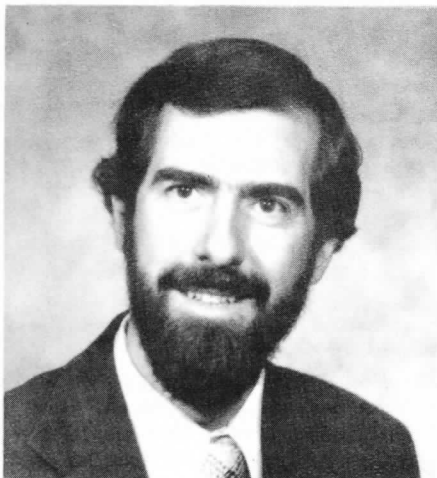




# ANNUAL REPORT

JANUARY 1979



**LARRY THORP**  
President 1979

The Springfield Area Chamber of Commerce has just finished up another outstanding year, under the leadership of President Bob Naslund, the Board of Directors and the Chamber staff. As always, though, there are more and bigger things to do if the Chamber is to continue in its role of leading the way in improving our community as a place in which to work and live. To fulfill that role during 1979, I have established a number of goals for the Chamber. Some of the goals are of an administrative or housekeeping nature, while the balance are program goals.

High on the priority list of program goals is working with the City and other organizations and agencies to identify, designate and plan for a new industrial area for Springfield. The existing industrial land inventory is woefully inadequate and must be dramatically supplemented.

During 1979 it appears the City will adopt some form of systems development tax on new construction. Under the able leadership of Ed Ramsay's committee on development costs, the Chamber will lead the way in ensuring that any tax is fair and reasonable.

Another strong push will be made in 1979 to place even tighter control on industrial air pollution. The Chamber must lead the way in ensuring that industrial pollution controls are not increased until the MAJOR sources of pollution in our

community are regulated i.e. the private auto, open burning and the inflow of pollutants from the urban areas of the Willamette Valley to the north.

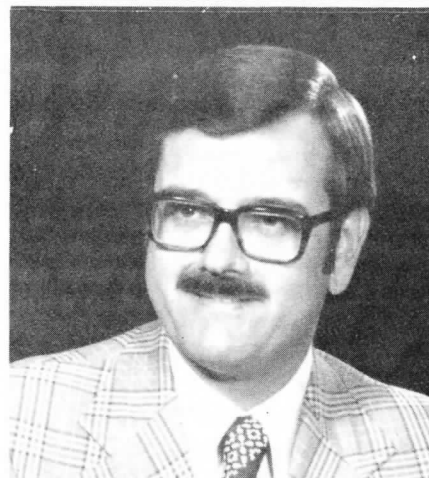
A fourth major program goal is to ensure that there is a strong voice from the business community on every board, commission and advisory body with any impact or control over our community. Accomplishment of this goal could have the greatest impact upon the future of our community of anything we can accomplish in 1979.

In the area of administration, the first priority is to initiate and develop the Chamber membership. This will be done in part by hiring a part-time membership director to work in this area. Eventually this should become a full-time job.

A second goal is to create and fund a staff position for a governmental affairs coordinator. At this point in time the biggest influence on our community and business is government. The Chamber needs a full-time staff member to just keep track of which agency is doing what, when.

In order to fund these additional positions, the Chamber will have to modify its investment schedule. The present investment schedule is unfair to many members and doesn't adequately fund the Chamber programs.

This is only a partial list of my goals for the Chamber for 1979. These and many more goals must be attained if the Chamber is to continue as a viable organization to speak for the business community. But these goals can only be reached with the active support of the Chamber members, both in the form of manpower and dollars. I fully expect that support and with it the attainment of these goals. One year from now when I write my summary of the years activities for the annual report I expect to be able to say that all of the above goals and more have been accomplished.



**ROBERT K. NASLUND**  
Past President

It has truly been an honor for me to have served as President of the Springfield Area Chamber of Commerce for 1978. At this time, it is appropriate to briefly acknowledge those in our organization who have made things happen during the past year.

