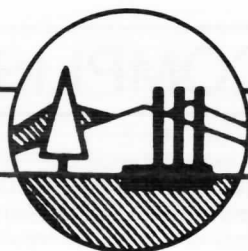


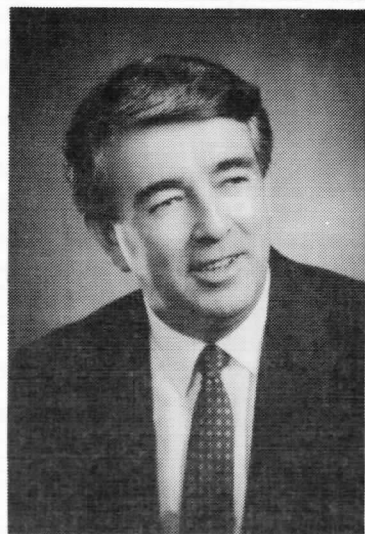
# ANNUAL



# REPORT

## SPRINGFIELD CHAMBER OF COMMERCE JANUARY 1987

### JIM PIERCEY — Past President



It's both self-fulfilling and rewarding to review a past year and find so many of the activities proposed actually turned out to be successes. It seems such a short time ago that I wrote my major goals and objectives for 1986. The chamber's success this year is due to the efforts of select groups of people. Recognition needs to be extended to a dedicated and energetic board of directors, committee chairs, project leaders and a long list of willing business leaders who gave so generously of their time and talent.

My personal chamber goal throughout 1986 was to increase the involvement opportunities between you and the chamber.

My objective was for each member to have both the opportunity to monitor the organization's activities and to give input where appropriate. I feel the board and our allied groups continually created lines of communication to allow this to happen.

We started a successful business visitation program merging the personnel from the chamber board and committees with the City Council and commissions. The information gained from these visits has proved extremely valuable in economic development efforts.

The Chamber held four business breakfasts this year, inviting all business operators from the Mohawk, Downtown, and East Springfield areas along with a session for the CEO's from the major employers in our area. Attendance at each session was high and the information shared was timely and informative. Very special thanks to Pete Pifer and McDonald's for putting together the first two breakfasts.

1986 was a year that generated a great amount of cooperation and interrelationships with other regional chambers. We initiated and graduated the first group of "Leaders" jointly sponsored with Eugene. The program produced 23 new leaders who have quickly taken up positions of responsibility in our community.

The Joint Chamber Auction was a huge success generating a record amount of funds to support chamber economic development efforts. February's function should again set new records.

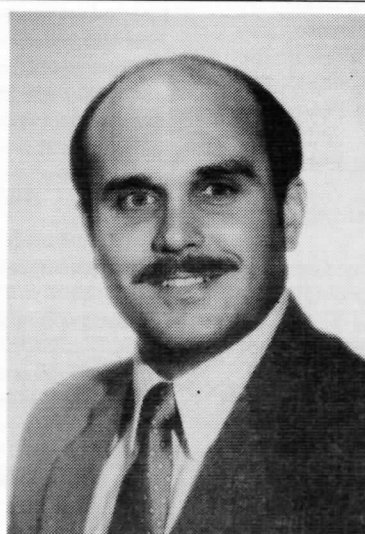
We couldn't help feeling proud to be Oregonians at the Vancouver Expo when we compared the Oregon Exhibit with those from other states. The number of volunteers who offered talent and labor exemplified the Oregon tradition of service.

Unselfishness and service were also the watch words of every chamber committee. Economic Development with Lee Beyer, Governmental Affairs with Jim Larson, Taxation with Eric Hardin, Land Use Planning with Steve Cornacchia, Transportation with Ray Walter, Education with Dave Corwin, Greeters with Bill Johnstone, Membership with Bob Naslund, Retention with Dorothy Simons, Orientation with Ed Ramsay, and Past Presidents with Donna Fuess were all outstanding groups.

Special Events for 1986 led by Julie Stehn and Ed Bergeron also were some of my most enjoyable times. Credits and many thanks to Gary Buell for the Auction, Julie Stehn for Business After Hours, Ron Perry for the Golf Classic, Shirley Collingwood for the Fall Festival, Shirley Ryan for Crazy Daze, Ed Bergeron for the Christmas Parade, and to Sheila Christensen for the Boss-Secretary Luncheon.

To the staff — Bob, Betty and Geraldine; the chamber board; and all of you — thanks for a rewarding and enjoyable year.

