

**1969
ANNUAL
REPORT**



**SPRINGFIELD AREA
CHAMBER OF COMMERCE**



YOUR SPRINGFIELD AREA CHAMBER OF COMMERCE

WHAT IT IS

It is a voluntary organization representing over 650 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 community 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 presidents 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.

TO THE MEMBERSHIP:

Community progress through responsible group action is the continuing master goal of the Springfield Area Chamber of Commerce. 1969 marked another year of progress for our community because people worked together for the common good. Perhaps the greatest example of this cooperative effort is the roof cover project at Silke Field. People like Curt Luckey and Bill Fitch will be long remembered for untiring efforts in this project which gained widespread community support.

Backbone of chamber operation is membership and a most able job was performed by Dave Fox and his committee. With upgrades and new memberships, we surpassed last year's collections.

Committee chairmen all deserve a thanks for a job well done and especially the Forum Committee under the able leadership of Tim Harold.

Driving force of the chamber is our manager, Bob Smith and his able staff including: Lela Johnson and Cheryl Rupprath. With their dedicated efforts, we have had another successful year. Also, a special thanks to a hard working Board of Directors who were always willing to take on more than should have been reasonably expected.

It has been one of the most rewarding years of my life and I sincerely believe our chamber people are the best in the land.

J. E. Larson
Past President





TO CHAMBER INVESTORS:

The total goal of the Springfield Area Chamber of Commerce is community progress.

This goal must be accomplished by action from the citizenry of our entire area. To have progress, the problems confronting this community must be identified, separated, and presented to the citizens in order to determine the best course of action. Through positive committee operations, this Chamber dedicates itself to these basic fundamentals to insure progress through understanding.

George M. Zellick
President

OFFICERS AND DIRECTORS . . . 1969

James E. Larson, President
George M. Zellick, 1st Vice-President
Gary A. Buell, 2nd Vice-President
John W. Nelson, Treasurer

DIRECTORS

Clarence Scherer	Frank Kosciolik	Tom Denning	Curt Luckey	Dave Gault
Harold Berg	Dr. William Post	Vern Meyer	Claude D. Malone	
Leonard Wildish	Mike Rosenberg	Anskar Petersen	John E. McCulley	

Martin C. Edberg, Immediate Past President

STAFF

C. Robert Smith, Mgr.	Lela Johnson, Office Manager	Cheryl Rupprath, Sec.
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OFFICERS AND DIRECTORS . . . 1970

George M. Zellick, President
Gary A. Buell, 1st Vice-President
Russell M. Poff, 2nd Vice-President
Kenneth A. Wright, Treasurer

DIRECTORS

Harold Berg	Tom Denning	Al Medford	Claude D. Malone
Vern Meyer	Curt Luckey	Wayne Bartley	Jack Mills
Anskar Petersen	John Nelson	Dr. Robert Moffitt	
Leonard Wildish	Dr. William Post	John E. McCulley	

