





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.



55 Wadsworth Blvd. • Lakewood, Colorado 80226 • Phone (303) 233-5555

February 27, 1976

Dear Key Chamber Member :

Duane Pearsall, president of Statitrol Corp., has been named Small Businessman of the Year for the State of Colorado by the Small Business Administration. We would like you to join us in honoring Duane for receiving this outstanding recognition.

The official presentation of the award will be made at the Lakewood Chamber of Commerce General Membership Luncheon at Noon, on March 4, at the Aviation Club, 1890 Teller Street. We hope you can attend this luncheon and help show our appreciation to Duane. Price of the luncheon is \$4.50.

We also would like you to join us for a champagne reception for Duane prior to the luncheon. This reception will be from 11:15 a.m. to 11:45 a.m. at the Aviation Club.

We believe it was a privilege for the Chamber to nominate Duane for this award and an honor for our city and state to have such an outstanding recipient. Please call the Chamber office, at 233-5555, and let us know whether you will be joining us.

Sincerely,

Lloyd G. Clements  
President

DO BUSINESS  
WITH CHAMBER MEMBERS







State of Colorado

EXECUTIVE CHAMBERS

DENVER

RICHARD D. LAMM  
GOVERNOR

SPECIAL MESSAGE FROM THE GOVERNOR

Recognition like this event is extremely fitting, recognizing the importance of the small businessman to Colorado's economic climate.

The genius of the American system has been that we have a system where a small businessman can grow and succeed, and I hope this special recognition will help promote and continue that special American institution, the small businessman.

Denver Post  
**Lakewood Man Wins  
SBA's Annual Award**

The Lakewood Chamber of Commerce will honor Duane Pearsall, president of Statitrol Corp., at a noon meeting Thursday at the Aviation Club, 1890 Teller St. Pearsall has been named Colorado's Small Businessman of the Year by the U.S. Small Business Administration. He will receive the SBA award at the meeting.

There's nothing small  
about Duane Pearsall

Congratulations to Duane Pearsall. Jefferson County can be proud of him for being named Colorado's Small Businessman of the Year by the Small Business Administration.

Pearsall is owner and president of the Statitrol Corp., a Lakewood firm which manufactures fire alarm systems. He is an involved member of the community and has been particularly active in the Lakewood Chamber of Commerce, which will devote its meeting in honor of Pearsall Thursday (today).

Pearsall may be Small Businessman. But he's also a Big Person.

Lakewood Sentinel  
3/4/76

Lakewood Sentinel 3/11/76

## SBA gives top award

Duane Pearsall's success story might not be as dramatic as that of Horatio Alger or John D. Rockefeller.

But it's impressive enough for the Small Business Administration (SBA) to name him Colorado Small Businessman of the Year.

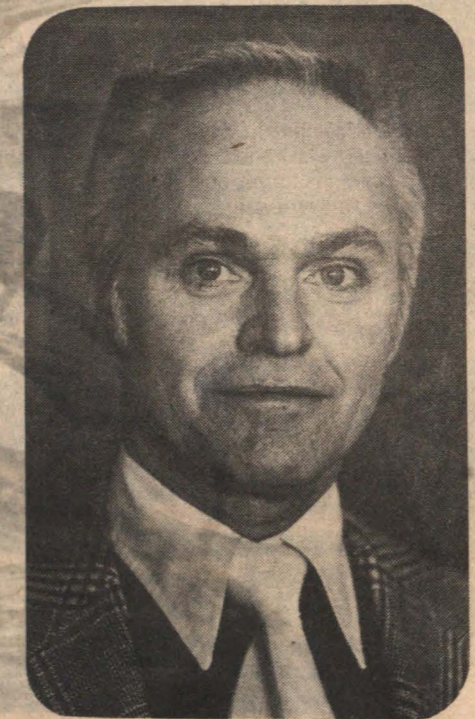
Pearsall, who was presented the award at a luncheon last week of the Lakewood Chamber of Commerce, recounted how he had to be "bailed out" financially in 1961. Today, his company which makes fire detector systems, Statitrol, 140 So. Union Blvd., is so swamped with orders "we can't handle them."

Founded in 1963, Statitrol has increased sales more than 1000 pct. during that time and does \$1 million in foreign trade alone. A native of Michigan, Pearsall, 53, formerly worked for Honeywell and, in 1955, founded the Pearsall Co., a manufacturer's representative for commercial heating and air-conditioning equipment.

Douglas Graves, SBA district director, said Pearsall was chosen for the award from numerous nominations. Nomination forms were sent to more than 200 groups and businesses. Graves said Pearsall was selected for his outstanding civic, business and community contributions.

**PEARSALL SAID** small businessmen 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."

He also said he was disturbed with the negative attitude of many businessmen against new regulations affecting society. "This negative attitude invites the media to place business in opposition to the citizens.



Duane Pearsall

We need to accept changes with a positive attitude and make the best of them," Pearsall said.

And, proposing a Bicentennial year project, Pearsall called upon small business to undertake an educational program with all of their employes to help them understand exactly how their business functions as a part of the free enterprise system.

Pearsall will go to Washington May 12 and 13, when winners from all 50 states will compete for the national SBA award. Presentation will be by President Ford.

# Pearsall to address Chamber

Colorado's Small Businessman of the Year will speak on the role of small business at the Golden Chamber of Commerce luncheon Thursday, April 15 at noon at the Old Heidelberg Inn.

Duane D. Pearsall, 53, founder of the highly successful Statitrol Corp. of Lakewood, was named small businessman of the year by the Small Business Administration (SBA).

Founded in 1963 by Pearsall, Statitrol early shifted its emphasis to smoke detectors, which it successfully markets all over the world. Sales since its founding have increased more than 1,000 per cent, with annual export sales amounting to one-tenth of its \$10 million total.

The company's biggest problem is inability to meet world-wide demand for its products. Statitrol continues to hold a leading position in the smoke detection business, despite increasing competition.

Statitrol has also been commended for promoting women to management positions and employing handicapped

and minority persons. The company plans soon to start its own bus lines to transport employees to and from work.

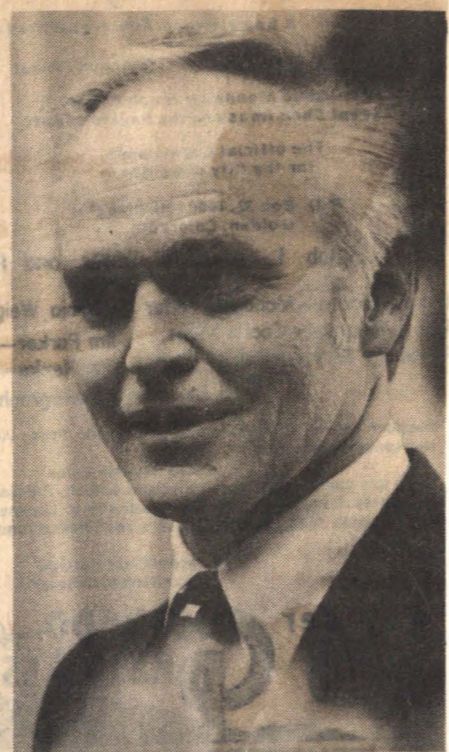
The company's growth was financed with small-business loans in 1965, 1969 and 1973.

Pearsall's memberships include the Denver Chamber of Commerce, the Lakewood Chamber of Commerce, the Denver Building Safety Committee and the advisory board of Jefferson Bank and Trust.

One of Pearsall's contentions is that small businessmen 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," he recently told a Lakewood Chamber of Commerce luncheon.

Pearsall will go to Washington May 12 and 13 to compete for the national SBA award.

For reservations to the Chamber luncheon Thursday, where the Golden High girls' basketball team will also be honored, call Fred Kessenich, 279-3113. Tickets are \$4.



**DUANE D. PEARSALL**  
To address Golden Chamber

Lakewood Sentinel 3/11/76  
**Elephants remember**

We thought everyone probably had forgotten it by now. But there's always one in every crowd.

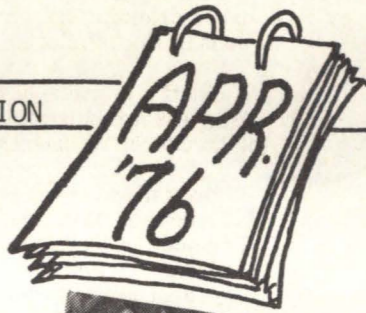
There was a serious silence at last week's Lakewood Chamber of Commerce luncheon, when a representative of the governor's office was on hand to help congratulate Duane Pearsall for being named Colorado's Small Businessman of the Year.

As the governor's representative started his speech, an enthusiastic Republican supporter blurted:

"Do we have to stand?"  
—Mim Swartz

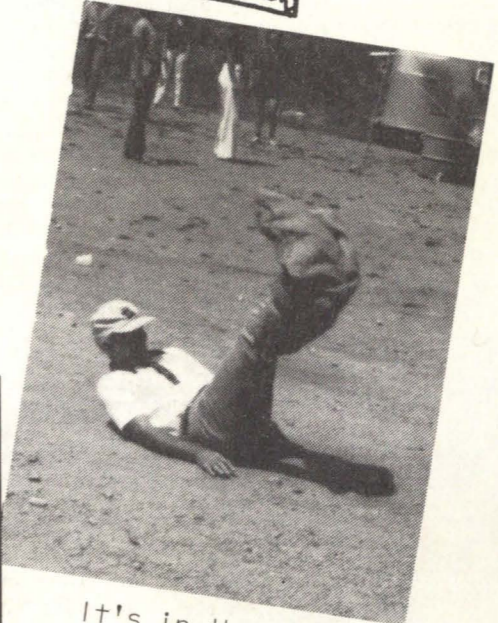
# STATITROL SIGNALS

Vol. 111, No. 15 EMPLOYEE NEWSLETTER OF STATITROL CORPORATION



A Picnic Mood

OUR OWN  
**MAN**  
OF THE  
**YEAR**



It's in the bag!



First Lady



Many Happy Returns



Runaway Winner

# SBA gives top award

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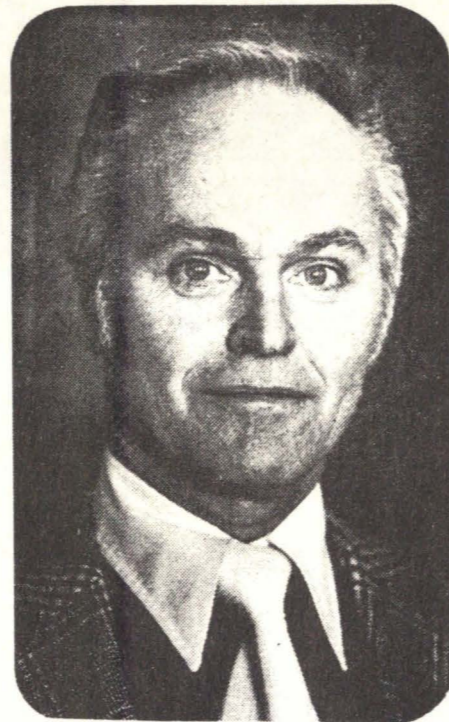
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Duane Pearsall

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So, to all that's been printed, to everything that's been said, we can only add our gratitude for knowing Duane; for having his friendship; and for working with his company.

It is a rare company where employees "rub elbows" with the president, bowl with him, picnic with him, and converse with him on a "first-name" basis. With Duane, it's the only way.

We will express our feelings by stealing a few lines from a "Sentinel" editorial printed on March 4..."Pearsall may be a Small Businessman. But he's also a Big Person".

\* \* \*

## CONGRATULATORY CARDS RECEIVED FOR COLORADO AWARD

- 1) Richard V. Alexander - The Van Gilder Agency Co., Denver, CO
- 2) Pete Atchison - Ringsby Truck Lines, Inc., Denver, CO
- 3) Mr. & Mrs. Don Bachman - Littleton, CO
- 4) Melvin D. Beckett - Beckett, Harmon, Carrier & Day, Inc., Denver, CO
- 5) William L. Bergman - Keystone International, Keystone, CO
- 6) Dr. John R. Boulger - Monsanto Textiles Co., Pensacola, FL
- 7) Sam Burke - Pearsall Co., Denver, CO
- 8) B. A. Chable - CIMI, Brussels, Belgium
- 9) Lloyd G. Clements - Public Service Co., Lakewood, CO
- 10) Robert M. Collins - Cobe Laboratories, Lakewood, CO
- 11) E. N. Davis - Underwriters' Laboratories, Inc., Northbrook, IL
- 12) Richard L. Deane - Denver Chamber of Commerce, Denver, CO
- 13) James W. Donaldson - Plasticrafts, Inc., Denver, CO
- 14) Mr. & Mrs. Bob Elgin - Elgin's National Glass, Golden, CO
- 15) Robert J. Enersen - Hytronics Corporation, Pinellas Park, FL
- 16) Carl Flowers - Leadership Tech of the Rocky Mountains, Denver, CO
- 17) Weldon Gibson - Chamber of Commerce of the U.S., Dallas, TX
- 18) William J. Gilliland - American National Insurance Co., Denver, CO
- 19) Mrs. Grace Goulding - San Marcos, CA
- 20) Lynn R. Gillespie - Arthur Young & Co., Denver, CO
- 21) Robert A. Grove - U.S. Disposal Systems, Inc., Golden, CO
- 22) Bart Hegarty - Insurance of Denver, Lakewood, CO
- 23) Dan Horsch - B&E Product Sales Co., Kansas City, MO
- 24) Ed Johnstone - Hutson Real Estate, Littleton, CO
- 25) C. Edward Lindberg - Lindberg Co., Denver, CO
- 26) Samuel L. Love - National Camera, Englewood, CO
- 27) Percy Lyle - IBM, Denver, CO
- 28) Donald D. Manning - Ceel-Co, Denver, CO
- 29) Bill Mast - Green Mountain High School, Lakewood, CO
- 30) Robert Maybee - Rixson-Firemark, Inc., Franklin Park, IL
- 31) Bob McDonald - Simplex Time Recorder Co., Gardner, MA
- 32) Paul McEncroe - El Rancho Colorado Co., Golden, CO
- 33) Asa McNabb - Mountain Bell, Lakewood, CO
- 34) Don Mikulka - Perry & Butler Realtors, Denver, CO
- 35) Laura A. Miller - State Representative, Littleton, CO
- 36) Mr. & Mrs. Al Munk, Denver, CO
- 37) Henry Newman - State Mutual Insurance of America, Denver, CO
- 38) Robert L. Olsen, III - Management Consultant, Denver, CO
- 39) Richard D. Orcutt - Financial Designs Ltd., Lakewood, CO
- 40) Ken Palmer - Palmer Associates, Denver, CO
- 41) Peter F. Richardson - Market Place Consultants, Inc., Denver, CO
- 42) Donald E. Rogers - Arvada Chamber of Commerce, Arvada, CO
- 43) Mr. & Mrs. Gunnar Rosin - IBS Scandinavia, Stocksund, Sweden
- 44) Rene Sans - Picedex, S.A., Madrid, Spain
- 45) Win Schendel - New York Life Insurance Co., Lakewood, CO
- 46) Barbara Schmitt - Lakewood, CO
- 47) George D. Sellards - Sellards & Grigg, Inc., Lakewood, CO
- 48) Walt Thomas - Visual Communication Center, Arvada, CO

### EDITORIAL...

Following last month's announcement that Duane Pearsall had been named "Small Businessman of the Year in Colorado", we planned a full-issue tribute to Duane to express our pride in working for, and being acquainted with him.

For a month, visions of an award-winning article passed through our heads. We say passed through because we found that everything had been said...by the Chambers of Commerce, the news media, etc., who had already paid a glowing tribute to this fine businessman. If justice triumphs (or prevails, whatever the old adage) Duane Pearsall will receive the national award. Everyone who knows him wishes this for him.