### BRUCE HALL — President



1987 promises to be another challenging year for the Springfield Chamber of Commerce. With the Legislature in session and many new elected officials both locally and State-wide, our various committees will be busy analyzing and providing input on those issues that affect our members.

We will all be challenged in the coming year to build on the momentum that was developed as a result of the leadership of Jim Piercey, our 1986 President. Jim's commitment to Springfield and his tireless efforts on behalf of the Chamber have set an example that will be a challenge to all of us.

While we cannot project the success that will be realized in 1987, we can project the level of effort that will be involved during the year. Our success will in a large part be the result of the efforts of our nine full-time committees, each of which is chaired by someone who is committed to making Springfield a better place to live and work. I would encourage each Chamber member to seriously consider participating in at least one committee in 1987.

Several of our committees spent a great deal of time in 1986 preparing for the challenges we would face in 1987. The Governmental Affairs Committee spent most of 1986 soliciting input and defining Chamber positions on various issues that are likely to be addressed in the Legislative Session. This pro-active approach was designed to make our concerns and interest known in advance, and these positions have been communicated to our elected representatives.

Our Economic Development Committee has also been busy this past year in looking at ways to improve the economy so local businesses will have an opportunity to expand and grow. One program that had been analyzed is the proposed Private Investment Incentive Plan. We feel strongly that PIIP is a positive plan that could aid in the growth of our economy by creating new markets for our local products and services, and new jobs for our citizens.

We also plan to continue the Business Visitation Program begun in 1986. The program teams local business leaders with city officials in a proactive program of scheduled visitations. It provides an opportunity for problem solving, and gives both the Chamber and the City an opportunity for direct feedback from the business community.

We will continue to work closely with the Eugene Chamber to further build the relationship that has developed over the past few years. The Joint Chambers' Auction, Leadership Eugene-Springfield, and our involvement in the Eugene/Springfield Metropolitan Partnership are just three examples of how both communities can benefit by our cooperation on various projects.

While we cannot guarantee that we will always be able to support an individual member's point of view, you can be assured that the Chamber will work to achieve the greatest good for the greatest number. We pledge to be a catalyst for change and to be a vocal supporter for local business causes.

I look forward to 1987 and the challenge we face together, and I am confident that with your enthusiasm and support, good things will happen.

# COMMITTEE ACCOMPLISHMENTS—1986

## ECONOMIC DEVELOPMENT

- Inaugurated the Business Visitation Program to assist local business and industrial firms and identify problems, concerns and opportunities.
- Actively supported and participated in the Eugene/Springfield Metropolitan Partnership in marketing the area for new business and industry.
- Disseminated information to existing firms concerning available services, sources of financing and management techniques.
- Supported the City of Springfield's Private Investment Incentive Program to enhance the areas ability to develop industrial and commercial sites.
- Continued to seek new and existing sources for venture and seed capital.
- Initiated development of a community economic development policy.
- Cooperated with Lane Community College's Business Assistance Center in providing assistance to local firms.
- Participated with the Southern Willamette Research Corridor in promoting the community and area at EXPO 86.
- Maintained liaison with the Oregon Department of Economic Development, Private Industry Council, Business Assistance Team, Business Assistance Networking Group and other economic development groups.
- Actively participated in the Metropolitan Partnership's Development Expo to market the area nationwide.
- Continued support for the University of Oregon's proposed science park.
- Supported numerous local industries concerning their operations when attacked by local political entities.
- Endorsed the sale of Oregon Aqua Foods to a private organization to maintain jobs and expand the firm.
- Recommended legislation to improve the community's, State's and area's business climate and image.
- Maintained a close working relationship with the Eugene/Springfield Convention and Visitors Bureau to attract conventions, group meetings and tourists to the area.

## GOVERNMENTAL AFFAIRS

- Developed numerous policy statements and position papers to be presented to the 1987 Oregon Legislature to further business development and expansion and enhance the state's business climate and image.
- Continued to support a revision of Oregon tax laws to aid local business and attract new firms.
- Actively supported and recommended improved and modified state land use laws.
- Co-sponsored candidate forums prior to the general election.
- Opposed federal legislation and proposed tax measures that would have adversely affected our wood products industry.

