



Russell M. Poff
President 1972

1972 will be another year of challenge and the Springfield Area Chamber of Commerce will continue to serve the best interests of the membership.

As in the past, our committees will be the vehicle of action as problems are identified. Your participation in committee work is encouraged and appreciated. If all participate, the load for each is minimized and the community is the winner.

The nature of the problems is likely to be changing from past years. New subjects such as environment, ecology, pollution, recycling and many others will come into focus. There are significant differences in attitudes toward these new subjects and input from all areas of our membership is needed to assure the best decisions for Springfield and its people.

I am looking forward to this year and ask all of you to join in the work of your Chamber in 1972. Thank you.



SPRINGFIELD'S 18TH ANNUAL CHRISTMAS PARADE was an outstanding success. Here is one of the more than 66 parade entries. Over 20,000 viewers lined the 2½ mile parade route.

Chamber Members Active...

INTEREST and DEDICATION INCREASES

Nearly half of the Chamber membership, 200 individual members, were actively engaged in committee operations during 1971. The interest and dedication of these members contributed greatly to the success of a record number of Chamber action programs.

ECONOMIC DEVELOPMENT

Prepared and distributed the Springfield Industrial Directory.
Published economic statistical data.
Studied and recommended changes in the prepared 1990 Plan.
Provided information and assistance to industrial and commercial prospects.
Worked closely with the Springfield Downtown Development Association.

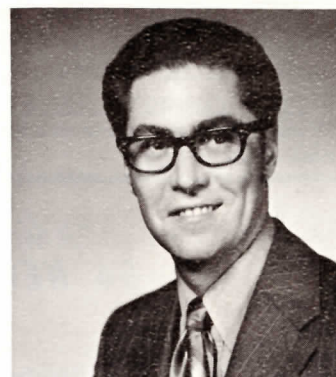
NATURAL RESOURCES

Supported the development of Dexter State Park and Mt. Pisgah.
Requested development of a Steelhead fishery on the McKenzie River.
Continued endorsement of the United States Forest Service "Multiple Use Management" concept of forest lands.
Furthered development of the Willamette Basin Project — flood control, water storage, bank revetment, and recreation.
Active support for reasonable and realistic air and water quality control laws and legislation.
Investigated the proposed Siuslaw Navigation Project.

RETAIL TRADE ASSOCIATION

Sponsored and conducted eight city-wide sales events.
Developed and supported a budget of \$5,500.
Conducted a Shoplifting Prevention Clinic and Check Cashing Clinic.
Sponsored a "Meet the Emeralds" baseball luncheon.
Sponsored "Springfield Night" at Civic Stadium.
Provided amusement rides at Oregon Broiler Festival. (Cont'd. page 2)

Leadership Goal Attained



Gary A. Buell
Past President

The goal of the Springfield Area Chamber of Commerce is and has been to provide the leadership necessary to promote and advance the economic well being of Springfield and the Lane County area. This goal was accomplished because of the active participation by our members. Nearly half of the Chamber membership (200 individual members) were actively engaged in committee operations during 1971. The interest and dedication of these members contributed greatly to the success of a record number of Chamber action programs. 1971 was a good year for Springfield and with the continued work of dedicated people, 1972 will be even better.

Chamber's Corner

BOARD MEMBERS RETIRE

Five dedicated members of the Board of Directors completed their terms of office at the close of 1971 — Tom Denning, Jim Larson, John McCulley, John Nelson, and Dr. Bill Post.

COMMITTEE CHAIRMEN THANKED

Honored at the Chamber's Annual Meeting for their service as committee chairmen were: Jim Britton, Economic Development; Leo Spiering, Natural Resources; Ken Hodgkinson, Retail Trade Association; Gary Reed, Christmas Activities; Ed Ramsay, Legislative & Public Affairs; Bob Jurgens, Transportation; Gary Walker, Community Relations; Gene Cogburn, Greeters.

OFFICE REMODELED

The Chamber office was remodeled and painted during 1971. A work room, storage space, and a directory and library room were added.