In my five (5) years of active involvement with the Chamber, our unique, hardworking and effective staff clearly gets top billing. I cannot imagine two individuals more exceptionally qualified to represent us on a daily basis in the promotion of our community than Bob Smith and Betty Balch. Their knowledge of and dedication to our City and Chamber has been an inspiration to all who step forth from the ranks to temporarily assume leadership roles in our organization. Jim Sechser, concluding his first year as manager of our convention and tourist bureau, has done an excellent job in organizing and assisting Springfield's newest industry.

Both Doug McKay and Louis Stuve have finished their terms on the Board of Directors and deserve our recognition for their continued interest and involvement. Ken Eilers and Don Carter have assumed new roles of leadership in our community while Jim Britton has chosen a new challenge across the river. The continual interest and involvement of these gentlemen with the Chamber is sincerely appreciated. The exceptional efforts of B. J.

(Cont. on Page 2)

**SUPPORT**

**YOUR**

**CHAMBER**

(Cont. from Page 1)

Rogers and numerous panelists to hold politicians accountable; Ray Walter to promote a dry land port district; John Thomas to formulate a reasonable 1990 plan update; Gary Parrish to realize a regional waste water program and Gene Davis to obtain an equitably financed and governed transit district; are all recognized as significant contributions to our Chamber and City during the past year and are sincerely appreciated.

In 1978, the Chamber completed a third consecutive year of record-breaking growth with the addition of an unprecedented 120 new memberships and we presently stand at 672 strong. The City of Springfield, with a population gain of 4,500 in one year became the fourth largest city in Oregon. Our Chamber and our community are both quite clearly ON THE MOVE. It is exciting and challenging to contemplate and participate in the future of both.

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## **ACTION COMMITTEES & TASK FORCES PROVIDED BENEFITS & RESULTS DURING 1978**

### **ECONOMIC DEVELOPMENT**

Actively supported the passage of the Metropolitan Waste Water Board measure.

Assisted a number of industrial and commercial prospects in locating in the area.

Called attention to the need for additional industrially zoned land to meet future needs.

Supported a limited and realistic RARE II roadless area development within Lane County.

Publicized the contributions both economically and socially of local business and industry.

Worked with several prospective developers for the possible development of new shopping centers.

Opposed the possible transfer of the U.S. Forest Service to the Department of Interior from the Department of Agriculture.

Recommended policies for energy conservation and future needs.

Maintained a close liaison with the Oregon Division of Economic Development and other development groups to further employment opportunities.

Assisted in the development of additional health care facilities and the attraction of new physicians and dentists.

Provided input concerning reasonable approach in meeting standards and regulations in the Eugene-Springfield Air Quality Maintenance area.

Continued to support new and improved

park and recreation facilities.

Contacted local firms concerning needs and suggestions for maintaining and improvement of city's business and industrial climate.

Supported multiple use management of state and federal forest lands.

Continued support for realistic approach to land use planning and zoning.

### **PORT DISTRICT TASK FORCE**

Continued the study concerning the possible establishment of a metropolitan area dry land port district to expand and improve economic development and expansion.

### **SPRINGFIELD TRADE ASSOCIATION**

Maintained and expanded the DO IT IN SPRINGFIELD city-wide institutional advertising program to create increased shopping activity and to promote Springfield's liveability and services.

Sponsored a number of city-wide sales promotions.

Sponsored the Check Flash Warning System.

Co-sponsored with the Springfield Police Department a bad check and shoplifting prevention clinic.

Studied the possibility of city ordinances dealing with shoplifting and solicitation control.

### **CHRISTMAS ACTIVITIES**

Sponsored and conducted the 25th Annual Christmas Parade.

### **PUBLIC AFFAIRS**

Maintained liaison and provided input from the business community with local governmental agencies, Associated Oregon Industries, Oregon Retail Industries, Oregon Retail Council and U.S. Chamber on community, county, state and federal legislation.

Supported the Junior Achievement program.

Obtained more active participation by individual members in serving on local and county boards and commissions and seeking elective office.

Supported legislation to eliminate boxcar shortages.

Actively supported the passage of the proposed new tax base for School District No. 19.

