



## Aquarium names Spence senior vice president of marketing

The Oregon Coast Aquarium announces the advancement in title of Kim Spence to senior vice president of marketing.

Spence began working at the aquarium in 1996, the same year as Keiko, killer whale star of "Free Willy," and has been in charge of the organization's communications and corporate identity programs, including advertising, public relations, special events, sponsorships, retail sales and retail development.

Before joining the aquarium, Spence served as vice president of marketing communications and public relations for JanSport, an outdoor gear and apparel company. She also has worked in sports marketing at LA Gear and learned about consumer products during her years at Ogilvy and Mather and J. Walter Thompson advertising agencies.

At the aquarium, the marketing team has won several national awards for the department's public relations and advertising efforts, most notably the 1999 Silver Anvil award by the Public Relations Society of America and, that same year, the CIPRA trophy recognizing its public relations work for Keiko. In addition, the aquarium's web site has been named among the top 5 percent on the net by Lycos, an online search engine.

"Most rewarding is the opportunity to make a difference by raising awareness about conservation and animal rehabilitation issues. Working for a nonprofit organization like the Oregon Coast Aquarium is really a dream come true," said Spence.

Current marketing efforts focus

on the launch of the aquarium's new "Passages of the Deep" exhibit, opening May 27. The 1.32-million-gallon underwater exhibit will transform Keiko's old home into an ocean wonderland filled with sharks, skates, rays and thousands of fish. A one-of-a-kind submerged acrylic tunnel provides several 360-degree views.

"We are currently seeking business partners to sponsor several programs relating to the 'Passages of the Deep' exhibit," said Spence. Opportunities include sponsoring exhibit educational

programs that feature underwater internet cameras, an exhibit species guide and a kid's club. Cooperative advertising programs are also available, and exhibit opening weekend activities welcome sponsor support. Businesses interested in partnering with the aquarium should call 867-3474, Ext. 5211.

Spence also serves as the marketing chairperson for the Oregon Attractions Group, which promotes tourism to Oregon state attractions through cooperative efforts.

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