

# Visiting Seaside with guidebook in hand

The wonderful folks at Seaside Public Works delivered the final remaining boxes of 2018 Visitor Guides to us last week. These will last through the next two months until the new 2019 guides are published in January.

Work on developing the new guide has officially been underway for a number of weeks now. Staff sent letters and emails to all lodging partners on file in the city to make sure we have the most up-to-date and accurate information in print and also on our website at SeasideOR.com.

We partner with MEDIAmerica to produce these annual guides. This year they report that advertising from local businesses is up over last year, which is a good indicator for us. Although we list everything equitably, those businesses that do advertise in the guide receive an enhanced listing with expanded description. Moreover, the total amount of advertising in the guide is directly related to the total amount of content we can offer potential visitors (i.e., page count). As the guide is the official fulfillment piece for the Visitors Bureau, advertisers in the guide are making an important contribution to Seaside's overall marketing efforts.

## North Coast Tourism Studio

Close to 100 important voices from the North Coast community

### FROM THE DIRECTOR'S CHAIR

JOSHUA HEINEMAN



gathered at the Old Mill Center in Garibaldi in late September for the opening act of the North Coast Tourism Studio. As a reminder, the studio is a joint venture between Travel Oregon and a steering committee comprised of diverse players from Astoria down to Pacific City. The aim is to connect stakeholders to empower a sustainable regional tourism economy while addressing critical management issues such as congestion and preserving the area's natural and cultural assets. I've written about this aspect before.

Although the numbers could have been higher, Seaside had quality representation for the day-long workshop including City Council President Tita Montero and CEDR Executive Director Kevin Leahy who both contributed much to the conversation.

One of the biggest takeaways for me was simply that this studio system works — it's been done to great effect in the Gorge region recently — and that we should trust the process and get as many voices to the table as possible for the remaining workshops.



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### Visitors take a walk on the Prom.

For instance, last month two of the studio workshops were held in Seaside at the Best Western Plus Ocean View Resort (thank you for hosting!). We learned about stewardship best practices already underway in the region and also took a hard look at ways to improve visitor transportation options during peak season. The experts in the room taught us all a lot during their presentations. However, the non-experts also had countless on-the-ground truths to share. Both of those perspectives were invaluable to the mission of the studio and therein lies the magic of the process.

As luck would have it, the next two dates are scheduled to happen close by in Cannon Beach on Tuesday, Nov. 13, from 5 to 8 pm and Wednesday, Nov. 14, all day.

Everyone is invited to participate from community members and public officials to lodging owners and conservation groups. The evening event is free and the all-day workshop is just \$10 to cover lunch. Go to [Industry.TravelOregon.com/NorthCoast](http://Industry.TravelOregon.com/NorthCoast) for more information and to register. If you're on the fence or need assistance signing up, reach out to me and I'd be happy to help.

### Love of the ocean

If you've lived in Seaside for any length of time, you might sometimes forget just how remarkable this corner of the earth actually is. The city received a Facebook review from a woman who traveled here from Minnesota for a wedding, staying at the Sandy Cove Inn on Avenue U. She'd never even seen the ocean before and cried tears of joy as she ran down to the water's edge. Although I've lived in various locations on the West Coast for 15 years now, I grew up in Minnesota and I've never forgotten that feeling.

In fact, I felt it strongly again on a Saturday in late September when Lexie Hallahan, director of Northwest Women's Surf Camps, made good on a promise from our July Facebook Live segment and took me out for a surfing lesson in the Cove.

There were two kinds of jellyfish beneath the whitewater and bands of light rain scurrying across the horizon. Despite my poor technique, I was on my feet no less than ten times all the way back to the beach, unable to wipe a stupid grin off my face. My own private lesson in how to feel like a kid again in Seaside.