### **TRANSPORTATION**

Testified concerning Springfield projects in the update of the Eugene-Springfield Metropolitan Area Transportation Plan - T-2000.

Continued to oppose use of highway funds for projects other than maintenance and construction.

Requested high priorities and early construction of numerous city and county arterial and street projects including sidewalks and signalization.

Requested improved Springfield signing off of major highways and arterials.

Glenwood connector from 1-5 to Franklin Blvd. opened.

### **LTD TASK FORCE**

Continued to monitor LTD budgeting process and provide business input.

Supported reduction of expenses in management and operations.

Submitted proposed legislation for consideration of 1979 State Legislature on taxation requiring a vote of the people.

### **COMMUNICATIONS & SPECIAL EVENTS**

Conducted a series of membership and candidate forums.

Sponsored the Boss/Secretary and Beautification Awards Luncheon.

Conducted the Annual Meeting and produced membership, promotional and informational material.

### **CONVENTION & TOURIST BUREAU**

Solicited conventions and group meetings for the Springfield area.

Provided assistance to convention groups and delegates.

### **1990 PLAN REVIEW TASK FORCE**

Reviewed the proposed 1990 Plan Update and made specific recommendations.

### **DEVELOPMENT COSTS TASK FORCE**

Recommended policies for local development costs in regards to construction and annexation by local government agencies.

### **SIGN ORDINANCE REVIEW**

Monitored the review of present sign ordinance by city officials.

### **GREETERS & MEMBERSHIP**

Obtained a record 120 new Chamber membership investments.

Welcomed new members, businesses and conventions to the Chamber and City.

### **RETENTION & ORIENTATION**

Contacted new members concerning their investments and suggestions for projects and programs.

Held new member orientation.

# *Springfield Economic Trends 1978. . .*

	1977	1978
Population	37,500	42,000
Assessed Valuation (City)	\$563,460,254	\$717,628,723
Assessed Valuation (School Dist.)	\$774,334,514	\$991,000,000
Assessed Valuation (Park Dist.)	\$411,384,551	\$512,567,312
Building Permits (Number)	1,716	1,844
Building Permits (Value)	\$36,922,385	\$42,931,154
Telephones	38,109	40,824
Postal Receipts (Oct. 1)	\$1,067,871	1,221,126
Housing Units (Est.)	13,173	14,260
Subdivisions Approved	155	220
School Enrollment (Peak)	10,003	9,863
Electric Meters (June 30)	17,962	18,227
Water Meters (June 30)	13,191	13,855
* Retail Sales	1976-\$125,411,000	1977-\$132,561,000
Conventions	149	203
Convention Delegates	18,113	19,374
Conventions (Value)	\$2,472,424	\$2,786,777
Hospital Admissions (Sept. 30)	5,385	5,234

