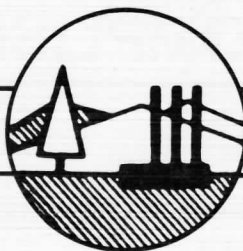


# ANNUAL



# REPORT

## SPRINGFIELD CHAMBER OF COMMERCE FEBRUARY 1985

### JANICE EBERLY — Past President

Economic issues had the Chamber's greatest attention in 1984. Months of work will finally see the reality of an economic development partnership, which will include the Springfield and Eugene Chambers, the Cities of Springfield and Eugene, and Lane County.

The primary goals of the Eugene-Springfield Metropolitan Partnership will be the marketing of the Eugene-Springfield area to targeted new business and industry.

Our Chamber Board of Directors has strongly endorsed this approach to economic development. It is anticipated that revenues from the existing partners and other sources will be \$690,000 in 1985.

The implementation of the partnership will be a top priority in 1985. It is critical that as we focus on recruitment of new business, we not lose sight of the need to support and assist existing local business and industry. The Chamber will expand its role in addressing this need. The Chamber has maintained a strong working relationship with the City of Springfield, and a number of local businesses were given valuable and expeditious assistance with positive results, because of this cooperative approach.

The many members of our standing committees have been dedicated to the enhancement of our community and its business environment. The strength of our Chamber is in its membership, and I congratulate the work of the Membership, Orientation, and Retention Committees. Our Greeters Committee was not only active in welcoming new businesses, but represented Springfield and the Chamber in many events locally and outside the area. Their weekly breakfast meetings are a forum for establishing valuable business contacts. Our membership enjoys several opportunities to further establish not only new business contacts, but new friendships through our Chamber-sponsored special events such as Business After Hours. Oktoberfest was hosted this year by the Red Lion Motor Inn. The Red Lion and its staff exemplify the many businesses in Springfield which contribute so much to the community.

The Tax Task Force presented testimony before the Springfield City Council and suggested innovative ways that the Council and Budget Committee might balance the city budget in the future without raising taxes.

Continued Chamber success can be assured by the active participation of its members. It is essential to the Chamber's success that the commitment to communication and cooperation be maintained, not only with our membership, but with the many agencies and organizations in Springfield and the metropolitan area.

It has been rewarding to work with the enthusiastic and dedicated Chamber committees, their leaders and the Board of Directors. I have greatly appreciated the supportive and helpful staff.

As the Chamber continues to direct its energies to the economic stability of the area, our civic pride will be heightened by our 1985 Centennial Celebration. I anticipate an exciting and productive year ahead, and join with many in offering continued support to the Chamber's programs and activities.



### DONNA FUESS — President



It is with pride and enthusiasm that I accept the challenge of leadership of the Springfield Chamber for 1985. I am committed to the objectives and goals which have been established by my predecessors.

1984 was an exciting year under the dynamic and capable leadership of Janice Eberly.

The success of the Chamber rests with the Officers, Board of Directors, committee members and the staff. I look forward to working with each of the standing committees.

In this legislative year, emphasis will be placed on the Governmental Affairs

committee to monitor legislation and issues that effect our members.

I anticipate our continued involvement in economic development, not only in diversification, but to indicate our concern and willingness to help existing businesses. We will work closely with the City of Springfield and the new Eugene-Springfield Metropolitan Partnership to increase our effectiveness and the use of the dollars available to attract new business and industry to the area.

It is essential to the success of the Chamber that more businesses, professionals, and individuals become involved, not only by their membership, but by their active participation.

In the field of transportation we will continue to advocate more street, road and highway projects for our community and area from the city, county, state and federal officials.

The Greeter's Committee acts as official hosts for Springfield and are always available to welcome new businesses and visiting dignitaries, as well as to help existing businesses celebrate special occasions. This will be a particularly busy year as they have successfully attracted the 1985 Annual Greeter's Convention to our city.

The Springfield Trade Association has worked closely with the Convention and Visitor's Bureau, conducted city-wide retail promotions, and sponsoring seminars in various retail areas. In light of the existing economy, it will be even more important for them to continue these efforts.

As we all enjoy the Christmas Parade, Business After Hours, Oktoberfest, the Chamber Golf Classic, Boss-Secretary Luncheon, and the Chamber Annual Meeting, the Special Events Committee will see that these fun events continue.

1985 will be the first year that the Chamber has formed an Education Committee. We foresee the primary function of this committee to be to recognize student activities and create a rapport between business and Springfield students. We further see a need to create a "Speaker's List" for the sole purpose of educating our youth as to the purpose and need for private enterprise.