- 49) Mary Tuck - Statitrol, Denver, CO
- 50) Ben Veldkamp - Veldkamp's Flowers, Lakewood, CO
- 51) William H. Walrath - Walrath Heating & Air-Conditioning Co., Lakewood, CO
- 52) Pete Watson - Watson & Nathan, Denver, CO
- 53) Directors of the Wheat Ridge Chamber of Commerce, Wheat Ridge, CO
- 54) The Honorable Timothy Wirth - United States Senate, Washington, D.C.
- 55) Chief Myrle K. Wise - Denver Fire Department, Denver, CO
- 56) Rike D. Wootten - The Mentor Corporation, Englewood, CO
- 57) Russell Writer - Writers' Manor, Denver, CO
- 58) Francoise B. Yehle, Lakewood, CO
- 59) Jeanette McPeak, Gene Dack, Bev Peerman & Alma Hyatt - Statitrol, Lakewood, CO

# Pearsall's Business About to Move

## Out of 'Small' Category

By JACK PHINNEY  
Denver Post Business Writer

If Duane Pearsall is named the nation's Small Business Man of the Year at White House ceremonies in May, the honor may be somewhat after the fact.

The reason is that Pearsall's company, Statitrol Corp. of Lakewood, may be out of the "small-business" category by then. In the eyes of the U.S. Small Business Administration, which named Pearsall Colorado Small Business Man of the Year early this month, a small business is one that has no more than 500 employees. And Statitrol Corp. will exceed that mark sometime this year.

Pearsall's company is growing spectacularly. It produces early-warning fire alarms for homes and businesses. Its ionization smoke detector, called SmokeGard, attaches to the ceiling and sounds off at the first sign of fire. The firm is continually receiving letters from persons who owe their life to the SmokeGard device.

The big problem at Statitrol is that production can't keep up with worldwide demand, despite the rapid growth of the company's plant at 140 S. Union Blvd., near the Denver Federal Center. So the company is adding a plant — and at least 250 people to its present work force of about 500.

The new location, the former Fire Alert Co. plant at I-70 and Kipling St. in Wheat Ridge, will provide some 25,000 square feet of manufacturing, storage and office space and alleviate crowding at Statitrol's 48,000-square-foot main plant.

The Wheat Ridge building was available because Fire Alert, also a manufacturer of ionization smoke detectors, moved its operations to the East Coast last summer. Fire Alert was started in Denver about 10 years ago by Donald G. Stroh, but by 1970 was a subsidiary of Kidde & Co., Clifton, N.J.

Pearsall started Statitrol in 1963 as a firm to manufacture static-control devices. The emphasis soon shifted to smoke detectors, however, and Pearsall pioneered in the development of ionization smoke alarms for home use. (Electricity flows across an air gap in the devices;

smoke blocks the current and trips the alarm.)

Statitrol continues to hold a leading position in the industry, despite increasing competition. Pearsall says at least four major corporations, including Gillette and General Electric, are entering the field this year.

Pearsall's company is a model of enlightened capitalism. Benefits are exceptional and include a liberal profit-sharing plan. Pearsall himself has periodic "fireside chats" with the work force and is available to any employe who wants to talk with him. Several women hold key management positions, and the severely handicapped and minorities (including Vietnamese) make up significant percentage of those employed.

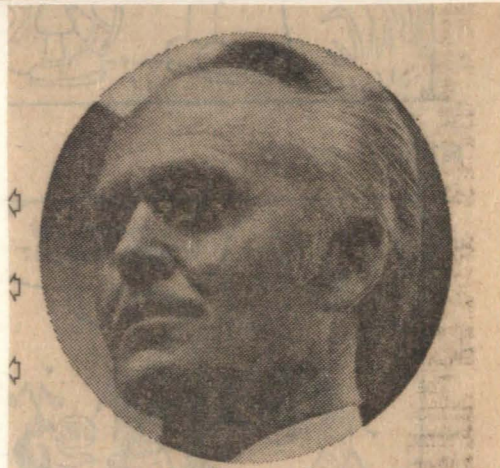
Statitrol has a Colorado license to run its own bus line and plans to start that operation soon, providing transportation to and from work for its employes. According to Pearsall, 10-passenger buses will be "farmed out" to various plant employes, who will drive and maintain them and share in the profits of the operation.

Perhaps in line with the enlightened capitalism, Statitrol even is assisting a potential competitor. Teledyne Water Pik (formerly Aqua Tec) of Fort Collins, Colo., is entering the smoke-detector field and initially will have Statitrol make the product that the Fort Collins firm will market. Eventually, Pearsall says, Water Pik will make smoke detectors itself in the former Samsonite plant in Loveland,

Colo., paying royalties to Statitrol for the patent rights. Pearsall is enthusiastic about the arrangement. He points out that Water Pik's marketing prowess is very highly rated.

Pearsall also is enthusiastic, but frustrated, too, over Statitrol's sales situation abroad. The demand just can't be met, and the company has had to ration its product to distributors and delay planned expansions into new foreign markets. Still, the company's export sales now exceed \$1 million a year and are expected to double in 1977.

Statitrol's total sales volume is more than \$10 million a year, up from \$850,000 four years ago. The company's growth has been financed with small-business loans in 1965, 1969 and 1973.



DUANE PEARSALL  
"We need to accept changes . . ."

Busy as Pearsall is with his own business, he still finds time to philosophize on business in general. "I'm disturbed about the negative attitude of many businessmen regarding any new regulations affecting our society," he said. "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."

Pearsall proposes that businesses have educational programs for their employes "to help them understand exactly how their business functions as a part of our free-enterprise system." Such programs, he said, would contribute to the spirit of this Bicentennial year much more than "all the gimmickry and memorabilia visible on the market."

THE DENVER POST

Mon., Mar. 29, 1976 21





Duane Pearsall (Front - Right) listens as Doug Graves explains the Colorado Small Businessman of the Year award. Mrs. Marge Pearsall looks on.

## Duane Pearsall Receives Small Businessman Award

Duane Pearsall, president of Statitrol Corp., has been named Colorado Small Businessman of the Year by the Small Business Administration. The award presentation was made at the Chamber General Membership Luncheon on March 4.

Pearsall, who was nominated for the award by the Lakewood Chamber of Commerce will be the Colorado entry in the National Small Businessman of the Year competition.

The award was presented by Doug Graves, Colorado District Director of SBA. Also taking part in the award presentation were Lloyd Clements, president of the Chamber; Frank Starr, Chamber awards program chairman;

Councilman Don DeDecker, representing the City of Lakewood; Commissioner Bob Clement, Jefferson County; Raul Rodriguez, director of the Colorado Department of Regulatory Agencies and representative of the Governor's office, and John DeJong, chief of the Bancroft Fire Protection District.

The following criteria were used in selecting the Colorado Small Businessman of the Year; staying power, growth in the number of employees, increase in sales dollar and/or unit volume, current and past financial reports, original entrepreneurship, innovativeness of product or service offered, response to adversity, evidence of contributions

by the nominee to aid community oriented projects, personal characteristics and compliance with SBA's civil rights requirements.

In presenting the award to Pearsall, Graves said the award criteria could not fit anyone more perfectly than Duane Pearsall.

Pearsall founded Statitrol Corp. in 1963. The company manufactures smoke detection equipment. They have experienced more than 1,000 per cent increase in sales volume in the past four years.

He is active in the Lakewood Chamber of Commerce—serving on the Board of Directors and as chairman of the Business Development Council.



# STATITROL

## news release

February 26, 1976

For release:

Contact:

### DUANE PEARSALL NAMED SMALL BUSINESS MAN OF THE YEAR

DENVER, COLORADO, March 4, 1976 --- Duane Pearsall, President of Statitrol Corporation, 140 South Union Boulevard, Lakewood, was named Small Business Man of the Year for Colorado today at a luncheon held at the Aviation Country Club in Lakewood. Statitrol manufactures fire detection systems for industry and "SmokeGard"<sup>(TM)</sup> smoke alarms for homes.

The award is presented annually to a Colorado business person by the Small Business Administration. Nominations for the award are solicited earlier in the year from Chambers of Commerce, bankers and members of the Colorado District Advisory Council. Pearsall was nominated by the Lakewood Chamber of Commerce.

Douglas F. Graves, Colorado District Director of the SBA, said that Pearsall was selected from among a large group of nominees. He said that, in addition to his being a first rate business man, the selection committee was impressed by the broad spectrum of activities in which Pearsall was involved.

Statitrol Corporation was founded by Duane Pearsall in 1963. The Company pioneered in the ionization method of fire detection. The Company has experienced a ten-fold increase in sales in the last four years.

Pearsall is a member and Past President of ASHRAE, American Society of Heating, Refrigerating and Air-Conditioning Engineers; member of NEMA, National Electrical Manufacturers Association; member of NFPA, National Fire Protection Association; and a member of the Denver Chamber of Commerce, the Lakewood Chamber of Commerce, and the Denver Building Safety Committee. In addition, he is a member of the Advisory Board of the Jefferson Bank and Trust Company and a member of a number of business and community organizations.



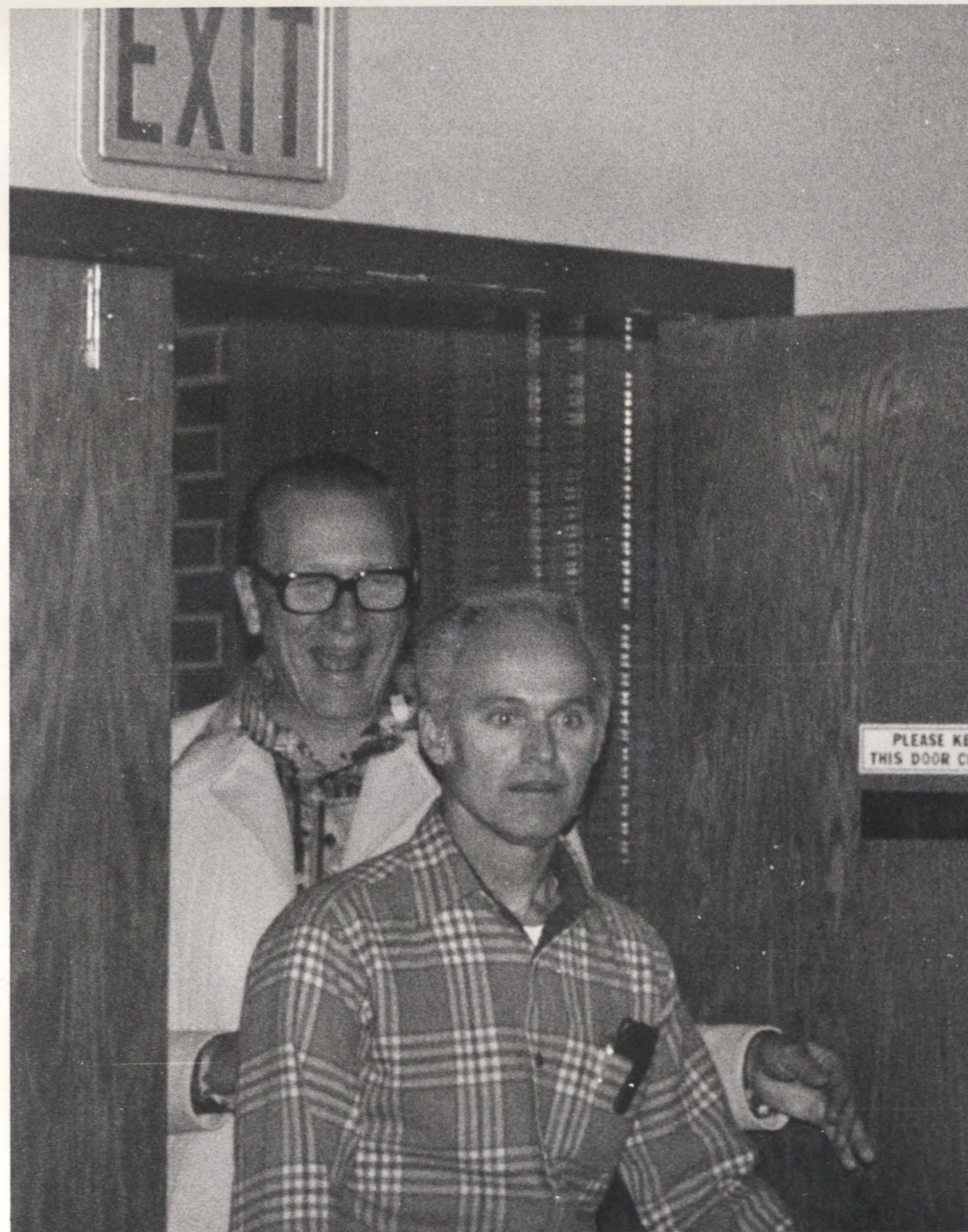
STATITROL

*news release*

*For release:*

*Contact:*

In making the presentation, Graves said that Duane Pearsall is representative of hundreds of small business men across the country who contribute to the growth and stability of the economy. He said that Pearsall's name had been submitted to the Regional Office of SBA for further consideration as National Small Business Man of the Year. This award is presented in Washington, D. C. annually during Small Business Week. Last year, the National Award was presented to a small toy manufacturer from Utah and the Award was presented by President Gerald Ford.



*Marjorie L. Pearsall*  
(MRS. DUANE D. PEARSALL)  
6605 SOUTH JAY DRIVE  
LITTLETON, COLORADO 80123  
(303) 795-3484

May 6, 1976

Dear Family,

I hope you will excuse the copies, but I have some exciting news to share with you all; here it is.

Duane's office called about an hour ago, and said that the Small Business Administration has selected Duane as the nation's Small Business Man of the Year for 1976. The announcement will be made next Thursday, when the 50 state Small Business honorees will be meeting at the White House. Last year the award was made by President Ford, and gosh I hope it will be this year, too! Meanwhile we are not supposed to let word get out to the news media as it is supposed to be secret till then. Duane is at a meeting in the mountains, and will not be home till tomorrow afternoon and the officers of the company are going to surprise him when he walks into the office. They are making an important appointment for him so he will show up at 3:30.

As you know, he was named Colorado's Business Man (Small Business Man) on March 4, and since then has had lots of honors and publicity -- the company featured on TV stories, D. named to the Board of Directors of the Denver Chamber of Commerce (he's attending that meeting now at Keystone), named grand marshal of the Lakewood 4th of July parade, asked to give speeches, etc. He says he's really tired of being publicized, but I hope he won't mind this new honor. Of course one of my first reactions was, "Oh, if I'm going to be on TV too, I have to get something suitable to wear!" So I guess I'll concentrate on that and calm myself down and not worry about the things I should be doing before we go to Washington Sunday.

So anyhow, loved ones, this is what I wanted to tell you and of course I couldn't keep the secret myself, but it would be best if you keep it kind of under your hat till next Thursday the 13th.

Lots of love to you all,

*Marje*

P.S. My mother had a cataract removed from her right eye Tuesday, and is doing just fine. The doctor thinks she can go home Friday. She expects to have surgery on the left eye in about 6 weeks.

