



**SPRINGFIELD AREA  
CHAMBER OF COMMERCE**

**1967  
ANNUAL  
REPORT**



# YOUR SPRINGFIELD AREA CHAMBER OF COMMERCE

## WHAT IT IS

It is a voluntary organization representing over 500 of your fellow businessmen and women working together to insure the continued growth and prosperity of the Springfield Area, the Metropolitan Area and Lane County.

## WHAT IT DOES

It represents and speaks for Springfield Area business as the only organized effort continually seeking to maintain a good business climate in which you operate a business, industry or profession and from which you profit and benefit.

## HOW IT WORKS FOR YOU

Members themselves furnish the projects that are the basis for all committee action. The Program for Action is revised annually to meet the needs of our growing community and area. Suggested programs may be presented to your Chamber at any time for Board and committee consideration and action. Some objectives may be completed in a relatively short time, some in a year, and others in longer time periods.

## HOW IT IS GOVERNED

The constitution and by-laws and the statement of policy provide the framework by which your Chamber is governed and operated. The principal executive bodies of the Chamber are the Board of Directors and the Executive Committee. The organization's chief executive officers are the president, vice president and treasurer. The principal administrative officer is the chamber manager.

## AS A MEMBER

You give the Chamber the benefit of your ideas, opinions, experience, time and financial support to improve the community and area.

## WHO MAY BECOME A MEMBER

Any reputable person, business, industry, professional office or association wishing to advance the commercial, industrial, professional, and civic and cultural interests of the Springfield and Lane County area, upon the affirmative vote of the Board of Directors.



## TO THE MEMBERSHIP

Serving as President of the Springfield Area Chamber of Commerce during 1967 has been a most pleasant and rewarding experience.

The responsibility of this position entrusted to me was not taken lightly, for without the cooperation and support of each officer, the Board of Directors, the Committee chairmen and our many Chamber members, the accomplishments of the past year could not have been achieved.

The success of Chamber activities during 1967 is attributable to the initiative and perseverance of the 18 Committees and over 200 committeemen who worked on over 300 separate projects. Our membership investments continued to grow with a revenue increase of over \$1,700.

The highlights of the year were many and gratifying as was the support and cooperation received from officials of the City of Springfield, Springfield Public Schools, Lane County, State Highway Department, Willamette National Forest, Willamalane Park and Recreation District and the Springfield Jaycees.

Again my sincere thanks to all of you who gave of your time and talent to make this past year so successful for the Chamber.

A sincere thank you also to Bob Smith, Lela Johnson and Donna Strom for their support and cooperation to us all.

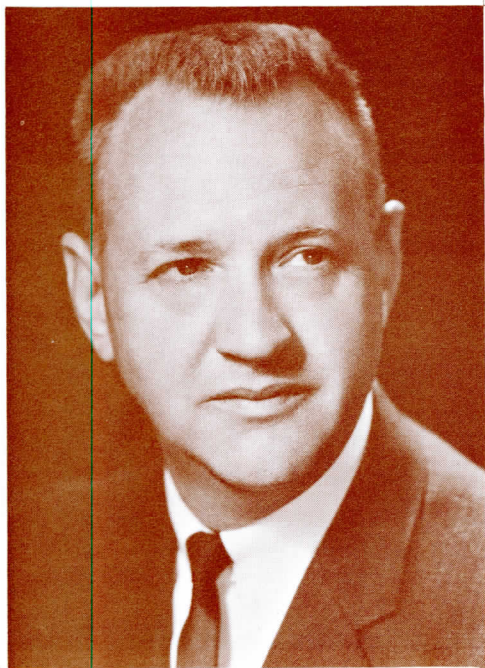
To our incoming President Marty Edberg, I pledge my continued help and support. May the coming year be the finest in the history of the Springfield Area Chamber of Commerce.

Sincerely,

A handwritten signature in dark ink, appearing to read "L. A. Wildish", written in a cursive style.

Leonard A. Wildish  
Past President





The role of a Chamber of Commerce is rapidly changing from an organization oriented solely to commerce to an organization for Community progress.