James E. Larson, Immediate Past-President

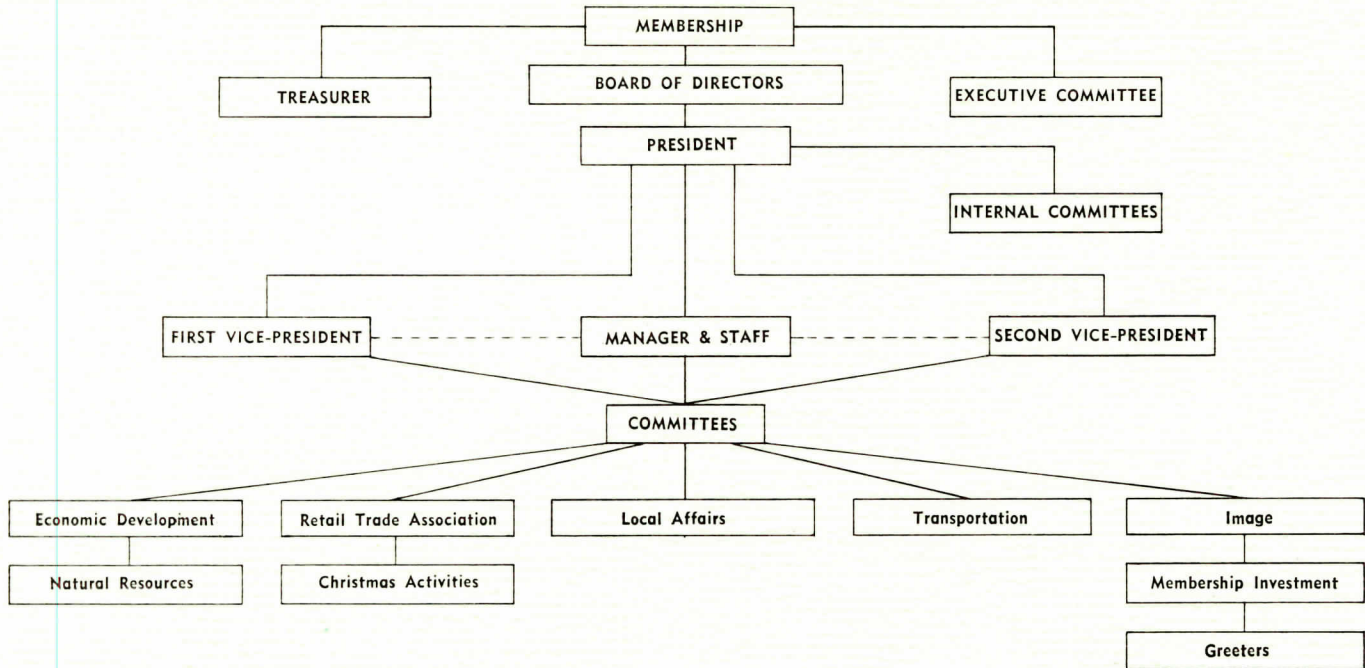
SPRINGFIELD AREA CHAMBER OF COMMERCE
CONSOLIDATED FINANCIAL STATEMENT
JANUARY 1 THROUGH DECEMBER 31, 1969

ITEM	1968 ACTUAL	1969 ACTUAL
INCOME		
Membership Dues	\$31,875.52	\$32,398.00
Interest & Miscellaneous	419.78	526.91
Resale of Material	479.30	227.69
Total Income	<u>\$32,774.60</u>	<u>\$33,152.60</u>
EXPENSES		
Salaries	\$16,417.72	\$17,596.22
Quarters	2,291.87	2,360.88
Operations	7,212.93	7,337.84
Committees	3,195.87	3,615.93
Contingency	529.04	92.10
Total Expenses	<u>\$29,647.43</u>	<u>\$31,002.97</u>
Excess of Income over Expenses	\$ 3,127.17	\$ 2,149.63
Cash at Beginning of Year	9,786.68	12,913.85
Cash at End of Period	<u>\$12,913.85</u>	<u>\$15,063.48</u>

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 various chamber committees dedicated to making the Springfield Area a better place in which to do business.
- It helps your tax situation** — by working to attract diversified industries and to encourage industrial development and expansion. Also, your legislative committee is working to obtain maximum benefits for your tax dollar.
- It helps improve your community** — through efforts of a community affairs committee 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 650 community and area leaders on today's most urgent needs.
- It represents you** — 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** — in your community responsibility while making it your kind of a community.
- It gives you a chance to share** — by the accomplishment of your suggested projects.
- It provides solutions to problems** — by accomplishing your suggested projects, impossible to achieve alone.
- It makes you a member** — of a group of men and women dedicated to progress.

ORGANIZATIONAL CHART



SPRINGFIELD AREA CHAMBER OF COMMERCE

OBJECTIVES

1970

1. Promote Springfield as a good place to live, work, and do business.
2. Assume an active role in communicating the local issues to all citizens—mainly city government, park and recreation, public schools, business and industry.
3. Take action on county, state, and national legislation.
4. Support and encourage all planning and construction in all areas of transportation.
5. Tell the story of Springfield in order to hold and attract new business and industry.
6. Think positive and build for the future.