\* Latest Figures Available

## **OFFICERS & DIRECTORS 1979**

**Larry Thorp, President**  
Attorney at Law

**Robert Williams, First Vice President**  
Weyerhaeuser Company

**Lynn Hufstader,  
Second Vice President**  
Centennial Bank

**Will Maricle, Treasurer**  
Pacific First Federal Savings & Loan

**Robert K. Naslund,  
Immediate Past President**  
Attorney at Law

**Betty Bennett**  
Adventure In Travel, Inc.

**Don Carter**  
Frame & Art Boutique

**Jim Dutton**  
U.S. National Bank  
Mohawk-Northgate Branch

**Merwin Logan**  
Moore, Wurtz, Logan & Logan  
Attorneys at Law

**Gene Davis**  
Springfield Cleaners

**Bill Starnes**  
Springfield Lanes

**George Morris**  
State Farm Insurance

**Richard Wildish**  
Wildish Group of Companies

**F. F. "Monte" Montgomery**  
Associated Oregon Loggers

**Ray Walter**  
Schaudt, Stemm & Walter

**Tom Cochran**  
City Manager

## **SIGN ORDINANCE REVIEW TASK FORCE**

**Don Carter**  
Frame & Art Boutique

## **LANE TRANSIT DISTRICT TASK FORCE**

**Gene Davis**  
Springfield Cleaners

## **RETENTION & ORIENTATION**

**Will Maricle**  
Pacific First Federal Savings & Loan

## **JOINT PORT DISTRICT TASK FORCE**

**John Amundson**  
The Amundson Associates

## **COMMITTEE & TASK FORCE CHAIRMEN 1978**

### **ECONOMIC DEVELOPMENT**

**Ray Walter**  
Schaudt, Stemm & Walter

### **SPRINGFIELD TRADE ASSOCIATION**

**Don Carter**  
Frame & Art Boutique

### **CHRISTMAS ACTIVITIES**

**Gale Banry**  
Springfield Utility Board

### **PUBLIC AFFAIRS**

**Larry Thorp**  
Lively & Wiswall, Attorneys at Law

### **CONVENTION & TOURIST BUREAU**

**John Fraser**  
Rodeway Inn

### **GREETERS & MEMBERSHIP**

**Nicki Buss**

### **FORUM**

**B. J. Rogers**  
B. J. Rogers Real Estate

### **TRANSPORTATION**

**Jim Britton**  
Wildish Group of Companies

### **1990 PLAN UPDATE REVIEW**

**John Thomas**  
Thomas & Thomas

### **DEVELOPMENT COSTS REVIEW TASK FORCE**

**Ed Ramsay**  
Valley Land Company

## *Consolidated Financial Statement*

### **JANUARY 1, THROUGH DECEMBER 31, 1978**

INCOME	1977	1978
Membership Dues . . . . .	\$57,572.50	\$62,888.03
Interest & Miscellaneous . . . . .	2,063.57	2,166.23
Christmas Activities . . . . .	1,130.00	1,315.00
Reimbursement - STA . . . . .	600.00	1,000.00
Reimbursement - Convention & Tourist. . . . .	3,500.00	2,000.00
Resale of Material . . . . .	5.55	28.15
Buyer's Guide. . . . .	600.00	1,480.00
Maps. . . . .	761.20	1,195.86
Boss-Secretary Luncheon . . . . .	1,059.25	1,301.75
Annual Meeting. . . . .	1,162.00	1,516.95
Equipment Loan . . . . .	None	3,200.00
<b>Total Income . . . . .</b>	<b>\$68,223.92</b>	<b>\$78,091.97</b>
<b>EXPENSES</b>		
Salaries . . . . .	\$35,601.00	\$36,731.70
Fringe Benefits . . . . .	4,616.10	4,114.75
Quarters . . . . .	4,002.30	4,443.82
Operations . . . . .	12,482.89	21,016.49
Materials for Resale . . . . .	1,898.30	2,581.54
Committee Operations . . . . .	5,204.34	3,673.71
Special Activities. . . . .	2,456.12	3,093.46
Contingency. . . . .	488.09	545.19
<b>Total Expense . . . . .</b>	<b>\$66,749.14</b>	<b>\$76,200.66</b>
<b>Cash balance at end of period . . . . .</b>	<b>\$23,350.12</b>	<b>\$25,245.19</b>

# 1978 PROGRAM AND PROJECT HIGHLIGHTS

- MONITORING OF 1990 PLAN UPDATE
- REVIEW OF CONSTRUCTION DEVELOPMENT COSTS
- DRY LAND PORT STUDY
- CANDIDATE FORUMS
- IMPROVED MEMBERSHIP COMMUNICATIONS
- RECORD NUMBER OF CONVENTIONS
- MONITORED SPRINGFIELD SIGN ORDINANCE REVIEW
- NEW ECONOMIC DEVELOPMENT
- CITY-WIDE SHOPPING & RETAIL CAMPAIGN
- INPUT INTO THE T-2000 TRANSPORTATION PLAN
- A RECORD 120 NEW MEMBERS
- PASSAGE OF METRO WASTE TREATMENT BOND MEASURE
- TESTIMONY ON RARE II
- RECOMMENDATIONS CONCERNING LTD
- INVOLVEMENT OF MEMBERS

