

# With training, it's worth waiting to get it right

When we are frustrated, we are much more easily reeled-in by flashy marketing, charismatic personalities, and promises of quick fixes, even if what's being offered is subpar. That's because frustration breeds desperation. Many salespeople and marketers seek out and leverage that desperation. They call this approach hitting the "pain points." Pain points are the negative things in your life that marketers make you feel even more deeply, in order to sell you something. By leveraging your suffering, they drive pain point based sales. This is why a ton of money may be easily raised by, for example, dog rescues who show you sad photos and tell you sad stories about suffering dogs.

And it's why animal protection charities who achieve their mission through education and prevention — working to avoid the situations that lead a need for rescuing — tend to have a harder time raising funds: It is exponentially harder to fund an organization that offers ways to

## CANINE CORNER

RAIN JORDAN & DAHLIA



avoid pain points than it is to fund one that focuses you on the pain not avoided.

It's important to be crystal clear about what constitutes a worthy product or reliable service because when we feel desperate, we're not in an analytical, reasoning state of mind.

Our "pain points" instead can lead us to make emotional decisions. Decisions based on negative emotions often turn out to be bad decisions. (This is true for humans just as it is true for our dogs, and it's one of the reasons we work to change a dog's emotions in order to address behavior concerns.)

It is human nature to fall prey to promises of easy solutions when we are suffering. Emotions draw us to fantasy, whereas reasoning draws us

to reality.

So what constitutes worth or reliability? Consider a huge money-making industry: weight loss. We might be drawn to purchase a weight loss product or service if we are told it works fast and is easy. Before and after pictures—which of course only depict the most fantastic successes — further drive people to buy. Yet only about 10% to 20% of those losing notable weight maintain that success for a year. As if a year were sufficient! The others gain it all back, and often more. Would you consider this a worthy, reliable product or service, then? I would not. Especially since in many cases, over the long term, we see a worsening of the original problem, rather than a reliable, lasting resolution that would make it worthy of our money and efforts.

The principle holds in other industries too, including the dog training and behavior modification industry.

It is why some people decide to leave their beloved dogs in the

hands of big-talking strangers running quick-fix training businesses, "boot camps," or other stay-training services. These offerings often rely heavily on aversives — shock, choke, force, intimidation, coercion, or fear-leveraging practices — to get your dog to behave as desired.

Why? Because the only way to change serious behavior problems quickly is by briefly suppressing the behavior rather than resolving it.

Suppression is unhealthy. Imagine suppression as a sort of hiding the behavior, burying it, but leaving it with claws so that it digs back up. Suppression can happen in an instant or a short time, like hide-and-seek. Resolution, like red-light, green-light, happens incrementally. Resolution requires expertise, patience, and care.

Quick-fix dog training services appear magical but in reality are incomplete because suppression is temporary.

Just as many weight loss offerings work by temporarily suppressing behavior rather than resolv-

ing the core cause of the behavior — whether that core is emotional, medical, socioeconomic, genetic, or something else — quick-fix dog training products that prioritize speed and easiness — while rejecting slow, careful, methodical, anti-aversive processes — merely suppress, not resolve, undesired behavior. This is why undesired behavior, like the weight, will eventually return after using those products.

As Steve Jobs says, "Details matter; it's worth waiting to get it right."

We must commit ourselves to the details of time, care, patience, and methodical anti-aversive processes proven effective and reliable in lasting behavior modification, so that we don't have to find another program all over again down the road, our dogs and we having suffered for nothing.

Rain Jordan is a certified canine behavior consultant and dog trainer. Visit her at [www.ExpertCanine.com](http://www.ExpertCanine.com).

## Easter: The Easter Bunny made the rounds

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Throughout the event, the Easter Bunny made the rounds, greeting the families in attendance and taking photos.

In lieu of the aquatic treasure drive — which is traditionally hosted as an opportunity for older children to collect their own goodies — the park district held a drive-thru event after the egg hunt. They distributed bags with candy-stuffed eggs for children 7 and older to do an egg hunt at home with their families.

Ousley said she was pleased with the number of people who preregistered for the event, as well as those who came the day-of to participate. She projected it was a mixture of both families from Seaside and the surrounding communities, as well as people visiting for the weekend.