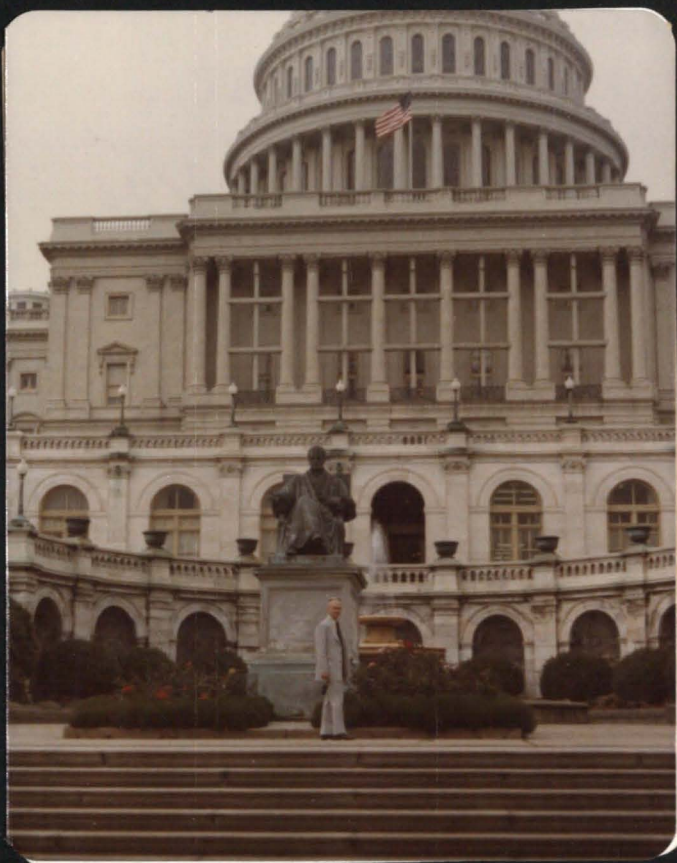




Dinner with Swedish friends at Tiberio's Restaurant, Wash.D.C. May 12, 1976

Alf & Ulla-Britt Ahlqvist; Marit & Olle Björkman

Alf presented Duane with beautiful crystal vase



A BICENTENNIAL SALUTE TO SMALL BUSINESS

*“Commerce and manufactures can  
seldom flourish in any state in which  
there is not a certain degree of confidence  
in the justice of government.”*

ADAM SMITH  
The Wealth of Nations  
March 9, 1776

NATIONAL SMALL BUSINESS WEEK  
MAY 9—15, 1976



*"... In this era of bigness, our nation absolutely needs to maintain an environment in which small businesses providing economically valuable products and services can flourish now and in the future."*

GERALD R. FORD  
The White House  
February 12, 1976

*LB-08*

*After President Ford's speech  
SBA Luncheon Wash. D.C.  
5-13-76*

THURSDAY



MAY 13, 1976

# Luncheon

Admit One

Regency Ballroom

Hyatt Regency Hotel

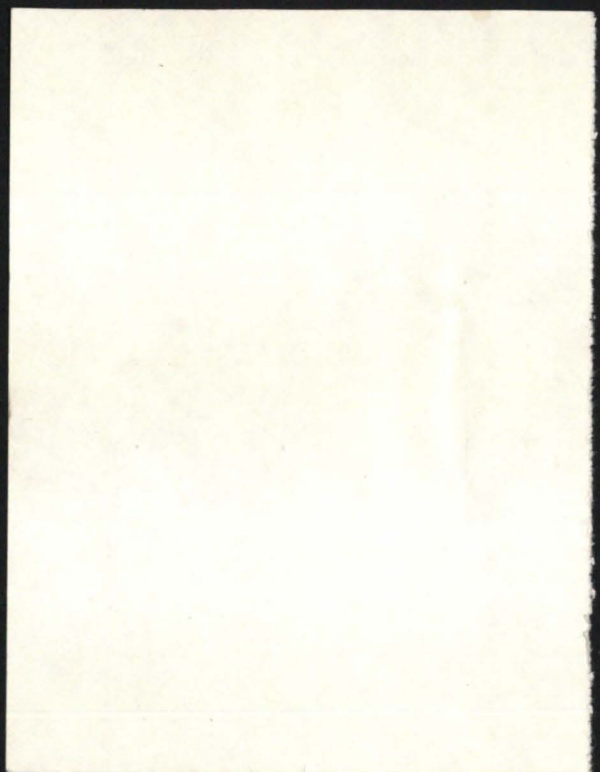
## NATIONAL SMALL BUSINESS WEEK

DUANE D. PEARSALL ●  
STATE SMALL BUSINESS WINNER  
COLORADO



*LB-011*

*SBA Luncheon 5-13-76  
President Ford speaking*







2004

2007

2012





THE WHITE HOUSE  
WASHINGTON

May 13, 1976

Dear Mr. Pearsall:

During this 200th anniversary year of our great Nation's birth, it is a pleasure for me to extend to you my heartfelt congratulations on your being named the 1976 National Small Business Person of the Year. It is an exceptional honor, and you can take great satisfaction that, from among the 9.8 million small business owners and managers in this country, you have been designated as most outstanding.

Small business is the cornerstone of our national economy. It stands as a symbol of American independence and individualism. Throughout our history, entrepreneurship has helped to keep us free, and I am sure it will continue to do so in our bright future.

Please accept my best wishes for enduring prosperity and every continued success in the years ahead.

Sincerely,

Mr. Duane D. Pearsall  
President  
Statitrol Corporation  
140 South Union Boulevard  
Lakewood, Colorado 80228



U.S. Small Business Administration  
Washington

OFFICE OF THE DEPUTY ADMINISTRATOR

May 18, 1976



Mr. Duane D. Pearsall  
President  
Statitrol Corporation  
140 S. Union Boulevard  
Lakewood, Colorado 80228

Dear Duane:

In all of the confusion at the Hyatt Regency, I did not have the chance to say goodbye to you and tell you what a fine impression your speech made on the group.

I know you will do a good job representing the small business community during this year, even as you are working very hard to become a large business.

I am glad that you and your wife were able to attend many of the sessions and hope you found them interesting.

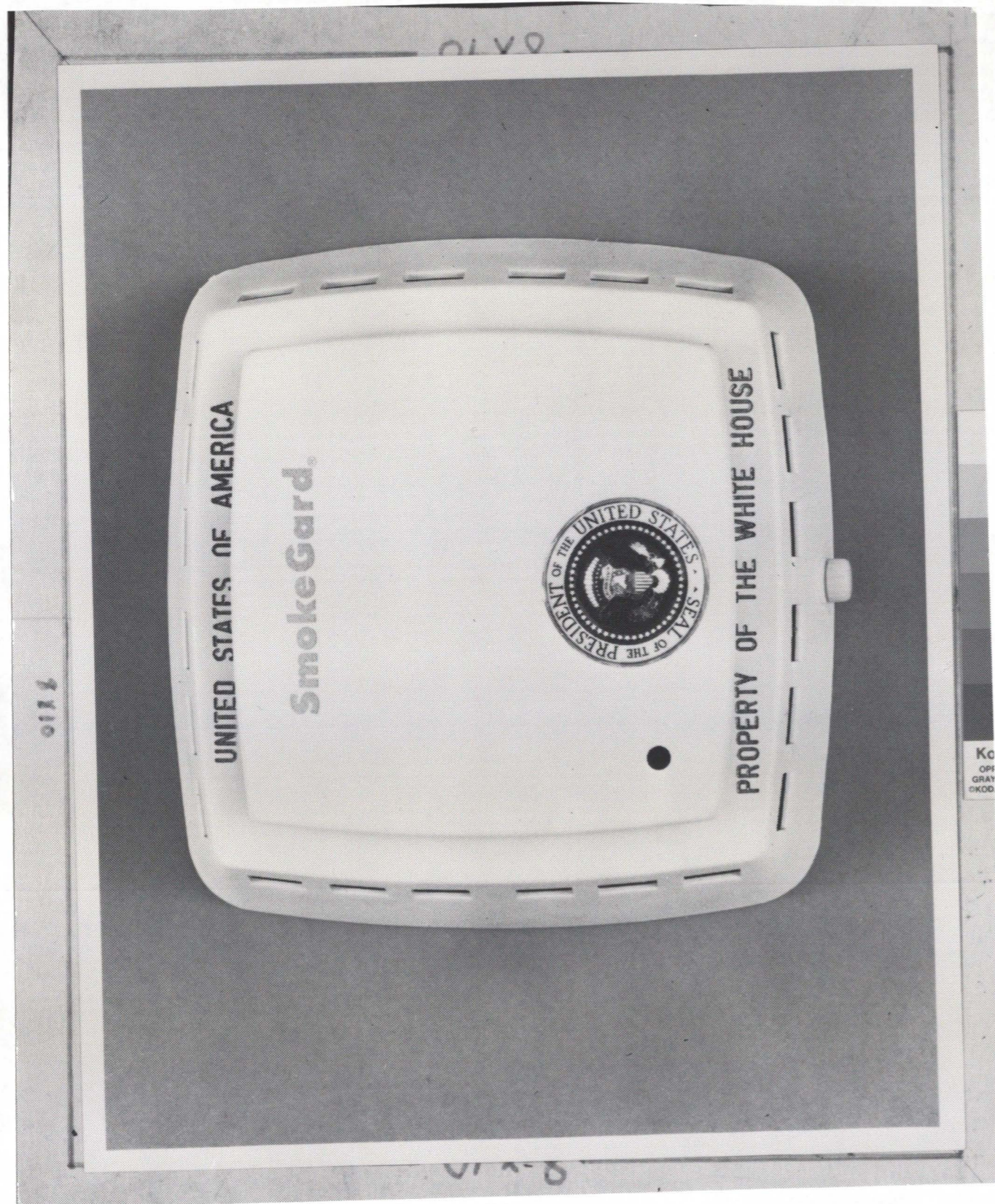
The photographers are developing their prints and you will have something in due course for your scrapbook.

Meanwhile, congratulations, and thanks again.

With all best wishes,

Sincerely,

*Louis*  
Louis F. Laun

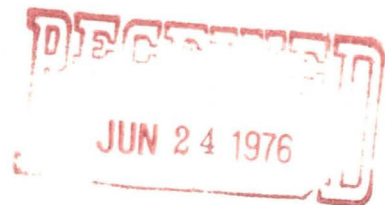


TIMOTHY E. WIRTH  
SECOND DISTRICT, COLORADO  
COMMITTEES:  
INTERSTATE AND FOREIGN  
COMMERCE  
SCIENCE AND TECHNOLOGY

Congress of the United States  
House of Representatives

Washington, D.C. 20515

June 21, 1976



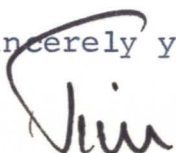
Mr. Duane Pearsall  
Statitrol Corporation  
140 South Union Blvd.  
Lakewood, Colorado 80228

Dear Duane:

Enclosed are the long-awaited photos taken at the SBA dinner. It was good to see you and Marge while you were in Washington and I was happy to participate in the awards ceremony. Take care and stay in touch.

With best wishes,

Sincerely yours,

  
Timothy E. Wirth

TEW:jj

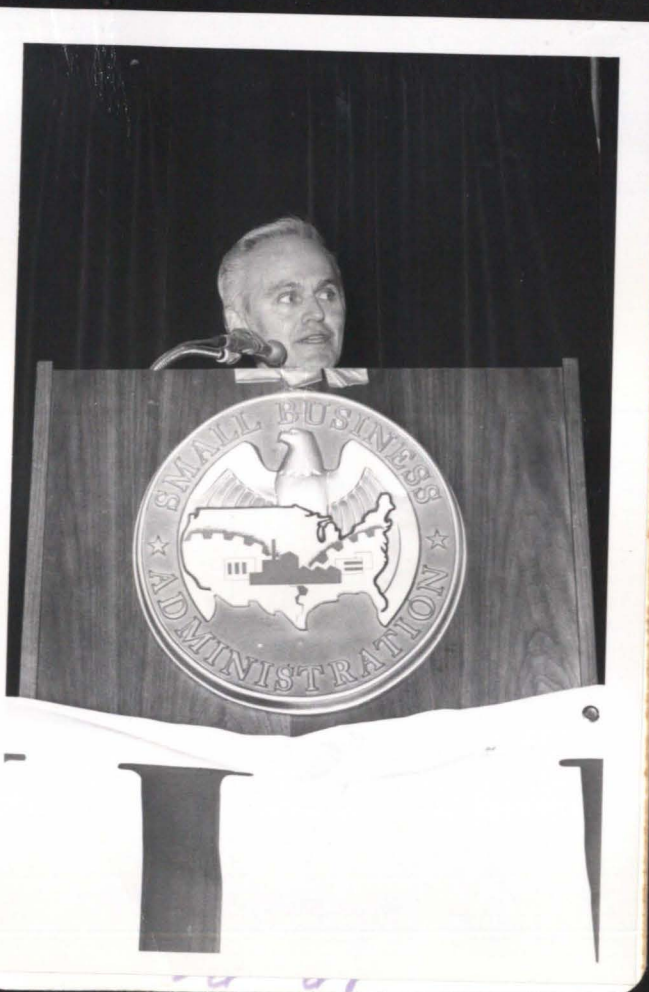
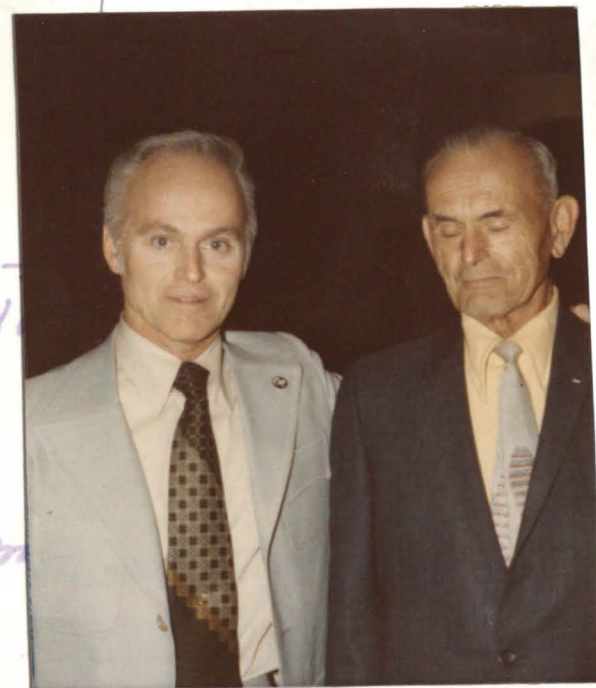
WASHINGTON OFFICE:  
516 CANNON HOUSE OFFICE BUILDING  
WASHINGTON, D.C. 20515  
(202) 225-2161

DISTRICT OFFICE:  
9485 WEST COLFAX AVENUE  
LAKEWOOD, COLORADO 80215  
(303) 234-5200









RUSSELL B. LONG, LA., CHAIRMAN

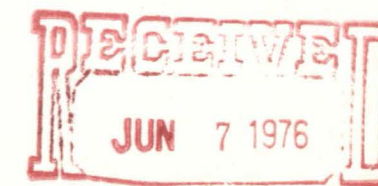
HERMAN E. TALMADGE, GA.	CARL T. CURTIS, NEBR.
VANCE HARTKE, IND.	PAUL J. FANNIN, ARIZ.
ABRAHAM RIBICOFF, CONN.	CLIFFORD P. HANSEN, WYO.
HARRY F. BYRD, JR., VA.	ROBERT J. DOLE, KANS.
GAYLORD NELSON, WIS.	BOB PACKWOOD, OREG.
WALTER F. MONDALE, MINN.	WILLIAM V. ROTH, JR., DEL.
MIKE GRAVEL, ALASKA	BILL BROCK, TENN.
LLOYD BENTSEN, TEX.	
WILLIAM D. HATHAWAY, MAINE	
FLOYD K. HASKELL, COLO.	

MICHAEL STERN, STAFF DIRECTOR  
DONALD V. MOOREHEAD, CHIEF MINORITY COUNSEL

United States Senate

COMMITTEE ON FINANCE  
WASHINGTON, D.C. 20510

May 28, 1976



Duane Pearsall, President  
Statitrol Corporation  
140 South Union Street  
Lakewood, Colorado

Dear Duane:

I thought you might like to see the statement which I submitted on the Senate floor concerning our brief but pleasant meeting.