# RETIRING BOARD MEMBERS

Gary Parrish  
Peoples Bank  
Past President  
1974 - 1978

Doug McKay  
McKay Investment Co.  
1975 - 1978

Louis Stuve  
Stu's Locker Room  
1977 - 1978

# NEW MEMBERSHIPS REACH ALL TIME HIGH DURING 1978

Home Finder Publications  
Newcomer Service of Springfield  
Miss Mike's Fudge & Food Mart  
Rain Systems Irrigation Supply, Inc.  
Jeffrey Wallman, Author  
Art Paz Jr., Architect  
Patrick Distributing Co.  
Dr. E. John Baron, DDS  
D. J. Hydraulics, Inc.  
Print Right Copy Center  
Dr. Robert W. Moser  
McKenzie Escrow, Inc.  
Bill's Shoe Repair  
Leora's Bath & Kitchen Boutique  
B & I Plumbing & Electric Co.  
Suratt Transportation Service, Inc.  
Zygar & Associates Insurance Agency  
Walterville General Store  
Thurston Hills Development Co.  
Gold Coast Food Service  
AAMCO Transmission  
Dr. Lohring Miller  
The Typewriter Shop  
Improved Products, Inc.  
Village Hair Fashions  
Gingerbread House  
Claude Brist, O.D.  
F.J.C. Corporation  
Kelsie's Mobile Homes  
Village Electric  
Dr. Willard E. Spearin  
Ritchie's T.V. Service, Inc.  
Sage Maintenance Supply, Inc.  
Greg's Electric & Construction, Inc.  
Siegrist Volkswagen & Alfa Romeo  
International Wines West, Inc.  
Joe Nama, Mason Contractor  
Brown's Business Reporter  
E. E. Carney, Builder  
Chalet Village Mobile Home Court &  
Travel Trailer Court

Safelite Auto Glass  
R. G. Lorenz, M.D.  
Land Associates Finance  
Harmony House  
Rainy Day Cactus  
McKenzie Hills, Inc.  
K Mart  
Black Angus Motel  
Clemens Marina  
Sutton Motel  
Les Schwab Tires  
Olde World Deli  
Eagles Lodge  
Lou Surcamp Logging  
White Horse Tavern  
Bingo Centre  
Taco Bell  
Travelhost  
Mr. Roberts  
The Giftique  
The June Bug  
Skate World  
Holiday Inn  
Grizzley Mfg. Co.  
T Shirts Plus  
Alert Electric  
Kirkland Flowers  
Photo Factory  
Thomas Organ  
Rainbow Optics  
Eugene Vending Co.  
The Hair Shop  
Ball Plumbing  
Star Rentals  
Max G. Simmons  
Mohawk Shell  
Oakway Spa  
Ne-Mar's Hair +  
Ad Lib Advertising  
ABC Pest Control

John L. Kelley, Accounting  
Alexander's Department Store, Inc.  
Loncarevic Construction Co.  
The Cabinet Factory, Inc.  
Dunhill Personnel, Inc.  
Challenge Security, Inc.  
Bill Moore Real Estate  
The Lost Dutchman  
Ye Olde Bake Shoppe  
Oregon Chamber Service  
Welcome Publications  
Oregon Fence Co.  
Poly Foam Center  
The Bigger Better Half  
Godtz Garden Restaurant  
McKenzie Auto Service, Inc.  
The Douglas Reiter Co.  
Sandie's Piccadilly Bake Shoppe  
K L K Brokerage Services  
Bob Johnson, Farmers Insurance  
City Center Market  
Majors Sports Center  
Vern's Tire Service  
Clifton Phillip, Inc.  
Breedon Bros., Inc.  
Owen's Pool & Spa  
Ash Lane Apartments  
ABS Hydraulics  
Valley Cylinder Head  
Ed's Investments  
Ackerman & DeWenter  
Springfield Car Tel  
Kime-Krumbdieck, Inc., Realtors  
State Farm Insurance, Marylyn Phillips  
Tino's Spaghetti House  
Eugene Personnel Service, Inc.  
Dr. Arthur J. Innes  
William E. Morrisette  
George Skochenko, Jr.  
Paramount Vacuum Cleaner &  
Sewing Center



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