

Author shares secrets of a scentmaker

By CARA MICO
For Seaside Signal

Nationally acclaimed author Erica Bauermeister read from “The Scent Keeper” at Beach Books in Seaside on June 19.

Her latest novel centers around Emmeline, who like her father who trained her, experiences the world through scent. Emmeline lives on a remote island and because of her unique upbringing and abilities is at odds with those not of the island. She finds herself overwhelmed by new odors when forced to leave the island.

“For us, the island is magical. For her, the island is reality,” said Bauermeister.

The reading was hosted in the loft of Beach Books.

Scent was integrated into the reading with pasta salad, sandwiches, and strawberry shortcake catered from Dough Dough bakery filling the top floor of the bookstore with lovely smells.

Bauermeister also brought scented salts for a full immersive audience experience ranging from sweet and floral, to chocolate, to smoke.

“If I get stuck, I do research. That’s the thing I love about literature,” said Bauermeister on passion.

It was this love that uncovered an entire world of scents, including scent branding, and lead to the novels more charming aspects, its nuanced perspective on one the more under-explored senses.



Carol Baumeister at Beach Books.

“Scent branding knows all about you,” said Bauermeister during a discussion of the small fraction of research she conducted for the book.

Scent branding, in case you are unfamiliar, is a form of marketing. Bauermeister was specifically referencing the signature fragrance of a casino which made people stay at slot machines 45 percent longer than otherwise.

“The Scent Keeper” took six years, four iterations, three, then two, then four points-of-view before the voice of Emmeline “showed up” said the author on the writing experience.

“Something happens when you lose your last parent. It became a book about growing up,” said Bauermeister who lost her mother-in-law, then her mother while writing the novel.

This idea is seen in the

motif of the island itself.

“Parents are islands. When you leave the island you see the parents as people,” the author said.

Bauermeister can also tell you, because of her extensive research, a great deal about the subliminal effect of architecture and the psychology of space. Her next book tentatively called “House Lessons” will be a memoir with 17 years of essays published spring of 2020. It’s about how to “renovate a space and a marriage.”

“I always want to try something new,” said the author who is also working on a thriller.

“Nancy Pearl and I were talking about new ways to classify books, whether it’s character driven, or plot driven. Multiple points of view or single point of view. A reliable narrator or unre-

liable narrator.” Bauermeister suggested using these parameters in your local bookstore to get out of a reading-rut, or to find something entirely new.

When she tried the method a bookseller handed her “Gone Girl.”

“Except for the last 12 pages, it’s masterful. It’s a literary thriller, hard to find,” said Bauermeister.

As for writing advice, she personally writes for three hours in the morning in a dedicated space. Afternoons are saved for editing or social media. She had to give herself a separate writer’s shack where she could “shut the internet off.”

“The internet was taking as much time as two kids. My husband calls it the isolation tank,” said Bauermeister.

For more advanced writers she recommends having your manuscript as “close to perfect” before passing it off to a publisher. Her son is her editor on retainer and writer’s groups are her “safety net.”

“You read for so many different reasons. To lose yourself or change who you are. All reasons are good as long as it gets your reading,” said Bauermeister.

The event was part of a regular series hosted by Karen Emmerling, owner of Seaside’s Beach Books. The readings take place one to two times per month except for July and August. They are ticketed and more information can be found on their Facebook page.



Seaside Signal

Cannon Beach Arts Association summer art camp students learn the fundamentals of drawing.

Events at the Cannon Beach Art Gallery

Seaside Signal

support our arts education program.

The Cannon Beach Arts Association features over 50 works of art from regional artists from the Portland Art Museum’s Rental Sales Gallery.

The exhibit will be on display until Aug. 4 and includes masterworks from artists including Sidonie Caron, Kenneth Ray Wilson, and Jess Reno, among others.

A popup exhibit of the work created during arts camp at the Cannon Beach Gallery is on display Saturday, July 13, from 11 a.m. to 4 p.m.

The biennial fundraiser starts Aug. 7 with a reception on Aug. 10 at 6 p.m. at the gallery. Join the celebration of coastal art with over 80 local and regional artists creating works for the exhibit. All works will be sold for \$150 with proceeds split between the gallery and the artist to

Fall exhibits will feature local group shows with Nicole Poole, Rachel Laura, Angelle Soans, and Jeffery Olson from Sept. 11 to Oct. 13 and Elizabeth Pattison, Jessica Sund, Orchida Violeta, and Yoshi Aoki from Oct. 16 to Nov. 10. The works include painting, sculpture, stone, metal and fabric craft

The final exhibit of the year is open to all artists. The annual miniature exhibit will have a theme of “Proximity” and will be open to all art forms with dimensions of 36 square inches. Three dimensional work is also encouraged. To submit work bring up to three pieces that fit the theme of the show and meet the size restrictions to the Cannon Beach Gallery on Nov. 10 between 11 a.m. and 4 p.m. An artist’s reception will be held Saturday, Nov. 16, at 6 p.m. at the gallery.

Community Calendar

Friday, July 12

Dance Fitness
6:30-7:30 a.m., Bob Chisholm Community Center, 1225 Avenue A, Seaside; www.sunsetempire.com/fitness.

