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Silver Lake Resort's new owners reel in customers with facility upgrades

By Evan Caldwell, columnist

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Photo by Roger Werth

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Chuck Morgen loves spending time on the dock.

"Whenever we were on vacation, I knew where to find my husband," Nancy

Morgen said.

So earlier this year, the Rose Valley residents bought the Silver Lake Resort east of Castle Rock, located at 3201 Spirit Lake Highway. "Now, he has his very own dock," Nancy Morgen said.

Chuck Morgen won't be found relaxing on the water, though.

The Morgens have been remodeling and upgrading their facilities, which include seven motel rooms, five cabins, 22 RV hookups and 11 tent sites. They also have added a children's playground and nightly barbecues.

"We're redoing the public restrooms. We made a suite. And we're rebuilding cabins one at a time," he said. "One to two years down the line, we'll add more cabins."

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Since the Morgens took it over June 30, visitors from throughout the world have booked reservations.

"We have a unique situation here where the motel is right on the water," Chuck Morgen said. "People can fish right off their balcony. People stay up until 3 a.m. or 4 a.m. just fishing."

And, unlike previous years, the resort will stay open year-round, said Morgen, who has been marketing the resort on the Internet as well as to area military personnel

on leave.

The number is 274-6141 and the Web site is **www.silverlake-resort.com**.

Tobacco store opened Friday

Smokin' J's lit up on Friday, selling pipe, tobacco, novelties, gifts and smoking supplies, including Hookahs — a popular water pipe.

The Longview shop, located at 1105 15th Ave., is owner Jay Fratt's second store. He also has owned Vancouver Pipe and Tobacco for nine years.

"There is nothing like this shop in Longview," said Fratt, a Kalama native. "We've had success in Vancouver. And here, people are looking for alternative stores where you can find neat items you don't have to drive to Portland for."

The shop is open from 11 a.m to 7 p.m. Monday through Saturday and noon to 6 p.m. Sunday. The number is 423-1090.

Mortgage shop picks Kelso

Horizon Mortgage, a Tacoma-based firm with 22 offices statewide, opened an office in Kelso in early August because of the area's surging real estate market.

"We want to have branches that are convenient in all of the state of Washington. We were just adding on," said Brie Adair, executive assistant at Horizon.

Horizon offers all types of loans and works with all credit scores, branch manager Maria Rosa Ramirez said.

The office, located at 410 Oak St., is open from 9 a.m. to 5 p.m. weekdays. The number is 575-1700 and the Web site is **www.nwlender.com**.

If you know about a business opening, closing or going through major changes, contact reporter Evan Caldwell . He can be reached at **evan.caldwell@tdn.com**.