

Laurie Mespelt named downtown association's executive director

By R.J. MARX
Seaside Signal

For Laurie Mespelt, the role of executive director will be a familiar one. Mespelt left in February 2015, and her return was announced at the Thursday, Dec. 5, breakfast meeting of the group at the Pig 'N Pancake. She starts Dec. 9.

"We are pleased to welcome back to our team Laurie Mespelt," the association's board chairman Darren Gooch said. "We are very, very fortunate that things worked out and we will be reinstating Laurie Mespelt as executive director of SDDA."

The association was founded in 1993 by a group of downtown businessmen and women who joined together to improve and promote downtown Seaside.

In recent years, the group has met consistently week-in, week-out at the Pig 'N Pancake on Broadway.



Photos by R.J. Marx
Laurie Mespelt returns to the Seaside Downtown Development Association as executive director.

The gathering provides a welcome and introductions to newcomers and a gathering place for longtime business owners alike.

Mespelt's mother Dolna Mespelt served the association's first director, a job she held until her death in 2003.

Laurie Mespelt was named executive director in 2007.

After her departure in 2015, the post was filled by Tita Montero and later Sarah Ter Har. The position was dissolved in May 2018.

Since May 2018, admin-



Celeste Kenneally wipes away a tear after she is congratulated by Darren Gooch for her service with the Seaside Downtown Development Association. Kenneally heads to a new role at the convention center.

istrative assistant Celeste Kenneally has worked with board members to manage events like Halloween Happenin's, Wine Walks, Flower Basket Program, and both the Wheels and Waves and Muscle and Chrome car shows.

Kenneally shared a tearful goodbye at Thursday's meeting, as she announced her move to a position at the Seaside Civic and Convention Center.

Board president Darren Gooch thanked Kenneally for her service. "It's been

absolutely amazing working with you," he said. "I'm going to miss you, but thank goodness you're going to be close by."

Kenneally thanked the board and audience in an emotional moment. "I just wanted to say thank you to all of you guys," she said. "Not being from Seaside, you have welcomed me and taught me so many things. You guys have made it so easy for me to feel like I belonged. Thank you for everything."

Additional board changes include the resignation of the Hillcrest Inn's Ruth Swenson, to be replaced by Samantha Urbach of the Bridge Tender.

"Ruth, you've been an amazing board member and a light in this room," Gooch said.

Board members will include Urbach, Dawn Fujiwara-Pavlik of BAMM! Promotional Products; Cecilia (CeCe) Wakefield of Line-X; and Kerri Lambert of the Times Theatre.

Setting the rules of interaction to ensure a healthy relationship

By the end of any given year, many households have gained a puppy. If your household might be one of those, now is the time to consider what, exactly, your puppy will need in order to grow into a behaviorally sound adult dog.

Most people know that socialization is necessary, but many do not understand what proper socialization is and how it is accomplished.

Uncontrolled exposure to people, often at the sacrifice of other important puppy prep such as careful introduction to a wider variety of textural, visual, and auditory stimuli, acquired bite inhibition, and anti-aversive housetraining are a few good examples.

Exposing a young puppy to novel stimuli such as people, other puppies, and a variety of items is indeed important to do before the socialization window closes. However, this facet of socialization is not a matter of letting anyone and everyone interact randomly with the puppy.

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Every exposure should be carefully planned, measured, and monitored. Rather than taking your puppy out on the town and letting every person you meet approach, touch, or hold her, it is your job to be selective and protective.

Rather than shoving strange items into your puppy's face, a wiser and more humane approach is to allow her to choose which items she wishes to explore — in a pre-arranged, controlled area. Setting rules of interaction and handling in advance goes a long way toward shielding your puppy from discomforts that lead to long-term fear or other undesirable outcomes.

The same is true for meeting and interacting with other pups. Instead of taking your young

puppy to dog parks or similar, where once again the variables are random and can also be dangerous for a young pup, arrange play dates with people and other puppies you know, in your home or theirs — discussing in advance appropriate interaction and what each human's job is during the interactions. Puppies do bite as part of their normal play, but it isn't acceptable to have one pup attacked by another, so your keen observation and knowledge of subtle canine communication signals are crucial.

