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Shop: Mark Richilano, Randy Bailey

Mill: Jovil Velasquez, Jose Gutierrez, Marcos Vizcarra, Patrick Gallagher, Jesus Cordova, Sergio Gutierrez-Salamca, Ray Meyers, Norm Colwell. Not Pictured: Josh Carter

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Left to right: Greg Ross, Jacob Larsen, Allen and Alethia Larsen (owners), and Levi Larsen. Not pictured Kelly Johnson.



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L to R: Natalie Morris, Jamie Orozco, Michelle Ochsner (Mgr.) and Michael Parks (Asst. Mgr.). Not pictured Vickie Farley (Asst. Mgr.).



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As owner/artist of Glassometry Studios, Laurel's mission is to continuously evolve as a craftsperson and share ideas and expression with the community. Her work can be found nationally in both private and public sectors. Laurel has studied at numerous institutions around the country and in Italy. She has been manager of the Special Projects Department at Savory Studios, a large glass firm, and Art Glass Coordinator for Chemeketa Community College. She decided to take her experiences and focus it into her own entity, Glassometry Studios.

"My passion lies in creating art that pays homage to the natural world," she said. "Inspired by stunning beauty and nature's complexity, the color, movement and luminosity glass allows is prefect for giving sculptural life to these reflections. The process demands flexibility, patience, and a love for constant change, just as nature does."

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# **Claudine Bridgeman**

#### **Rosauers Floral Department**

Claudine Bridgeman's favorite flowers are the wax flower and the Gerber daisy. She spends her days with these and many other varieties as floral department manager at Rosauers Supermarket in Hood River.

Bridgeman has been with Rosauers for 17 years, the last eight of those in the floral de-

from working with her favorite flowers — is helping customers.

"I have a lot of regular customers," she said. "I've built relationships with them. That's the best part."

as possible. This time of year, most of her flowers come from the Portland area, but in season, she purchases them from a grower in Parkdale. That's something she likes about the Rosauers chain - the ability to buy locally.

plained. "I love to buy local."

doesn't like "traditional stuff" when it comes to flowers, and she's often complimented on her unique arrangements. Besides cut flowers ranging from low- to high-end pricing, she offers balloons, also place special orders.



Her two busiest times of the year are Valentine's Day and Mother's Day, which she prepares for by making sure she has a big stock of bows and balloons, roses and mixed bouquets of snapdragons, tulips, eucalyptus, carnation and (her favorite) wax flower. Specialty potted plants, such as orchids and hanging jas-

partment. What she likes best — aside mine, are stocked, too. Rosauers even delivers locally — every day, not just on the special ones.

Speaking of special occasions, Bridgeman also does wedding flowers. She needs at least one month's advance Bridgeman tries to buy locally as much notice, and interested parties can call her at the store: 541-386-1119.

Bridgeman grew up in Stevenson, Wash., where she graduated from Stevenson High School. She began working at Rosauers at the age of 20. Since then, she's moved to Hood River "We're not so corporate," she ex- and raised two sons - Julian, a sophomore at University of Oregon, and Clin-One thing she's learned: Hood River ton, a freshman at Hood River Valley High School.

Hood River reminds her of Stevenson in many ways because of its small-town feel. Besides the area's hiking and outdoor opportunities, she enjoys "the stuffed animals and house plants. She can friendly people, and working (at Rosauers) especially," she said.



Many funeral home directors get their start after inheriting the family business, which often stays with the same family, generation after generation.

However, Jack Trumbull didn't get into the business that way.

"To be honest, it happened almost by accident," he says.

Trumbull, 40, is the director of Anderson's Tribute Center in Hood River, where he lives with his wife, Debbi, a reading specialist at May Street Elementary; his son, Caleb, 12; and his daughter, Lauren, 14, who both attend Hood River Middle School. Trumbull has worked at Anderson's since 2006 and has owned the business since 2007, but until his final year of high school, Trumbull had no involvement and little knowledge of the funeral profession.

"I had no idea what a funeral director was or what a funeral director did - had no death or losses in my life up 'til that point," he says.

During his senior year of high school in Nampa, Idaho, Trumbull was required by his school to go on a job shadow. Trumbull decided to shadow his friend's father, who owned a funeral home in Nampa, because he wanted to pick a profession that was totally different than what other students had chosen.