- Strongly opposed any further reduction of timber supply by the U.S. Forest Service.
- Initiated study of tort reform legislation pertaining to liability insurance and increasing costs to business.
- Supported BLM Bunker Hill timber sale.
- Worked closely with Associated Oregon Industries and other business groups concerning proposed legislation and regulations that would improve or restrict business growth and operations.
- Supported various legislation favorable to business and opposed measures of an unfavorable nature.
- Actively sought to get more members involved in legislative and governmental affairs.

## TAXATION

- Reviewed and made recommendations of various governmental agencies budgets and bond measures and their related costs to the business community.
- Initiated plans for budget reviews for fiscal year 1987-88 particularly the Metropolitan Waste Water Management Commission.

## TRANSPORTATION

- Continued support for additional city, county, state and federal street, road and highway projects for the city, metropolitan area and county.
- Lobbied for reconstruction and improvements to sections of Main and South "A" streets.
- Sought improved Springfield highway signing.
- Supported expansion of Mahlon Sweet Airport.
- Endorsed improved and expanded air cargo facilities.
- Endorsed new formula for allocation of county road funds to Springfield.
- Requested specific traffic controls and signing during reconstruction of I-5 in the metropolitan area to aid road side business.
- Supported Lane Transit District charter service as an aid to attracting conventions to the area.
- Initiated study of proposed highway legislation to be introduced in the 1987 legislative assembly.

## EDUCATION

- Sponsored the New Teacher Welcome Luncheon.
- Supported AOI's Oregon Business Week Program for high school students and teachers to study the private enterprise system.
- Supported the Junior Achievement Program.
- Maintained liaison with school officials on programs of mutual interest to business and education.
- Initiated study of a joint school/business partnership program.

## LAND USE

- Studied and made recommendations concerning the new Springfield Development Code.
- Supported revisions of various sections of the Oregon Land Use Law.

## GREETERS

- Welcomed new firms and officials to the community.
- Acted as official hosts at various community events and grand openings.
- Contributed to support of Springfield Child Abuse Resources.
- Sponsored the Employee of the Month.

## SPECIAL EVENTS

- Planned and conducted the Annual Meeting, Joint Chambers' Auction, Boss/Secretary Luncheon, Business After Hours, Joint Chambers' Golf Classic, Fall Festival and Christmas Parade.

## LEADERSHIP EUGENE-SPRINGFIELD

- Co-sponsored this joint program to identify, encourage and groom potential community leaders.

## MEMBERSHIP

- Obtained sixty five new members.

## ORIENTATION

- Conducted orientation meetings for new and existing members.

## RETENTION

- Maintained personal contact with members to retain their financial support.

## RETIRING BOARD MEMBERS

**DONNA J. FUESS**  
*Pacific First Federal  
Savings Bank  
1982-1986*

**DR. GERALD HARPER**  
*Oral & Maxillo  
Facial Surgeons, P.C.  
1984-1986*

**ED RAMSAY**  
*Ramsay & Associates  
1983-1986*

# NEW MEMBERS

Fred W. Dodge  
Terrace Cafe'  
Lee Beyer  
Farmers Insurance Group of  
Companies/Bob Johnson  
Century Lighting  
R. Phillips & Associates  
Pacific Southwest Airlines  
Little Caesar's Pizza  
Cass Scott Woods & Smith  
PICO Information Services  
Village Square Liquor Store  
The Amundson Associates  
Falcon Cable TV  
Zoon's Martinizing  
Leon Keefe School Pictures  
Joyce Lane  
James W. Kirk, Attorney At Law  
Dande Appaloosas  
ATS Automatic Transmission Service  
Key Largo Property Management, Inc.  
Cascade Employment Service

C&W Auto Body  
Angelino's Italian Restaurant & Lounge  
Gregory R. Gibbens, M.D.  
Accredited Brokers Real Estate  
Fat Frog Wood Products  
Crickets Nail Shoppe  
American Auto Body & Towing  
3 M Business Equipment Center  
Lane County Moving & Storage  
U-Haul Center of Franklin Blvd.  
Land Planning Consultants  
Auto Consultants, Inc.  
Steven W. Thurn, D.M.D.  
Daren Engel  
Dermatology Clinic of Springfield  
Ersel Zimmerman Real Estate  
Marjorie Mead  
Willamette Timbermen Associates Inc.  
John H. Kostenbauer  
McKenzie Cafe  
I-5 Glass

