body is your own." My goal is to educate youth about positive image and self love. My onstage question at the Miss Oregon contest — picked at random — was, "Do you think pageants cause girls to have distorted self image?"

My answer to that was, at first you think it does, but honestly, every woman and girl teen in the pageant has their own way of being healthy and beautiful. It doesn't matter what your body type is.

Should female beauty contests accept transgender participants?

That's definitely been a topic of conversation. My personal opinion is that as long as they have fully transitioned, they should be eligible to compete. Because it's a pageant for women.

If they haven't, it kind of crosses the lines of privacy in the dressing rooms, and it could be a religious issue.

Will you do future pageants?

Definitely. I'm planning on competing in Miss University of Oregon or Miss Lane County county pageant, in February. It's been such an enriching experience.

What will you do to prepare for the February contest?

The biggest thing is staying up on current events in Oregon, the country and the world. And the onstage competitions — walking and the swimsuit — there's a certain way to pose yourself. I don't have a coach. I kind of do it on my own in front of a mirror.

I'm practicing my talent, which is dance. I don't have a dance for February, but I'll make it up soon.

For interview skills, I like to talk with my friends. I have this one particular friend who likes to test me. She asks me interview questions.

Anything else you want to add?

If you don't think a beauty pageant is for you, think again. It's much more than the glitz and glam and the showy part



Tess Rund at the Seaside Beach Run, one of the volunteer activities she participates in as Miss North Coast.

of it. It provides so many scholarship opportunities — talent, evening gown, marketing scholarships —and develops communications skills. Just one week of spring pageant camp is worth a million dollars.

SEEN FROM SEASIDE

R.J. MARX



Additional tools on Visitors Bureau website

Back in early February, the City of Seaside Visitors Bureau unveiled a redesigned website (located at SeasideOR.com, in case you haven't checked it out or just need a refresher). The changes incorporated our new brand creative that has quickly become the fabric of how we promote Seaside, while also re-imagining how we could tell the story of Seaside.

The first reveal encompassed the core attributes that visitors have long looked for when coming to our website. We knew this because we dug deep into five years' worth of web analytics to determine what exactly the most important content was. In April, a few more items were added and now six months later we've unleashed the final pieces to help us promote Seaside, while also giving visitors the insights needed to navigate our beach community.

Do you remember the last time you moved from one home to another? Is there still a box or two that got packed up but never was unpacked? Often times we change some of our habits once moving into a new environment and over time that old box isn't worth as much to us as it was in the old place. That's been a little bit of the process for us at the Visitors Bureau over the past several months. The website has changed dramatically, but the old boxes have remained in storage in the form of old content we've been wading through to

SIDE RAIL

JOHN RAHL



decide if we'd move it to our new website or if we'd send it to the recycle center. Some of the content was unpacked, re-purposed and placed on our new site. The rest of it went to the digital recycle center, likely to never be seen again.



SUBMITTED PHOTO

To be more specific, we had close to 200 blog posts that talked about how to experience Seaside as well as more than five dozen posts on the history of Seaside. About 50 percent of those posts were no longer relevant (because they may have referenced a business that no longer remains) or they simply didn't align with the content that is most important to our new website. Rather, we now have 100 refined blog posts from the latest update with better imagery. They tell a collection

of stories that help us with search engine optimization and represent the very best content we have on Seaside. The complete set of historical blog posts remain too, but also refined and presented in a cleaner fashion.

The site also now pulls in TripAdvisor ratings for every business or lodging establishment in Seaside that has been rated by TripAdvisor. This gives us a level of transparency and peer review that consumers have come to expect from destination websites like ours.

This new website development has been a long process but we're finally to a point we envisioned when we started this overhaul back in December of 2015. I've told many people that a travel website is never complete. We'll continue adding fresh content, updating our event calendar and monitoring our analytics to make sure we are making things easy for our visitors. However, I can say that through the great assistance of our web developer, Weld, we've created a website that feels classic and nostalgic in appearance but is easy to use and represents the very best of what Seaside has to offer. I hope you check it out.

Have a thought or a question about tourism in Seaside? Drop me an email at 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.