It didn't take long for Trumbull to feel an appreciation for the work his friend's

## Jack Trumbull

#### Anderson's **Tribute** Center

father did.



"Once I started working there and seeing the involvement in the community that the directors had, the function of a funeral home amongst a community and the care that they had for their community — it

clicked," he recalls.

Trumbull's job shadow at the Nampa funeral home evolved into an apprenticeship. After graduating high school, he attended Boise State University in Boise, Idaho for undergrad and after graduating there, attended mortuary school at Mt. Hood Community College in Gresham. After receiving his mortuary degree, Trumbull worked at funeral homes in Washington and Idaho for several years before settling in the Gorge.

Trumbull says he enjoys his role as a funeral director in a small town, which allows him to establish a more personal connection with the people he must care for, support, and comfort throughout the grieving process.

"In a small town, I know almost every family that we come in contact with, in some capacity, either individually or one of their children," he explains. "And that role is caring for our community, caring for my friends in their time of need. And it's a sacred trust that a family bestows upon any funeral home when they've lost a loved one, and I think it gives them peace of mind knowing who's handling those arrangements, also."

When asked if often having a personal connection with the grieving made his job

Please see TRUMBULL, Page 24

## **Steve Gates Big Winds**



Steve Gates has been drawn to adventure sports for most of his life, and if you've ever been to a little town outside of Anchorage called Alyeska, you know a place like that is hard to compete with for a

someone with a penchant for enjoying the great outdoors.

"My dad was a petroleum geologist, so we moved around a lot when I was a kid, kind of like a military family," Gates explained this week from his longtime downtown Hood River business, Big Winds. He lived in Anchorage for a stint, graduated high school in Texas and moved around the country during his college years before finishing with degrees in economics and political science from University of California San Diego in chorage. Like many fresh college gradu-1972.

"Alaska was the type of place I knew I ies and began a career in manual labor.



wanted to go back to someday," he said. "So I moved straight back there after college. The place is just stunningly beautiful; it's incredible."

Gates moved to Alyeska, a small town pinched between the southern end of the Alaska Range and the Turnagain Arm of the Cook Inlet, about 35 miles south of Anates, he forwent his field of academic studcame a building contractor," he said. "I was windsurfing a lot in the Turnagain Arm and was pretty seriously into alpine time when the look, feel and stature of touring. At one point, I was invited to be downtown Hood River was drastically a guide with one of the first heli-skiing different than it is today. Many buildings companies of that era."

years — during with he met his wife, ation hub it has become over the last 15 Ginny, and had two daughters, Erin and Jody — before a life-changing chance presented itself.

a random opportunity to go into a partnership to open a windsurfing shop in revitalized. Windsurfing wasn't the only Hood River," he said. "We just said, 'okay, let's do it.' We had never been to revitalization of town. I think at this point Hood River before and had never been in the animosity that was present is pretty retail before; it was all new. It was an ex- much gone; recreation is now interwoven citing time."

Gates went into partnership with Doug Gallant, who remains a partner at the ter than ever, thanks largely to the many popular downtown Hood River shop. They opened a small shop in 1987 on the corner of Cascade Avenue and Fifth Street, in a former Tum-a-Lum Lumber warehouse. Over the years, Big Winds board, planning commission and was evolved to keep up with changing markets and Gorge sports cultures. The shop, at its present location since 2000, remains focused on water sports, but now caters heavily to kiteboarding and stand-up pad-

"I learned the building trade and be- dling, as well as maintaining its roots in the windsurfing industry.

The opening of Big Winds came at a were vacant or boarded up, and the coun-Gates stayed in Alaska for nearly 15 ty had yet to be "discovered" as the recreor so years.

"We weren't the first, but we were there early," Gates said. "It was an exciting "We were looking for a change and had time. Everything was changing; shops were opening and downtown was getting factor, but it certainly contributed to the into the fabric of this community."

> Gates said business at Big Winds is betofferings the Gorge brings to the public and the proactive strategies the shop has maintained over the years.