The chamber with its diversity of membership and viewpoint can well serve as the ombudsman for community action.

The chamber can and should be a catalyst for community efforts for improvement and progress.

The Springfield Area Chamber of Commerce has been and shall continue to be interested in the growth, planning and promotion of the area.

Your financial and personal efforts will assure us of a vigorous, progressive area chamber.

*M Edberg*  
Marty Edberg  
President

## OFFICERS AND DIRECTORS . . . 1967

Leonard A. Wildish, President

Martin C. Edberg, Vice President

Clarence L. Scherer, Treasurer

### DIRECTORS

Max Gardner  
Dr. John Evans  
Gary A. Buell  
William S. Powell

Dr. T. L. Johnson  
John W. Nelson  
Harold J. Carey  
James E. Larson

James G. Rodriguez  
Claude D. Malone  
John E. McCulley  
Al Clark

Lowell C. Edwards, Past President

## OFFICERS AND DIRECTORS . . . 1968

Martin C. Edberg, President

James E. Larson, Vice President

Harold H. Berg, Treasurer

### DIRECTORS

Clarence L. Scherer  
Harold J. Carey  
Gary A. Buell  
William S. Powell

Dr. T. L. Johnson  
John W. Nelson  
Leonard A. Wildish  
Vern A. Meyer

George M. Zellick  
Claude D. Malone  
John E. McCulley  
Al Clark

### STAFF

C. Robert Smith, Manager

Lela Johnson, Office Manager

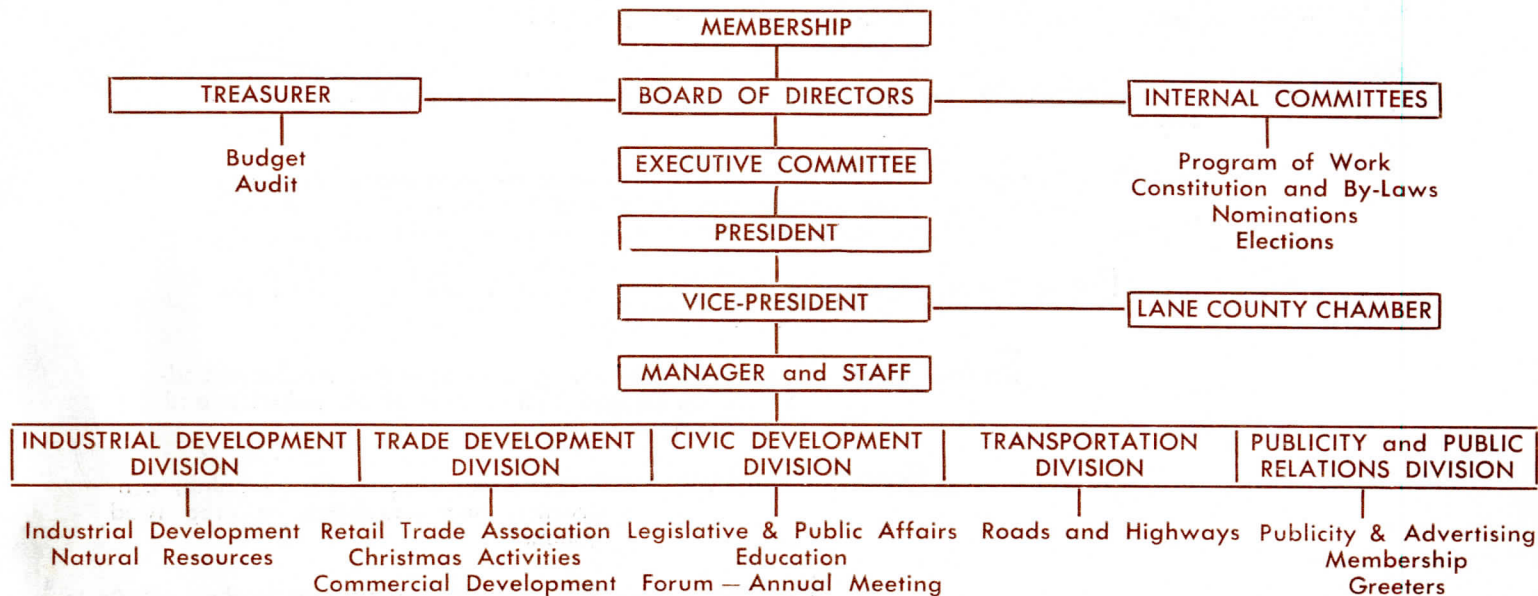
Donna Strom, Secretary

## WHAT DOES MY INVESTMENT IN THE SPRINGFIELD AREA CHAMBER OF COMMERCE DO FOR ME?

- It makes money for you** — as the only full time organization continually seeking to maintain a prosperous and dynamic economy from which you profit. As it grows and prospers, so does your business.
- It helps build your business** — through the work of your five chamber business and civic development divisions dedicated to making the Springfield Area a better place in which to do business.
- It helps your tax situation** — by working to obtain industrial development and expansion, then to attract diversified industries. Also, your legislative committee is working to obtain maximum benefits for your tax dollar.
- It helps improve your community** — through efforts of its civic development division dedicated to making the Springfield Area a better place in which to live.
- It protects and increases your investments** — by focusing the talents of nearly 500 community leaders on today's most urgent needs for action. You couldn't buy the talents of these men and women.
- It represents you** — as a department of your business, in such fields as industrial development, natural resources, civic affairs, taxation, highway, recreation and legislative matters.
- It recruits new payrolls for you** — by working to bring additional business and industry to the Springfield Area.
- It plans for you** — by the accomplishment of your suggested projects.
- It gives you a chance to share** — in your community responsibility while making it the kind of a community you want it to be.
- It provides solutions to problems** — by accomplishing your suggested projects, impossible to achieve alone.
- It makes you a member** — of a progressive group of men and women dedicated to progress.



