



Springfield ANNUAL REPORT

CHAMBER OF COMMERCE

JANUARY, 1974

Chamber Annual Meeting

TO BE HELD FRIDAY, FEBRUARY 1



EDWARD L. RAMSAY
President 1974

1974 dawns as the year businessmen must dedicate themselves to become more involved in Government and its decisions. The rapidly expanding mountain of laws and regulations are stripping the businessman of his rights and freedoms. With mounting intensity, the howl and cry against this erosion has come from businessmen from every corner of the land, but in most cases he has been no more effective than a whisper in the wind.

Why? Usually because his reactions are unorganized, too late, and give no alternative solution to the problem at hand.

Well, what is the solution? Like many fundamental changes in the institutions of America, the beginning is at home; at the grassroots level. The business community must unite to form strong, well-financed, active organizations to voice the free enterprise side of the issues and interject this philosophy into the laws of the land.

What organizations must be strengthened? Trade organizations for one. More specifically and closer to home, the rapidly growing 500 member Springfield Area Chamber has an excellent base for such an increased effort.

I challenge all of you who are disenchanted with the trend of governments' attitude toward business to join with me and the Board of Directors in 1974 to build the beginning of a strong vocal Chamber on the issues of government that affect us all.

Concerned? Wonder how you can help? By becoming actively involved on Chamber committees and soliciting membership and participation from those you know who are not members. The time has arrived for business to unite, stand up and tell its story.

All members are invited and urged to attend the Chamber's Annual Meeting at the Rodeway Inn on Friday, February 1, 1974, starting promptly at 12:00 noon. Cost of the luncheon will be \$3.50.

Past President Thomas E. Wurtz will review the Chamber activities of the past year and recognize retiring members of the Board of Directors and Committee Chairmen.

President Edward L. Ramsay will discuss plans and projects for the year ahead.

Reservations are required and can be made by calling the Chamber office, 746-1651, no later than Wednesday, January 30.



THOMAS E. WURTZ
Past President

1973 was the year in which the Springfield Area Chamber of Commerce and its members became aware of how important the voice of the business community is with respect to governmental affairs. That voice

was not loud enough this past year, but the first steps have now been taken to make that voice louder. Let's make 1974 the year in which the voice of the business community becomes effective.

1973 saw Chamber membership exceed 500 for the first time.

We were also proud of the present members who have increased their investment in the Chamber in 1973. This shows that we have the confidence of our members.

Planning has begun for our Chamber to be involved in a convention area. More people will be drawn to Springfield by the excellent facilities which are now in existence and being built for conventions here. The Chamber has recognized its position of leadership and needs your support.

We all know that the Chamber is only as effective as its committees and active members make it. Let's all get behind Ed Ramsay to make 1974 a successful year for him as Chamber President.

Committees Provided Benefits During 1973 . . .

ECONOMIC DEVELOPMENT

Provided assistance to numerous representatives of business and industrial firms in finding locations in the community.

Met with prospective commercial and industrial prospects.

Instituted a revised and expanded Springfield Industrial Facts Folder to be used in attracting new firms to the area.

Co-sponsored the Springfield Progress Edition of the Springfield News.

Developed and distributed statistical and general information concerning Springfield and Lane County.

Studied and made recommendations to local government agencies in reference to taxation, zoning fees and licensing.

Compiled and maintained a land inventory.

Cooperated with other industrial development organizations.

Conducted a survey of firms to determine needs in maintaining and improving the city's industrial and business climate.

NATURAL RESOURCES

- Actively supported the United States Forest Service 'Multiple Use' management of federal forest lands.
- Opposed the inclusion of additional large tracts of forest land in federal Wilderness Areas.
- Supported realistic and sound air and water quality control laws and legislation.
- Reaffirmed support for the U.S. Forest Service management plan for the French Pete Creek drainage area.
- Requested allocation of additional federal funds for forest access roads.
- Maintained liaison with the Army Corps of Engineers and supported expanded flood control, water storage, bank revetment, and recreation facilities.
- Supported continued planning and development of improved and expanded fishing on the McKenzie River.
- Urged improved and expanded improvements within the Port of Siuslaw at Florence.
- Continued support for the development of new and improved recreation facilities.

