

DUANE PEARSALL
SBA COLORADO SMALL
BUSINESSMAN OF THE YEAR

THE LAKEWOOD CHAMBER OF COMMERCE INVITES YOU

TO JOIN WITH OTHER LOCAL AND STATE
BUSINESS LEADERS IN HONORING MR. DUANE
PEARSALL, NAMED BY THE SMALL BUSINESS
ADMINISTRATION AS COLORADO'S SMALL
BUSINESSMAN OF THE YEAR.

THIS AWARD WILL BE PRESENTED TO DUANE AT THE CHAMBER'S GENERAL MEMBERSHIP LUNCHEON TO BE HELD THURSDAY, MARCH 4, 1976, AT THE AVIATION CLUB, 1890 TELLER ST., BEGINNING AT 11:30 A.M.

Because of the importance of this award presentation, the Previously scheduled program, featuring Robert Williams, General Manager of Rockwell International's Rocky Flats plant, has been postponed until a future date. This will permit the meeting to focus on Duane, his accomplishments, and the role he and his company have played in our community.

The Small Businessman of the Year Award will be presented by Mr. Charles Thomson of Pueblo, Chairman of the SBA's Advisory Committee, and Mr. Douglas Graves, District Director of SBA.

Duane Pearsall is President of Statitrol Corporation of Lakewood. He is a member of the Lakewood Chamber of Commerce Board of Directors and is serving this year as chairman of the Chamber's Business Development Council.

The Chamber Board urges you to join with them on March 4 to help honor Duane with your presence at this Award Presentation. He is the first Lakewood businessman to be so honored and we hope to have a good representation of his fellow Lakewood area businessmen and women at the meeting to share the occasion with him. Please call the Chamber office at 233-5555 to make your reservation. We will look forward to seeing you there.



March 4, 1976

For release:

IMMEDIATELY

Contact:

COLORADO SMALL BUSINESS MAN OF THE YEAR - 1976.

DUANE PEARSALL

ACKNOWLEDGMENT OF AWARD PRESENTATION, MARCH 4, 1976 .

ANNUAL MEETING, LAKEWOOD CHAMBER OF COMMERCE

Receiving this award is both an honor and a responsibility. I am particularly grateful to the Small Business Administration for establishing this award and calling attention to Small Business. During this, our Bicentennial year, both we in the business community and the general public need to recognize that the foundation of our Free Enterprise system is reflected in small businesses throughout the United States.

Some dramatic statistics -- first,

Small business produces 43% of our gross national product. Over one-half of the nation's employed people make their living in small business. And, nearly 95% of the total businesses in America are small business. When we speak of "Free Enterprise," automatically most of us think of small business rather than our major corporations.

Although small business may be represented in Washington through industry associations, there is, with one exception, no organized voice of small business. The one exception is the National Federation of Independent Business, an active organization supported by volunteer contributions of small business throughout the United States. They are beginning to be heard, but their voice is small.

The National Chamber of Commerce, which was formed at the request of one of our early presidents to represent the business voice in Congress, fundamentally represents large business. This is not a criticism, but a natural result.



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I submit that the reason small business is not organized to either promote or defend itself in Washington is simply that the small business man, in his struggle for survival, cannot afford the time nor cost to keep current with new federal or even state legislation.

During a visit to Washington in mid February, as part of the Congressman Wirth Seminar, I was disturbed to learn from each of the Colorado Congressmen, including Wirth, Evans, Schroeder and Hart, that they gave little credence to the polled opinion of small business as collected and presented through the National Fedederation of Independent Business. Senator Haskell, a member of the Senate Small Business Committee, said he was not familiar with the organization.

The only real method of getting the attention of our legislators is by direct mail which must be kept brief and specific. It is virtually impossible to get the attention of a legislator on an issue not currently before Congress. The pace of events just does not allow them the time to give proper attention to irrelevant matters.

We the Small Business Men of the United States have an ability to effect improvements in our society. Unlike big business or big government, small business still has a high level of credibility but we need to work like hell to preserve it.

We are fortunate that our Lakewood Chamber includes many persons knowledgeable in legislative matters at all levels. Thanks to certain members of our Lakewood Chamber, such as Mr. Lee Kunz, and thanks also to a progressive school district, we are getting business education into our Jefferson County secondary schools.



For release:

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I am disturbed with the negative attitude of many business men against any new regulations affecting our society. This negative attitude invites the media to place business in opposition to the citizens. We need to accept changes with a positive attitude and make the best of them.

Small business must be sensitive to the human needs of its employees. If business does not act to assist in the health and welfare of its employees, we can expect that it will be done by the Federal Government and at a much greater expense.

I want to propose a project for small business for this Bicentennial year.

This project, already started in the Lakewood Chamber, if pursued by each business, could be a lasting memorial for our Two-Hundredth Birthday.

Each business should undertake an educational program with all of its employees to help them to understand exactly how their business functions as a part of our Free Enterprise system.

If all employees of small business (representing over one-half of the employed population of the United States) understood the basic fundamentals of business and the need for profits, we would see a renewal of the true spirit of our Free Enterprise system.

The rewards, in terms of employee communication, motivation and productivity, are on the positive side of the ledger. The cost is virtually nothing.

Call it Enterprise '76. With all the gimmickry and memorabilia visible on the market, here is a way business can contribute a meaningful memorial in this Bicentennial year. Our Chamber could well be a model for this project.



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In closing, I want to express my gratitude and thanks to a progressive organization, the Lakewood Chamber of Commerce, its very competent staff which, under the leadership of our president, Lloyd Clements, constantly focuses on the positive. It's a privilege to be part of such a great group.

Thank you.