The Chamber will also actively support the Springfield Centennial Commission's many programs and events to be held during Springfield's year long hundredth birthday party.

As Chamber President, I pledge to you to work with all entities necessary to keep Springfield a viable leader in Oregon.

# COMMITTEE ACCOMPLISHMENTS - 1984

## ECONOMIC DEVELOPMENT

Became a full-fledged partner in the Eugene-Springfield Metropolitan Economic Development and Marketing Team.

Attended trade shows to solicit new firms to the area.

Assisted in the development of a new trade show booth, metropolitan video presentation and marketing material.

Provided assistance to local and prospective firms involving relocation and expansion.

Coordinated activities with the Oregon Department of Economic Development and other economic development groups.

Worked closely with LCC's Business Assistance Center to serve small business.

Communicated with local groups as to economic development programs being carried on.

Supported the consolidation of all local economic development groups into the Eugene-Springfield Metropolitan Economic Development and Marketing Partnership.

Continued to seek sources of venture capital.

Supported development of new industrial sites and improved zoning and facilities of existing locations.

Worked for improved local, regional and statewide business climate.

Supported consolidation of Private Industry Councils.

## SPRINGFIELD TRADE ASSOCIATION

Sponsored the city-wide Crazy Daze sales promotion.

Continued the development of a Springfield shopping guide for residents and visitors.

Sponsored the Retailer of the Year Award.

Endorsed and supported the PUSH Committee's Springfield tabloid project.

Participated in the Eugene-Springfield Shaping-Up 84 program to welcome visitors.

Assisted the Springfield News in the development of a community calendar.

Initiated planning for a series of HOW-TO informational meetings to improve retail sales and management.

## GOVERNMENTAL AFFAIRS

Supported sales tax and property tax relief legislation.

Opposed the 1 1/2% tax limitation measure.

Maintained close liaison with Associated Oregon Industries and other business groups.

Opposed proposals to increase user fees and establish new taxes that would have increased business costs.

Opposed the recall of Mayor John Lively.

Supported federal legislation to provide relief from timber contracts for local mills.

Reviewed the downtown revitalization program.

Supported Lane County's spending limitation legislation.

Testified at numerous public hearings on proposals and programs of interest to business.

Maintained communication with various government agencies on matters affecting business.

Attended AOI's legislative briefings concerning priority legislation to be considered by 1985 Oregon Legislature.

## TRANSPORTATION

Supported state, county and city improvement projects at I-105 and 42nd Street interchange, Mohawk Road, Mohawk interchange, Thurston Road, 28th and 31st Street connector, Highbanks Road, 57th and 58th Street connector and various signals and signing.

Requested additional Springfield projects in state six-year program and county's five-year program.

Continued support for 30/30 connector.

Continued support for improved Springfield signing on I-5 north and south.

Supported several overlay projects for arterial streets and highways in the city.

Requested improvements for Main and South A Streets.

Made recommendations concerning updating of T-2000 Metropolitan Transportation Plan.

Supported improved and expanded rail and air service and facilities.

## COMMUNITY DEVELOPMENT

Supported the activities of Springfield Centennial Commission.

Continued investment in Junior Achievement.

Worked with other organizations to improve Springfield's image, cultural facilities and community spirit.

Initiated planning for the establishment of a Chamber Education Committee.

## TAXATION

Reviewed the city budget and made recommendations for economy and reorganization.

Began planning for budget review of various governmental agencies during 1985.

## HEALTH CARE & FACILITIES

Conducted tours of local industry by local physicians.

Supported programs to improve and expand local health care facilities.

Cooperated with Business-Labor-Medicine Coalition to contain health care costs.

## SPECIAL EVENTS

This committee is responsible for planning and staging the Annual Meeting, Joint Chambers Auction, Boss-Secretary Luncheon, Joint Chambers Golf Classic, Oktoberfest, Business After Hours and Christmas Parade.

## GREETERS

Welcomed new businesses and officials to the community.

Visited new and existing firms.

Acted as official hosts at Chamber and community events and business openings.

Visited other communities to promote Springfield.

## MEMBERSHIP & ORIENTATION

Increased Chamber investments by 80 members.

Conducted regular orientation of new and existing members.

## RETENTION

Personal contact with members to maintain their investment.