CHAMBER POLICY REVISED

A special review committee revised and updated the Chamber's Statement of Policy. The Policy sets forth guidelines for the management and operation of the Chamber.

53 MEMBERS INCREASE INVESTMENT

Fifty-three firms and individuals increased their Chamber investments during the past year. These increases represented additional income of \$1,037.00.

....Dedication Leads to Success (Cont'd. from page 1)

CHRISTMAS ACTIVITIES

Staged the Annual Springfield Christmas Parade.

Coordinated the financing and purchase of new street decorations.

Conducted the Home Lighting Contest.

Obtained a budget of over \$4,000 to carry on these projects.

LEGISLATIVE AND PUBLIC AFFAIRS

Worked for the establishment of a Division of Motor Vehicles Office.

Supported the Willamalane Park and Recreation District five year Serial Levy for parks development.

Co-sponsored weekly legislative luncheons during the sessions of the Oregon Legislature.

Supported financially the Junior Achievement program.

Held several meetings with Congressman John Dellenback concerning local and area matters.

Supported both the City and County budget measures.

Met with National Guard officials concerning the proposed new armory.

Endorsed the establishment of a Springfield Art Center.

Conducted membership referendums on various subjects.

TRANSPORTATION

Recommended changes in Belt Line Road signing to Springfield.

Successfully requested sign changes and route designations on I-5 to Springfield and the McKenzie River.

Urged the extension of Oregon 126 westward through Eugene.

Continued support for the reconstruction of portions of Jasper Road.

Recommended improvement projects on Route F, McKenzie Highway, and the Willamette Highway.

Supported various city arterial and street projects.

Requested state assistance for lighting Mohawk overpass.

Studied the future use of the Springfield Airport.

Studied various Lane Mass Transit Authority proposals.

COMMUNITY RELATIONS

Developed and distributed the new "Membership Directory & Buyers Guide."

Published the revised Springfield Visitors Map.

Conducted the Springfield Beautification Awards program.

Co-published the Eugene-Springfield Metropolitan Area Map.

Sponsored the first annual Boss-Secretary luncheon.

Published various Springfield promotional folders.

Co-hosted travel agents from California and Texas.

Obtained new state "Visitors Information" directional signs.

Provided local information to new residents of the community.

GREETERS

Welcomed officials of new businesses to Springfield.

Welcomed 54 new firms and individuals to Chamber membership.

54 NEW MEMBERS IN '71

The Chamber's membership increased by fifty-four firms and individuals over the past twelve months:

Barnum's, Inc.
Ralph Barrett
Berean Church Supply
Robert Bushnell
C.F. Advertising Products
Dr. Robert J. Carson
Dr. John L. Carter
Cory Coffee Service Plan
Dairy Queen
Dry Cleaning Systems & Equipment
Early Roofing
Franz Bread
Golden Oaks Mobile Home Park
H & K Food Center
Haines Masonry
House of Infinity
Inn of Eugene
M. Jacobs Fine Furniture

Jerry's Car Wash
K Mart
KASH Radio
Laksonen's
Kingsway Book Store
William Lewellen
Lyford Electric
7M's Ace Hardware
Main Street Signal
Cliff Mathews
Dr. James McHan
McKenzie Anesthesia Group
Dr. Werner Meyn
Oregon Photocopy Co.
Pacific Intermountain Express
Paul's Plumbing
Portland First Federal Saving & Loan Association
Edward L. Ramsay Realtor

Ken Robertson's Standard Service
Ruttencutter's Tire Mart
Sargent's Pet Shop
Scot Supply, Inc.
Walter Shull
Ben H. Smith Advertising
Smith Radio Communications
Snelling & Snelling
The Speck
Springfield Quarry Rock Products
Springfield Telephone Answering Service
Stewart Real Estate
The Towne Shoppe
Village Inn Restaurant
VIP's Restaurant
Walt's Concrete
Ray Warner Real Estate
Terry Wilson Mobile Home Service



Gretchen Solin

Betty Balch

Mrs. Betty Balch, Office Manager, and Miss Gretchen Solin, Receptionist, joined the Chamber staff during 1971.