Economy Painting Company  
Wynant's Family Health Foods  
Phones Plus  
J K Guckenberger Electrical Contractors  
Magic Theatre Video, Inc.  
Thunderbird Motor Inn  
Chris Tell  
Legal Aid Service of Lane County Inc.  
MCI Telecommunications Corp.  
Deltatek, Inc.  
Vista Tree Farm  
Oakway Wine & Deli  
Cascade Engraving & Awards  
Ancient China  
Sherlock's Chevron  
Advanced Construction Company Inc.  
Dave Van Fossen Real Estate  
Sycon B  
The Jerry Brown Company  
Central Lincoln-Mercury Merkur-Saab  
Wood Products Insurance Agency

## RETIRING COMMITTEE LEADERS

**LAND USE PLANNING**  
Steve Cornacchia  
*Lane County Commissioner*

**GREETERS**  
Bill Johnstone  
*KPNW AM/Lite 99 FM*

**MEMBERSHIP**  
Robert Naslund

**PAST PRESIDENTS COUNCIL**  
Donna J. Fuess  
*Pacific First Federal Savings Bank*

**JOINT CHAMBER'S AUCTION**  
Gary Buell  
*Buell Chapel*

**BOSS/SECRETARY LUNCHEON**  
Sheila Christensen  
*Lane Community College*

**CHRISTMAS PARADE**  
Ed Bergeron  
*Lane Transit District*

**FALL FESTIVAL**  
Shirley Collingwood  
*Wood Products Credit Union*

## SPRINGFIELD ECONOMIC TRENDS — 1986

	1986	1985
Population .....	40,550	40,690
Assessed Valuation (City) .....	\$975,650,356	\$963,036,557
Assessed Valuation (School Dist.) .....	\$1,319,826,043	\$1,299,768,873
Assessed Valuation (Park Dist.) .....	\$1,097,059,920	\$1,083,755,304
Building Permits (no.) .....	632	616
Building Permits (value) .....	\$7,254,980	\$7,651,184
Telephones (customers) .....	24,157	23,897
Postal Receipts (Oct. 30) .....	\$2,007,976	\$1,977,570
School Enrollment (Sept. 30) .....	8,983	9,040
Electric Meters .....	20,846	20,818
Water Meters .....	15,331	15,303
Gas Meters .....	2,326	1,843
Hospital Discharges (Sept. 30) .....	4,795	4,736
*Retail Sales .....	(1984) \$253,310,000	(1985) \$238,733,000
**Local Tax Rate .....	\$30.59	\$29.92
Bank Deposits .....	\$166,833,221	\$156,471,000
Bank Loans .....	\$46,553,806	\$58,728,000
*Latest Figures Available		

## CONSOLIDATED FINANCIAL STATEMENT

	JANUARY 1, THROUGH DECEMBER 31, 1986	
	1985	1986
<b>INCOME:</b>		
Membership Dues .....	\$ 86,832.44	\$ 85,553.50
Interest .....	1,560.64	1,538.27
Christmas Activities .....	795.00	755.00
Greeters .....	0	242.27
Convention & Tourist .....	5,000.00	5,000.00
Publications .....	1,028.00	271.12
Newsletter Advertising .....	0	1025.00
Directory .....	1,939.21	6.07
Maps .....	595.25	2,769.14
Annual Meeting .....	2,346.00	2,071.00
Octoberfest/Fall Festival .....	5,517.45	2,515.60
Boss/Sec Luncheon .....	1,304.00	1,606.50
Business After Hours .....	1,816.95	2,147.00
Auction .....	8,442.72	10,713.19
Retreat .....	801.83	531.00
Special Events .....	1,103.32	7.50
Miscellaneous Income .....	73.48	1,301.12
Refunds & Transfers .....	1,386.98	2,726.97
Transfer From Savings .....	7,950.00	1,594.22
Total Income .....	\$128,493.27	\$120,374.47
<b>EXPENSES</b>		
Salaries .....	\$ 56,214.66	\$ 56,755.97
Fringe Benefits .....	5,832.14	5,865.16
Quarters .....	8,102.53	8,116.00
Operations .....	31,847.75	25,998.13
Maps .....	1,816.83	0
Committees/Task Forces .....	6,334.14	7,076.01
Special Activity .....	13,139.74	12,282.51
Contingency .....	280.49	234.56
Transfer To Savings .....	3,442.94	1,303.43
Total Expense .....	\$127,010.29	\$116,328.34