I enjoyed our conversation and as you can see from my statement you raised some issues which I believe are very important.

Please stay in touch.

Best wishes,

Sincerely,

Floyd K. Haskell  
United States Senator

FKH:jml  
Enclosures





# Congressional Record

United States  
of America

PROCEEDINGS AND DEBATES OF THE 94<sup>th</sup> CONGRESS, SECOND SESSION

Vol. 122

WASHINGTON, TUESDAY, MAY 18, 1976

No. 73

## Senate

### THE SMALL BUSINESSMAN OF THE YEAR AWARD

Mr. HASKELL. Mr. President, I would like to offer a few observations for the record on the role of small business in this country. Particularly, I would like to congratulate Mr. Duane Pearsall, the president of Statitrol Corp., of Lakewood, Colo., for his receipt of the Small Businessman of the Year Award.

Mr. Pearsall's company is a pioneer and an innovator in the field of electronic smoke detection. Five years ago only 5,000 of these lifesaving devices were marketed. This year 3 million will be sold.

I had the pleasure of meeting Mr. Pearsall in my office last week during the National Small Business Week. This was our second opportunity to discuss matters of importance to the small businessman and again I was impressed with his broad perceptions of the problems confronting our Nation. I would like to share some of his thoughts with my colleagues.

Mr. Pearsall raised an issue that we hear daily in this Chamber—the burden of paperwork and regulation which is burying the small entrepreneur. He noted that the pile of documents necessary for securing a SBA loan were 8¾ inches thick. Now, Mr. President, I believe the SBA has to be cautious with the use of the public's money. But 8¾ inches of documentation is astounding.

Next, Mr. Pearsall suggested that the public has a distorted view of the free enterprise system. People misunderstand the function of profits, the democracy of the marketplace, and the need for a healthy investment environment.

There is a rising tide of antibusiness in this country. People do have a right to express their dissatisfaction with shoddy products, depersonalized service, and tremendously concentrated control of wealth which giant corporations give us. But I think that we are in danger of throwing the baby out with the bathwater. We must spread the word that the answer is not a wholesale attack on business but a conscious, concerted public effort to nourish an alternative to depersonalizing megabusiness. That alternative is the community-minded small and medium sized businessman. He is the last bastion of the real free enterprise system in this country.

When the oil companies control 50 percent of our coal reserves and the price

of coal skyrockets right along with oil prices, I ask myself where is the free enterprise system? When Exxon has sales of nearly \$50 billion in 1 year, I wonder how one starts an oil company that can compete with them. According to Bradford Snell, counsel to the Senate Antitrust Subcommittee, Firestone, General Motors, and a variety of oil companies acquired trolley and intercity rail operations during the 1930's, 1940's, and 1950's.

These means of transportation which offered the consumer an alternative to auto transport were then closed down by G.M. and its highway interest partners. Los Angeles, which once had the most highly developed intracity and intercity rail system in this country, is an example of what happened to our cities when the only viable form of transportation was the auto. The smog in Los Angeles is an example of what happens when the consumer is denied the benefit of choice and competition, when the free enterprise system is overwhelmed by the power of concentrated wealth.

I think it is time to bring our anti-trust laws out of mothballs. And I think it is time we change the tax system in this country so that it benefits the small businessman, not the big businessman. In fiscal year 1977 corporate tax breaks of the investment tax credit will cost \$7.5 billion. According to the Department of the Treasury 0.4 percent of the Nation's corporations will collect 73 percent of the credit. Similarly, the asset depreciation range system will cost \$1.5 billion. Any small businessmen can tell you that small businessmen do not use ADR. It is too complicated for them to bother with. These Government subsidies make competition even harder for the small businessman because they directly reduce the big corporations' cost.

Now if we took some of this money and reduced the corporate tax rate at the bottom—where it would benefit the small guy—then we would be taking a major step in saving the free enterprise system from monopoly, and the government regulation that follows. I intend to introduce several pieces of tax legislation designed to benefit the small businessman. I hope my colleagues will support these efforts.

Mr. Pearsall is a conservative Republican. Yet we agreed on every issue we discussed. We agreed that social security is a regressive tax, since upper income people pay at the same rate as low-income people. We agreed that the Nation must provide social services for those in need, especially working mothers.

I think we were discussing issues which have a broad nonpartisan appeal. People want a decent, fair Government. They want the Government to help those who legitimately need financial assistance. They object to people who milk the system—both the wealthy and the powerful and the lazy and immoral.

People are tired of absentee big government and absentee big business. They support free enterprise in its true sense—small units of production which offer personalized service and which have a commitment to the local community.

Mr. President, Duane Pearsall impressed me as a man who had his finger on the pulse of America and I hope that we can turn our attention to the issues he raises as a concerned small businessman.



# special report



August 1976

## Small business tax reform needed

Whenever tax loopholes have been written into the Internal Revenue Code--as they have been increasingly in recent years--only a few groups have been overlooked. It's no coincidence that the most overlooked have been small businesses and working individuals, precisely those who need help the most but can least afford high-paid Washington lobbyists to protect their interests.

The tax system has become more and more inequitable and regressive, as the very wealthy and the largest corporations shoulder less

of the nation's tax burden, leaving small businesses and working individuals with more than their share.

All corporations are treated identically for tax rate purposes, no matter what their size, even though the smaller business doesn't have ready access to capital and must rely for expansion on retained earnings. And because almost all business tax subsidies are designed for giant corporations, small businesses often end up paying a higher effective rate.

Another indication of the lopsidedness of our present tax law is

the difference between the 70-percent statutory rate for individuals earning more than \$100,000 a year and the rate they actually pay--only 32.1 percent.

This spring I introduced a package of tax reform amendments that would have eliminated several of the biggest tax giveaways totaling about \$15.3 billion a year. The additional revenue raised would have gone to reductions in small business taxes and in the Social Security tax, which is especially hard on both small businesses and workers.

The amendments were defeated in the Senate Finance Committee and again on the Senate floor. But there is a growing support in the Senate for genuine tax reform, and sooner or later such legislation will succeed. Our attempt this year was just the beginning.

My amendments would have eliminated several artificial deductions used primarily by the corporate giants: the investment tax credit--with an exception for small business and family farms; two forms of rapid depreciation; DISC, or the domestic international sales corporation, provision; and certain subsidies which allow natural resource industries to exclude from taxation a large portion of their incomes.

Perhaps as important as the elimination of the loopholes is the use to which the money saved would be put. The \$13.3 billion allocated to the Social Security trust fund would save \$115 for the average worker and also save an employer that much for each employee earning \$12,000 a year.

The other \$2 billion raised

*Continued on page 2*



**DUANE PEARSALL OF Lakewood** visited my office during his trip to Washington to be honored as state and national Small Businessman of the Year by the Small Business Administration. Mr. Pearsall, who owns the Statitrol Corp., was selected on the basis of his company's success and impact on the job market, as well as his own ability and community involvement.

## NEWS

## SMALL BUSINESS ADMINISTRATION

(202) 382-1891

Holly H. Ansaldo

Washington, D.C. 20416

1441 "L" Street, N. W.,

RECEIVED

SBA #76-25

MAY 21 1976

FOR IMMEDIATE RELEASE  
Friday, May 14, 1976

SOUTHEASTERN COLORADO WATER  
CONSERVANCY DISTRICT

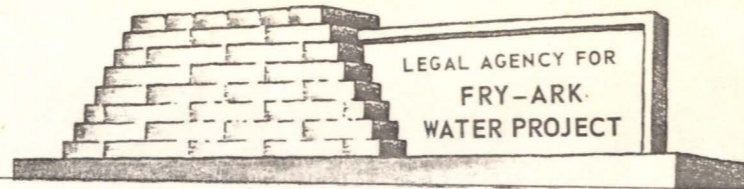
DUANE D. PEARSALL OF COLORADO NAMED 1976 NATIONAL SMALL BUSINESS

PERSON OF THE YEAR

WASHINGTON, D. C., May 14----Duane D. Pearsall, President of the Statitrol Corporation in Lakewood, Colorado, was named the 1976 National Small Business Person of the Year here last night at an awards banquet which culminated the "National Small Business Week Salute to Small Business" activities at the Hyatt Regency Hotel. Pearsall, who was selected for the national honor from a field of 51 winners from all of the states and Puerto Rico by the U. S. Small Business Administration's National Advisory Council, was presented his award by SBA Administrator Mitchell P. Kobelinski.

A dynamic and visionary positive thinker, Pearsall has built a multi-million dollar company in which there is a direct and indisputable correlation between happy, involved people and profits. Pearsall's objective has been to make Statitrol, which developed and manufactures the SmokeGard early-warning fire detectors for homes and businesses, "an above average company employing above average people making above average wages while building life saving products". His credo has been

SOUTHEASTERN COLORADO  
Water Conservancy District



PHONE 544-2040 • P.O. BOX 440 • 905 HIWAY 50 WEST • PUEBLO, COLORADO 81002

May 24, 1976

Honorable Richard D. Lamm  
Governor  
State of Colorado  
State Capitol Building  
Denver, Colorado 80203

Dear Dick:

I am enclosing a copy of a letter I sent to Mr. Duane D. Pearsall, of Lakewood, Colorado, who was selected the Small Business Person of the Year for the United States of America, at the Annual Meeting of the National Advisory Council, in Washington, D. C. May 13, 1976. It goes without saying, Dick, that I was personally extremely proud to be present when Mr. and Mrs. Pearsall received that high honor, because I had the pleasure of serving as Chairman of the Colorado Advisory Council for the Small Business Administration which selected Mr. Pearsall as our Colorado Small Business Person of the Year, and nominated him for consideration for the National Award.

We had delegates from all 50 States and several Foreign Countries present during the Annual Conference, as well as the Small Business Winners from each of the 50 States, and I felt it was a very productive Conference. President Gerald R. Ford spoke at the Thursday Luncheon, and congratulated each of the 50 State Winners individually. I feel confident we will see some very constructive changes in the Small Business Administration Program in the near future, which will continue to improve the role of the Small Business in our over-all economy.

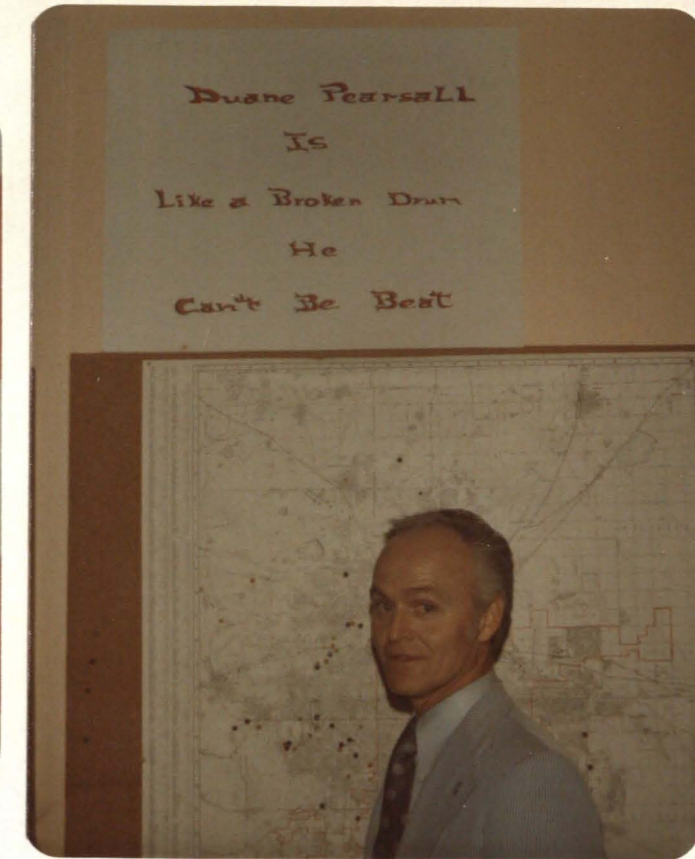
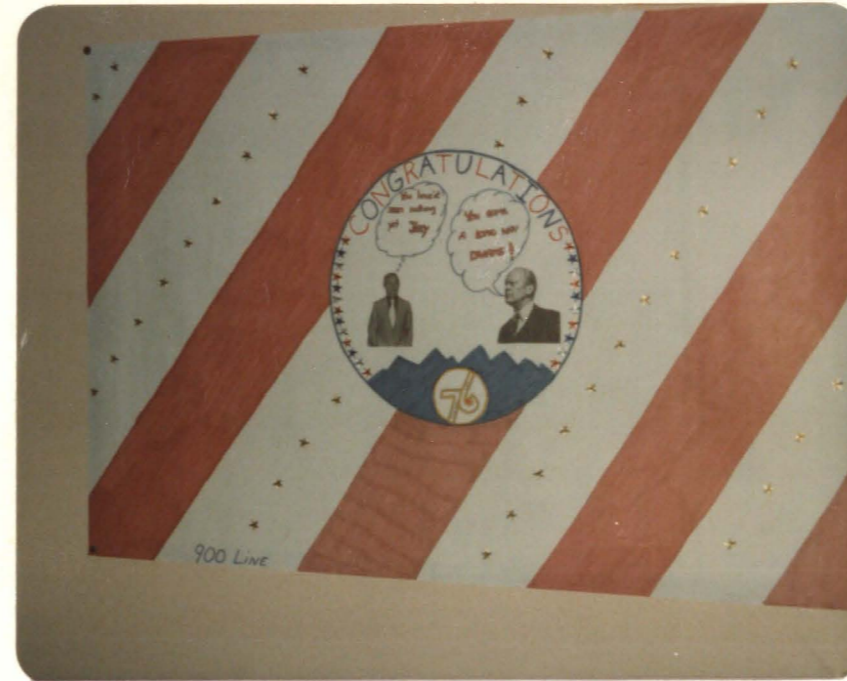
Respectfully,