SPRINGFIELD AREA CHAMBER OF COMMERCE

Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1971

ITEM	1970	1971
INCOME		
Membership Dues.....	\$33,526.16	\$34,195.75
Interest & Miscellaneous	789.83	1,162.54
Resale of Material.....	469.52	1,157.00
Total Income	<u>\$34,783.51</u>	<u>\$36,515.29</u>
EXPENSES		
Salaries	\$20,184.65	\$20,765.92
Quarters	2,267.05	2,283.43
Operations	7,766.03	7,987.12
Committees	2,225.08	2,127.07
Contingency.....	210.00	136.65
Total Expense	<u>\$32,652.81</u>	<u>\$33,300.19</u>
Cash Balance at end of the period.....	<u>\$17,194.18</u>	<u>\$20,418.14</u>

Former Mayor McCulley Honored



The members of the Springfield Area Chamber of Commerce honored former Mayor John E. McCulley at a reception at Luckey's Woodsmen on Tuesday, January 25, 1972.

John served on the Chamber's Board of Directors as an ex officio member during his term as Mayor from 1967 to 1972.

He was active on numerous Chamber committees and instituted the Industrial Recognition Program and was the leader in the successful project of obtaining a Department of Motor Vehicles Springfield Office.

Growth Trends--Springfield, Oregon

	1970	1971
Population	27,047	28,100
Assessed Valuation (City)	\$218,394,187	\$233,807,917
Building Permits	722	878
Building Permits (Amount)	\$6,819,474	\$9,029,930
Number of Telephones	22,494	23,964
Postal Receipts (June 30)	\$460,219	\$483,684
Housing Units (Estimate)	8,116	8,840
Subdivisions Filed	21	48
School Enrollment	9,884	10,017

* Retail Sales (City Zone)

(1970) \$61,602,000 (1969) \$53,904,000

* Latest Figures Available



CITY BEAUTIFUL AWARD

Schmidt & Smith Contractors Building and Landscaping won first place honors in two divisions in the Chamber's First Annual Beautification Awards Program. Other winners included: First Place Remodeling Division, C & D Barber Shop; Second Place New Building, Equitable Savings & Loan Association; Third Place New Building, VIP's Restaurant; Second Place Landscaping, Dr. Harold Rockstein; Third Place Landscaping, McKesson & Robbins Drug Company; Second Place Remodeling, The Potlatch Restaurant; Third Place Remodeling, Howard's Bikes & Mowers; Special Recognition Awards were presented to Springfield High School and Island Park Professional Center.

'72 Officers and Directors

Springfield Chamber of Commerce

Russell Poff, President
Tom Wurtz, First Vice President
Edward Ramsay, Second Vice President
Tim Harold, Treasurer
Gary Buell, Past President

Don Bumgarner	Jim Cyphert	Don Derickson
Rev. Earl Gibbs	Gordon Hale	Al Medford
Dr. Robert Moffitt	Ron Peery	Gary Reed
Mike Rosenberg	Kenneth Wright	Mayor Darwin Courtright
Pat Teague		Leroy Roberts



*Springfield New Christmas Decorations
Add Color Gaiety to Holiday Season*

Help us Help YOU!

Springfield Area residents have enjoyed the services of McKenzie-Willamette Memorial Hospital without being asked for financial support in order to maintain adequate medical care facilities for ourselves and our families.

However, the Hospital is now faced with having to launch a \$7 million expansion program in order to meet the existing and proposed medical care needs of local citizens through 1985. And this requires the collective financial backing of everyone within the Hospital's 1900-square mile area. This means you and me!

Construction of the first \$3.8 million phase is slated to begin later this year and the entire \$7 million high-rise addition will become a reality, if only we will do our part by helping make the current \$1 million fund drive a success.

Won't you please respond favorably to the one of more than 1,000 local volunteers who will call on you within the next few weeks in behalf of our local hospital? Please help us... help you!



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