# Organizational Chart



## OBJECTIVES . . . 1968

**PROMOTE** — Publicize Springfield as a good place to live, work and do business.

**RECREATION** — Support programs to enlarge our recreational potential.

**OPEN** — Our membership in the Springfield Area Chamber of Commerce to a hundred new firms.

**GROWTH** — Enlarge our city by offering city services to adjacent areas. Encourage expansion by our existing commercial and industrial citizens. Actively seek additional diversified industries to locate in Springfield.

**RETAIL TRADE** — Encourage expansion to our retail trade areas and promote "Shop Springfield".

**ENVIRONMENT** — Study and promote a better environmental surrounding for all citizens in the areas of air pollution and beautification.

**STREETS & HIGHWAYS** — Continue our support for planning, construction and completion of area road systems.

**SCHOOLS** — Support our educational systems in their efforts to provide quality education. Encourage adequate facilities for our future growth.



## OBJECTIVES . . . 1968

**G**OVERNMENT — Support those actions of our City Government designed to promote the growth of the community. Support planning for orderly development so vital to our future. Promote the need for updating necessary facilities.

**O**FFER — All possible assistance and cooperation in the development of our Downtown Core Area. Promote off street parking.

**A**REA DEVELOPMENT — Close cooperation with other Chambers in the Metropolitan area. Joint meetings between committees where problems are of mutual concern.

**L**EGISLATION — Constant study and reporting by our legislative committee on proposed legislation affecting our city, chamber and citizens.

**S**ERVICE — Provide full staff assistance to all our members on inquiries and requests.

# INDUSTRIAL DEVELOPMENT DIVISION

## INDUSTRIAL COMMITTEE

Tom Denning, Chairman

Worked toward the expansions of existing plants . . . attracted new firms to this area . . . McKay Springfield Industrial Park opened and McKesson & Robbins Company became the first tenant . . . the Kingsford Company undertook new expansion . . . the Borden Company announced an expansion . . . Maintained contact with several future prospects . . . The Industry of the Month, in cooperation with the Springfield News, was continued to promote and publicize existing industries . . . A new Springfield Industrial Facts folder was distributed . . . An industrial survey was completed . . . Welcome luncheons were held for officials of the Kingsford and McKesson and Robbins Companies. . . Hosted the Portland Chamber of Commerce Trade and Commerce Committee and the Salem Area Chamber of Commerce Industrial Committee . . . The Springfield Airport bond measure was proposed and supported . . . Worked with the Oregon Economic Development Division and the Willamette Valley Research Council . . . Articles were submitted to "Grow With Oregon", the State's official industrial publication . . . Worked with local industries concerning problems . . . Supported the construction of the new American Can Company plant . . . Support was given to several industrial zoning requests.