RETAIL TRADE ASSOCIATION

- Expanded and improved, in cooperation with the Springfield Police Department, the 'Check Flash Warning System'.
- Sponsored five city-wide sales promotions.
- Developed and distributed the RTA Retail Community Promotion Calendar.
- Co-sponsored the publishing and distribution of the Chamber's Business Directory and Consumers' Guide - 7,500 copies.
- Requested the adoption of a Shoplifting Ordinance by the City of Springfield to reduce losses to local merchants.
- Initiated a study and drafting of a Solicitation Control Ordinance.
- Conducted a membership campaign to expand the financial base and programs of RTA.
- Provided information to prospective new businesses interested in locating in Springfield.
- Sponsored a continual advertising program of 'Shop Springfield' in newspapers and on radio and television.

CHRISTMAS ACTIVITIES

- Sponsored and conducted the 20th Annual Springfield Christmas Parade.
- Maintained the Christmas street decorating program.
- Initiated a program to offer a street decoration program for the Mohawk-Centennial Shopping area.

PUBLIC AFFAIRS

- Actively supported the Junior Achievement program.
- Recommended the passage of the Willamalane Park and Recreation District's budget.
- Sought improved and expanded postal services.
- Cooperated with local health and medical officials in seeking expanded community facilities and additional doctors and dentists.
- Maintained active liaison with Lane Community College and University of Oregon officials.
- Studied and made recommendations concerning the Lane Mass Transit District's budget.
- Continued the support for the establishment of a Springfield Art Center.
- Urged greater involvement of the business community in local, state, and county government affairs.
- Urged public cooperation in the conservation of energy and fuel.
- Maintained a close working relationship with Associated Oregon Industries and the Oregon Retail Council on legislative matters affecting business.
- Cooperated with the City of Springfield on numerous projects and programs of importance to the community and citizens.
- Met with officials of Springfield School District No. 19 concerning educational programs and needs.

TRANSPORTATION

- Held meeting with city, county, state, and federal officials to discuss and recommend street and highway needs and projects in Springfield and Lane County.
- Recommended additional signalization of various intersections.
- Continued to support the extension of Oregon 126 (I 105) to Route F.
- Studied the mass transit needs of the Springfield and Eugene area.
- Discussed the needs of future air transportation and facilities to serve the metropolitan area.
- Urged the earliest possible construction, extension, and improvement of Jasper Road, Centennial Boulevard, North 28th Street, 30th Avenue, 2nd & 3rd Street cuplet, and Harlow and Hayden Bridge Roads.
- Supported the City of Springfield's need for funds to expand street paving and sidewalk construction projects.

- Urged the development of additional arterial streets.

Continued support of improvements and realignments of sections of Route F, the McKenzie River Highway, and Highway 58.

Suggested widening projects on a number of city and county streets.

Requested improved Springfield signing along the entire route of Belt Line Road.

Urged additional allocations of gasoline and other fuels to Oregon and the metropolitan area to meet the basic needs of citizens.

COMMUNITY RELATIONS

- Developed and distributed 7,500 copies of the 1973 Business Directory and Consumers' Guide.
- Continued the development of the 'Springfield Story' slide presentation.
- Published and distributed numerous Springfield promotional folders.
- Held the 3rd Annual Boss-Secretary Luncheon.
- Conducted the Annual Springfield Beautification Awards program.
- Published, in cooperation with the Eugene Area Chamber of Commerce, the revised Eugene-Springfield Street map.
- Maintained the Chamber's tourist and visitor center program in cooperation with the State of Oregon and the Oregon Chamber Executives.

Provided local information and facts to new residents of the community.

Continued the planning and development of a Springfield Convention Bureau.

Supported the retention of funds for the Oregon Travel Information Division.

SPORTS AND RECREATION

Promoted University of Oregon athletics locally and throughout the state of Oregon.

GREETERS AND MEMBERSHIP

Welcomed new owners and managers of new and existing businesses to Springfield.

Obtained 54 new Chamber members which represented a total of \$3,395.00 in new income.

RETENTION

Contacted the Chamber membership concerning their investment and the Chamber's program of community and area development.