"Hopefully we brought some tourists to town," she said.

The event was run primarily by park district staff, with help from board members Mike Hinton and Sue Coddington and numerous volunteers, including four students from Seaside High School's Key Club. TLC Fibre Federal Credit Union and Providence Seaside Hospital also sponsored the egg hunt.



Photos by Katherine Lacaze

ABOVE: Children line up at Broadway Field for the annual community egg hunt at Broadway Field. BELOW: Bailey Roberts and Deb Dixon with TLC Fibre Federal Credit Union helped with registration.



Katherine Lacaze

Jeff Ter Har  
ABOVE: These children find working together brings good results. LEFT: The Easter Bunny made an appearance at the annual community egg hunt.

According to Roberts, community partnerships and fundraising are an integral component of Fibre Federal's mission as a credit union.

"This is what we do," she said, adding as the pandemic runs its course and more community events return for 2021, "we're starting to see some movement, and we're here for it."

er al Credit Union and Providence Seaside Hospital also sponsored the egg hunt.

Bailey Roberts and Deb Dixon, community engagement and financial education coordinators with the credit

union, oversaw the check-in table, where they assisted in COVID-19 contract tracing, making sure there weren't too many people on the field at one time and helping the event run smoothly.

## Groups team up to meet vaccine demand on the North Coast

Seaside Signal



Columbia Pacific CCO

Columbia Pacific Coordinated Care Organization announced a partnership with Oregon Health & Science University's primary care clinic in Scappoose and Columbia County Public Health to expand access to COVID-19 vaccinations in the region. Efforts aim to remove barriers that could prevent residents from accessing this life saving vaccine.

Columbia Pacific's parent company, CareOregon, is contributing resources to bolster efforts. This includes providing staff time to analyze data and funding to support deployment efforts to help reach more residents.

Columbia Pacific will

continue to help partner in this work to vaccinate Columbia County residents through convening and supporting clinical and community partners. This includes data sharing to identify opportunities to address barriers that could negatively impact people's ability to get the vaccine, like transportation. Lowering barriers to accessing the vaccine, which include looking at ways to overcome disparity issues such as access to transportation, prioritizing those disproportionately impacted by COVID-19, language access and vaccine hesitancy are essential to a successful rollout.



Necanicum Watershed Council

Osprey nesting at Broadway Park.

## Watershed council at Art in the Park

Seaside Signal

Necanicum Watershed Council will be among participants at the Art in the Park event on April 17 from 1 to 4 p.m. Volunteers at Broadway Park will share information about the watershed council, the Americans with Disabilities Act-accessible kayak launch and the osprey that nest in Broadway Park.

The watershed council

operates a live nest camera located above the nest in the park. The camera has been watching these fascinating birds every year since 2013, with the exception of last year. The osprey returned on March 25 and they are busy remodeling the nest and preparing for another clutch of young. View the live feed and follow the action at [www.seasideosprey.org](http://www.seasideosprey.org) or at [www.necanicumwatershed.org](http://www.necanicumwatershed.org).

## Park your phone, avoid distracted driving

Seaside Signal

April is National Distracted Driving Awareness Month, and the Seaside Police Department is teaming up with agencies from across Oregon and nationwide to increase enforcement efforts that help curb unnecessary accidents and fatalities that are the direct result of distracted driving. Targeted enforcement specifically designed at all types of distracted driving will take place for the next four weeks throughout Seaside.

Distracted driving contributed to the deaths of 137 people in Oregon between 2014-18, including the distractions caused by the use of a cell phone.

Targeted enforcement will be directed at the prohibited use of cell phones while

driving. Doing so is illegal in Oregon and has been since the cell phone law went into effect in 2017. A first-time offense, that doesn't contribute to a crash, is a class B violation and carries a maximum fine of \$1,000. The violation and fines can increase for repeat offenders and may include subsequent jail time.

Distraction occurs when a driver voluntarily diverts attention to something not

related to driving that uses the driver's eyes, ears, hands and mind. Most distractions involve more than one of these types, with both a sensory — eyes, ears, or touch — and a mental component, mind.

Learn more about distracted driving, including how to order free educational brochures, posters and more on the Oregon Department of Transportation's website.

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