## NATURAL RESOURCES COMMITTEE

Jim Gossler, Chairman

Maintained cooperation with the Corps of Engineers and Willamette Valley Task Force in furthering the progress of the Willamette Basin Project . . . Supported the budgets for the Oregon Forest and Agricultural Research Laboratories . . . Supported a fair and reasonable approach to air and water quality control legislation and regulation by the Oregon State Legislature and State Sanitary Authority . . . Reaffirmed support of the modification project on the Siuslaw River, and improvements to the Port of Siuslaw . . . Supported research in the field of bark utilization . . . Worked for additional park and recreation development by private and public agencies . . . Continued support for the establishment of a Steelhead run in the Willamette River and tributaries . . . Supported legislation to improve the depressed home building industry.

# TRADE DEVELOPMENT DIVISION

## **RETAIL TRADE ASSOCIATION**

Wayne Ridgway, Chairman

Expanded and improved the Springfield Retail Trade Association and its programs of increasing the shopping dollars spent in Springfield . . . The first full year of operation of the R.T.A. with funds from their own budget in the amount of \$7,500 for retail sales promotions, advertising to promote shopping in Springfield and special projects such as Springfield Night at Bethel Park, Kids Day Parade, amusement rides at the Oregon Broiler Festival, December parking program and Christmas activities . . . A city-wide retail promotion calendar was distributed . . . Held a membership prospect banquet to increase the Association's membership . . . Contributed funds to the Springfield Rose Float Association and the Vietnam Veterans War Memorial . . . Supported the Development Association and their plans for improvements in the core area . . . Cooperated with the Springfield Police Department to reduce shoplifting and bad checks . . . Supported legislation for reduction of the inventory tax and measures which provided for an improved business climate . . . Advocated accurate advertising information and fair competition to protect citizens and business firms against fraudulent practices and solicitations.

## **CHRISTMAS ACTIVITIES COMMITTEE**

Jo Hallam, Chairman

Staged the Springfield Christmas Parade and installed the Christmas street decorations.

## **COMMERCIAL DEVELOPMENT COMMITTEE**

Henry Camarot, Chairman

Promoted Springfield as a location for additional retail outlets . . . Corresponded with financial and lending institutions and real estate firms to interest them and their clients in the Springfield area . . . Worked on special projects which included: Motor Vehicle Department building, motel, sports stadium, automotive dealership, armory, and proposed City Hall complex . . . Contracted retail establishments to attract them to the city . . . Continued recognition of new firms locating in Springfield and the expansion or remodeling of existing firms . . . Several retail firms located here during the past year . . . New buildings were constructed for existing business . . . A number of major remodeling projects were completed . . . New apartment houses were also constructed.



# CIVIC DEVELOPMENT DIVISION

## LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

Jim Larson, Chairman

Maintained interest in the Congressional and Legislative sessions and the affairs of national, state, county and local governments . . . Corresponded with elected officials concerning legislative matters including: inventory tax, social security, property tax relief, depressed housing market, air and water quality control, economy in government, sales tax, appropriations, constitutional revision, natural resources, garnishments, annexation, unemployment compensation and education . . . Supported the Springfield School District budget, expansion program of McKenzie-Willamette Memorial Hospital and City Hall bond measure . . . Supported an end to the present confusion to mailing addresses in various areas adjacent to Springfield . . . Co-sponsored weekly legislative luncheons. Worked closely with the Springfield Beautification Advisory Committee. Cooperated with Associated Oregon Industries and Oregon Retail Council concerning various legislation . . . Opposed legislation that would have resulted in unequitable business taxes . . . Maintained a close working relationship with many state, county and local officials and agencies.