# SPRINGFIELD ECONOMIC TRENDS - 1984

	1984	1983
Population	39,965	39,925
Assessed Valuation (city)	\$ 996,424,619	\$1,025,332,725
Assessed Valuation (school district)	\$1,348,272,850	\$1,376,222,251
Assessed Valuation (park district)	\$1,116,546,893	\$1,149,607,546
Building Permits (no.)	1,504	1,677
Building Permits (value)	\$ 5,787,811	\$ 6,656,606
Telephone (customers)	23,879	23,701
Postal Receipts (Oct 1)	1,845,335	1,714,867
Housing Units (est)	16,323	16,166
School Enrollment (Sept 30)	9,095	9,180
Electric Meters (active)	21,347	20,589
Water Meters (active)	15,737	15,134
Gas Meters	1,764	1,751
Hospital Admissions (Sept 30)	4,986	4,921
*Retail Sales	(1983) \$ 235,543,000	(1982) \$ 210,580,000
Local Tax Rate	\$ 28.35	\$ 25.09
Bank Deposits	144,109,166	143,802,000
Bank Loans	57,671,980	70,765,000
Housing Vacancy	5%	5.1%

\*Latest Figures Available

## NEW MEMBERS

Paramount Vacuum  
 Richard M. Smith, DMD  
 Williams Bakery  
 Daren Engel Real Estate  
 Joey's Pizza  
 Dunmyer Real Estate Appraising  
 The RV Store, Inc.  
 Anderson Automotive Service  
 McKenzie Plaza Liquor Store  
 Edie's Food Factory  
 American Red Cross (Lane Co)  
 Bedortha Construction  
 Jim's Landing  
 Neat Sweets 'n Sandwiches  
 Lane County Medical Society  
 Boone Printing  
 On Stage/Regina Publications  
 Thorp, Dennett, Purdy, Golden & Jewett  
 Tri Valley Truck Parts  
 Gary's Body Shop  
 The Factory  
 Dain Bosworth, Inc.  
 Heritage Restaurant  
 Dr. Karl S. Wagenknecht  
 Wanda Smith, Vocational Rehabilitation  
 Abby's Pizza Inn  
 Green & White Rock Products  
 KASH Radio  
 Sandhorst, Inc.  
 Alert Electric  
 McLean Masonry & Construction  
 Gerald Harper, DMD  
 Modern Carpet Service  
 Aetna Finance  
 Republic Airlines  
 Emerald Hydraulics  
 Olympic Trailer & Equipment  
 Schreiber Machine & Mfg., Inc.  
 Motorola Communications  
 Tracer's Truck Repair  
 Rogers Engineering Group  
 Willamette Marble  
 Horizon Air  
 Rental Owner's Assoc of Lane County

Advanced Office Concepts  
 Fleek & McElhany  
 R.L. Timmons & Assoc  
 Foy Martin Sheet Metal  
 Western Paper Co.  
 Nancy Larson, Lane Co. Employment & Training  
 Tom Jackson's Antenna Sales & Service  
 The Lost Dutchman  
 C & E Rentals  
 Coffees, Teas & Things  
 GI Joes  
 Lane Memorial Blood Bank  
 I-5 Glass  
 Selectcare  
 Pacific First Federal Real Estate Division  
 Farmer's Insurance Group — Fred Hauck  
 McKenzie River Golf Course  
 "N" Street Market & Deli  
 Rubenstein's  
 Western Pioneer Title  
 Olson & Thompson, Inc.  
 International Publishing  
 Commercial Air Filter Service  
 Dean Witter Reynolds, Inc.  
 Evergreen Film Service  
 Packer-Scott Co.  
 Liquidation Outlet  
 Favor Video  
 Archie's Auto Parts  
 Don Mogenson, Curtis Irving Real Estate  
 Lovejoy's Appliance & TV Center  
 SPEC Industries  
 Federal Express  
 Eugene Clinic  
 Deb's Restaurant  
 Brighter Day Flowers  
 Barnum's Airweld  
 Cozy Homes  
 Thriftway  
 Springfield Mall Assoc  
 Springfield Engine Rebuilders  
 Family Fitness Center  
 Archie Ruff  
 Cawood Communications

