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ANNUAL DINNER MEETING

TUESDAY, NOVEMBER 15th - ROGER SMITH HOTEL BALLROOM



GERALD R. FORD, JR.
U. S. Representative, Michigan

Born in Omaha, Nebraska in July 1913 . . . graduate of University of Michigan and Yale Law School . . . Navy veteran rank of Lieutenant Commander . . . 1949 one of U. S. Jaycees "America's Ten Outstanding Young Men" . . . elected to Congress 1948 . . . member of Subcommittee on Appropriations for Department of Defense and Foreign Operations . . . member Select Committee on Astronautics and Space Exploration.

1960 ANNUAL DINNER COMMITTEE

General Chairman

David Kornetsky

Arrangements

Walter E. Zalenski, *Chairman*

Edgar A. Naecke

Robert N. Wish

Attendance

Walter E. Knudson, *Chairman*

Max I. Alimansky

Richard R. Nickerson

Publicity

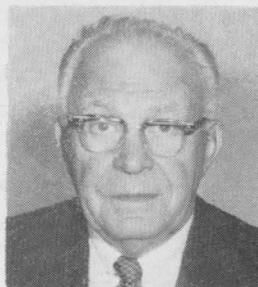
Roger A. Pihl, *Chairman*

Robert H. Berger

John T. Hickey

Program

TOASTMASTER	Edward Docherty
INVOCATION	Reverend Robert B. Dennett <i>Congregational Church of South Hadley Falls</i>
DINNER	
ENTERTAINMENT	Miss Thelma Dalpé
INTRODUCTION OF GUESTS	Toastmaster
INTRODUCTION OF RETIRING OFFICERS AND DIRECTORS	
INTRODUCTION OF NEW OFFICERS AND DIRECTORS	
PRESIDENT'S REMARKS	Donald W. Fletcher
SPECIAL PRESENTATION	
ADDRESS	The Honorable Gerald R. Ford, Jr. <i>United States Representative, Michigan</i>
BENEDICTION	Rabbi Solomon Kaplan <i>Congregation Sons of Zion</i>



Toastmaster
Edward Docherty



Entertainer
Miss Thelma Dalpé





Published monthly by the

HOLYOKE CHAMBER OF COMMERCE

256 Maple Street, Holyoke, Massachusetts JE 4-3376

OFFICERS AND DIRECTORS 1960-1961

OFFICERS

Donald W. Fletcher *President*
 Jacob L. Barowsky *Vice-President*
 Herman E. Pihl *Vice-President*
 Robert K. Steiger *Vice-President*
 Lewis J. Lamont *Treasurer*
 Frank W. Schneider *Managing Director*
 William W. McGowan, III. *Assistant Managing Director*

BOARD OF DIRECTORS

Max I. Alimansky, Frank H. Cataldo, Ralph E. Day, Edward Docherty, James J. Dowd, Jr., Donald R. Dwight, **Donald W. Fletcher**, Lewis J. Lamont, Robert K. Lee, Edgar A. Nacke, John M. Newton, Sr., Richard P. Nickerson, **Louis F. Oldershaw, Esq.**, Eugene P. O'Neill, **Phillip F. Ryan**, **Arthur E. Sheldon**, Leo W. Simard, Robert K. Steiger, **Richard M. Weiser, Jr.**, **Walter E. Zalenski**, Karol B. Zielinski, D.M.D.

Names of newly elected directors in bold type

OFFICERS AND DIRECTORS 1959-1960



The President Reports

Last month when I wrote what I thought would be my last report in this newsletter, I had no idea I would be re-elected President of your Chamber of Commerce. I am honored that that the Board of Directors had enough confidence in me to re-elect me.

The activities of your Chamber of Commerce during the past year are covered elsewhere in this bulletin. In this report, I shall merely ask your cooperation and assistance to again keep your Chamber strong and active during the coming year.

The Program of Work and the Committee Choice questionnaires will shortly be in your hands and I request your cooperation in the completion and return to the Chamber office, as only in this manner will we know your desires and keep the ball rolling.

May I impress upon you that the many activities and projects adopted by the Chamber, as well as the operation of the office and the employment of the capable staff cost money. Your cooperation in paying your dues promptly will go a long way toward making these projects successful and the City of Holyoke a better place to live.