EVALUATION

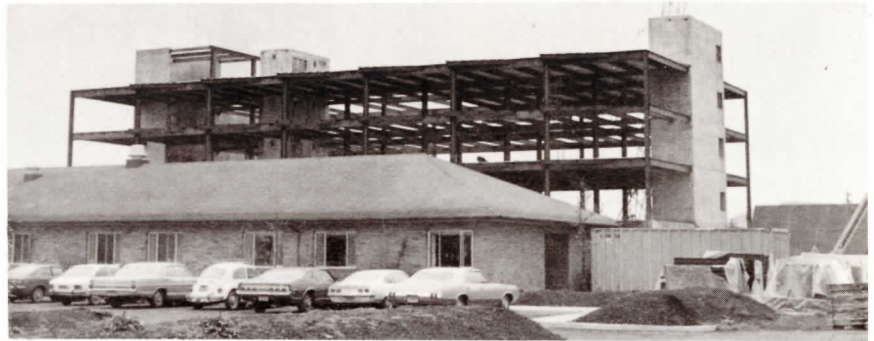
Obtained increased Chamber investments from 49 firms and individuals totaling \$1,809.00 compared to 9 in 1972 amounting to \$355.00

SOUND, SOLID GROWTH-1973

A Picture Story



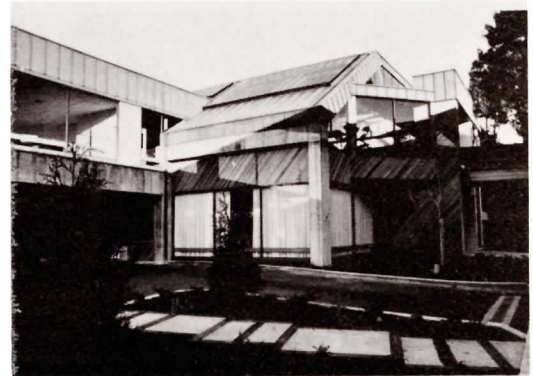
New Apartment Complex Nearing Completion



McKenzie-Willamette Memorial Hospital



Pacific Diesel's New Building



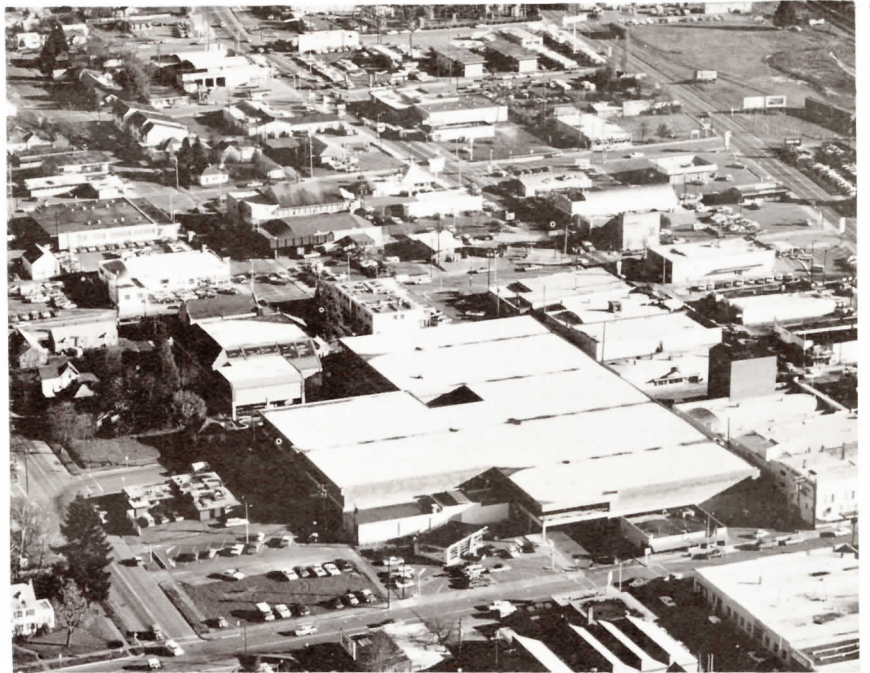
Pacific First Federal Savings & Loan's Beautiful New Building



First Place Beautification Award Winner



New Location for Springfield Insurance



Spring Village Shopping Center Nearing Completion



Pacific Western Mobil Estates-Recreation Building

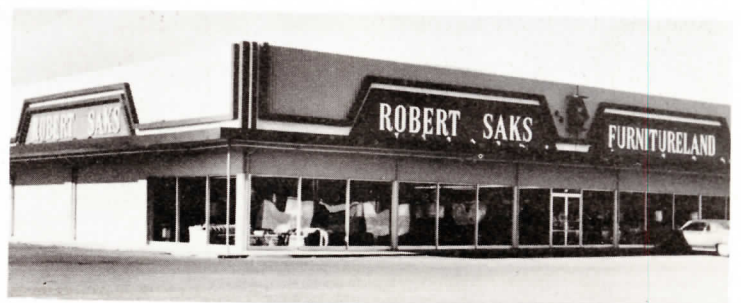




Springfield's Beautiful New Rodeway Inn



New Wine & Deli Shop in Paramount Square





Office of the Mayor and City Manager



Many Chamber Investments Increased In 1973 . . .