More cans needed for an 'uncanny' city

The Fourth of July had so much happening that I had pages of events written down. It's old stuff now and I have to let it go. There was one element in the parade, though that I'd like to mention. I think it was in the new beach rescue vehicle that a white pit bull was riding shotgun and looking pretty grumpy. If he does that another time, someone should take a brush and dab some black paint in spots over his body — so he is more authentic for the fire trucks — more like a "bull-matian."

I was also interested in a flag at the parade — my first awareness of an emblem with a field of stars but having dark blue stripes. About midway — though I didn't see it — was a lighter blue stripe and my kid told me that represented "the thin blue line" of police. It's a nice idea for police to have their own flag, though I think it should be of their own design — not a copy of the stars and stripes. There should be only one Old Glory and not any corruptions for other groups. But what do I know?

Seaside may be becoming known as the most "uncanny" city around. Vacationers as a class perhaps need relief more often than the rest of us, eating out, drinking lots of coffee, tea, pop, milkshakes and the like. It's a matter of fluid balance. We need more restrooms. The port-a-pots at various locations are a good attempt to address the problem. However, they don't add much to the décor. Perhaps we could emulate the French and have a "can" on every corner next to the garbage. I had first used the French word but it looked too vulgar for my sensitive remarks. Ha!

As far as I'm concerned, another expression due for retirement is "thank you so much." After many thousands of repetitions, it begins to sound not only phony and trite but gushing as well. A simple "thank you" will do; at least that's my view. (Oops, another poem.)

I can't seem to let dandelion season go by without comment. They're so beautiful when fields of them are in bloom. I always feel a pang of regret when some homeowners can no longer stand the sight and mow them down. To each his own.

As you may have imagined, I've been watching a lot of national election campaigns. I'm always excited by and involved in politics, which may result in an occasional opinionated takeoff. If you're lucky, you won't run into any. At this writing, I wait for a final speech of the day. Evidently, dancing on the floor is a tradition at conventions when winding down. Looks like the heebie jeebies to me. The democrats think the new choice for vice president Tim Kaine is Abel. We shall see.

I was doing a crossword puzzle where the question was "beach picnic" which turned out to be "clambake." I asked Gary how a beach picnic was different from any other and he said, "It's because of the sandwiches there!"

Laugh Lines

Q: Why do Annie Okay's stockings have holes in them?

A: So she can get her feet in.

LETTERS

Expand design review throughout Clatsop County

I think that every community in Clatsop County should have their own design review committees.

There should be one for Olney, Elsie, Jewell, Lewis & Clark, Burnside, Svensen, Knappa, Brownsmead, Surf Pines, The Highlands, Sunset Beach, Cullaby Lake, Tolovana Park, Pinehurst, Smith Lake, Clatsop Plains, Delmoor Loop and probably a few more that I forgot.

This would only be fair, because, after all the people in Arch Cape are no more special and deserving of their own committee than the rest of us.

Hugh McKenna
Warrenton

Help is available

Help with heating and cooling is available. To let all our Clatsop County residents know: Clatsop Community Action's Energy Assistance Program has funding under the state's Oregon Energy Assistance Program for those who are in danger of having their electrical service disconnected due to home heating costs. CCA also has some additional new funding resources this year that may help with cooling your home.

Please call or come into CCA to see if you might be eligible for these great low-income programs at 364 Ninth St. The phone number is 503-325-1400, and the hours are 9 a.m. to 4 p.m. Monday through Thursday, and 9 a.m. to noon Friday.

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Seaside Signal
The Seaside Signal is published every other week by EO Media Group, 1555 N. Roosevelt, Seaside, OR 97138. 503-738-5561 seasidesignal.com

Letter policy

The Seaside Signal welcomes letters to the editor. The deadline is noon Monday prior to publication. Letters must be 400 words or less and must be signed by the author and include a phone number for verification. We also request that submissions be limited to one letter per month. Send to 1555 N. Roosevelt Drive, Seaside, OR 97138, drop them off at 1555 N. Roosevelt Drive or fax to 503-738-9285. Or email marx@seasidesignal.com

SUBSCRIPTIONS

Annually: \$40.50 in county • \$58.00 in and out of county • e-Edition: only \$30.00

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