OLD CITY HALL 1947



NEW CIVIC CENTER

CHAMBER COMMITTEES



ECONOMIC DEVELOPMENT

TOM DENNING

Chairman

As a major step toward modernization and more efficient operation, the Industrial Development and Commercial Development Committees were combined to form the Economic Development Committee. Expansion projects announced by local firms were the key to economic development during 1969 . . . They included over 20 million dollars for plant expansion by the Weyerhaeuser Co.; Kingsford Co.; Chembond Corp.; and Borden, Inc. Chemical Div. New industrial plants and firms locating in the Springfield area included: Valley River Shopping Center, Underwriters Fire Sprinkler Co., Armstrong Machinery Co., Twin City Steel

Fabricators, Rail Layers, Inc., Guy Hayes, Jr., Trucking and Heavy Hauling, and Hall Heavy Hauling. A number of new retail and service establishments locating and relocating in Springfield during the year were: Alco Discount Department Store; La Paloma Restaurant; Fred's Painting Service; Harry's Auto Toggery; The House of Yarn; Western Beauty College; The Rock Hut; The Beef Shop; The Potlatch Restaurant; The Towne Shoppe; Foy Martin Sheet Metal; The Village Inn Motel and Restaurant; Les Schwab's Tire Center; Kentucky Fried Chicken; Doby's Furniture; Midas Muffler Shop; Eaton, Yale and Towne; Bob Johnson Motors; and The State Department of Vocational Rehabilitation. Additional projects, either completed or underway, of significant economic importance included: Pacific Northwest Bell Telephone building, the new Springfield High School, Springfield Utility Board office, additions to Hamlin Junior High School and Thurston High School, new construction at McKenzie-Willamette Memorial Hospital and the Springfield School District Maintenance and Dispatch Center. Many local firms had extensive remodeling projects: Springfield Pharmacy, Fine Arts Theatre, City of Springfield, Cunningham and Bryson, Elks Lodge, D & J Furniture, Pay Less Foods, Williams Food Center, The Driftwood, The Greenwood, Neuman-Strong Motors, Orchard Auto Parts, Copeland Lumber Yard, A'Arts College of Beauty. Total assessed value of Springfield amounted to \$201,-941,769.99 and of that amount industrial value amounted to \$79,411,878.00 which represented 40% of the city's total value. Springfield is Oregon's second largest industrial center. Committee activities included . . .

Meeting and maintaining contact with a number of future prospects. . . Compiled and distributed industrial publications. . . Sent representatives on the Governor's Industrial Trade Missions to Los Angeles and Dallas . . . Staged Industrial Recognition Week and Industrial Luncheon and published an industrial tabloid section in cooperation with The Springfield News . . . Held a welcome luncheon for Underwriters Fire Sprinkler Company . . . Carried out an industrial survey of local firms. . . Published and distributed a local manufacturers' directory. . . Carried out a survey of mobile home and camper manufacturers to determine their interest in the Springfield area. . . Co-sponsored the "Industry of the Month" news articles. . . Maintained close liaison with the Oregon Economic Development Division and Willamette Valley Research Council in attracting new diversified industries to the area. . . Worked toward further improvement of the local industrial and business climate. . . Contacted numerous financial and lending institutions and individual firms to attract additional retail and service outlets. . . Continued a program of recognition of new firms locating in the city. . . Worked closely with the Springfield Development Association for the improvement of the core area. . . Requested an Oregon Motor Vehicle department building and a National Guard Armory to serve our citizens. . .



NATURAL RESOURCES

JIM GOSSLER

Chairman

Supported local, state and national legislation that furthered realistic and progressive approach to conservation and utilization of natural resources . . . Supported Multiple Use Management concept of the United States Forest Service . . . Urged further development of expanded fishery on the McKenzie River . . . Recommended that additional state parks and forest service camps be developed in the metropolitan area and Lane County . . . Maintained close cooperation with the U.S. Corps of Engineers and the Willamette Valley Task Force in the development of the Willamette Basin Project including flood control, water storage, bank revetment, and recreation. . . Supported reasonable and realistic air and water quality control legislation. . . Worked closely with McKenzie River Chamber of Commerce in the development of the full recreational potential of this area. . . Asked for additional research in the field of waste wood utilization

Continued cooperation with federal, state and local agencies in those areas which influence and effect local economy . . . Supported creation of a State Department of Natural Resources . . . Urged development of access road systems for full forest land use . . . Supported sound tax policies to encourage the maintenance and improvement of forest land resources . . . Continuance of sustained yield management of private forest land by local industry.