For Gates, who served on the school mayor of Hood River from 1992-94, keeping recreation a cornerstone of the community goes far beyond good busi-

Please see GATES, Page 23

## **Brian Shortt** Shortt Supply



Shortt Supply — that honor goes to wife Karen — but he is "vice president, director of internal affairs, outside program development, director of entertainment Heights — the store was 2,000 square hike." and fun, whatever is necessary," he said.

Shortt Supply was

established in 1998 in the family garage as a way to help their children understand what it took to start and run a small business. Initially, they purchased clothing online and resold it all over the country.

"We called it Shortt Supply because joked. we sold everything in short supply," he explained.

Eventually, the Shortts decided to focus on "a more predictable model" clothing and shoes for hiking, running and swimming, as well as for K-12

Brian Shortt is not the president of sports such as basketball, soccer, foot- who have challenges in one form or anlacrosse.

feet — before moving to their current square feet.

The store attracts not only local customers, but from surrounding counties -Wasco, Sherman, Klickitat, Skamania and Gilliam. The Shortts even have customers is the high percentage of volunteerism. from La Grande. He credits the staff's willingness to measure feet properly and best about living here," he said, "how select shoes based on measurements with charitable people are." the store's popularity.

197 styles of shoes, but it's actually more than that. Customers range from physician referrals to world-class athletes because of that selection.

"The best is when you help people p.m.; and Sunday, 11 a.m. to 4 p.m.

ball, track and field, cross country and other," said Shortt. "Just finding the right footwear for them, knowing they The Shortts spent 11 years on the get to enjoy being able to walk or run or

Shortt encourages everyone to shop downtown location in 2011 - 5,000 locally. "When you shop local, there's dividends that online companies can't provide," he said — such as the merchandise the store donates to many area causes. What he likes about Hood River "That's the thing that makes me feel the

Shortt sits on the Port Commission "We're locally world-famous," he and previously chaired the Heights Business Association on several occa-He affectionately says the store carries sions. He's also active in the Downtown Business Association.

> Beginning in March, the store hours are as follows: Monday through Friday, 10 a.m. to 6 p.m.; Saturday, 10 a.m. to 5



# **Gary Dallas** McIsaac's Store

Gary Dallas is that essential community Columbia Market in Cascade Locks, which

ingredient: the grocer you know. And he is known, via three stores, in plenty of communities in the Gorge.

The White Salmon native got his start in Odell, owned a store in Cascade Locks, and now manages one in Parkdale.

That's McIsaac's of Parkdale, where he has worked since 2007,



he owned from 2000 to 2006, and Mid Valley Market in Odell, where he got his start.

"I like Hood River County. I good diverse population in this whole upper valley," said Dallas, who with his wife, Pam, have two children: son Devin, 28, Hood River, who works at Expertec, and daughter Brooke, 23, who lives is not all it's cracked up to be." in The Dalles and works at Fred Meyer.

school," said Dallas, born and raised in at about the same time. "I was looking into White Salmon, and a member of the Co- the store when Trent owned it. I wanted to lumbia High School class of 1978.

just out of high school, and started working at Mid Valley Market in 1979," for thenowner Frank McNeal.

But he was familiar with livestock; Dallas raised sheep in a 4-H group led by the ing of Portland, selling and delivering prodlate Ron Ladiges, who owned L and L Lockers in Bingen. Ladiges hired Dallas at age 15 for cleanup after closing time. Dallas gradually learned the art of meat cutting.

"As soon as I got my driver's license, I started slaughtering animals before school and on weekends," he said.

river," Dallas joked. He and Pam, who works at Rivers Edge Towing, both worked at worked at Mid Valley after they were married.

John and Kathie Alley bought Mid Valley Market in 1995 and then Columbia Market in Cascade Locks, offering Dallas the job of McIsaac's employs 15 people. manager after he requested it.

"I started as grocery manager, and was like a lot of the people. It's a meat cutter there. It was my first bout of grocery retail," he said. He bought the market in 2000, but sold it in 2006.

> "I was getting tired of cutting meat," he said, adding that "there were a lot of reasons: burn out. Owning your own business

The sale of McIsaac's by Trent Weseman "I went right into work after high to Gorham Blaine of Parkdale came along buy it but we couldn't get the deal done." "I was a butcher by trade and meat cutter Blaine bought it and moved the hardware portion to another building a block east, and remodeled both sites in 2006.