*Got a tourism-related comment, tip, or project? I'd love to hear about it. Write me at [jheineman@cityofseaside.us](mailto:jheineman@cityofseaside.us).*

# The librarian takes her role in American culture

When you are in a specific field or profession, it's always interesting how that profession is portrayed in books, movies, and TV shows. Librarians in particular get a very stereotypical treatment in Hollywood that is enjoyable to observe. Some of these portrayals are very silly, some not too far off the mark, and some a crazy caricature of what an actual librarian looks like or acts. Of course any librarian in a movie is at some point going to do a round of "shushing," it's pretty much expected. I'm rounding up just a few of my favorite literary and movie librarians, so join me as we follow a path littered with rose colored pince-nez, buns, shushing, pencil skirts, and sensible shoes. While sensible clothes are still the regimental uniform of the library professional today, some of the stereotypes are a far cry from the real deal. Although I do admit, I walked into a library in Scotland last year, and immediately identified a librarian by their clothes, (cardigan, sensible shoes, and glasses), as well as an upper-management librarian (a little more business professional-style clothes that still retained that classic joie de vivre of librarian comfort and style that apparently is the same all around the globe). I guess the

### BETWEEN THE COVERS

ESTHER MOBERG



question is, if a librarian doesn't have a cardigan or pencil skirt, do they have to turn in their librarian card? The answer is probably yes. Because for librarians, practical clothes rule. Typically, librarians are too busy helping folks and using their brains to worry about the latest fashions.

A classic in the librarian world is the movie "Desk Set" (1957). Actor Katharine Hepburn plays Bunny Watson, who runs the library reference desk at the business. Fun fact: Bunny was apparently based on the real-life CBS librarian of the time. In the movie, Katharine matches wits with the inventor of two new computing machines (Spencer Tracy) that are brought in to help with staff efficiency. The plot revolves around whether the computers are replacing folks, and sparks fly with romance blossoming by the end of the movie wherever Katharine Hepburn and Spencer Tracy are concerned. While the technology is pretty funny in today's world of smart phones, the repartee between Katharine and Spencer

sparkles and it's a fun stereotype of librarian smarts.

Of course thousands of people have sung along to Marian the Librarian, one of the catchy songs from the movie "The Music Man" (1962). Most librarians are portrayed in movies as very uptight because of course, they have to follow and enforce all of those library rules. Marian the librarian is no exception but when the Music Man hits town, he eventually melts her heart and some of the most memorable songs in the movie center around the library and the librarian. This library is probably one of the most unique little public libraries portrayed in the movies, with both an open dumbwaiter elevator that takes books to the second floor (usually they are enclosed) and a metal circular staircase that figures into the choreography of the song.

"The Librarians" was a short-lived TV series that was pretty much a fantasy about fighting forces of good and evil in a thin plotline that revolved around libraries and librarians (all of which were able to fight evil and magical powers because apparently that is what librarians do). The TV show was created based on "The Librarian" movies, with actor Noah Wylie as lead. Probably the most ridiculous part for real life librarians

in the premise of these movies is that the character played by Noah Wylie had 22 educational degrees including 6 masters' degrees, and apparently not one of them was an actual degree in library science. For me, the best part of this TV show was the fact that some of the episodes were shot in Portland and actual libraries in Multnomah County were used for some of the sets or backgrounds.

In the movie "Dr. Strange" (2016), the library of Kamar-Taj holds the most ancient of all secrets and it is here that Dr. Strange quickly learns how to do some of the most dangerous spells the world has ever known. The librarian is a monk who enjoys listening to Beyoncé while guarding the books. While Dr. Strange thinks he gets away with borrowing the books without permission, not much gets past the all-knowing librarian Wong, who eventually becomes his good friend as they guard the world together.

In books, authors love to include librarians and libraries into their stories. In fact, most slip them in half the time without the reader even realizing it. There is an endless list of libraries and librarians in books which is no surprise given the natural affinity between writing, authors, and libraries. Harry Potter spends a lot of his time

in the library searching for information at Hogwarts School to solve mysterious happenings while his friend Hermione practically lives in the library to get ahead in her studies. Most fantasy or magic related books including books by Terry Pratchett, Patrick Rothfuss, and Terry Goodkind have some kind of wizarding library full of secrets locked away, often with a super-secret entrance. I'm glad libraries don't have super-secret entrances for the select few in real life.

To name just a few of my favorite books with a librarian or library inside include kid's chapter books "Inkheart," by Cornelia Funke and "Matilda," by Roald Dahl. Some of my favorite picture books about libraries include "Library Lion" by Michelle Knudsen and "Bats at the Library" by Brian Lies. In teen books, "The Librarian of Auschwitz" by Antonio Iturbe is an amazing book about a hidden library of eight books in Auschwitz that were used to teach the children who were in the internment camp over the years. The list of adult books both fiction and nonfiction about libraries and librarians is too long to list here. Next time you read a book, pay attention, you never know when a librarian or library will pop up in a book, often in the most surprising ways.