RETAIL TRADE ASSOCIATION

WAYNE RIDGWAY

Chairman

The principal objectives of the Springfield Retail Trade Association are to serve its membership by planning and carrying out a program of retail sales events and special projects throughout the year thereby encouraging area residents to shop in Springfield where courteous service, complete selection and reasonable prices can be found. Springfield retail sales rose from \$20,333,000 in 1958 to \$43,734,000 in 1967. During the year, the RTA, with income from their own budget in the amount of \$5,985.20 and expenses of \$4,298.59, sponsored five city-wide retail sales events, financed a monthly area-wide advertising program to promote shopping in Springfield and also sponsored the following special activities: Springfield Night at Civic Stadium, Kid's Day Parade, amusement rides at the Oregon Broiler Festival, and Christmas Parade. . . R.T.A. also supported the removal of parking meters from the core area. . . Hosted the team members of the Eugene-Springfield Emeralds of the Pacific Coast League at a luncheon meeting. . . Published and distributed retail promotion calendars . . . Supported the continued reduction of the state inventory tax. . . Cooperated with the Springfield Police Department to further reduce shoplifting and bad checks. . . Prepared the Retail Business Directory. . . Maintained liaison with the Springfield Development Association and Heart of Springfield Association. . . Worked closely with the Oregon Retail Council to further legislation beneficial to the retail community. . . Conducted a membership investment campaign to increase the membership of R.T.A.



CHRISTMAS ACTIVITIES COMMITTEE

DAN HITCHCOCK

Chairman

Planned and directed the 16th Annual Springfield Christmas Parade, which was the largest in its history with 71 units. . . Prepared and installed the Christmas street decorations with the assistance of Pacific Northwest Bell, Springfield Municipal Power, Pacific Power & Light Company, Springfield Fire Department and Springfield Public Works Department. This entire program was carried out with a budget of just over \$1,900.



LEGISLATIVE COMMITTEE

B. J. ROGERS

Chairman

Maintained active interest and developed information concerning legislative matters of national, state, county, and local governments. Co-sponsored Saturday noon luncheons with members of the Lane County Legislative Delegation to the Oregon State Legislature. . . Sponsored meeting for local citizens with Senator Robert Packwood and Congressman John Dellenback. . . Actively supported the passage of the City of Springfield and Springfield School District budgets. . . Prepared and distributed a directory of elected local, county, state and federal officials. . . Maintained a file of all bills introduced in the

Oregon Legislature for use by local citizens. . . Endorsed the retention of a 44 foot life boat by the United States Coast Guard at the Port of Siuslaw, in Florence. . . Studied in depth the proposed sales tax measure. . . Supported reasonable tax relief measures in the Oregon Legislature for submission to a vote of the electorate. . . Continued close liaison with Associated Oregon Industries concerning proposed legislation.



COMMUNITY AFFAIRS

CLAUDE D. MALONE

Chairman

The Community Affairs Committee was established in 1969, to promote many programs and projects of local interest and importance which included: Clean-Up, Paint-Up, Fix-Up Month. . . Supported and worked closely with Pitchford Mack Sales semi-pro team and Eugene-Springfield Emeralds. . . Worked for the passage of the City of Springfield's budget. . . Endorsed and supported the construction of a roof on Silke Stadium, home of the Springfield High School Millers and Thurston High School Colts. . . Supported the establishment of Child Care, Inc. in Springfield, which offers a child care program for low income people. . . Held a welcome luncheon for officers and staff of the new Springfield office, Oregon State Department of Vocational Rehabilitation. . . Assisted the Viet Nam Memorial Committee to obtain additional facilities. . . Undertook a program to promote Springfield's image on a state-wide basis. . . Requested that federal officials have Springfield designated as an official part of the Eugene Standard Metropolitan area. . . Presented a chamber award for service to the community to the Thurston High School football team champions of District 5-A-1. . . Recognized the long and distinguished service of Fire Department Chief Harry Kreiger on his retirement. . . Requested that Pacific Northwest Bell mention Springfield on all long distance calls. . . Developed the Springfield Bloopers Award. . . Investigated the possibility of improved mail service between Springfield and Eugene. . . Participated in the dedication of the new Valley River Shopping Center. . . Supported the Springfield Police Department in their handling of a local student demonstration. . . Instituted planning for community beautification awards.