> Meanwhile, Dallas went into wholesale wine and beer sales for Columbia Distributucts.

> "That was fun. I got to know a lot of great people," he said.

> But circumstance put a cleaver to that: Blaine called him up and asked him to do some part-time meat cutting at McIsaac's.

"One day, they were out of a meat cutter, "As soon as I got married I jumped the and I told him I'd do it, and he asked me if I wanted to run a grocery store," Dallas said.

> "I had to ponder it because I knew what was going to be involved. Pam and I talked it over. I knew the history of this place and what it needed, decided go for it."

> "I knew this had the potential to be a good store; and it has gotten there. It's grown," Dallas said.

> "I tried to implement a lot of things at my Cascade Locks store that didn't take that I knew in this environment would, such as

> > Please see DALLAS, Page 24

## **Felipe Castaneda** Apple City Auto Body



With two businesses, a 36-acre farm and a wife and four kids, it's a wonder Felipe Castaneda gets any sleep at all.

"I get asked if I have leprechauns at the farm getting everything done," he laughed.

Castaneda is the owner of Apple City Body Shop and Quick Lube, both on Tucker Road. He is a hometown boy. the oldest of three kids in his family and a 1989 graduate of Hood River Valley High School.

"I started messing around with cars before I even had my driver's license,"



plans were not to do farm," he said. this: I wanted to be an school teacher."

struction going

where he met his wife, Karalyn, "in the what breed they are. frozen food aisle at Safeway," Karalyn laughed.

body work to a man named Bill after-work-hours busier still. And he Schmidt, now retired from D&S Frame has recently added to his plate with the & Body, and for whom he worked after planting of a small nursery of ornareturning to his hometown. "He was mental trees. But Castaneda finds it a my mentor," he said.

But after his busy work days, Cas-

he said. He had a taneda looks forward to his other life, project car, a Chevy as father and farmer. "I enjoy spending Camaro. "But my time at home, working around the

Located in the Pine Grove/Odell elementary area, his property supports horses and nearly two dozen Pinzgauer cattle, He worked in con- which have a rather distinctive look, while with a chestnut red coat and white through markings on the back, tail and barrel. school, then came back to Hood River, Castaneda said he often gets asked

Not surprisingly, his family, ranging in age from 6-14, is involved in 4-H, as Castaneda attributes his interest in well as sports and church, making his nice balance to his busy workday.

"The farm is my fun," he said.

# Jenni Lott Cascade Pet Camp



A Newfound love is an old one for Jenni Lott.

Love of dogs has always kept Lott going, and these days she has four dogs, including three Newfoundlands, in the family.

"I was one of those kids who had the encyclopedia of dogs, and dogs called to me. I like that they're interactive, and they have personalities, and they're family members," said Lott, owner of Cascade Pet Camp in Odell, which she founded in 2005.

Today it thrives as a center for boarding, training, grooming and canine learning and socialization, along Highway 35 in Odell. On nice days you can see dogs and humans in the yard and open-air pens, but at any time of the year, there is plenty going on at Cascade Pet Camp. including Thursdays' Yappy Hour — a time for canines to commune (and their humans can choose a drink of beer or wine if they want).

"It is a very familyfriendly event," she said.

Lott, a wildlife biologist by training, grew up in New York, Virginia and Arizona — her father worked for IBM - and did undergraduate work at University of California Berkley and earned her doctorate at UCLA in 1994, in biology and behavior ecology. She has two younger brothers, who live in Seattle and Las Vegas.

Lott lives at Cascade Pet Camp with her son, Cameron, 10, and their four pooches: Pickle, a border terrier, and Newfoundlands Brit, Inky and Darwin.

"The commute is awesome; the hours sometimes not so good," Lott jokes.

She worked for California Fish and Game as fisheries biologist and moved to the Gorge in 1996. She put herself through graduate school by doing small business accounting so when she moved to the Gorge she did the same work, until learning how to train dogs.

"I've always had dogs," said Lott. 'My first dog was a miniature schnauzer, who I got at age 12."

As an adult, her first dog was a Newf, Misty, "who went everywhere with me: it was she and I and the truck" while Lott did graduate work in New Mexico.