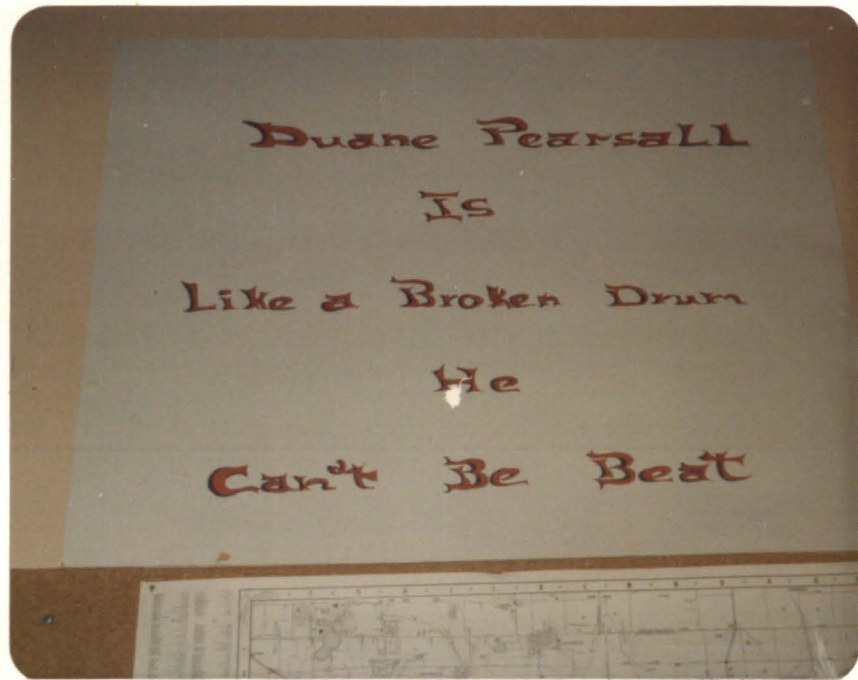
*Tommy*

Charles L. Thomson, Member  
National Advisory Council, SBA

CLT/mb  
enclosure

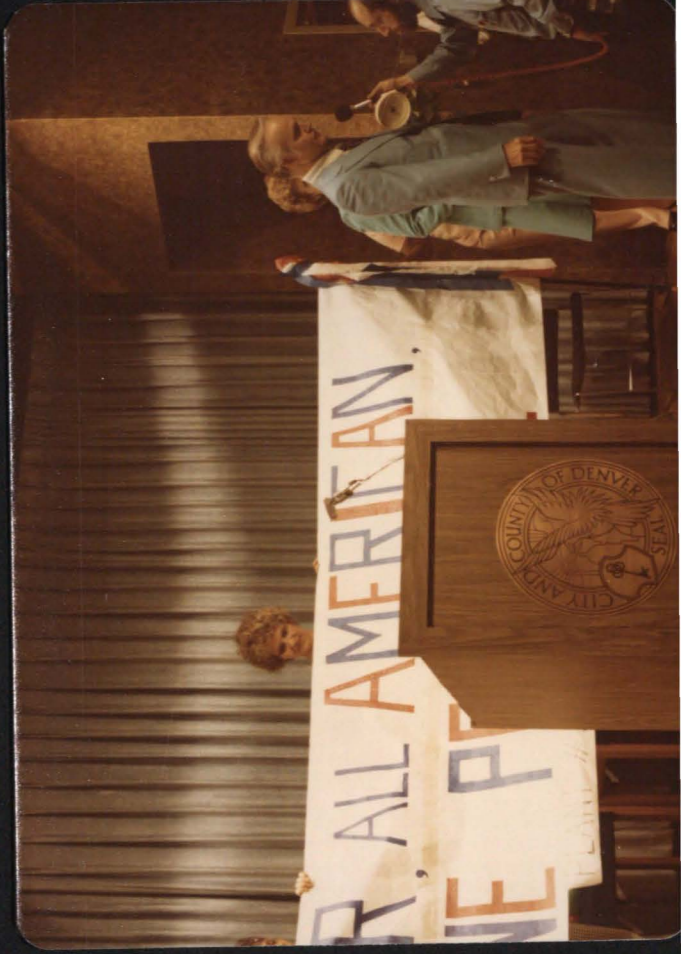
sc: Board of Directors, Southeastern Colorado Water Conservancy District  
Honorable Mitchell P. Kobelinsky, Administrator, Small Business Administration  
Dr. Reed M. Powell, Chairman, National Advisory Council, SBA  
Duane D. Pearsall, Small Business Person of the Year  
Honorable Jean Marks, State Representative & Colorado Advisory Council, SBA  
Douglas Graves, District Director, SBA













THE BOARD OF DIRECTORS AND OFFICERS  
OF  
**STATITROL CORPORATION**  
CORDIALLY INVITE YOU TO ATTEND  
A RECEPTION

AT  
THE LAKEWOOD COUNTRY CLUB  
WEST 10TH AVENUE & PIERCE STREET  
LAKEWOOD, COLORADO

ON  
SATURDAY, MAY 15, 1976  
FROM  
7:30 P.M. TO 10:30 P.M.

IN HONOR OF THE SELECTION BY  
THE SMALL BUSINESS ADMINISTRATION  
WASHINGTON, D.C.

OF  
**MR. DUANE D. PEARSALL**  
PRESIDENT, STATITROL CORPORATION  
AS  
NATIONAL SMALL BUSINESSMAN  
OF THE YEAR FOR 1976













RICHARD L. DEANE



JOHN F. O'DEA

# Richard L. Deane Elected Chairman of Denver C of C

Richard L. Deane, president of Deane Buick, has been elected chairman of the Denver Chamber of Commerce for a one-year term. He succeeds Theodore D. Brown, president of First National Bank of Denver.

Chairman-elect is John F. O'Dea, president of Denver Union Corp.

ALSO ELECTED were nine new members of the chamber's board of directors. They are:

—Duane Pearsall, president of Statitrol Corp. and U.S. Small Business Man of the Year.

—Robert H. Shanahan, vice president and general manager of The Denver Post.

—Dottie Roberts, publisher of Colorado Woman's Digest.

Lucius A. Ashby Jr., managing partner of Ashby and Co. and chairman of the National Association for Minority CPA Firms.

—Edward Romero, president of Latino Enterprises.

—Charles Pitts, general manager of Genuine Parts Co.

—Robert Decker, regional vice president of NCR Corp.

—Richard Hanselman, president of Samsonite Corp.

—Carrick A. Hill, president of Denver Dry Goods Co.

IN ADDITION, A. B. Slaybaugh, vice president of Continental Oil Co., was appointed to complete the term of John Terrill, who has retired from Colorado & Southern Railroad.

The chamber's annual meeting will be May 28 at the Denver Hilton Hotel. Officers will be installed at the noon meeting, and Thomas A. Murphy, chairman of General Motors Corp., will speak.

Reservations should be made by calling the chamber, 534-3211. The cost is \$10 a person.



PEARSALL



SHANAHAN



ROBERTS



ASHBY



ROMERO



PITTS



DECKER



SLAYBAUGH



HANSELMAN



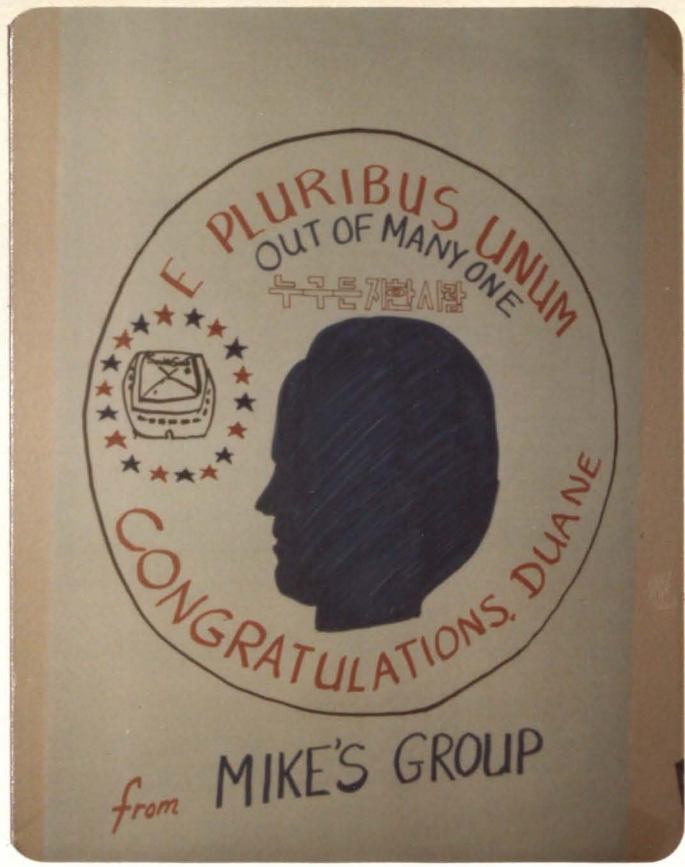
HILL



Denver Post - May 15, 1976









BY G. HOFFER

DUANE

CONGRATULATIONS

MAY YOU CONTINUE TO FLOURISH IN THIS, OUR 200<sup>TH</sup> YEAR



100% RAY  
EM THA' ONG  
170017017  
CULTURE  
NOV  
1981

Good Luck for 76  
Manlyu Gray

Congratulations!  
Cynthia Allen

You come a long way  
BA by!! 10106 Guerrero  
CONGRATULATIONS  
Cynthia Hupp

Congratulations!  
Thang C. Nguyen

Congratulations  
Gang Mark Tracy

Congratulations  
Satee Quachbunul  
Way to go!  
Butch B...

The best of every  
thing to the most  
fantastic person.  
Congratulations.  
Linda R.

Good Luck  
Kim Johnson

Congratulations  
Debbi Rivera

Congratulations  
Thang C. Nguyen

Good Luck  
in the future!  
Jimmy Romero

Congratulations  
Doree Mark Tracy

Way to go!  
Butch B...

Congratulations!  
Dena DeJungling

Best wishes on the  
Bianchi Year -  
Debra Rice

Congratulations  
SUN NGUYEN

Keep Going!  
"Congratulations"  
Milo Pettinger

Congratulations to  
Cody

TO THE  
NUMBER ONE MAN -  
YOU'RE TOPS!  
Congratulations  
Doree Mark Tracy

The Best of Luck  
Debi Etles  
Congratulations  
Doree Mark Tracy

Kramer  
H

Lucky Anne  
Inge Miller

Sincere congratulations

And a few words to express

The very best of wishes

For continued happiness

John Brady  
Thomas  
Mrs. Belcher  
Mrs. Johnson

From Des Moines  
Iris Johnson

Miss Wyatt - Susan Madril

From: The 900 Pine People



Here's a wish

that still more happiness

Success and good luck, too

Will make the months

and years ahead

Just wonderful for you!

Shirley Benson

Congratulations  
The  
Book of Birthdays  
Book of Birthdays

Shirley Benson  
Dorothy

Wayne Allen



Alga Katta  
"V.D.S."

It's a privilege to share the  
joy of this occasion with you  
and to wish you still more success  
in the future

From the  
Americans who gave  
you today's  
Planters

Aunt Maura  
Don't Clear

Pat Courtney

Nancy Allen

Margie Quady

Don Clendenen

Char Tetterton

Joe Longford

John Chapman

Bob & Joan  
Cook  
Sue & Dick  
Morton & Marjorie

**Thank You**

I can't tell you in words  
how much I enjoyed  
the trip to Washington.  
Thank you for being so  
good to me. You are  
both very dear to me.

Veldkamp's Flowers Beverly

**Congratulations Duane**

To you & your family  
for that richly deserved  
honor as National  
Small Business  
man of the year.  
Jack, Florene &  
Cheeryl Tanigawa



Cards with gifts of planters delivered to house

Planter and card also from Bob Gehret

2 hand-made Bicentennial plaques from Gene Dack  
Engraved over-sized silver brandy snifter presented at  
reception by Bart Hegarty.

© 1975 Highland Arts Ltd. 835020

TO:  
D.P.P. S.B.M. U.S.A. 1976

EVEN THE S.B.M. U.S.A. 1976 HAS MOMENTS  
WHEN HE FEELS THAT HUMILITY IS A  
PAIN IN THE ASS! AT THOSE TIMES IN  
THE PRIVACY OF HIS OWN HOME, HE  
COULD USE THIS POTENTIAL EGO BOOSTING GIFT.

COMITTEE TO SUPPORT OUR  
S.B.M. U.S.A. 1976

"Firelight"  
by Steve Andersen

Card accompanying "six million dollar Man" T shirt  
found on hood of car after reception  
at Lakewood Country Club. Suspected donor-  
Steve Weaver.

Congratulations  
and best wishes for  
your happiness now  
and always \* \* \*

Pam Foster  
Cynthia G. Barrett  
Mary Porter  
Dick Peltz  
John King  
Debbie Eke  
Marlene Ackermann  
Dolores Chazy  
Pete Warning  
Nancy Kelly  
Joan Slater  
Rirley Scaglione  
Jane Zern  
Fanny  
Dennis Welch  
Norma Wacklum  
Joan Slater  
Rirley Scaglione  
Jane Zern

Wanda Hanes  
Paula Jane  
Susan Jamison  
Luddy Bryan

800 Prep

No one ever deserved it more.  
Good luck  
and the best of everything!  
Mike Fitzpatrick  
Nancy Allen  
Sally Cook  
Janet Juch  
Denise Reeves  
Jean Wise  
Sandy Teadt  
Roger M. Roberts  
Lita McCoy  
Crystal McKelless

Congratulations!  
Sam Ellis  
Congratulations  
Betty B. Lauf  
...and no one  
deserves it  
more than  
you!  
Doris McHugh  
Jessica Garcia  
Vivian HAYE  
GARCIA  
HUNG TRAM  
Bostwick Torres  
Leo Young Chang  
Best wishes  
from  
Doris McHugh  
Jessica Garcia  
Vivian HAYE  
GARCIA  
HUNG TRAM  
Bostwick Torres  
Leo Young Chang  
Congratulations!  
Betty B. Lauf  
...and no one  
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Jessica Garcia  
Vivian HAYE  
GARCIA  
HUNG TRAM  
Bostwick Torres  
Leo Young Chang  
Best wishes  
from  
Doris McHugh  
Jessica Garcia  
Vivian HAYE  
GARCIA  
HUNG TRAM  
Bostwick Torres  
Leo Young Chang

Betty Marbury Sally Cook  
 Sam Martin  
 Geni Clever  
 Mike Stiputic  
 Partii Botello  
 Madona Torrey  
 Linda Biddle  
 Mark Allen  
 The Mission  
 Alice Ortiz  
 Phil H. Lambert  
 71 47 32  
 Tom & M. Cass  
 Sherry Fisher  
 Marvin Babin  
 Joan Dilke  
 & Joyce

Sincere Congratulations,  
 the best of wishes too,  
 Not just today, or tomorrow,  
 but always just for you!  
 Wanyang Kim  
 Jandi Babel  
 Jwan Brown  
 Bob & Mary Yangas  
 In Su Kim  
 Cindy Lake  
 Maureen  
 Long man thin  
 Robert Beckas  
 Madeline McEwen  
 Bob & Mary  
 Ben is Tony  
 John & Mary

Duane -  
 Heartiest congratulations  
 on your recent honor &  
 best wishes for continued success,  
 to a great neighbor & very dear friend.  
 Ed & Erika  
 Congratulations!!!  
 Lynn & Jim Bewley

Duane -  
 Congratulations! You sure  
 set a high standard for  
 the rest of the neighbors to  
 follow!  
 Jim & Susan

Duane -  
 our sincere congratulations  
 on your business success;  
 you have always been a  
 success in our neighborhood  
 John and Marilyn

Duane  
 We were so pleased  
 to hear about your  
 award. We always  
 knew you were a great  
 guy. Al & Jennifer

Duane  
 Congratulations, it's an  
 honor well deserved.  
 Keep up the good work.  
 Best wishes for the future.  
 Vic & Judy