## RETIRING BOARD MEMBERS

**GENE DAVIS**  
*Springfield Cleaners*

**TIM HAROLD**  
*Harms, Harold & Leahy*  
*Attorneys At Law*

**DAVE OARE**  
*Jered's Outdoor n' More*

**BILL PERRY**  
*Weyerhaeuser Co.*

## RETIRING COMMITTEE LEADERS

**ECONOMIC DEVELOPMENT**  
*John Bennett*  
*Homebuilders of Lane County*

**TRANSPORTATION**  
*Bill Irsfeld*  
*Automatic Heat Co.*

**COMMUNITY DEVELOPMENT**  
*Gail Norris*  
*Adventure In Travel*

**HEALTH CARE & FACILITIES**  
*Bruce Hall*  
*Pacific Northwest Bell*

**CHRISTMAS PARADE**  
*Becky Campbell*  
*Pacific First Federal Savings Bank*

**GREETERS**  
*Elyse Myers*  
*Willamalane Park & Recreation District*

**GOLF TOURNAMENT**  
*Donald D. Derickson*  
*Derickson & Gault*

**BOSS-SECRETARY LUNCHEON**  
*Sue Houk*  
*All Occasion Flowers*

**MEMBERSHIP**  
*Lee Dillon*  
*Springfield Utility Board*

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## GOALS AND OBJECTIVES — 1985

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- Assist existing business and industry plan for growth and expansion.
- Support Eugene-Springfield Metropolitan Partnership economic development and marketing programs.
- Publicize contributions made by business and industry.
- Attract new industrial, commercial and service firms.
- Improvement of existing industrial sites.
- Support legislation of importance to business.
- Maintain close liaison with elected officials and staff.
- Involvement of more members in government related activities.
- Make recommendations concerning budgets and tax matters.
- Support needed street, highway and related projects.
- Promote educational and student programs and projects.
- Expand Springfield Greeters programs and projects.
- Develop informational programs to enhance retail sales and expansion.
- Coordinate retail promotion programs and projects.
- Promote and expand involvement and attendance at Chamber special events.
- Plan and stage the first joint Chambers fundraising auction.
- Sponsor the Springfield Christmas Parade.
- Promote and support Springfield Centennial activities.
- Support the Eugene-Springfield Convention and Visitors Bureau.
- Obtain one hundred new members.
- Expand orientation program for new and existing members.
- Enlarge program for retention of existing members.
- Improve communications with membership.
- Cooperate with other community and business organizations.

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## OFFICERS & DIRECTORS — 1985

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### DONNA FUESS

*Pacific First Federal Savings Bank*  
President

### JIM PIERCEY

*Lane Community College*  
First Vice-President

### BRUCE HALL

*Pacific Northwest Bell*  
Second Vice-President

### JANIE THOMAS

*Paddock and Bauer Nursery*  
Treasurer

### JANICE EBERLY

*Burger King Restaurants*  
Immediate Past President

### BILL BYRNE

### ED RAMSAY

*Ramsay & Associates*

### GAIL NORRIS

*Adventure In Travel*

### STEVE CORNACCHIA

*Attorney At Law*

### DR. GERALD HARPER

*Oral & Maxillo-Facial Surgeons, PC*

### DOROTHY SIMONS

*U.S. National Bank of Oregon*

### PETE PIFER

*McDonald's Restaurants*

### JOHN BYRNE

*C & B Furniture & Appliance*

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## COMMITTEE LEADERS — 1985

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### ECONOMIC DEVELOPMENT

*Jim Piercey, Lane Community College*

### GOVERNMENTAL AFFAIRS

*Jim Larson, Wood Products Credit Union*

### TAXATION

*Ed Ramsay, Ramsay & Associates*

### TRANSPORTATION

*Larry Olson, Olson & Thompson, Inc.*

### EDUCATION

*Peggy Fleming, Springfield Stationery*

### SPRINGFIELD TRADE ASSOC.

*Shirley Neal, KPNW Radio*

### GREETERS

*Laurie Stovall, Red Lion Motor Inn*

### SPECIAL EVENTS

*Ed Bergeron, Lane Transit District*

### JOINT CHAMBERS AUCTION

*Gary Buell, Buell Chapel*

### BOSS/SECRETARY LUNCHEON

*Becky Campbell,*  
*Pacific First Federal Savings Bank*

### JOINT CHAMBERS GOLF TOURNAMENT

*Ron Peery, Centennial Bank*

### OKTOBERFEST

*Laurie Stovall, Red Lion Motor Inn*

### CHRISTMAS PARADE

*Lynn Root-Ferguson, Citizen's Valley Bank*

### MEMBERSHIP

*Judy Meredith, IDS/American Express*

### RETENTION

*Dorothy Simons, U.S. National Bank of Oregon*

### ORIENTATION

*John L. Thomas, J.L. Thomas Insurance*  
*Co., Ltd.*

*Gary Parrish, Centennial Bank*



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