Speaking of bites: A huge part of being a responsible puppy owner is to work for acquired bite inhibition. You do this by knowing how and when to allow your puppy to bite, nip, and mouth you and when to minimize these by reshaping bite pressure. We do not teach the puppy to inhibit biting via scolding, scaring, threatening, and certainly not via corporal punishment. We guide the puppy, gently and with very specific methods, to decrease bite pressure and bite

frequency over time. It is important to note this training should be done before 12 weeks of age (or 14 or 16 weeks, depending on who you ask); any biting issues occurring after that socialization window will need to be addressed via professional, anti-aversive behavior modification. It is easy to envision a correlation between improper socialization as a puppy and biting behavior as an adolescent or adult.

House-training is another realm where puppy owners sometimes make the error of employing scolding, scaring, threatening, or corporal punishment. These errors not only increase negative emotional states in developing pups, but furthermore they also negatively shape a pup's house-training-related behaviors.

For example, if you see your puppy eliminate indoors and you scold, scare, threaten, or physically punish her for doing so, she isn't learning not to eliminate indoors. She's learning not to eliminate in front of you.

The next time she needs to relieve herself, therefore, she may believe that eliminating under a piece of furniture or in a remote area of the house — away from your view — is a better choice. If you do not witness the accident but employ aversives upon discovering evidence of the accident, your puppy will not understand why she is being punished; she will learn that you are an unpredictable, possibly frightening, potentially even dangerous presence in her world. Better to gently show her where elimination happens and put elimination on cue, reinforcing every success with high value food.

You only get once chance to positively shape your pup's future well-being via proper socialization. For the best possible success, employ the guidance of an anti-aversives, certified canine behavior consultant or trainer.

Rain Jordan, CBCC-KA, CPDT-KA, KPA CTP, is a certified canine behavior and training professional. Visit her at www.expertcanine.com.

Elks pitch in at holidays



Seaside Elks

On Sunday, Nov. 23, Seaside Elks members delivered 147 Thanksgiving food boxes to local families, with the support of local businesses and individual donations. Event chair Joy Cruz thanked the Tsunami Skippers, who donated time helping sort and pack food and to the over 20 volunteers who helped collect, pack and deliver the boxes. For more information about Seaside Elks, call 503-738-6651; 324 Avenue A.

New book honors coastal conservation hero

Seaside Signal

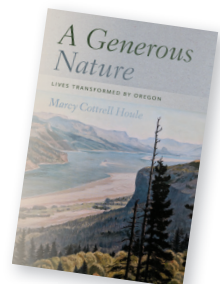
A new book from OSU Press, "A Generous Nature: Lives Transformed by Oregon," profiles 21 conservationists and activists who have made enduring contributions to the preservation of Oregon's wild and natural places and high quality of life.

Among those featured in the book is Seaside's Neal Maine, a founder of North Coast Land Conservancy and its first execu-

tive director.

On Saturday, Dec. 14, at 2 p.m., author Marcy Houle will be at Beach Books, 616 Broadway St. in Seaside, to discuss and read from the book. Maine will also be there to sign books, along with current NCLC Executive Director Katie Voelke, who will provide a glimpse of the future unfolding as a result of Neal's legacy.

Beach Books is donating a portion of the afternoon's book sales to NCLC.



KMUN honors volunteers at annual meeting, breakfast

Seaside Signal

Reid Johnson of Seaside was honored as volunteer of the year as more than 120 members of Coast Community Radio celebrated KMUN and each other during the annual meeting and breakfast held Nov. 2 at the First Presbyterian Fellowship Hall in Astoria.

KMUN Annual awards were given for outstanding volunteers from the station.

Donna Quinn was awarded The Director's Award.

As a front desk volunteer, Johnson answers phones, greets visitors and is specially trained to create KMUN Community Calendar air



Donna Quinn Receives the KMUN Director's Award from Station Manager Graham Nystrom and President Jack Harris.

spots and website listings.

Ellen Frye was presented Programmer of the Year for her well loved show "World of Bach" every Sunday morning from 7 to 9 a.m. Re-elected to the board was Jack Harris, who was also re-elected as Board President.

Coast Community Radio awarded Oregon Cultural Trust grant

Seaside Signal

Coast Community Radio, the non-profit radio station in the Columbia-Pacific region, received a \$19,401 grant from Oregon Cultural Trust toward phase two of a

three-year plan to repair, replace, and update broadcast equipment.

Coast Community Radio is a member-supported, volunteer-operated radio station, serving an audience along the North Oregon and southwest Washington coasts.

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