**IT'S THE TALK  
 OF THE TOWN  
 CONGRATULATIONS**

(From the neighbors)



shosha new york 43550

CONGRATULATORY CARDS RECEIVED FOR NATIONAL AWARD

- 1) Ted Alderman - Arthur Young & Co., Denver, CO
- 2) Richard V. Alexander - The Van Gilder Agency Co., Denver, CO
- 3) Walter B. Anderson - GEMCO Die Casting Inc., Englewood, CO
- 4) Carl Bauman - Fire Defense Products, Greendale, WI
- 5) Charles R. Bluestein - Randolph, MA
- 6) J. William Braak - Johnson Controls, Inc., Milwaukee, WI
- 7) William C. Bible - Pacific Bell, Pasadena, CA
- 8) Louis R. Bindner - Climate Engineering, Denver, CO
- 9) Mr. & Mrs. Ned Blumenschein - Methode Electronics, Inc., Chicago, IL
- 10) James S. Bourcy - Simpson Associates, Inc., Littleton, CO
- 11) Duane Bruch & Andy Turner - D.H. Bruch Marketing, Charlotte, NC
- 12) Gordon E. Brunson - Reid, Merrill, Brunson & Associates, Denver, CO
- 13) William H. Bug - Big Horn Corporation, Billings, MT
- 14) Mr. & Mrs. Sam E. Burke - Aurora, CO
- 15) Arthur H. Bush - Arthur H. Bush & Associates, Denver, CO
- 16) Roger E. Butler - Lakewood, CO
- 17) D. R. Capparelli - Kalmus & Associates, Broadview, IL
- 18) Emmet D. Condon - San Francisco Fire Dept., San Francisco, CA
- 19) Henry H. Cox - ASSE, Park Ridge, IL
- 20) E. N. Davis - Underwriters' Laboratories, Inc., Northbrook, IL
- 21) Bill Davis & Bob Shoemaker - Wm. J. Davis Co., Cincinnati, OH
- 22) Mr. & Mrs. John G. Degenkolb - Glendale, CA
- 23) Robert De Long - Industries for Jefferson County, Inc., Golden, CO
- 24) John W. Dick - American Pacific Development Co., Denver, CO
- 25) R. T. Ekrem - Ball Brothers Research Corp., Boulder, CO
- 26) Dr. Tate Elder - 3M Company, Saint Paul, MN
- 27) Bob Bell & Al Thomas - Faraday, Inc., Tecumseh, MI
- 28) John Favorite - 3M Company, Saint Paul, MN
- 29) Beverly Favreau - Simplex Time Recorder Co., Gardner, MA
- 30) Anthony G. Ferraro - Department of Local Affairs, Denver, CO
- 31) Rupert J. Fooks - Evergreen, CO
- 32) Jess Foss - Michel & Gates Sales Co., San Francisco, CA
- 33) Robert P. Freitag - Stamford, CT
- 34) Lynn R. Gillespie - Arthur Young & Co., Denver, CO
- 35) Charles L. "Red" Gillett - City of Lakewood, Lakewood, CO
- 36) Alabama Glass - Arvada State Bank, Arvada, CO
- 37) Mrs. Max Goldberg - Intermountain Jewish News, Denver, CO
- 38) Lily Halpern - The Denver Hilton, Denver, CO
- 39) Dr. E. James Harris - Warren Occupational Technical Center, Golden, CO
- 40) Melvin A. Hawes - Simplex Time Recorder Co., Gardner, MA
- 41) Shorty Hook - Pontiac, MI
- 42) Mr. & Mrs. James F. Hurlbut - J.F. Hurlbut Co., Golden, CO
- 43) Charlie Hynes - Charles Hynes Associations, Argo, IL
- 44) Bob Hodge - Mountain State Metals, Denver, CO
- 45) Tom Jocke - Union Carbide Corporation, Chicago, IL
- 46) Clifford L. Johnson - Colo. Association of Commerce & Industry, Denver, CO
- 47) Joe Johnson - Pyrotronics, Inc., Cedar Knolls, NJ
- 48) Pam Johnson - Statitrol Corporation, Lakewood, CO
- 49) Wilson S. Johnson - National Federation of Ind. Business, San Mateo, CA
- 50) Larry Keating - Arvada, CO (Former employee of Statitrol)

- 51) M. F. Khan - Colorado State University, Fort Collins, CO
- 52) Mr. & Mrs. Ralph Klebe - Mountain Stationery Co., Lakewood, CO
- 53) Robert P. Koenig - Powers Regulator Co., Denver, CO
- 54) The Honorable Richard D. Lamm - Governor, State of Colorado
- 55) Lloyd A. Lamorie - Wilkins Company, Boulder, CO
- 56) Gary E. Latham - City of Lakewood, Lakewood, CO
- 57) Normal Lawson - U.S. Department of Commerce, Denver, CO
- 58) R. Preston "Pres" Lee - General Business Services, Denver, CO
- 59) Dr. & Mrs. Joseph A. Leonard - Lakewood, CO
- 60) Gary L. Levine - Central Bank of Denver, Denver, CO
- 61) Mr. & Mrs. Dick Long - Lakewood Travel, Lakewood, CO
- 62) David A. Lucht - Nat'l Fire Prevention & Control Administration, Washington, DC
- 63) Don MacDonald - Amway Corporation, Ada, Michigan
- 64) Richard W. Martin, Jr., Edina, MN
- 65) Tony Maskens - International Business Specialists Europe, Belgium
- 66) Robert Maybee - Rixson-Firemark, Inc., Franklin Park, IL
- 67) Marlene McMenemy, Denver CO
- 68) Asa McNabb - Mountain Bell, Lakewood, CO
- 69) W. H. McNichols, Jr. - Mayor, City of Denver, Denver, CO
- 70) Irwyn P. Metzenbaum, Cleveland, OH
- 71) Don Michel - Michel & Gates Sales Co., Los Angeles, CA
- 72) Laura A. Miller - State Representative, Littleton, CO
- 73) R. L. Milne, President - Automatic Sprinkler Limited, Mississauga, Ontario
- 74) Helen Mincer - United Bank of Lakewood, Lakewood, CO
- 75) Mr. & Mrs. Peter Mitchell - Peter Mitchell Sales Co., Bellevue, WA
- 76) Richard C. Nash - NBH, Inc., Lakewood, CO
- 77) Mr. & Mrs. Don Nelson, Lakewood, CO
- 78) Peter Neidecker - National Wire Specialities Corporation, Englewood, CO
- 79) Henry Newman, CLU, Denver, CO
- 80) Oluf N. Nielsen - Nielsen/Wallner Architects, Denver, CO
- 81) Derek Oram - Simplex Time Recorder Co., Gardner, Massachusetts
- 82) Charles J. O'Brien, Jr. - Chamber of Commerce, Glenwood Springs, Glenwood Springs, CO
- 83) Marshall Francis O'Shaughnessy - Kemper Insurance Companies, Southfield, MI
- 84) Mr. & Mrs. Bill Pacchetti - State Fire Marshal, Sacramento, CA
- 85) Robert D. Pagliasotti - Johnson Controls, Inc., Moline, IL
- 86) Ken Palmer - Palmer Associates, Denver, CO
- 87) Frank S. Pasek - Rixson-Firemark, Inc., Franklin Park, IL
- 88) Jack F. Perkis - Corporate Purchasing, Carrier Corp., Carrier Tower, Syracuse, NY
- 89) Glenn R. Petersen - Simplex Time Recorder Co., Gardner, Massachusetts
- 90) Mr. & Mrs. R. W. Parlee, Honolulu, Hawaii
- 91) Harlan V. Porter - Community College of Denver, Golden, CO
- 92) Claude R. Powe - The Daily Journal, Denver, CO
- 93) Dick Price - Union Carbide Corporation, New York, NY
- 94) Robert G. Rayner, Judge - Municipal Court, Fulton, Missouri
- 95) C. W. Reitler - Reitler Realty Co., Lakewood, CO
- 96) Rocky Reynebeau - Van Schaack & Co., Lakewood, CO
- 97) Peter F. Richardson - Market Place Consultants, Inc., Denver, CO
- 98) Harold E. Robb - Powers Regulator Company, Denver, CO
- 99) Robert L. Rodgers - Rodgers-Byerly-Johnson, Inc., Englewood, CO
- 100) Dave Romer - Midwest Equipment Co., Des Moines, IA

- 101) Max L. Sauder - Mountain States Hardware, Lakewood, CO
- 102) Patricia Schroeder - Congress of the United States, Denver, CO
- 103) Mike Scofield - Conservation Mechanical Systems, Denver, CO
- 104) Steve Shoe - Rockmont College, Lakewood, CO
- 105) R. P. Shupper - Johns-Manville, Denver, CO
- 106) Lawrence A. Sluss, Denver, CO
- 107) G. Owen Smith - Community College of Denver, Golden, CO
- 108) Edna L. Stewart - Crown Realty Co., Lakewood, CO
- 109) C. Walter Stichney, Salem, Oregon
- 110) Lowell C. Sund - Adolph Coors Co., Golden, CO
- 111) Edward V. Sweeney - Fox Sweeney & True, Inc., Denver, CO
- 112) Joseph F. Sweeney - Sweeney Consultants, Glendale, CO
- 113) Dr. Hans Thummel - Stuttgart, West Germany
- 114) Martin Trachtenburg - Vulcan Radiator Co., Hartford, CT
- 115) Pete Tyree - Regional Building Department, Colorado Springs, CO
- 116) H. J. Wanderer, Don Welshon - Denver Plastics, Inc., Lakewood, CO
- 117) James R. Urban - Van Schaack & Co., Lakewood, CO
- 118) E. S. Watson - Montgomery Ward & Co., Lakewood, CO
- 119) Pete Watson - Watson & Nathan, P.C., Denver, CO
- 120) c/o Westland Center, Lakewood, CO
- 121) Reno Wheatcraft, Spokane, WA
- 122) Weicker Moving & Storage Co., Denver, CO
- 123) Forrest Wilcox - Sentinel Newspapers, Lakewood, CO
- 124) George A. Wilson - Ryall Electric Supply Co., Denver, CO
- 125) Rex Wilson - Firepro, Incorporated, Wellesley Hills, Massachusetts
- 126) R. O. Wiregard - Midwest Region Credit Department, Union Carbide, Chicago, IL
- 127) Timothy Wirth - Congress, Washington, DC
- 128) Chief & Mrs. Myrle K. Wise, Denver, CO
- 129) Clarence W. Wolff - Sears, Roebuck and Co., Chicago, IL
- 130) Robert L. Woods - Simplex Time Recorder Co., Gardner, MA
- 131) Mr. & Mrs. Max Wymore - United Bank Center, Denver, CO
- 132) Arthur Young & Co., Denver, CO
- 133) Richard E. Young - Communications Consultants, Inc., Lakewood, CO

#### ADDITIONAL CARDS SENT TO HOUSE

Rose Campbell & Gene Dack, Statitrol  
 Mildred Early, Holiday Hills, 2000 W. 92nd, Denver  
 Ray and Teresa Farrow, Beverly Carey's parents  
 Aunt Mil and Howard Hamilton, Chesaning, Mich.  
 Russell and Jeanne Kasnick, Golden, CO.  
 Tom and Darlene Mahoney, Amway Distributors, Denver  
 Victor and Frances McKinley, Holiday Hills  
 Sheldon Jr. and Betty Lou Pearsall, Drayton Plains, Mich.  
 Marcy and Uncle C.W. Fewel, Meridian, Miss.  
 Maryann Pearsall, Breckenridge, CO.  
 Betty and Butch Wright, Moose, Wyo.  
 Helen and Dan Fewel, Holiday Hills  
 Mrs. Elizabeth Dearborn, Little Rock, Ark. (Aunt Eliz.)  
 Keith S. Essex, Technical Photo Service  
 Peter and Jan Callinicos, 4164 Irving, Denver

Denver Post - May 14, 1976

# Lakewood Man Wins National Honor

Duane Pearsall, president of Statitrol Corp. of Lakewood, was named U.S. Small Business Man of the Year Thursday in Washington, D.C.

The national award was presented by the Small Business Administration at ceremonies attended by President Ford.

Pearsall is scheduled to fly back to Denver Friday, and the Lakewood Chamber of Commerce plans a press conference at Stapleton International Airport

when he arrives, about 1 p.m.

Pearsall was named Colorado Small Business Man of the Year two months ago. His company produces early-warning fire alarms, called SmokeGard, for homes and businesses.

Statitrol Corp. has had remarkable growth the past few years. The company's sales volume is more than \$10 million a year, up from less than \$1 million four

years ago, and its export business is expanding rapidly.

Pearsall started Statitrol in 1963 as a firm to manufacture static-control devices. The emphasis soon shifted to smoke detectors, however, and Pearsall pioneered in the development of ionization smoke alarms for home use. The company now enjoys a leading position in the industry.

THE WASHINGTON POST Friday, May 14, 1976



## tribute to SMALL

President Ford urges regulatory reform in speech at meeting of small businessmen here yesterday. At the table with him are

Small Business Administrator Mitchell Kobelinski, left, and Reed Powell, head of National Small Business Advisory Council.

June 1976

## Pearsall Honored

Members of the Denver Chamber of Commerce were on hand to greet new Board member Duane Pearsall as he returned to Stapleton International Airport from Washington, D.C.

Pearsall, president of Statitrol Corp., had been honored in Washington as recipient of the National Small

Businessman of the Year Award presented by the Small Business Administration. He received the award from President Ford.

Also on hand at Stapleton were staff members of Statitrol, members of the Lakewood Chamber of Commerce of which Pearsall is also a member, and Lieutenant Governor George Brown.

metro denver - page 3



Vice president and group manager Bill Gaut, center, extends Denver Chamber congratulations to Duane Pearsall.



# RESULTS: MANDATE 395



## NFIB Members Ranked As Small Business Persons Of Year

This National summary of votes was sent to all Members of Congress, Senators, Congressional committees, key officials in the Executive Branch and Governors.

1. ARE YOU FOR OR AGAINST relaxing Interstate Commerce Commission requirements for new or additional motor carrier service to specific towns, cities, markets, or new plants?

For	Against	Undecided
70%	21%	9%

2. ARE YOU FOR OR AGAINST reducing the present antitrust law exemption now enjoyed by motor carrier rate bureaus in certain anti-competitive ratemaking practices?

For	Against	Undecided
53%	32%	15%

3. ARE YOU FOR OR AGAINST relaxing ICC restrictions on freight operations of private carriers and exempt agricultural carriers?

For	Against	Undecided
72%	17%	11%

4. ARE YOU FOR OR AGAINST requiring the President to periodically submit and Congress to act upon plans to reorganize the Federal Regulatory Agencies?

For	Against	Undecided
84%	11%	5%

5. ARE YOU FOR OR AGAINST allowing business corporations broader latitude to establish, finance, and administer political action committees (PAC's)?

For	Against	Undecided
43%	51%	6%

### Our Purpose and Program:

To promote and protect our system of private business, with equal rights for all.

To give small business a greater voice in laws governing business and our nation.

The Mandate is a regularly scheduled publication . . . 8 issues per year, once every 6 weeks, by National Federation of Independent Business, 150 W. 20th Ave., San Mateo, CA 94403.

Changes of address and undeliverable copies should be sent to the preceding address. Application to mail at second-class postage rates is pending at San Mateo, CA and at additional mailing office.

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National Small Business Person of the year, Duane D. Pearsall of Lakewood, Colorado talks with NFIB Division Manager Homer Searles at Pearsall's Statitrol Corporation plant.

Longtime NFIB member Duane Pearsall, president of the Statitrol Corporation of Lakewood, Colorado led a list of 13 NFIB members honored as Small Business Persons of the Year among all 50 states and Puerto Rico. Pearsall was selected by the U.S. Small Business Administration's National Advisory Council and honored in Washington, D.C. during a "National Small Business Week Salute to Small Business."

Pearsall's objective has been to build his early-warning fire detector company into "an above average company employing above average people making above average wages while building lifesaving products."

President Gerald R. Ford told Pearsall that "yours is an honor which is equalled by few others in its representation of the peak of success in the most important part of our economy, small business. It is truly awe-inspiring to realize that of the 9.8 million small business owner/managers in the United States, you have been designated as outstanding."

The President personally congratulated Pearsall and the winners from the other 49 states following the award luncheon. Included among the honorees were NFIB members: Alex Parker Jr. of Maysville, Ky.— Pat Gibbs, Winchester, Tenn.— Jack Graveline, Kankakee, Ill.— Clifford R. Alexander, Piqua, Ohio — Charles R. Yoh, Muskogee, Okla.— Joseph F. Cristofulli, Glendive, Mont.— Frank Redondo, Wai-pahu, Hawaii — Patricia Ann and Ronald J. Fullerton, Anchorage, Alaska — Louie P. Hoffman, Nampa, Idaho — Phil F. Sauereisen, Pittsburgh, Pa. — Joseph A. Bickett, Florence, S. C.

## Important Small Business Bills On Move

Under the watchful eye of NFIB's Washington staff, two small business bills which have strong bearing on the future of the small business community moved successfully during the first week of June.

