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Public-relations whiz finds the good life at peninsula resort

In this tourist-choked time of August, Lesser Seattle tries to reduce the weekend population by 1.1 fewer beings; not much, but we do our bit.

Which is why one human, namely me, and one runt miniature dog, namely Tiger, who is about one-tenth the size of a Homo sapiens, escaped town last weekend.

As usual, on a Friday afternoon, the Winslow ferry resembled a Japanese subway terminal as we crowded aboard. In little more than an hour we checked into the resort at Port Ludlow, where I gave Tiger the following lecture:

"This is a mannerly resort, friend, and you must comport yourself accordingly. No jumping on the sofa and you must be discreet about other matters as well. This is not a KOA campground and dogs are not allowed in the dining room. In short, this is not an equal opportunity operation, at least where poodles are concerned."

So the next morning I ate alone, but soon found myself in



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the company of a pleasant fellow, wearing a white "Members Only" golf jacket and carrying what seemed like a ton of brochures, handouts, books and maps. He said his name was Dan Youra.

"Here," he said, handing over a copy of Esquire magazine. "The golf course in Port Ludlow is among four others in the entire world which Esquire rates as challenging out-of-the-way courses."

Sure enough, Esquire rated "five dream links" for golfers who don't want to pay a fortune in greens fees or wait till Thanksgiving for a tee-off time.

Listed were Daufuskie Island, S.C.; Falsterbo Golfklub, in Sweden; Lahinch Golf Club, Ireland; Rye Golf Club, England; and Port Ludlow, which Esquire says "was tabbed as one of America's most scenic" by the American Society of Golf Course Architects.

By now you have guessed that I was in the company of the Port Ludlow resort's publicist.

"Every time you write about Lesser Seattle it is music to my ears," Youra said. "All I can think is, 'With this anti-tourist campaign in Seattle, more visitors will come to the Olympic Peninsula.'"

Plainly, your self-appointed president of Lesser Seattle was in too deep to back out. It soon developed that Youra (pronounced as in "you're another") is far more than just a publicist for a resort. He is, in fact, executive director of the Olympic Peninsula Travel

Association and president of the Bremerton/Kitsap County Visitor and Convention Bureau. I was in the hands of the Philistines.

But as president of Lesser Seattle, I take the position that anything I can do to glorify another region means that many fewer tourists in Seattle. And in Youra I clearly had a major ally in any campaign to pull people over to the entire Olympic peninsula.

The more we got into his career, the more interesting he became. For one thing, he publishes Olympic Magazine, a more or less definitive guidebook for the Olympic and Kitsap peninsulas. His artistic talents show up in maps, posters and tourist brochures throughout the Northwest.

In the past, he produced the Washington State Expo '88 Official Guidebook, featured at the Vancouver extravaganza. He also co-designed the Library Information Facility on the Environment for Spokane's Expo '74. He is the author of many books and is trained in quantitative research, statistics and information science.

He has designed communication exhibits for several national and international expositions. In addition, the guy is a computer whiz, having worked with computers for 18 years. "Let's go over to my place," he said, finally, "and I'll show you how we work."

The "we" in this case is Dan's business partner, Pat Thompson, a graphic artist, who is quite a computer whiz herself. Together, they employ two people working on their three computers, a copying machine, and a laser printer. This small company, run out of the couple's house, turns out all sorts of graphic work, including books. They use a PageMaker publishing program from Aldus, a Seattle software company.

Being a congenitally backward person when it comes to even the simplest word processors, I found Youra's operation rather incredible. Dan completed graduate courses in computer research at Ohio State and also studied advanced computer analysis at the Institute for Social Research at the University of

Michigan. Clearly, this is no mere hobbyist at work.

"You must have the best of possible lives worked out here," I said. "You make a good living at something you enjoy and are good at — and you never have to budge out of Port Ludlow."

"That's the idea," he said. "Now, let me show you a book we published just this spring. It's by a wonderful guy named Joe Daniels. It's selling like crazy."

Dan handed me a small book — a booklet, really — entitled "Oyster Cookery." The cover advertises, "60 ways to dominate that delectable little delicacy."

"Joe has his oyster farm over on Mats Mats Bay (about two miles north of Port Ludlow)," Dan said.

On Thursday, I'll tell you about a rather wonderful couple, Daniels and his wife, Marjorie. Joe is an ex-Seattle streetcar conductor who made good raising oysters.

■ Emmett Watson's column appears Sunday, Tuesday and Thursday in the Northwest section of The Times.