Meier & Frank
U.S. National Bank,
Springfield Branch
Sanders, Lively & Wiswall
National Metalurgical
Dr. Harold Rockstein
First National Bank, Mohawk
Branch
Rev. C. Earl Gibbs
Vern Meyer Insurance
Chembond Corp.
Marquess Engineering Co.
Firestone Store
The Murphy Co.
Diamond Pallet Co.
Kingsford Co.
Gardner & Beedon Co.
Schaudt, Stemm & Walter
Pacific First Federal Savings & Loan
Calaveras Cement
Huntington Wood Industries, Inc.
Luckey's Woodsman
Rex Myers Transfer
Springfield Dental Management
Far West Federal Savings & Loan
Pacific Northwest Bell

Kendall Ford
H. G. Chickering Consulting
Photogrammetrist
Automatic Heat Co.
Bob's 19¢ Hamburgers
Pay Less Foods
Paramount Market
Eugene-Springfield Ambulance
Courtright's Market
Willamette Industries
Dr. Bassford
Foy Martin Sheet Metal
M. Jacobs Fine Furniture
Rubenstein's
Weyerhaeuser Company
Derickson & Gault
Bronson Travel, Inc.
Ed's Pancake House
Valley Stationery
Curtis Nixon Printing
U of O Athletic Department
McKesson & Robbins
Haggerty, Ruff & Co.
Springfield Pharmacy
Moderne Studio
Walt Laxton's Store for Men

1973 COMMITTEE CHAIRMEN HONORED

Past President Tom Wurtz will honor the following Committee Chairmen for their past service:

KEITH BATES
Valley Land Co.
ECONOMIC DEVELOPMENT

DON DILS
Weyerhaeuser Co.
NATURAL RESOURCES

MIKE KOZA
Big M Shopping Center
RETAIL TRADE ASSOCIATION

DAVE SORENSON
U.S. National Bank
CHRISTMAS ACTIVITIES

TIM HAROLD
Attorney at Law
PUBLIC AFFAIRS

JIM BRITTON
Plants & Britton, Inc.
TRANSPORTATION

GARY WALKER
Willamalane Park & Recreation Dist.
COMMUNITY RELATIONS

REV. C. EARL GIBBS
First Christian Church of Springfield
SPORTS & RECREATION

KEN HODGKINSON
Firestone Store
GREETERS & MEMBERSHIP

JIM DUTTON
U.S. National Bank
RETENTION

Your Chamber Investment Provides You With . . .

Direct representation with many organizations and agencies including:

United States Chamber of Commerce
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 Department of Transportation
Highway Division
Willamette Basin Project Committee
U.S. Forest Service
U.S. Department of Transportation
Oregon Travel Information Division
State Parks Department
Local, County, and State Government
Offices
Congressmen and State Legislators

RETIRING MEMBERS OF THE BOARD OF DIRECTORS HONORED

RUSSELL POFF
Pacific Power & Light Co.
1970 — 1973

DON DERICKSON
Derickson & Gault
1971 — 1973

GORDON HALE
Northwest Roads
1971 — 1973

GARY REED
Reed's Fuel & Trucking
1971 — 1973

MIKE ROSENBERG
Architect
1971 — 1973

New Members Join RTA

New members who invested in the Springfield Retail Trade Association during 1973 include:

ALBERTSON'S
MODERNE STUDIO
BIG M MERCHANTS' ASSOCIATION
FAR WEST FEDERAL SAVINGS & LOAN
SPRINGFIELD DEVELOPMENT ASSOC.

Consolidated Financial Statement

JANUARY 1, THROUGH DECEMBER 31, 1973

ITEM	1972	1973
INCOME		
Membership Dues	\$36,202.50	\$38,208.80
Interest & Miscellaneous	1,073.68	1,168.36
Resale of Material	433.01	511.14
Transfer from RTA		300.00
Total Income	<u>\$37,709.19</u>	<u>\$40,188.30</u>
EXPENSES		
Salaries	\$22,200.00	\$24,300.00
Quarters	2,328.22	2,567.95
Operations	7,635.38	9,127.18
Committees	2,288.06	2,408.75
Contingency	75.00	125.00
Total Expenses	<u>\$34,526.66</u>	<u>\$38,528.88</u>
Cash Balance at end of period	<u>\$23,600.95</u>	<u>\$25,271.54</u>

Springfield Growth Trends 1973 . . .

