

# When you feel like you're 'in Christmas'

After Thanksgiving Day, our three young children had four of their five cousins still in town for the extended break. We live in Astoria but, of course, they wanted to go to Seaside. There is nothing like Seaside on a beautiful holiday weekend in the eyes of a child. It's nice to be able to see that perspective through them often.

We were quite a crew — 13 counting grandparents — but somehow the Boutique Artisan Fair at the Convention Center could still accommodate us along with hundreds of other attendees, 84 artisan booths, and one very-convincing Santa Claus.

Afterward, we walked down Necanicum under a shower of colorful leaves to the Seaside Historical Society Museum for Gingerbread Tea at the Butterfield Cottage. Our entire party took up one half of the total seating, but before long we were each served hot tea with cinnamon, hot cocoa or cider, and gingerbread with whipped cream. The kids received gingerbread men, actually, that were almost as big as the youngest among them. I heard one of them say "I feel like I'm in Christmas" and that seemed pretty right.

**FROM THE DIRECTOR'S CHAIR**  
JOSHUA HEINEMAN



A quick hike down to the amusement rides on Broadway followed, a perfect day bookended by artisan crafts and two spins on the Tilt-A-Whirl. When we were dizzy enough, we found our bearings again on the beach as the sun set. Yes, there is nothing else quite like Seaside.

## Photo trove

The City of Seaside gained a treasure trove of photography for print advertising, digital application, and even editorial use recently. I expect these photo assets to be extremely useful for off-season and indoor-focused promotions especially — probably for years into the future.

On Nov. 28, our long-time creative partners at Lookout — an advertising agency with a strong destination portfolio — collaborated on a full-day shoot with Don Frank, a great photographer who just hap-

pens to be a Gearhart resident too.

From first light to last light, the production crew and our nine models worked tirelessly to take advantage of each opportunity at dozens of locations around Seaside, including one remarkable spell of mid-rain sun at the estuary.

None of this would have been possible without the support of the community. I'd like to especially thank the Ashore Hotel, Maggie's on the Prom, the Carousel Mall, Angelina's Pizzeria, the Times Theatre & Public House, Funland's Fascination Parlor, Seaside Brewing Company, Coast River Inn, Beach

Books, and the Inn at Seaside for being so accommodating and helpful in this process.

## Taka and the Good Samaritan

Early in November, we had a heartwarming moment at the Visitors Bureau when a young man named Taka stopped in on a bike journey from Jasper, Alaska, all the way to Argentina.

Imagine the effort just to arrive in Seaside, and how much further he had to go, then consider the following:

*'THE JOY AND RELIEF AT THIS RANDOM ACT OF KINDNESS WAS TOO MUCH FOR TAKA TO CONTAIN. HE JUST SAID THANK YOU OVER AND OVER AGAIN WHILE LAUGHING. HE COULDN'T BELIEVE HOW NICE PEOPLE WERE IN SEASIDE.'*

After gathering information, Taka went outside to prepare for the next leg of his journey. A local good Samaritan happened to walk out of the Chamber of Commerce and bump into Taka while he was pumping up the tires on his bike.

Conversation ensued and before long they were both back in the Visitors Bureau where the good Samaritan was pointing out directions to his own house so Taka could get a hot shower, do his laundry, and rest for the night.

The joy and relief at this random act of kindness was too much for Taka to contain. He just said thank you over and over again while laughing. He couldn't believe how nice people were in Seaside.

To top it off, our good Samaritan even offered to take Taka to the high school football game. No word yet on whether Taka took him up on that.

(Thanks to Visitor Information Specialist Ken Heman for typing up notes and relaying this story.)

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



JEFF TER HARIFOR SEASIDE SIGNAL

All lit up at the 2018 Parade of Lights.

# Lighting up Seaside

By Katherine Lacaze  
For Seaside Signal

Friday night, Nov. 23, saw the 2018 celebration of the Parade of Lights — featuring spectacular floats, brightly lit vehicles, and groups of people embellished with lights or carrying glow sticks — all winding through downtown Seaside in what Chamber of Commerce Director Brian Owen describes as a "community gathering."