## EDUCATION COMMITTEE

Dr. Ted Johnson, Chairman

Supported the passage of Springfield School District budget . . . Studied the present and future needs for additional educational facilities . . . Promoted the athletic programs of both Springfield and Thurston High Schools . . . Made special awards to Thurston High School's District 5-A-1 Basketball Champions and Cross Country Team and to Springfield High School District 5-A-1 Football Champions . . . Continued cooperation with officials of the University of Oregon and Lane Community College. Provided statistical information concerning Springfield to new and prospective teachers.

## FORUM COMMITTEE

Harold Carey, Chairman

Conducted the Chamber's annual meeting and various special forum luncheons throughout the year.

## TRANSPORTATION DIVISION

### ROADS AND HIGHWAYS COMMITTEE

R. W. McDuffie, Chairman

Worked closely with officials conducting the Eugene-Springfield Area Transportation Study . . . . Cooperated with state and city officials in the dedication ceremonies for the Q Street Freeway and the Main Street widening projects. Suggested various improvements and additions to the state, county and city regarding highway and street signing . . . . Recommended improvements to various congested and hazardous intersections in the city . . . . Participated in joint meetings with the Eugene Area Chamber of Commerce Highway Committee concerning highway and road projects of mutual interest and concern . . . . Recommended several proposed routes for the future extension of the 2nd and 3rd Street Couplet. Conducted studies and made recommendations concerning various street and highway projects including McVey Secondary Highway (south entrance), Mohawk Boulevard overhead, Belt Line Road, Jasper Road, Laura and Q Streets connector, extension of 30th Avenue, Main Street by-pass, widening of 5th Street, N Street and High Banks Road connector, improvement of 3rd Street between Main Street and South A, improvement of Interstate 5 and 30th Avenue interchange, and extension of Centennial Boulevard . . . . Continued to support the early completion of Waldo Lake Road, improvements to Route F and McKenzie River Highway and the construction of a new highway between the McKenzie River Highway and the Waldo Lake Road and Cascade Lakes Highway . . . . Studied present and future street patterns . . . . Met with state highway officials to discuss local projects . . . . Suggested various highway and street beautification programs.

## PUBLICITY AND PUBLIC RELATIONS DIVISION

### **PUBLICITY AND ADVERTISING COMMITTEE**

Jay Hicks, Chairman

Maintained the large Springfield-McKenzie River area tourist promotion sign on Interstate 5 . . . Constructed and erected a third Welcome to Springfield sign . . . Distributed the Springfield decal . . . Published the Springfield visitor and city maps . . . Distributed the Springfield color and statistical folders . . . Serviced the Chamber's individual tourist brochure racks . . . Developed and sold the Springfield-McKenzie area table place-mats . . . Provided service to visitors in our city . . . Worked with numerous organizations which held conventions in our area . . . Continued cooperation with the Oregon Travel Information Division and the Pacific Northwest Travel Association in increasing tourism to Oregon and Lane County . . . Wrote news releases concerning Springfield for national and state publications . . . Worked with the McKenzie River Chamber of Commerce in promoting their recreation area.

### **MEMBERSHIP COMMITTEE**

Bill Powell, Chairman

Enlarged the Chamber membership by 73 new members which increased the Chamber budget by more than \$1,700 . . . Conducted a series of membership prospect and orientation dinners. Held a half day membership drive.

### **GREETERS COMMITTEE**

Gil Johnson, Chairman

Welcomed new business and industrial firms and their staffs to the Springfield area at informal morning coffee sessions held throughout the year.



## SPECIAL COMMITTEES

### **BUDGET COMMITTEE**

Clarence Scherer, Chairman

Prepared the budget for the year of 1967 with an income of \$29,630 projected . . . Membership investments income raised by \$1,734.18 over 1966 . . . Since 1957, income has increased from \$10,502.00 to \$27,513.76 in 1967.