First row seated, left to right: Frank W. Schneider, *Managing Director*; Lewis J. Lamont; *John S. Begley, Esq., *Vice-President*; Donald W. Fletcher, *President*; Herbert W. Scott, *Treasurer*; Robert K. Steiger, *Vice-President*; Donald R. Dwight.
 Second row standing, left to right: Ralph E. Day; Richard R. Nickerson; Leo W. Simard; *Stephen T. Callahan; Edward Docherty; James J. Dowd, Jr.; Frank H. Cataldo; John M. Newton, Sr.; *Samuel Resnic, Esq.; Robert K. Lee; Gerald Pelletier; *Joe W. Coffman; Edgar A. Nacke; William W. McGowan, III, *Assistant Managing Director*.
 Absent when picture was taken were: *Max I. Alimansky; *Jacob L. Barowsky, *Vice-President*; Eugene P. O'Neill; *Herman E. Pihl; Karol B. Zielinski, D.M.D.

*term expired this year

A YEAR OF PROGRESS

ACTION REPORT

Nov. 1, 1959 - Oct. 31, 1960

The list of projects, programs, services and achievements which follows is a thumb-nail sketch of the activities carried on by you, the members of the Holyoke Chamber of Commerce. It represents the total of the time, energy, and talents invested during the year by the membership, working as a team of committees. Congratulations to each of you who contributed your share.

CIVIC ACTIVITIES

INDUSTRIAL Development efforts carried on continuously with close working relations with Regional Business Development Corporation, meetings and calls on industrial prospects and preparation of data for prospects. Office maintained up-to-date industrial space listings for prospects. Managing Director and staff service R.B. D.C. and Mayor's Industrial Development Committee.

ANNUAL survey of business conditions and forecast of future economic conditions conducted by staff.

ASSISTED with preparation and arrangements and appeared at new business openings.

CITY Beautification committee's efforts beginning to bear fruit with flower planting at Public Library, flower boxes and painting of retail stores, increasing facilities for aged at Library, flower planting and beautification at Public Housing Projects, establishment of park and fountains at canals and general increase of citizen participation in beautification.

KEPT "stand-by" watch on Route 91 progress and worked with all officials to help speed progress on decision as to location.

CONTINUED to promote and service conventions. Continued distribution of Holyoke brochure and worked on new brochure to be printed in coming year.

CO-SPONSORED with Junior College annual "Economics in Action" program and new Traffic Management Seminar. Furnished annual "Economics Prize" for Junior College student.

CONTINUED "Westover" Committee as liaison with Air Force Base and continued all possible services to military personnel.

PRESENTED "Airman-of-the-Year" award to Stonybrook Air Force Base. **COOPERATED** with St. Patrick's Day Parade Committee in many details connected with parade and sponsored special "St. Patrick's Salute Breakfast."

ESTABLISHED weekly published "Community Calendar" to assist local organizations in scheduling functions. **HELD** "Business Education" Day with public and parochial school teachers visiting local business firms for a day.

INDUSTRIAL Transportation Committee of Traffic Managers continued to keep them informed on laws, rates, regulations. Took stand on several important rate changes harmful to business members.

CONDUCTED and still carrying on work on "Business Climate" survey to be published during coming year. **GATHERING** "Facts on Holyoke" statistics and information to be published during coming year in new booklet.

PLAYED "Charity Benefit Softball Game" with Jaycees. Proceeds turned over to local Community Chest campaign.

SPONSORED trip of 11 Chamber members and City Officials to Kalamazoo, Michigan to study Downtown Mall and redevelopment of Central Business District.

DOWNTOWN Study Committee held meetings with Board of Aldermen and Open Meetings with general public to discuss downtown business district problems.

INTERNAL ACTIVITIES

"**SALUTE** Breakfasts" held monthly for second year. Attendance of over 100 maintained.

CONTINUED strong, effective "Solicitations Control" program.

MAINTAINED continuing program to protect public from fake solicitations, fraudulent schemes, and illegitimate businesses. Worked with National Better Business Bureau, local police, press, and radio.

ANNUAL OUTING set new attendance mark of 580 members. Annual dinner held to capacity crowd.

OFFICERS, members, and staff attended U. S. Chamber Annual Meeting, Washington, D. C., U. S. Chamber Aircade, Newark, New Jersey, MACE meetings in Boston and Framingham.

OFFICE and staff served as the official Holyoke Information Bureau for the Community. Furnished business data, city and area statistics, leads for business for members market information and answered all specific requests. Continued to answer thou-

sands of letter inquiries from school children and others on Holyoke information. Made special surveys for members on request.

COMPILED and distributed annual list of Holyoke manufacturers with new "aerial view locator" cover. Published annual membership list and supplements.

NOTARY PUBLIC service available in office. Certification of Holyoke made products for export. Maintained complete business reference books, Thomas Registry, directories and telephone books for members and public.

PUBLISHED new, monthly, printed membership bulletin. Continued weekly radio broadcast, publicity and public relations program, thru newspaper, television, and radio.

EVALUATION Program to increase and equalize members dues begun. Program to bring support up to needed figure for expanded organization to continue thru coming year.