FORUM

TIM HAROLD

Chairman

Conducted the Chamber's Annual Meeting and various forum luncheons throughout the year.



EDUCATION COMMITTEE

GARY PARRISH

Chairman

Actively supported the passage of the Springfield School District budget. . . sponsored tours of facilities at Lane Community College and the University of Oregon and met with administration officials. . . Supported the Junior Achievement program actively and financially. . . Endorsed expanded vocational education facilities both locally and state-wide. . . Held a forum meeting to obtain information concerning a new vocational education program, Careers Oriented Relevant Education. . . Cooperated with Springfield High School in connection with their Career Day program. . . Participated in National Education Week activities. . . Promoted cultural and athletic programs at Thurston and Springfield High Schools. . . Obtained information from Oregon Education Association concerning their proposed constitutional amendment to establish a new tax base for all Oregon school districts. . . Studied the Public School Survey and Recommendations by the Business Task Force on Education as authorized by Governor McCall.



TRANSPORTATION

R. W. McDUFFIE

Chairman

The former Roads and Highways Committee was renamed Transportation Committee to indicate more fully its scope of activities. The committee, during a busy and productive year, recommended a route for the future Jasper Road relocation project. . . Made suggestions to the city concerning traffic patterns in the core area. . . Urged construction of an arterial connector between I-5 and Franklin Blvd. in Glenwood. . . Continued to request the earliest possible construction of the South Fork Road between McKenzie Highway and Waldo Lake Road. . . Participated with other agencies and local divisions of government in establishing a road priority list for the metropolitan area and appeared before the Oregon Highway Commission. . . Studied the long range goals of Eugene-Springfield area Transportation Study and its effects

and benefits regarding Springfield. . . Supported future construction of Blue River section of the McKenzie Highway, Veneta-Walton section of Route F, widening of Goshen-Pleasant Hill section of Highway 58, and extension of Eugene-Springfield Highway to the east and west. . . Repeatedly asked for the immediate lighting of the Mohawk overpass. Discussed and supported the extension of Centennial Blvd. to the east. . . Continued to urge the construction of a connection between the Q Street Freeway and Laura Street and the extension of the 2nd and 3rd Street Couplet. . . Studied the need for signalization at various locations in the community. . . Suggested an accelerated program for street improvement projects. . . Stated, along with other groups, a need for additional financing of projects in the metropolitan area by the Oregon State Highway Commission. . . Requested several highway and street beautification projects.



PUBLICITY AND ADVERTISING

CARL NEWCOMB
Chairman

Published and distributed a new Springfield color folder. . . Authorized the engineering and publishing of a revised Springfield-Eugene city map for distribution early in 1970. . . Maintained and financed the large Springfield-McKenzie River area tourist promotion sign on I-5. . . Distributed local folders and maintained brochure racks in over 20 locations in and around Springfield. . . Continued to serve tourists who were visiting in our area. . . Maintained close cooperation with the Oregon Travel Information Division and Pacific Northwest Travel Association to increase Oregon's tourist economy. . . Had several articles on Springfield published in The Oregon Journal. . . Assisted several groups and organizations who held conventions in this area. . . Revised the Springfield visitor's folder. . . Purchased 5,000 McKenzie River color folders for distribution. . . Maintained a library of local and state photographs. . . Cooperated with the McKenzie River Chamber of Commerce and the McKenzie River Guides Association in promoting tourism in the area. . . Distributed over 2,000 Springfield decals. . . Received, from Pacific Northwest Bell, a color film of the McKenzie River White Water Boat Parade for use by local groups. . . Distributed thousands of Oregon and Lane County folders to local citizens and tourists. . . Provided local information to new residents of the community. . . Worked closely with the Springfield Welcome Wagon. . . Prepared and distributed the Chamber's 1968 Annual Report to all members.