"With Santa Claus and the lighting of the tree and the caroling and the parade all in one, it's one of the most energetic, romantic events Seaside puts on," Owen said. "We really encourage everybody to be a part of this program."

As a member of all the regional Chambers of Commerce, Dunlap said, Pacific Power serves as the signature sponsor for at least one community event for each. The company works with the chambers to select what that event should be.

"Given that it's the Parade of Lights, and we're a power company, we thought it was a good synergy to participate as the signature sponsor," Dunlap said.

Owen added, "They really have a great history of making sure this parade happens for everybody."

## Sense of wonder

Pacific Power also had a float in the parade that tends

to be one of the most elaborate. The linemen and other staff members decorate the company's truck for the parade.

Shelly Saunders, the Sunset Empire Park and Recreation District's Youth Programs Manager, has had the privilege of lighting the Christmas tree the past two years.

"I feel it's an honor to get to stand there and watch all the kids react when the tree is lit," she said. "Young and old, everybody has a sense of wonder."

The preschool she directs, The Learning Ladder, also participated in the parade for the first time this year. The students will ride on the district's bus, which will be

decked out in a garland and other ornaments. According to Saunders, this will be a fitting experience for the students, as "the focus in the preschool has been about community and our place in it."

In general, she added, the event encapsulates what to her is the essence of the holiday season — "family and being together."

"There's just a special magic to it," she said. Having moved from a larger area four years ago and now being in a small town, she added, "it really is wonderful to see how strong this community is, and it's amazing to see all these folks come out the day after Thanksgiving and come together as a community."

# Pampering for dogs, cats at Lewis & Bark

Pet from Page 1A

The salon's Hydrosurge bathing system is equally state of the art.

"The Hydrosurge system has multiple therapeutic benefits for pets with limited mobility, arthritis, or skin issues," McKerren said. "Oxygen-infused water helps penetrate skin and fur follicles to remove dirt, dead skin, and ensure all soap residue is removed. People tell us later they've never felt their pet's coat feel so soft."

Lewis and Bark has a top drawer grooming team. Leslie Green is a master groomer with 40 years of experience; Tanya Gardiner is a pet stylist who particularly enjoys working with anxious pets.

Before opening Lewis and Bark, Gregg and McKerren have been friends for 30 years. McKerren also oversees the day to day operations of Bay Breeze Boarding and Grooming in the north county; Brandy has a background in healthcare administration



EVE MARX

Maisie keeps an eye on things at Lewis and Bark.

and has actively been involved with pet rescue for 16 years. Because of Lewis and Bark's connection to Bay Breeze, concierge services for pet boarding can also be arranged through them.

Now, about Lewis and Bark's pet food and gift shop. "We carry the pet food brands Portland Pet Food; Gather; Now; and Petcurean," Gregg said. "None of

these foods is made in China. They have no history of recalls."

The store offers sample size portions to take home while you determine which food your pet adores. The shop features a fine line of wonderful pet toys as well as collars made of recycled tires; high quality coats and rain jackets, leashes, blankets and beds. The cat beds

are especially amusing; you might want one even if you don't have a cat. And don't miss the Gourmet Cookie Bar filled with tempting and healthy treats. Fill up your bag for \$8. The shop also stocks pet-friendly CBD treatments.

Lewis and Bark is open Wednesday through Saturday from 9 a.m. to 5 p.m. The pet salon offers basic bath and brush services, full grooming services, de-shedding services, and a flea package. Be prepared to provide your pet's vaccination record; if you don't have the paperwork handy, Liz McKerren will call your vet for you when you book your appointment. Splash and dash service is available for those on a tight schedule. Lewis and Bark is located at 753 First Ave., Seaside. Book your appointment now at 503-739-7347. A la carte services are available from \$5 and up, including nail trim, nail file, teethbrushing, ear-cleaning, and face trim.

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