### **NOMINATIONS & ELECTIONS COMMITTEE**

Gary Buell, Chairman

Nominated candidates for positions on the Chamber's Board of Directors and conducted elections.

### **BUILDING COMMITTEE**

Jim Larson, Chairman

Discussed at a series of meetings the possibilities of planning and constructing a building to house an expanded Chamber office in the future.

### **ANNUAL AWARDS BANQUET COMMITTEE**

Dan Hitchcock, Chamber Representative

Planned and staged, in cooperation with other sponsoring organizations, the Springfield Annual Citizens Awards Banquet.

## SPECIAL CHAMBER AFFILIATIONS

### **LANE COUNTY CHAMBER OF COMMERCE**

Marty Edberg, Executive Delegate

Actively participated in the Lane County Chamber of Commerce as a means of promoting the economy of all of Lane County, especially in the fields of tourism, recreation, natural resources, legislation, transportation and publicity and advertising. Al Reed from Springfield was the Chamber President this past year.

### **SPRINGFIELD ROSE FLOAT ASSOCIATION**

Bill Powell, Chamber Delegate

Supported and cooperated in the planning, construction, fund raising and entering of a Springfield float in the Grand Floral Parade of the Portland Rose Festival Parade. Don LeBeau, Association President, did outstanding work in obtaining for the third year in succession a major award for Springfield's float entry.

### **WILLAMETTE VALLEY RESEARCH COUNCIL**

Jack Criswell, John Hine and Dick O'Neil, Delegates

Devoted to promoting Lane, Benton and Linn Counties as the ideal location for research and research dependent industries.

### **SPRINGFIELD MAYOR'S COORDINATING COUNCIL**

Leonard Wildish, Executive Representative

Met on a monthly schedule with representatives of various divisions of local government to discuss mutual problems and to disseminate information to further the growth and progress of our community and area.

### **SPRINGFIELD DEVELOPMENT ASSOCIATION**

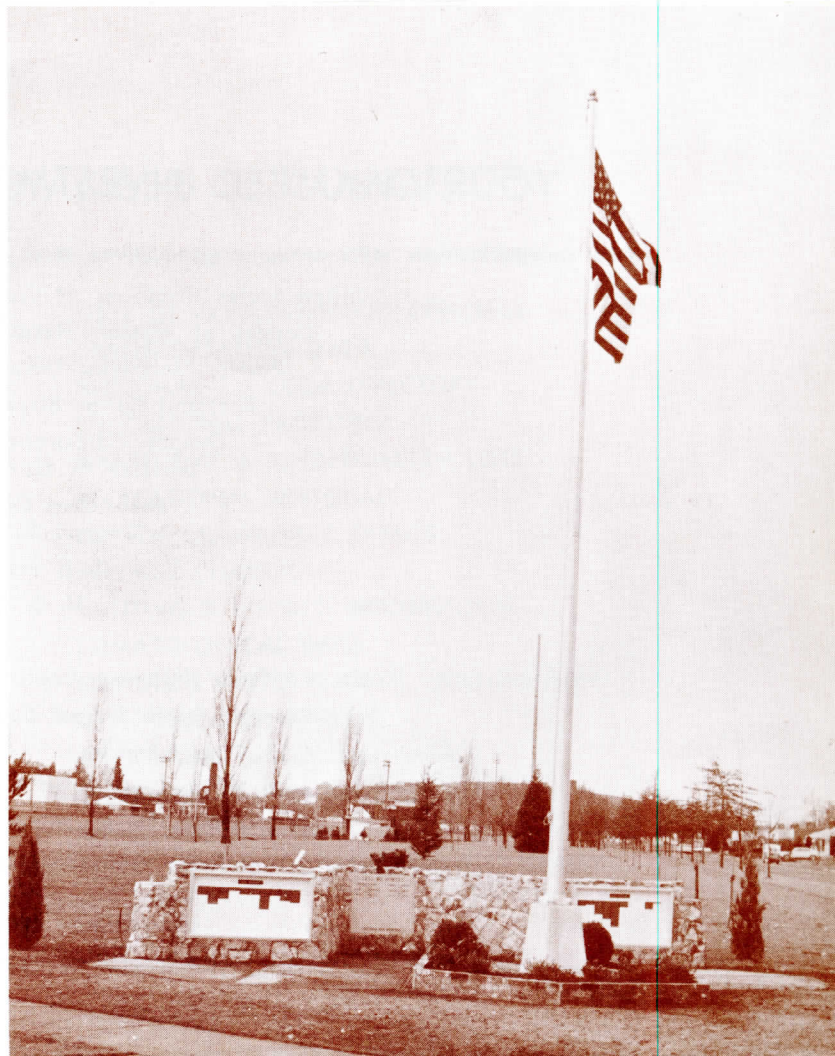
Leonard Wildish and Marty Edberg, Representatives