MEMBERSHIP

DAVE FOX

Chairman

Conducted 2 half-day membership drives and added 70 new firms and individuals to the Chamber's membership roll, increasing the Chamber's net membership income by \$522.48 over that of 1968—an increase of 1.64%. . . Collected numerous delinquent accounts.

GREETERS

CHESTER WEBB

Chairman

Welcomed officers of new business and industrial firms to Springfield, as well as new employees in existing firms, at informal breakfast sessions held throughout the year. . . Visited the Corvallis Ambassadors at a breakfast meeting in Corvallis. . . Continued to salute all newcomers to the city over KPNW Radio.

THESE PROGRAMS AND PROJECTS OF COMMUNITY IMPROVEMENT DIDN'T JUST HAPPEN, IT TOOK TWO—THE CHAMBER AND YOU!

SPECIAL COMMITTEES

BUDGET

Harold Berg, Chairman

Prepared the budget for 1969 with a projected income of \$34,000. . . Since 1957, income has increased from \$10,502.00 to \$33,152.60 at the end of 1969, a gain of 215.6%. . . An audit of the Chamber books for 1968 was authorized.

NOMINATIONS AND ELECTIONS

Clarence Scherer, Chairman

Nominated and elected candidates for Chamber officers and for positions on the Chamber's Board of Directors.



SILKE STADIUM ADVANCE GIFTS AND MATERIALS

Russell Poff,
Chairman

Raised funds and obtained materials for the Silke Stadium Roof project.

SPECIAL CHAMBER AFFILIATIONS

ANNUAL AWARDS BANQUET COMMITTEE

Jack Nelson,
Chamber Representative

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

SILKE STADIUM ROOF COMMITTEE

James E. Larson,
Chamber Representative

Cooperated with the "Raise the Roof" Committee, Springfield and Thurston High Schools' Boosters to raise finances, obtain materials and construct the roof and press box at Silke Stadium. This was truly a community-wide project and one in which every citizen of our city can take pride. . . Special thanks and recognition go to Curt Luckey and Bill Fitch for their outstanding leadership.