On June 4, President Ford signed into law S 2498, the Small Business Act Amendment of 1975. Although opposed by the Small Business Administration, the Department of Treasury, Department of Agriculture and the Office of Management and Budget, it was strongly supported by NFIB.

S 2498 as approved by the President establishes an independent Chief Counsel for small business advocacy, sets up a new pollution technology financing program utilizing low-interest, tax-exempt bonds and makes small farms and farm-related businesses eligible for SBA loans. S 2498 would give the Advocate the freedom and clout to represent small business within the bureaucracy.

Three days later, June 7, by a vote of 341-2 the House overwhelmingly approved HR 13567, the Small Business Act Amendment of 1976. NFIB has urged support of this bill because it gets right to the heart of the reasons for SBA's ineffectiveness.

The bill, as it stands, will change the way SBA programs are authorized and funded, revitalizes the direct loan program, makes small home builders eligible for SBA assistance.

According to NFIB's Federal Legislative Representative John Motley, the single most important reform that could be enacted revolves around the program by program authorization. "SBA programs," explained Motley, "have been traditionally funded through revolving funds, which allows the Office of Management Budget (OMB) to set arbitrary and secret ceilings or limits on each SBA loan program. Program authorization would put an end to this by treating each program separately and thus subjecting OMB decisions to the Congressional Budgetary process. It will make the agency responsive to Congress, which in time will make it responsible to the needs of small business.

NFIB's legislative action has now shifted to the Senate to garner support for HR 13567. Those provisions of the bill related to S 2498 will be deleted in conference. Although Senate prospects for the entire bill are mixed, NFIB has learned that action will be taken before Fall elections.



A MEMO TO:

DUANE PEARSALL  
STATITROL

MAY 28 1976

FROM DICK HEGBERG DATE 5/25/76

SUBJECT \_\_\_\_\_

ATTACHMENT

REMARKS:

My WIFE, LOIS, SPOTTED  
THIS IN LOCAL PAPER.

CONGRATULATIONS!

Dick



Business  
award

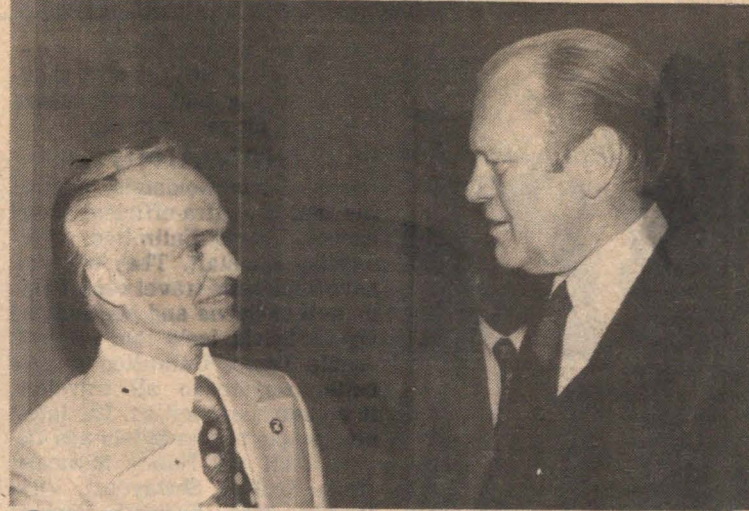
MITCHELL KOBELINSKI (left), head of the U.S. Small Business Administration, and President Ford congratulate Duane Pearsall, who recently was named Small Business Person of the Year. Pearsall is a Colorado resident who manufactures smoke and fire detection equipment.

Kobelinski is a resident of the Sauganash community.

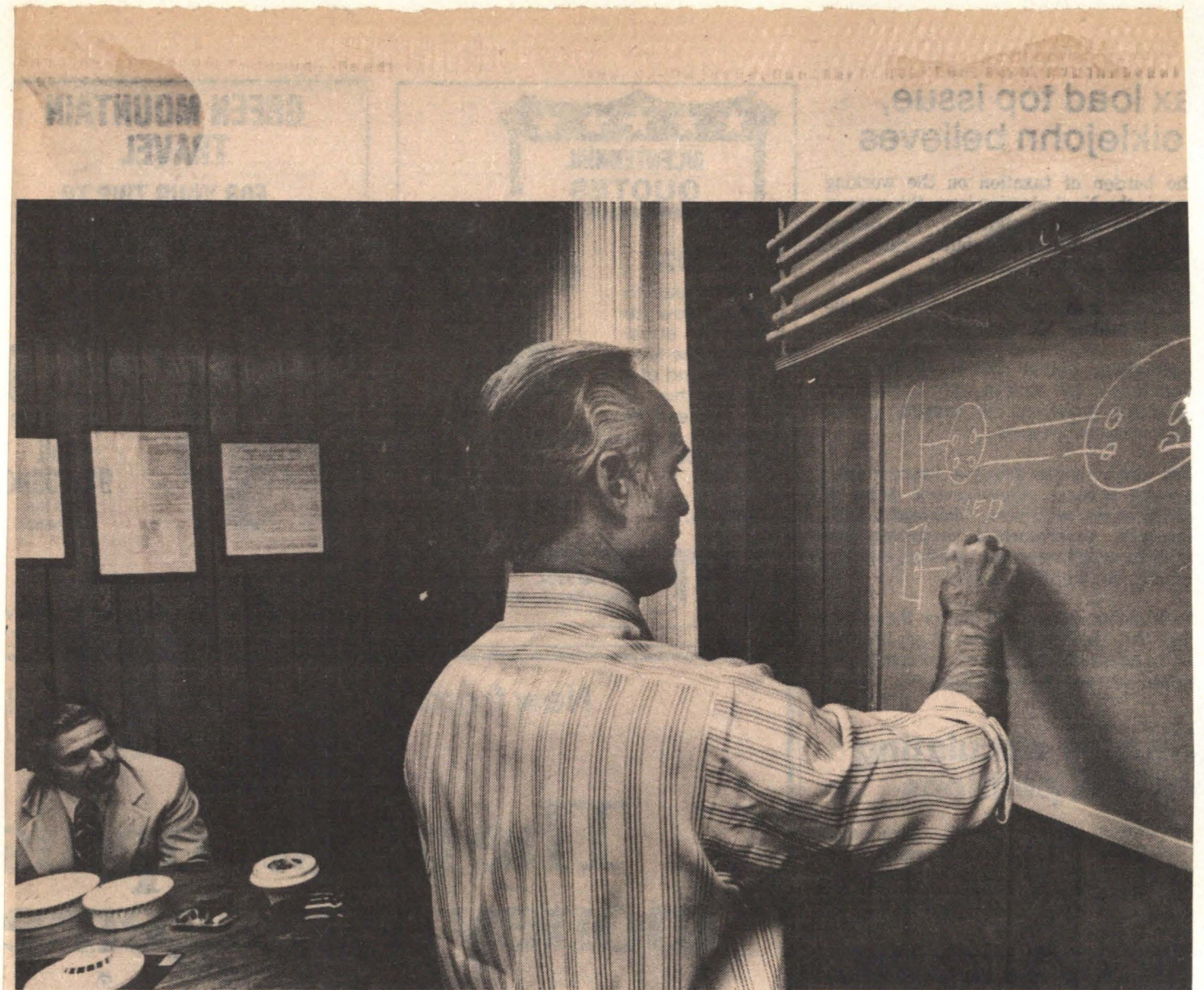
Lakewood Sentinel, May 20, 1976

Intermountain Jewish News  
May 21, 1976

### Receives National Award



Duane Pearsall, president of Statitrol Corporation of Lakewood, has been named National Small Businessman of the Year by the US Small Business Administration. The award was made in Washington, D.C. in ceremonies highlighting the Bicentennial salute to Small Business. President Ford was the keynote speaker and presented the award. Statitrol manufactures fire detection systems for industry and "SmokeGard" smoke alarms for homes. Pearsall was one of 50 nominees representing each state. His nomination as Colorado Small Businessman of the Year had been submitted by the Lakewood Chamber of Commerce. The Colorado award was presented in March, in recognition of Pearsall's business ability and his involvement in a broad spectrum of business, professional and community activities and organizations.



Duane Pearsall on-the-job at his Statitrol Corp. in Lakewood, founded in 1963.

**The nation's Small Business Person of the Year**

(continued other side)



## Lakewood man gets national honor as small business person of year

Duane Pearsall, president of Lakewood's Statitrol Corp., is the recipient of a national honor—but his company has now put him out of the classification in which he won.

Statitrol, with a phenomenal record of growth for the past four years, will be out of the small business classification this year—and Pearsall last week won recognition as the National Small Business Person of the Year.

The award was made in Washington, D. C., last Thursday night. President Gerald R. Ford, who was unable to attend the banquet, was speaker at a special awards luncheon and extended congratulations to Pearsall at that time.

Statitrol pioneered in developing the ionization method of fire detection and in the manufacturing of fire detection systems for industry and the "Smokegard" fire alarm systems for homes.

Pearsall was one of 51 nominees representing each State and Puerto Rico. His nomination as Colorado Small Businessman of the Year had been submitted by the Lakewood Chamber of Commerce. The Colorado award was presented in March, in recognition of Pearsall's business ability and his involvement in a broad spectrum of business, professional and community activities and organizations.

Statitrol Corp. was founded by Pearsall in 1963, and has pioneered in the ionization method of fire detection, experiencing a tenfold increase in sales in the last four years. Its products are distributed worldwide from the company's Lakewood headquarters.

Production was further expanded recently with the acquisition of a second plant, located in Wheat Ridge, which increases Statitrol's manufacturing and office facilities to over 70,000 square feet.

Statitrol was the first manufacturer to have a commercial ionization detector listed by Underwriters' Laboratories, and its original



LAKWOOD'S DUANE PEARSALL AND FRIEND, President Gerald Ford, after Pearsall was named the 1976 National Small Business Person of the Year. Pearsall is president of the Statitrol Corp. of Lakewood, and President Ford was principal speaker at an awards luncheon.

"SmokeGard" unit was the first battery-powered ionization home smoke alarm to be listed by U.L. and approved by Factory Mutual.

"SmokeGard" alarms are now available in both battery-powered and A.C. (house current) powered models, for new or existing homes, apartments and mobile homes.

Pearsall serves as chairman of the Business Development Council of the Lakewood Chamber of Commerce and as a member of their board of directors. He was also recently elected to the board of directors of the Denver Chamber of Commerce.

Pearsall is a member and past president of the Rocky Mountain Chapter of the American Society

of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE), member of the National Electrical Manufacturers Assn. (NEMA), member of the National Fire Protection Assn., where he serves on the committee for household fire warning equipment.

He also serves as a director of the Research and Development Council of the National Safety Council, and as a member of the Denver Building Safety Committee. In addition, he serves on the Advisory Board of the Jefferson Bank & Trust and is active in a number of business and community organizations. He is a firm believer in the principles of our free enterprise system and the spirit of participative management.



Duane Pearsall and guess who in Washington

Next year's Small Business Person of the Year won't be Duane Pearsall. And it won't be anyone from his Statitrol Corp. Pearsall has made the company which manufactures fire detectors such a success, it's no longer a small business.

Statitrol is now a multi-million-dollar firm and one he calls "an above average company employing above average people making above average wages while building life-saving products."

Pearsall, selected from a field of 51 winners from all the states and Puerto Rico, was presented the 1976 National Small Business Person of the Year award in Washington last week. President Gerald Ford told Pearsall "You can take great satisfaction that, from among the 9.8-million small business owners and managers in this country, you have been designated as most outstanding."

## More congratulations for Duane Pearsall

Speaking of winners, we again mention Duane Pearsall.

We saluted Pearsall when he won the Colorado Small Businessman of the Year award. Now we salute him for going on to be named the U.S. Small Businessman of the Year. He was honored recently in

ceremonies in Washington.

Pearsall has been so successful with his firm, which manufactures smoke detector devices, he's classed himself out of the small business category. That's quite an accomplishment.

Pontiac, Michigan

### Agency honors ex-Pontiac man

WASHINGTON D.C. — A former Pontiac resident, Dwayne D. Pearsall, was named small businessman of the year Thursday in ceremonies held in the nation's capitol.

Pearsall, 54, of Lakewood, Colorado, is president of Statitrol Co., which manufactures early warning fire and smoke detectors.

A product of the Pontiac school system, Pearsall graduated from Roosevelt High School in Keego Harbor in 1940 and was employed at the GM Tech Center before moving to Denver.

His company, started in 1963, now has annual sales of \$10 million in an international market.

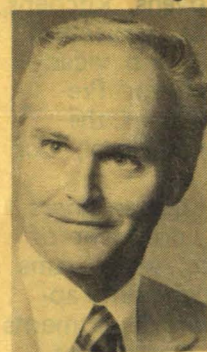
The award was presented at a luncheon sponsored by the U.S. Small Business Administration.

### Smoke detector maker wins SBA award

Duane Pearsall, president of Statitrol Corp., Lakewood, Colo., has been named National Small Businessman of the Year by the U.S. Small Business Administration.

Statitrol, founded by Pearsall in 1963, manufactures fire detection systems for industry and "SmokeGard" smoke alarms for homes.

According to the company, Statitrol was the first manufacturer to have a commercial ionization detector listed by U.L., and its original "SmokeGard" unit was the first battery-powered ionization home smoke alarm listed by U.L. The company has experienced a 10-fold increase in sales in the last four years, with current volume now over \$10 million.



D. Pearsall

Statitrol was the first manufacturer to have a commercial ionization detector listed by U.L., and its original "SmokeGard" unit was the first battery-powered ionization home smoke alarm listed by U.L. The company has experienced a 10-fold increase in sales in the last four years, with current volume now over \$10 million.



日本ハムリン株式会社

本社・横浜市鶴見区駒岡町88 230 ☎045/572-1331(代)

第2号

昭和51年8月発行

スタティtrol社・パサール社長  
1975年度全米小・中堅企業最優秀経営者に選ばれる



米国では小・中堅企業に於ける年間最優秀経営者 (NATIONAL SMALL BUSINESS PERSON OF THE YEAR) を選出して表彰するシステムがあります。このシステムではまず全米51の州毎に1名 (又は企業) を選出し、この51人の中で最も優秀なものに NATIONAL SMALL BUSINESS PERSON OF THE YEAR が与えられるわけであります。

我が「スモークガード」のメーカーであるスタティtrol社 (STATITROL CORP.) の社長デュアン・パサール氏 (DUANE D. PEARSALL) は同社のあるコロラド州の最優秀経営者に選出され、さらに3月13日には全米51州のNo.1として、1975年度 NATIONAL SMALL BUSINESS PERSON OF THE YEAR に選出され、フォード大統領より「全米9,800,000社の SMALL BUSINESS (年商300億円未満の小・中堅企業)の中で最も傑出した企業である。」としてホワイト・ハウスで栄誉ある表彰を受けました。

又、スタティtrol社では3月17・18両日にこの栄誉を記念してレセプションを催し、この偉大なる栄誉と業績を全社員で讃えあいました。この席上パサール社長は「この栄誉は全社員並に全世界の代理店の皆様、ユーザーの皆様のおかげである」と挨拶されました。

ではここでこのような業績を記録した「スタティtrol社」について簡単にご紹介させていただきます。スタティtrol社は昭和36年にポータブル型のアイオナイザー (イオンを利用して静電気を中立化させ通常のフィルター式では集塵できない微小の塵を電気的に集塵する装置で、暗室やクリーン・ルーム等に使用する。) を製造・販売する目的で設立されました。又、STATITROLという社名は「STATIC CONTROL」(静電制御) から取っております。

この様に「イオン」の研究により、第2段階として昭和41年にHONEYWELL社 (ハネウエル社) との提携により、イオン化式煙感知器の製造・販売を開始し、ULの認定も受けました。(これは米国に於けるイオン化式煙感知器のUL認定第1号であった。)

# Duane D. Pearsall of Colorado Named 1976 National SBA Person of the Year

Duane D. Pearsall, President of the Statitrol Corporation in Lakewood, Colorado, was named the 1976 National Small Business Person of the Year at an awards banquet which culminated the "National Small Business Week Salute to Small Business" activities at the Hyatt Regency Hotel in Washington, D.C., recently. Pearsall, who was selected for the national honor from a field of 51 winners from all of the states and Puerto Rico by the U.S. Small Business Administration's National Advisory Council, was presented his award by SBA Administrator Mitchell P. Kobelinski.