Maintained liaison and cooperation to further the planning development and improvement of the communities core area.

**SPRINGFIELD'S  
VIETNAM WAR MEMORIAL**

In appreciation to the men  
from Springfield and Lane County  
serving in the Armed Forces  
of the United States.

(Photo Dennis Solin)





## YOUR CHAMBER INVESTMENT PROVIDES YOU WITH . .

Direct representation with many organizations and agencies including:

United States Chamber of Commerce

Council of Western Retail Associations

Pacific Northwest Travel Association

Portland Better Business Bureau

Oregon Corporation Department

Division of Economic Development

Associated Oregon Industries

Oregon Retail Council

U. S. Department of Commerce

U. S. Corps of Engineers

Oregon State Highway Department

Willamette Basin Project Committee

U. S. Forest Service

U. S. Department of Transportation

Oregon Travel Information Division

State Parks Department

State, County and Local

Government Offices

## SERVICES OF YOUR CHAMBER OF COMMERCE . . .

Here are just a few of the services you may obtain from your Chamber just for the asking:

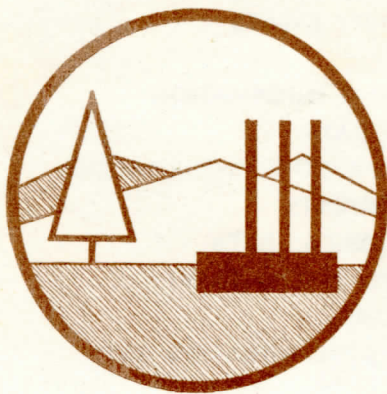
TOURIST & TRAVEL INFORMATION  
STATISTICAL DATA  
CITY DIRECTORY LIBRARY  
OREGON MANUFACTURERS DIRECTORY  
CHURCH & ORGANIZATIONAL LISTS  
TELEPHONE DIRECTORIES LIBRARY  
BETTER BUSINESS BUREAU REPORTS  
STATE, COUNTY & CITY MAPS  
AERIAL PHOTOGRAPHS  
LEGISLATIVE INFORMATION  
FOREST SERVICE MAPS  
ZONING INFORMATION  
MEDICAL FACILITIES  
INDUSTRIAL SITE MAPS  
HIGHWAY CONDITIONS INFORMATION  
INDUSTRIAL SURVEY  
CENSUS DATA

LISTS OF GOVERNMENTAL OFFICIALS  
TRANSPORTATION DATA  
NATIONAL ZIP CODE DIRECTORY  
EDUCATIONAL FACILITIES  
APARTMENT & KINDERGARTEN LISTS  
RECREATIONAL MATERIAL  
LIST OF COMMUNITY EVENTS  
MILEAGE CHART  
HUNTING & FISHING INFORMATION  
CLIMATOLOGICAL DATA  
NATIONAL MOTEL & HOTEL INFORMATION  
U. S. CHAMBER REPORTS  
SPRINGFIELD HISTORICAL DATA  
CANADIAN TRAVEL INFORMATION  
RURAL ROUTE MAPS  
SMALL BUSINESS ADMINISTRATION DATA

In addition, your Chamber staff is prepared to provide you with any additional information you may request.

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

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