LANE COUNTY CHAMBER OF COMMERCE

George Zellick,
Chairman, Chamber Delegation

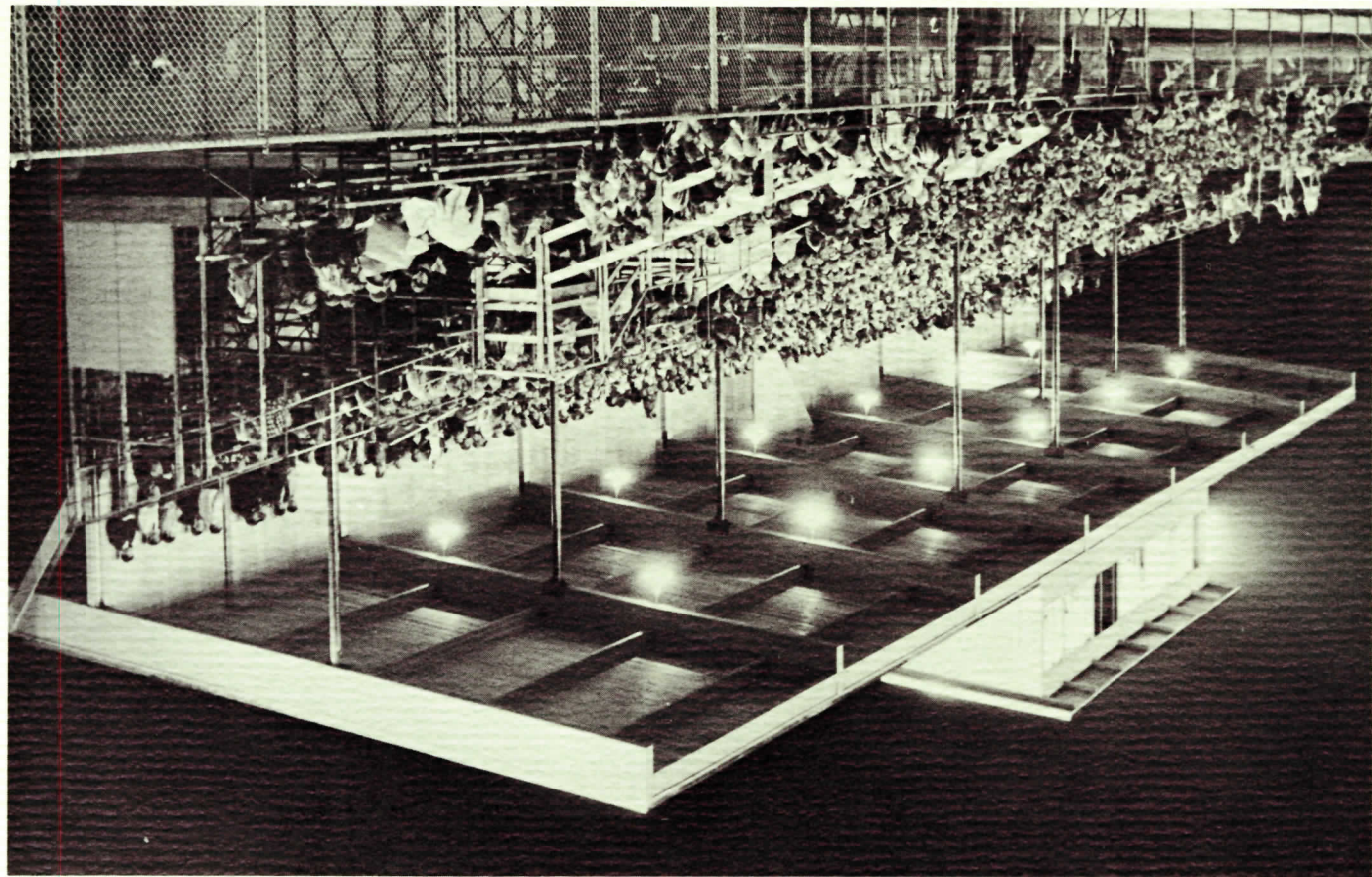
Actively participated in the Lane County Chamber of Commerce as a means of promoting the economy of all Lane County, especially in the fields of tourism, recreation, natural resources, legislation, transportation and publicity and advertising.

WILLAMETTE VALLEY RESEARCH COUNCIL

Jack Criswell, John Hine, Dick O'Neil,
Vern Meyer and Bill Brazelton,
Chamber Representatives

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

RAISE THE ROOF 1969



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
Congressmen and State Legislators

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
PHOTOGRAPHS
LEGISLATIVE INFORMATION
FOREST SERVICE MAPS
ZONING INFORMATION
MEDICAL FACILITIES
INDUSTRIAL SITE MAPS
INDUSTRIAL SURVEY
HIGHWAY CONDITIONS INFORMATION
CENSUS DATA

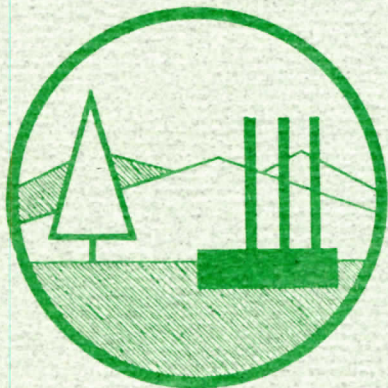
LISTS OF GOVERNMENTAL OFFICIALS
TRANSPORTATION DATA
NATIONAL ZIP CODE DIRECTORY
EDUCATIONAL FACILITIES
APARTMENT & KINDERGARTEN LISTS
RECREATIONAL MATERIAL
LIST OF STATE & COMMUNITY EVENTS
MILEAGE CHART
HUNTING & FISHING INFORMATION
CLIMATOLOGIC DATA
NATIONAL MOTEL & HOTEL INFORMATION
U.S. CHAMBER REPORTS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

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

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**SPRINGFIELD AREA
CHAMBER OF COMMERCE
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Springfield, Oregon 97477**

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