"I started getting involved in dog training and realized all the animal behavior I learned in college and grad school applied to dogs too, and I started and teaching are more effective in a a journey to educate myself more about the specifics of dog training, and soon learning about applying my science in have a dog behaviorist on staff, but dog training."

lot of mythology; it's basically made up. There is a science behind how sciences learn, all of us, from cockroaches to humans, and applying sound scientific knowledge to training is a huge movement in dog training and I'm part of that."

Lott said dogs have been associated with humans for 120,000 years, and as a result "they can understand a lot of what we can understand; the dominance-based idea has been debunked by wolf biologists.

"A wolf pack is actually a family unit; and dogs are not dumbed-down

wolves and don't have the same behavior.

"Dogs in the wild form social groups but don't form packs," Lott said. "This whole language of dominance came out of the old captive wolf studies,

which have been debunked, and don't address the behavior: What is the dog doing?

"If you don't want the dog on the bed, don't let him sleep on the bed; but don't look upon the dog wanting to be on the bed as 'dominant' behavior," Lott said.

"I would really like to get rid of the mythology around dog behavior," she said, adding that the mission at Cascade Pet Camp is to improve lives and relationships of pets and their families.

"A lot of ways we try to do that is through education of dog behavior and we can actually very effectively and humanely change behaviors through scientifically sound methods," she said.

"They don't have to be punitive; just like in the human world people have realized that things like time-outs are a better alternative," Lott said.

"When we learn though positive methods we are more engaged in the process. No one wants be told 'stop, stop.' Science has shown that learning

positive environment."

That said, at this time Lott does not plans to again. For now, she is focusing Lott said dog training is "steeped in a on doing training, boarding, doggy day care, and a special class known as "Puppy Kindergarten."

> Early training is vital, Lott believes, yet many people think you should not attempt training before six months.

> "If you wait that long you have missed a critical window, for them to be socializing and learning to be a dog in a human world, which thanks to humans is getting more and more complicated all the time.

> "We have a lot of people just looking for lodging but we can help them with all sorts of behavior issues," she said.

Basically, "dogs need activities, and we stay very active here."

Dogs are definitely happier and healthier with more activity and individual attention, according to Lott.

"I'm very practical about it. You are their family and their provider, so it's like having kids. I consider them part of the family and love for them to be part of the family, to be snuggled with."

#### GATES

Continued from Page 21

ness sense. Like many who call Hood River home, recreation for Gates is a source of positive energy, longevity and inner connection with the environment that can only be had by getting out and enjoying it.

"I'm still very active," he said. In addition to windsurfing, mountain biking, skiing, kiting and surfing, Gates has grown a passion for stand-up paddling, which he is in turn sharing with local youth through a summer SUP team. "I've always loved coaching kids," he said. "To be able to return to that with the SUP team has been very rewarding. Their youthful energy and motivation and has really kept the spark alive for me. Using sports as a conduit to have a positive influence on people's lives is really what it's all about."



## **Chris Strader** Hood River Jewelers



tiful matching things.

For one, it's the jew-Hood River Jewelry. For another, it's his love for his wife and business partner, Julie, and for a third, it's the gem-

like rivers and mountains that encircle his childhood home in California and his adoptive home in the Gorge. A single revered hiking trail connects both places.

From his teenage years, he learned from family members' examples: Learn a trade vou can always fall back on.

"I decided to learn to cook," he said. Chris, 55, was born in Kansas and moved to the Palm Springs area as a young boy. Later, the family moved to Portland and he attended Reed College and then went to work as an apprentice at Salishan Lodge.

"Back then the state had this great apprenticeship program," for many kinds of fields. "It helped fill the gap between those who are just starting out and the professionals. It's a thing that's now missing, and, there

Chris Strader's life is is a whole level of skilled laborers who framed by sets of beau- could benefit from an apprenticeship."

He then returned to school to gain his bachelor's and then master's degrees in elry sets he sells at business and restaurant management at Oregon State University in 1986 and 1987.

Julie got her jewelry industry start at a store in Corvallis; the Straders, who have been married 28 years, have two daughters: Anastasia, 22, a law student in Seattle, and Marie, 25, a graduate biology student.

Strader served in the hotel and restaurant field for 20 years, including time at Westin Benson in Seattle. While now firmly settled into gemology and watch repair, he still loves to cook and writes a blog, straderfood.