Karaoke
8 p.m., Seaside American Legion #99, 1315 Broadway, Seaside; 503-738-5111.

Saturday, July 13

Seaside Duplicate Bridge
9:30 a.m. to 1 p.m., Mary Blake Playhouse, across from 1225 Avenue A, Seaside. Come with a partner or call ahead for one; 503-791-9745.

Heart to Start
10-11 a.m., walk or run a 5K, family-friendly; Seaside High School track, presented by Seaside Providence; hearttostart.org.

Relay for Life
10 a.m., Sponsored by Clatsop County Relay for Life, Seaside High School, through Sunday morning, July 14.

Beach Discovery Program
10:30 a.m., meet on beach in

front of the Seaside Aquarium to discover what lives on the beach; the program is free, open to public; weather permitting; 200 N. Prom, Seaside.

Arts camp exhibit
11 a.m.-4 p.m., A popup exhibit of the work created during arts camp at the Cannon Beach Gallery, 1064 S. Hemlock, Cannon Beach.

Summer Picnic at the Barn
2:30 p.m., North Coast Land Conservancy picnic; guided walks, live music, a silent auction and more; Circle Creek Conservation Center is at the end of Rippet Road at the south end of Seaside; NCLCtrust.org/event/picnic.]

Spotlight Dance Competition
Championship extravaganza 1, 4-6 p.m.; extravaganza 2, 6:30-9 p.m.; Seaside Civic and Convention Center, 415 First Ave., Seaside.

The Fabulous Garage Band
7 p.m., American Legion, open

to the public, 1315 Broadway, Seaside.

Nunsense
7:30 p.m. Coaster Theatre Playhouse, 108 N. Hemlock; coasterttheatre.com.]

Monday, July 15

Texas Hold ‘em
6:30 p.m., Poker, Seaside American Legion #99, 1315 Broadway, Seaside; 503-738-5111.

Tuesday, July 16

Pickleball
10 a.m., free drop-in game on the courts located behind the Seaside Youth Center, 1140 Broadway.

The Zaniac
1 p.m., Alex Zerbe, the Zaniac, a comedy, juggling, and magic show for all ages; Seaside Public Library; 1131 Broadway, 503-738-6742.

Taco Tuesday
5-7:30 p.m., Seaside American Legion #99, 1315 Broadway, Seaside; 503-738-5111.

Wednesday, July 17

Good Morning Seaside
8 a.m., Weekly coffee and networking; Seaside Chamber of Commerce; contact for details, www.seasidechamber.com.

Preschool storytime
10 a.m., “Moon and Stars,” Seaside Public Library, 1131 Broadway; 503-738-6742.

Seaside Farmers Market
2-6 p.m., products grown, raised, produced or collected in Oregon or Washington; Broadway Middle School parking lot, U.S. Highway 101, Seaside.

Bingo
5-7:30 p.m., Seaside American Legion #99, 1315 Broadway, Seaside; 503-738-5111.

Nunsense
7:30 p.m. Coaster Theatre Playhouse, 108 N. Hemlock; coasterttheatre.com

Thursday, July 18
SDDA Breakfast
8 a.m., Pig ‘N’ Pancake, 323 Broadway, Seaside, 503-717-1914, www.seasidedown-

town.com. Weekly speakers, discussions and a no-host breakfast.

Pickleball
10 a.m., free drop-in game on the courts located behind the Seaside Youth Center, 1140 Broadway.

Reading the Land
1-3:30 p.m., nature hike with geologist Tom Horning, presented by North Coast Land Conservancy, Circle Creek Conservation Center, Seaside; nclctrust.org.

And Then There Were None
7:30 p.m. Coaster Theatre Playhouse, 108 N. Hemlock, Cannon Beach; coasterttheatre.com.

Ferry Street Block Party
2-8 p.m., Coast Community Radio, the not-for-profit community radio station in the lower Columbia-Pacific region presents the Ferry Street Friday Block Party on 14th Street between Commercial Street and Marine Drive in Astoria.

Friday, July 19

Dance Fitness
6:30-7:30 a.m., Bob Chisholm Community Center, 1225 Avenue A, Seaside; www.sunsetempire.com/fitness.

Karaoke
8 p.m., Seaside American Legion #99, 1315 Broadway, Seaside; 503-738-5111.

Nunsense
7:30 p.m. Coaster Theatre Playhouse, 108 N. Hemlock, Cannon Beach; coasterttheatre.com.

Saturday, July 20

Seaside Duplicate Bridge
9:30 a.m. to 1 p.m., Mary Blake Playhouse, across from 1225 Avenue A, Seaside. Come with a partner or call ahead for one; 503-791-9745.

Policeman’s helmet weed pull
10 a.m.-2 p.m., volunteers remove invasive weed; presented by North Coast Land Conservancy, Circle Creek Conservation Center, Seaside; nclctrust.org.

Signal MARKETPLACE

To place a classified ad call 503-325-3211, log onto www.seasidesignal.com or stop in at 1555 N. Roosevelt in Seaside | Deadline is Monday at noon

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Saturday July 13, 2019
5-8 PM
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