## GOALS AND OBJECTIVES — 1987

- Support Eugene-Springfield Metropolitan Partnership economic development, marketing and recruitment programs.
- Coordinate the Chamber/City Business Visitation Program.
- Assist local business and firms with management and financial planning and development.
- Publicize contributions made by the Chamber and business and industry in the area.
- Attract new retail, service and commercial firms.
- Market existing industrial sites.
- Support the City's proposed Business Incubator Plan.
- Support legislation of importance to business and oppose anti-business measures.
- Maintain close liaison with elected officials and staff.
- Support the City's Private Investment Incentive Program.
- Involvement of more members in government related activities.
- Make recommendations concerning local governments' budgets and tax matters.
- Support needed street, highway and related transportation projects.
- Promote educational and student programs and projects.
- Expand communication and cooperation with the University of Oregon and Lane Community College.
- Support Springfield Greeters programs and projects.
- Support retail marketing and promotional programs.
- Promote more involvement of members in Chamber special events.
- Jointly sponsor the Eugene/Springfield Chamber's Auction.
- Sponsor the Springfield Christmas Parade.
- Support the Eugene-Springfield Convention & Visitors Bureau.
- Obtain one hundred new members.
- Expand orientation program for new and existing members.
- Maintain program for retention of existing members.
- Improve communications with the membership.
- Support the joint development of a major destination point community event.
- Support the local wood products industry both legislatively and in their efforts to insure an adequate supply of timber.
- Cooperate with other community and business organizations.
- Jointly sponsor the Eugene-Springfield Leadership program.
- Increase involvement in land use and zoning matters at the city and county level.

## OFFICERS & DIRECTORS — 1987

### Officers

**BRUCE HALL**

*Pacific Northwest Bell*

**President**

**PETE PIFER**

*McDonald's*

**President Elect**

**JOHN HIRE**

*Sani-Pac*

**Vice-President**

**DOROTHY SIMONS**

*U.S. National Bank of Oregon*

**Treasurer**

**JIM PIERCEY**

*Lane Community College*

**Past President**

### Directors

**JANICE EBERLY**

*Burger King*

**SAM PACE**

*Harms, Harold, Leahy & Pace*

*Attorneys At Law*

**DEL MATHESON**

*Best Little Printhouse In Town*

**ED BERGERON**

*Lane Transit District*

**STEVE CORNACCHIA**

*Lane County Commissioner*

**JOHN McLAUGHLIN**

*Wood Products Credit Union*

**GARY BUELL**

*Buell Chapel*

**DAVE PALMER**

*I.B.M. Corp.*

## COMMITTEE LEADERS — 1987

### ECONOMIC DEVELOPMENT

*Lee Beyer, Business Assistance Team*

### GOVERNMENTAL AFFAIRS

*Jim Larson, Wood Products Credit Union*

### TAXATION

*Eric Hardin, Centennial Bank*

### LAND USE PLANNING

*Dennis Strand, Foster Power Saw Co.*

### TRANSPORTATION

*Ray Walter, Ray Walter Engineering*

### EDUCATION

*Dave Corwin, Koford-Chapman/Vern Meyer Insurance*

### GREETERS

*Len York, Oregon State Employment Division*

### MEMBERSHIP

*John Kelley, C.P.A.*

### RETENTION

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

### ORIENTATION

*Ed Ramsay, Ramsay & Associates*

### LEADERSHIP EUGENE/SPRINGFIELD

*Phyllis Loobey, Lane Transit District*

### PAST PRESIDENTS COUNCIL

*Jim Piercey, Lane Community College*

### SPECIAL EVENTS

*Julie Stehn, Red Lion Motor Inn*

### JOINT CHAMBERS' AUCTION

*Dave Palmer, I.B.M. Corp.*

### BOSS/SECRETARY LUNCHEON

*Mardy Cloyes, Pacific Northwest Bell*

*JoAnn Andersen*

### BUSINESS AFTER HOURS

*Julie Stehn, Red Lion Motor Inn*

### CHRISTMAS PARADE

*Donna Fuess, Pacific First Federal Savings Bank*

### JOINT CHAMBERS' GOLF CLASSIC

*Ron Peery, Centennial Bank*

### CRAZY DAZE RETAIL PROMOTION

*Shirley Ryan, Coffee, Teas & Things*



CHAMBER OF COMMERCE  
P.O. Box 155  
Springfield, Oregon 97477

BULK RATE  
U.S. POSTAGE  
PAID  
SPRINGFIELD, OREGON  
PERMIT NO. 39