The Straders have been in Hood River since 1993 and Julie worked at Hood River Jewelers for former owner Paula Runyon.

It was Feb. 4, 2002, that he and Julie purchased the store.

"Paula announced she planned to sell the business, and Julie said, 'Let's talk," Chris said.

Thus began a new career as jewelry store owner, and later, certified gemologist, and ranking as an Accredited Jewelry Professional, earned through a combination of on-

### TRUMBULL

#### Continued from Page 20

more difficult, Trumbull replies that it doesn't.

"I don't think it makes it more difficult," he says. "I think it makes it more special."

Working at a funeral home in a small town, though, means Trumbull and his staff of four must wear many hats in what is called a "whole-person approach" to the business. Trumbull says Anderson's does everything from meeting with families after a death, to transferring remains, embalming, cremations, conducting funeral services — even catering — all while being staffed 24/7, 365 days a year.

family for long, Trumbull says his son has feel like I've succeeded."

expressed admiration for the profession and could see himself being a funeral director someday. Trumbull notes that he's leaving his children's career paths up to them, but adds that they have a "maturity as far as sympathy for families and the understanding of death that goes far beyond what I had at 12 years old."

And the job of a funeral director is no easy one. Trumbull constantly comes in contact with people on what may be, and often is, one of the worst days of their lives. But he says offering consolation to the grieving is what makes his job so rewarding to him.

"At the end of the day, I know I can't make the loss of their loved one easy," he savs, "but if I can make it less difficult. and if I can provide them tools that will Though the business hasn't been in the help them with their grieving process — I



line and classroom courses.

could focus on jewelry design, while Chris handled "the stuff she didn't really want to do," such as handling the books.

Julie, Chris and their employees Theresa Kappel and Emma Spaulding all share in doing customer service, and Chris handles some design work as well as most of the watch repair.

"We all work the front, and beyond that, it's whoever is most skilled at helping customers with their particular need. We're all learning all the time," he said. "It kind of de-

### DALLAS

#### Continued from Page 22

gluten-free and natural foods and we tried to up the bar, so to speak."

That all came as part of an overall change in customer expectations of the grocery store.

"You need to have more specialty food items, not plain label stable items, and gluten-free has become a real problem for some people, so those products have really increased within the last few years. A lot of people are totally organic, so those ing himself "mediocre," and "to spend two things are critical.

full of canned beans and corn, but now we're trying to find those specialty items few of them," Dallas said. "We get a lot started crawling," Dallas said.

pends on who's good at what and what our interests are."

"It's going great," he said. "We get a little better and a little more efficient all the time. And I certainly appreciate the hours, compared to the hospitality field. We're not open at nights, and we're open Saturday but not Sunday. People are happy working here."

Strader's odyssey has taken him from a childhood in a desert area, to the verdant Gorge today.

"But when I moved here I realized something pretty nice: Where I grew up in California we looked up at two mountains, and I would go hiking all around them, and there was a river nearby. And here, we're living along a river, looking up at two mountains, and there are all these places to hike all around us."

One of those childhood trails was the southern sections of the Pacific Crest Trail - which in the 1970s was less contiguous Joining Julie in the business meant she as it is now, but it was the same trail he would come to know in the Gorge.

> "I hiked the mountains as a kid, and I hike the mountains now," Strader said.

> The Straders regularly walk the two miles from their west Hood River home, and Chris regularly strikes out along the many trails of the Gorge and north and central Oregon.

> "I used to take an afternoon and hike the next five miles of a trail," including the Pacific Crest Trail. "As time goes on, I do have to drive a little farther all the time to get to the next section of the trail."

of customer feedback, which is definitely helping us."

"Without the owner and the funding we'd never have been able to transform (McIsaac's) into what it is, especially at such a fast pace," Dallas said, referring to this spring's remodeling work that will transform McIsaac's once again. The false wall behind the meat department will be torn away, transforming the store into one large space. The work was set to commence in early February but got delayed because of the snowstorm.

For fun, Dallas loves to play golf, calltime with family as much as we can." "It used to be pretty blasé, your shelves Their first grandchild, Bryson, was born seven months ago.

"He is the most mellow, incredible and the right ones, as there are quite a child I've ever seen in my life. He just



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