	1972	1973
Population	29,400	32,934
Assessed Valuation (City)	\$281,646,190	\$311,431,100
Assessed Valuation (School)	\$396,847,293	\$432,328,729
Assessed Valuation (Park Dist.)	\$217,711,000	\$238,778,000
Building Permits	1,244	1,006
Building Permits (value)	\$ 18,495,482	\$ 22,391,939
Telephones (December 1)	23,964	28,791
Postal Receipts (June 30)	\$ 579,372	\$ 594,000
Housing Units (Est.)	10,178	10,873
Subdivisions Filed	47	47
School Enrollment (Peak)	10,028	10,036
Electric Meters	12,670	15,050
Water Meters	7,098	** 11,093
Gas Meters (* Est.)	2,201	* 2,400
* Retail Sales	1971 - \$ 69,515,000	1972 - \$ 80,001,000

* Latest Figures Available

** Rainbow Water District Added

Officers and Directors 1974

Edward L. Ramsay, *President*
 Ron Peery, *First Vice President*
 Bob Jurgens, *Second Vice President*
 Rev. C. Earl Gibbs, *Treasurer*
 Thomas E. Wurtz, *Past President*



Don Bumgarner	Gary Walker
Tim Harold	Gary Parrish
Bill Irsfeld	Gwinn James
Dr. John Borman	Lanny Jones
Ken Hodgkinson	Everett Christian
Charles Searl	Pat Teague

Committee Chairmen 1974

DOUGLAS McKAY
 McKay Investment Co.
ECONOMIC DEVELOPMENT

MIKE KOZA
 Big M Shopping Center
RETAIL TRADE ASSOCIATION

DAVE LROY
 First National Bank
CHRISTMAS ACTIVITIES

KEITH BATES
 Valley Land Company
GOVERNMENTAL AFFAIRS

JIM BRITTON
 Plants & Britton, Inc.
TRANSPORTATION

JACK CRISWELL
 Springfield Utility Board
PUBLIC RELATIONS

TINA KIMBLE
 Rodeway Inn
CONVENTION & TOURIST BUREAU

TIM HAROLD
 Attorney
SPORTS & RECREATION

TEK HAUGEN
 Centennial Bank
GREETERS & MEMBERSHIP

TOM VESSEY
 U. S. National Bank
RETENTION

New Membership Investments

Acquired During 1973 . . .

A-C's Glass Service
 Major's Sport Center, Inc.
 Bud's McKenzie Market
 Logan's Apparel
 Grand Fashions
 Mohawk Pharmacy
 Alert Electric
 Emerald Upholstery
 Springfield Auto Wreckers
 Les Schwab's Tire Center
 Roy A. Roe Roofing Contr.
 Brand-S Corporation
 Wallmaster Service, Inc.
 Poor Richard's Work &
 Western Store
 International Dunes Motel
 Mishler's
 Tour Ice of Oregon
 C & W Auto Body
 Home Electronics
 Standard Insurance
 International Restaurant &
 Lounge
 Ram's Realty, Inc.
 Willamette Stationers
 Far West Fabrics
 Dorsey Transportation
 Olsen's National Auto Glass
 PROhuman Williams

Cascade Real Estate
 Stalick International, Inc.
 The Amundson Associates
 Willamette Beverage
 Transwestern Investors
 The Spagetti Warehouse
 Bendal Distributors, Inc.
 The Feed Mill Restaurant
 Terr & Shar's
 Lutes/Masarie/Sanetel
 Tiger Electric
 Oakway Spa
 Hamilin, Shockley & Hill Realty
 Sunblend II
 Oakway-Mayflower Theatres
 National Photocopy
 Western X-Ray Co.
 Eugene-Springfield Home
 Builders
 Newcomers Service of
 Springfield
 Springfield Rentals
 Weicome Publications
 Business Men's Assurance Co.
 Springfield Car'tel
 Jeff's Carpet & Draperies
 Acme Body & Fender Service
 Xerox Corporation
 Abby's Pizza Parlor



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