LEGISLATIVE ACTIVITIES

NATIONAL AFFAIRS "Congressional Action" committee met semi-monthly, studied issues, recommended action. Informed Congressmen of Chamber's position, urged individual letter writing to Congressmen.

DELEGATION of National Affairs Committee took annual Washington trip to inform Congressmen of Holyoke businessmen's views and become better acquainted with their thinking.

REPRESENTED at First Massachusetts Congressional Dinner in Washington by one of the largest groups in attendance. Managing Director chairman and toastmaster of dinner.

LOCAL member chosen as Chairman of Steering Committee to form State Council of Massachusetts Chambers for Legislative Action.

STATE AFFAIRS Legislative Committee met semi-monthly, studied state issues affecting business, recommended action and informed State Legislators of position taken.

HELD annual legislative meeting with State Legislators.

RETAIL ACTIVITIES

THE RETAIL DIVISION completed the most successful 12-month Retail Promotion Program in its history.

RAISED the Retail Promotion Budget to an all time high of \$15,000.

INITIATED city wide "Greenback Days" Promotion which broke all previous promotion records. A total of 75,000 tickets were signed for a \$1,000 cash award.

"**FREE LOADER'S DAY**" attracted record city wide shopping traffic with

(Continued on page 4)

COMMITTEE CHAIRMEN ● 1959-1960

EXECUTIVE

RETAIL DIVISION

FINANCE

RETAIL PLANNING

SANTA CLAUS PARADE

CHRISTMAS LIGHTING

APPLE FOR THE TEACHER

HALLOWEEN WINDOW PAINTING

ANNUAL DINNER

BUDGET

BUILDING CODE

BUSINESS CLIMATE

CHRISTMAS LIGHTING (NON RETAIL)

CITY BEAUTIFICATION

CIVIC AFFAIRS

COOPERATION WITH

MASSACHUSETTS CHAMBERS

DOWNTOWN STUDY

ELECTION JUDGES

EVALUATION COMMITTEE

INDUSTRIAL DEVELOPMENT

INDUSTRIAL TRANSPORTATION

LEGISLATIVE

NATIONAL

STATE

MEMBERSHIP

NOMINATING (DIRECTORS)

NOMINATING (OFFICERS)

OFF STREET PARKING

PRACTICAL POLITICS

PROGRAM OF WORK

PUBLIC RELATIONS

ROUTE 91

SALUTE BREAKFAST

SUMMER OUTING

URBAN RENEWAL

VISITORS AND CONVENTIONS

WESTOVER

Donald W. Fletcher

Robert K. Steiger

Frank H. Cataldo

Frank H. Cataldo

Robert K. Steiger

Sidney H. Wilson

William C. Gallup

Ernest Brunault, Jr.

Daniel F. Waters

David H. Cantor

Joe W. Coffman

John J. DesFosses

Robert C. McCutcheon

Joseph O'Donnell

M. Gene Black, M.D.

Paul L. Brougham

Daniel J. O'Connell

Robert K. Steiger

Thomas A. Bresnahan

Eugene P. O'Neill

John S. Begley, Esq.

Russell S. Callahan

Richard R. Nickerson

Edward Docherty

Robert C. McCutcheon

Stephen T. Callahan

Frank H. Cataldo

Edward S. O'Donnell

Robert C. McCutcheon

James J. Dowd, Jr.

Roger Pihl

A. Kenneth Riley

Robert L. Cady

Robert C. Tierney

Ralph G. O'Connor

Alfred D. Barowsky

Walter E. Zalenski

Robert N. Wish

Donald W. Fletcher

YEAR OF PROGRESS

(Continued from page 3)

free bus rides, free parking, and numerous free extras.

ADDED a special Main Street Promotion to Retail schedule to service South Holyoke area merchants. A "Christmas Bonanza" initiated activity in this area.

EXPANDED annual Santa Parade incorporating additional parade floats and featured the appearance of the Eighth Air Force Band.

CONTRACTED for the city wide Christmas Lighting Display to foster a festive holiday spirit in the community.

REPEATED the annual Halloween Window Painting Contest for public and parochial school children.

TEACHERS again recognized thru annual "Apple for the Teacher" project.

CO-OPERATIVE institutional ad series promoting shopping and business in Holyoke sponsored by participating Chamber members.

SERVICED special promotion events for the Holyoke Furniture Dealers Association and the F.T.D. Florists Association.

CONTINUED services working for ethical business practices among member stores registering complaint to F. T. C. with action pending.

RECEIVED and resolved written customer complaints.

PARTICIPATED in activities and meetings of Massachusetts Retail Council, National Retail Merchants Association and American Retail Association Executives.

HOLYOKE CHAMBER OF COMMERCE

256 Maple Street - Holyoke, Mass.



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