# A crate stay for your dog can soon become an 'overstay'

Your sister's son just moved in with you, but you work all day and the kid is a domestic cyclone, so you pop him in the little half-bath under the stairs before you leave for work; you will let him out when you get home. Water is plentiful in there; you give him a bag of snacks and a body pillow. He doesn't need half-bath training — he comes from a long line of bathroom readers. You doubt he's claustrophobic.

When you get home, the police are in your driveway; a neighbor had called them, concerned about yelling and pounding sounds. You are shocked and very upset to find holes kicked and punched in your half-bath door. The domestic cyclone is bleeding.

Why has this happened, and what are you going to do now? Of course you know why — it happened because a kid was suddenly locked up in a room all day for, basically, being a kid. What next?

Option 1: Repeat lock-ups and keep getting the same terrible results, or even worse results.

Option 2: Carefully train the domestic cyclone to enjoy or at least accept lock up before proceeding with lock up.

Option 3: Implement a kinder solution for Domestic Cyclone.

I don't think I need to add

### CANINE CORNER

RAIN JORDAN & DAHLIA



floppy ears and a curly tail to Domestic Cyclone in order to make the point. Sentient creatures — mammals like humans and canines, for example, are not naturally inclined to accept arbitrarily being popped into a small space, locked up, and left there to wonder what happens next, and when or if they are ever getting out. It should be no surprise when survival instinct kicks in, leaving a mess in its wake. Whether you believe in crating your dog or not, it is important to understand that any dog who will ever be crated must be readied for the experience in advance, by being carefully crate-trained.

Classical conditioning allows us to help a dog learn to associate being in a crate with positive things so that the dog does not attempt to escape and thereby injury himself; operant conditioning allows us to teach a dog to enter a crate on cue, lie down in it, stay in it, etc. On the other hand, attempting to force or intimidate a dog to accept a crate — to "get used to it" or to go in and stay in "because I say so" creates negative associations with the crate and therefore

sets up the conditions for negative behaviors in and as a result of crating.

Negative associations are not the only risks of forced crating. Confinement anxiety and possibly even separation anxiety put a dog at very high risk of injury or even death if crated, certainly if crated by force, without proper training.

But even after training, many dogs with these anxieties are simply not going to be safe to leave in crates.

In addition to elimination in and howling or barking from the crate, symptoms of these anxieties may include chewing at, biting, bending, or breaking crate bars, walls or doors, chewing, ripping apart, eating pads, blankets, toys, and other materials inside the crate, getting legs, feet, toes, head, teeth, or jaw broken or stuck between crate bars or elsewhere, often while attempting to escape, and stress-related illness, injury, or death as a result of any of these.

Safety of crates in cars is up for debate as well. Run a search on dog safety in cars and crash tests. You will find that most crates do not survive them, so putting your dog in a crate for car rides appears to not be much safer than a seat belt harness unless you buy a very expensive high-end crate (or high-end car harness). I don't even want to think

about how horribly common crates have been reported to have done in fires.

If you do decide to crate, once you've properly crate-trained, your dog will appreciate

you for remembering that crates are for emergency use (e.g., evacuations, overnight vet stay, airline travel) or short-term use only — an hour a day, likely

OK. The entire day? That's an overstay.

*Rain Jordan, KPA CTP, is a Certified Dog Trainer Professional. Visit her at [www.elevatedogtraining.com](http://www.elevatedogtraining.com).*

## THANK YOU SO MUCH!

On behalf of all of our members, volunteers and most importantly, THE KIDS who benefit from our programs, the Assistance League of the Columbia Pacific would like to thank everyone who made the 11th Annual Home & Chef Tour a huge success!

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Assistance League of the Columbia Pacific is a nonprofit, all-volunteer, organization whose philanthropic programs promote the well-being and self-esteem of children and teens throughout Clatsop County.

To learn more or get involved please visit [www.assistanceleaguecp.org](http://www.assistanceleaguecp.org)