The original documents are located in Box D15, folder “Holyoke Chamber of Commerce, November 1960 (program, no speech)” of the Ford Congressional Papers: Press Secretary and Speech File at the Gerald R. Ford Presidential Library.

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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 Subcommitteee on Appropriations for Department of Defense and Foreign Operations ... member Select Committee on Aeronautics and Space Exploration.

1960 ANNUAL DINNER COMMITTEE

General Chairman
David Kornetsky

Arrangements
Walter E. Zalenski, Chairman
Edgar A. Nucke
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

TOASTMASTER
Edward Docherty

INVOCATION
Reverend Robert B. Dennett
Congregational Church of South Hadley Falls

ENTERTAINMENT
Miss Thelma Dalpé

INTRODUCTION OF GUESTS
Toastmaster

INTRODUCTION OF RETIRING OFFICERS AND DIRECTORS
Donald W. Fletcher

INTRODUCTION OF NEW OFFICERS AND DIRECTORS

PRESIDENT’S REMARKS

SPECIAL PRESENTATION

ADDRESS
The Honorable Gerald R. Ford, Jr.
United States Representative, Michigan

BENEDICTION
Rabbi Solomon Kaplan
Congregation Sons of Zion
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 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 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.

A FLICK OF PROGRESS

ACTION REPORT

Nov. 1, 1959 - Oct. 31, 1960

The list of projects, programs, services and achievements which follows is a chronicle of what can and should be done as requested 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.

CITY Beautification committee's efforts beginning to bear fruit with flower planting at Public Library, flower boxes and painting of retail store exteriors, maintenance of grounds 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 notified with all officials to help speed progress on decision as to future highway.

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

CO-SUPPORTED with Junior College annual "Economics in Action" program and new Traffic Managers seminar. Furnished annual "Econom ic Measures" booklet. Furnished new data on local and national economy.

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

PRESENTED "Airman-of-the-Year" award to Senator on Air Force Base.

COOPERATED with St. Patrick's Day Parade Committee in making full details connected with parade and sponsored special "St. Patrick's Salute Breakfast."

ESTABLISHED weekly published "Community calendar" to assist local organizations in scheduling functions.

MFLD "Business Educational Day" with public and parochial school teachers visiting local business firms.

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.

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 Kalamaoo, Michigan. Visited State Tax Commission, National 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. COUNCIL of MASSACHUSETTS CHAMBERS OF COMMERCE on protection of trade secrets.

ANNUAL out taking new admittance 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 Air Force, Newark, New Jersey. Continued to answer thousands of letters inquirities 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 directory.


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

LEGISLATIVE ACTIVITIES

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

DELEGATION of National Affairs Committee took annual Washington trip to inform Congressman 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 and prepared letters on local issues. Formed new, monthly, printed "Herald" held annual legislative meeting with State Senator.

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 Drive" promotion which broke all previous promotion records. A total of $5,000 was raised, each entry for $1 was signed for a $1,000 cash award.

"FREE LOADER'S DAY" attracted record community shopping traffic with

(caption continued on page 4)
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 Bananza" 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.