



Seldovia Gazette

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Seldovia, AK

23 °F / -5 °C

Light Snow
at 5:32 AM



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Thursday, Nov. 17, 2005

Just another day in paradise

A truly unique shopping experience - Gifts for that special person! Friendly - Affordable

HERRING BAY MERCANTILE

<http://www.herringbaymercantile.com>

Located in beautiful downtown Seldovia - 275 Main St.



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The Reynertsons and Herring Bay Mercantile

by Charity Winters



Kurt and Joni Reynertson intended to retire when they decided to move to Seldovia, but with their new business of 2 years and Kurt working as the City Manager, that just doesn't seem to be happening!

The couple moved here from Saudi Arabia two years ago and bought the Herring Bay Mercantile. Wonder how they got all the way over here from Saudi Arabia? They found www.seldovia.com ! Kurt had always wanted to live in Alaska and when the two neared retirement, they started looking around. They had 14 possible locations on the Kenai Peninsula picked out, and Seldovia wasn't even one of them. One day, when Kurt was playing with an interactive map of the peninsula, his cursor swept over Seldovia and up popped the website. They tacked on a trip to the town at the very end of their visit and that was the end of their search. "We were just drawn to its peaceful beauty," says Joni. It was just what they were looking for.

Kurt and Joni have many other interesting experiences in their past. Kurt spent most of his earlier years in Texas and California and Joni is from Ohio. The two met when Kurt was contracting as a maintenance consultant in Ohio. The couple then spent a total of 9 years living in Saudi Arabia while Kurt worked for an oil company called Ram Co. For 6 of those years, they had their 3 kids with them! Kurt also served in active duty for 9 years and in active reserves for 5. Now the two have wound up in Seldovia with their kids scattered across the country; one in Texas, another in Ohio, and another in Anchorage.

Kurt was voted into the office of City Manager this May. He enjoys the work and says that the job "has its own unique challenges." Although the bulk of their business is now laid on Joni's shoulders, Kurt is happy with his job. He has always wanted to be able to make a difference in the place he calls home and being the City Manager is the perfect way to do it.

Kurt and Joni had wanted to be in business once they retired because they felt it would just be another fun adventure once the kids left home. Their store has a sophisticated yet very quaint style, reminiscent of the mercantile of the olden days. Relaxing music ranging from folk, to Celtic, to classical, plays in the background and is also available for purchase. The Reynertsons like to promote Alaskan items and artists and so about 60-70% of their merchandise is Alaskan made. They offer beautiful photography of Alaskan wildlife and scenery, native baskets, items carved from antlers and soaps and lotions. There are also a variety of household items such as cutting boards, linens, and similar items. They sell clothing and books of a variety of titles, mostly of Alaskan history or information.

For the Christmas season, the Herring Bay Mercantile will be participating in the Christmas tree lighting ceremony on November

28th by having a “dollar day sale.” All of their Christmas items will be offered in very reasonable dollar amounts. They will also be offering free gift-wrapping. Their line of Feel Good soap is on sale from now until Christmas for \$4 a bar or 2 for \$7. Check out their “Pamper Me” gift baskets, full of several different lovely smelling soaps, lotions and other bath items.

So, make sure you consider stopping by the Herring Bay Mercantile for your Christmas shopping! They are open Tuesday through Saturday 11-5 pm.



Christmas is closer than you think!

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