A dynamic and visionary thinker, Pearsall has built a multi-million dollar company in which there is a direct and indisputable correlation between happy, involved people and profits. Pearsall's objective has been to make Statitrol, which developed and manufactures the SmokeGard early-warning fire detectors for homes and businesses, "an above average company employing above average people making above average wages while building life saving products." His credo has been "to build a successful business, one must build futures for the employees who are building the business."

Keys to Pearsall's success have been his ability to anticipate, understand, accept, and adapt to change, and sometimes even initiate it, and his keen awareness of the important interrelationship between a clean environment and the future of the free enterprise system. He has said, "I'm distressed by the negative attitude of many business owners regarding any new regulation affecting our society. Negative attitudes invite the media to place businesses in opposition to the citizens. Furthermore, we, America's small business community, need to accept changes with a positive attitude and make the best of them."

After eight years as a successful manufacturer's representative in the heating and air distribution industry, Pearsall started Statitrol in 1963 to manufacture static-control devices. The fact that smoke blocks an electrical

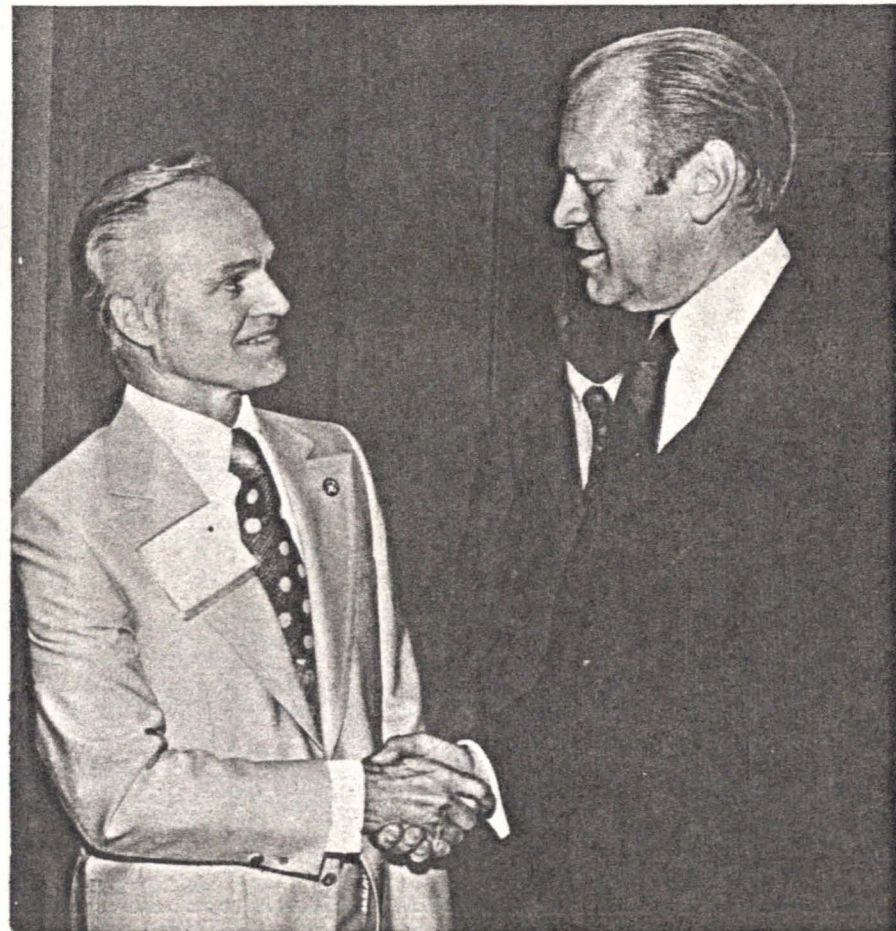
current flowing across an air gap in static control devices led him to pioneer in the development of ionization smoke alarms for home and business use.

Statitrol's battery-operated SmokeGard fire detector, which is no bigger than a large mug, attaches to the ceiling and sounds off at the first sign of fire. Introduction and acceptance of Pearsall's innovative product created a new commercial and home smoke alarm industry and paved the way for other companies to enter the field. The company, which has an excellent world-wide reputation, is continually receiving letters from persons who owe their lives to the SmokeGard device.

Statitrol's total sales volume for 1975 was over \$10 million. The company's only problem is that its production cannot keep up with the domestic and inter-

national demand for its product. As a result of Pearsall's brilliant leadership and enlightened view of capitalism, the company will nearly double in size this year and will no longer be considered a small business.

In his letter of congratulations to Pearsall, President Gerald R. Ford said, "Yours is an honor which is equalled by few others in its representation of the peak of success in the most important part of our economy, small business. It is truly awe-inspiring to realize that of the 9.8 million small business owner/managers in this country, you have been designated as outstanding." President Ford personally congratulated Pearsall and the winners from the other 49 states and Puerto Rico at a reception following his luncheon address to the group.



Colorado's Duane D. Pearsall has been named the national Small Businessman of the Year. President Gerald R. Ford, featured speaker at a Salute to Small Business luncheon in Washington Thursday, congratulates the winner. Pearsall is president of Statitrol Corporation in Lakewood, Colorado.

July 12, 1976

Air Conditioning, Heating & Refrigeration News

## Small businessman of the year



HONORED AS national small businessman of the year by the U. S. Small Business Administration, Duane Pearsall, president of Statitrol Corp., Lakewood, Colo., manufacturer of fire detection systems and smoke alarms for homes, accepts the congratulations of President Gerald Ford. Pearsall is a past president of the Rocky Mountain Chapter of the American Society of Heating, Refrigerating & Air-Conditioning Engineers.

## Pearsall Is Honored



DENVER, COLORADO, —Duane Pearsall, President of Statitrol Corporation, Lakewood, Colorado, has been named as National Small Businessman of the Year, by the U. S. Small Business Administration. The award was made in Washington, D. C. in ceremonies highlighting the Bicentennial salute to Small Business. Statitrol manufactures fire detection systems for industry and "SmokeGard" smoke alarms for homes. Mr. Pearsall was one of 50 nominees representing each State. His nomination had been submitted by the Lakewood Chamber of Commerce. The Colorado award was presented in recognition of his business ability and his involvement in a broad spectrum of business, professional and community activities and organizations. He founded Statitrol Corporation in 1963, and has pioneered in the ionization method of fire detection, experiencing a ten-fold increase in sales in the last four years. Its products are distributed worldwide. Production was further expanded recently with the acquisition of a second plant, located at Wheat Ridge, Colorado.

June - July 76 THE SAFETY JOURNAL Anderson SC

Statitrol was the first manufacturer to have a commercial ionization detector listed by Underwriters' Laboratories, and its original "SmokeGard" unit was the first battery-powered ionization home smoke alarm to be listed by U. L. and approved by Factory Mutual. "SmokeGard" alarms are now available in both battery-powered and A.C.(house-current) powered models, for new or existing homes, apartments and mobile homes. Pearsall is chairman of the Business Development Council Lakewood Chamber of Commerce and their Board of Directors. He is on the Board of Directors of the Denver Chamber of Commerce. He is a member and past president of the Rocky Mountain Chapter of ASHRAE, American Society of Heating, Refrigerating and Air-Conditioning Engineers member of NEMA, National Electrical Manufacturers Association member of NFPA, National Fire Protection Association, serving on the committee for Household Fire Warning Equipment. He is a director of the Research and Development Council of the National Safety Council, and is a member of the Denver Building Safety Committee. He serves on the Advisory Board of the Jefferson Bank & Trust Co., and is active in a number of business and community organizations.

# SMOKE SIGNALS

VOL. IV, No. 17 EMPLOYEE NEWSLETTER OF STATITROL CORPORATION



### A PERSONAL MESSAGE...

The past few weeks have been the most exciting and rewarding period of my life. Beginning with the shock of a "private" announcement Friday, May 7; to the meeting with the President in Washington on May 13; to the airport reception of the 14th, I still need to pinch myself once in awhile to know if it really happened.

The most exciting and rewarding highlight of all, was the reception you all participated in at the airport Friday, May 14th.

The many beautiful posters and signs, together with the cake reception at Plant #1 on May 17 and Plant #2 on May 18 --- well, it has just left me without words



to tell you all how much I appreciated your many beautiful expressions of happiness and pride in our Company.

I felt a tremendous thrill to realize that many of you were more excited over this award than even Marge and I.

To each of you, for your fantastic support; your personal time; your dedicated efforts and enthusiasm; making this national award the highlight of my life --- from both my wife, Marge, and I, please accept our heartfelt thanks.

\*\*\*



Gerald R. Ford, President of the United States, is pictured at left, shaking hands with Duane D. Pearsall, President of Statitrol.

THE BICENTENNIAL COSTUMES!



From SMOKE SIGNALS  
August '76  
THE STATITROL FLOAT



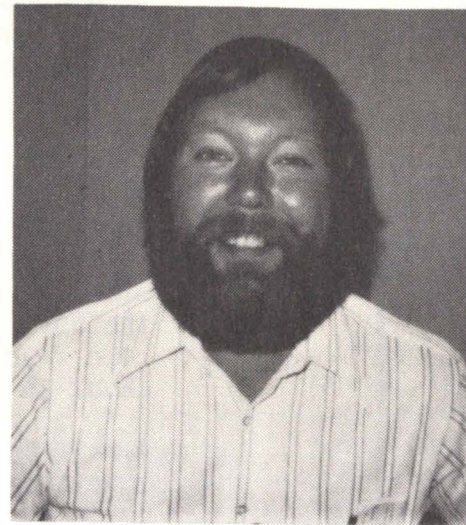
THE BEAUTIFUL BEARDS!



OUR COUNTRY'S CENTENNIAL BIRTHDAY officially celebrated on July 4, was a smashing success at our own Lakewood Parade, Fair and Fireworks...100,000 people gave testimony to that!

The Statitrol Float (pictured above) graced by our personnel, and escorted by "riflemen" Dick Moore, John Stewart and Tom Brosenne, was driven by Dave McGannon.

For those of you who were not able to attend, Duane Pearsall headed up the contingent as "Grand Marshall".



DISTINGUISHED BEARD  
ANDY ANDERSON

THE WINNERS!



"MS. 1876"  
SHARON ROBATAILLE

The Bicentennial Costume Contest and Beard-growing Contest were judged on Friday, July 2, in the Plant #1 Cafeteria. Winners for costumes were: Best-from-scratch, Sally Palmer; Best purchased, Jackie Thomason, and "Ms. 1876", Sharon Robataille.

Beard-growing contest winners were: Larry Sandy, "Mr. 1876"; Most unique, Tom Brosenne; Longest from scratch, Lou Fearing and Most Distinguished, Andy Anderson.

We weren't able to publish pictures of all the winners, but here are a few.

Our thanks are extended to Allen Bell, our "super-photographer", for the many fine pictures he took for us.

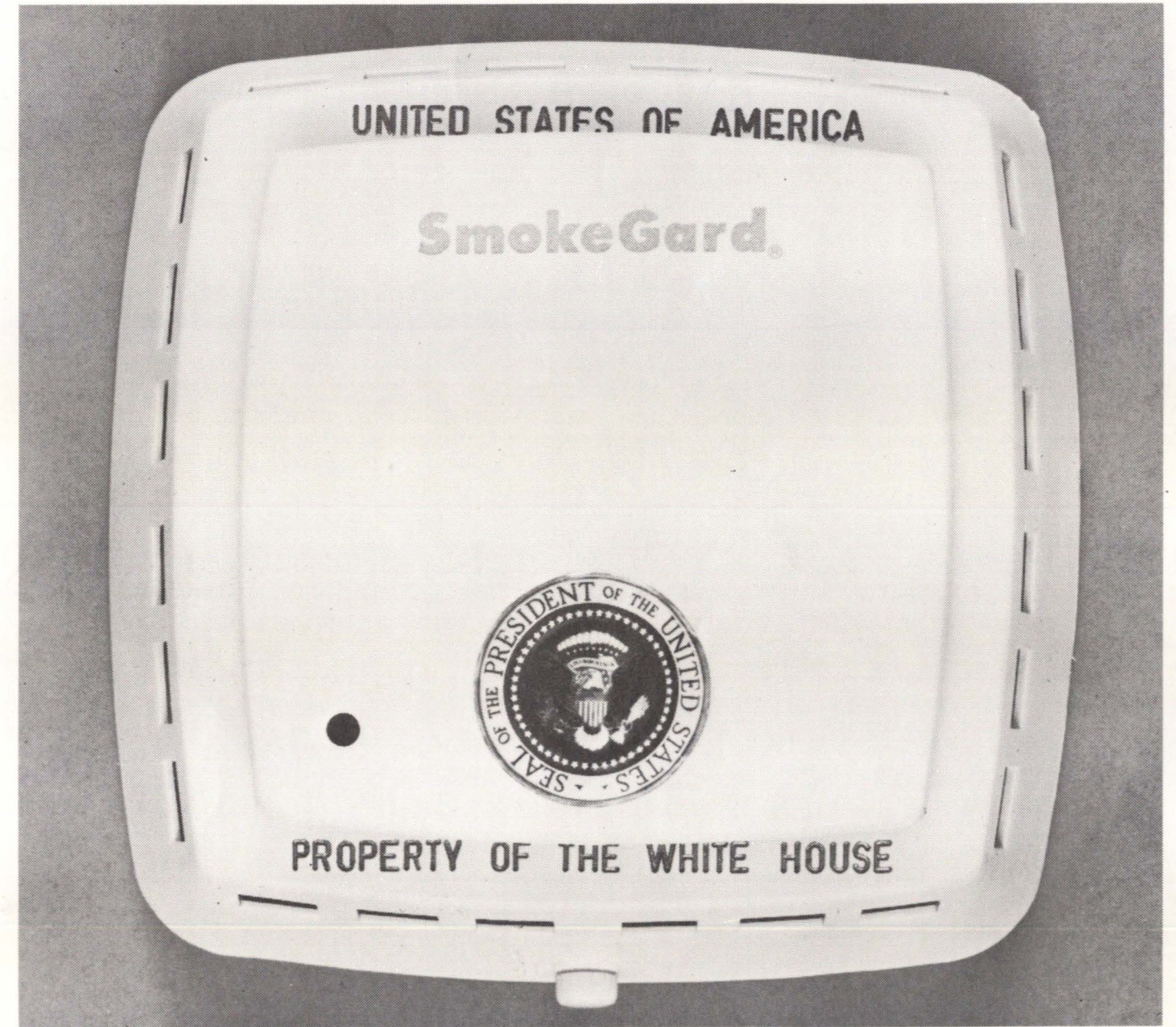
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# STATIFACTS

SMOKEGARD® DISTRIBUTOR NEWSLETTER - PUBLISHED BY STATITROL® CORP.

JUNE-JULY, 1976

## BICENTENNIAL EXTRA!



NO ORDERS, PLEASE...THIS IS A ONE-OF-A-KIND PRODUCT! (SEE STORY INSIDE)



PARDON OUR PRIDE...

We at Statitrol are really "bustin' our buttons:, because OUR president, OUR Duane Pearsall (pictured at right, with, "you know who in Washington") was named NATIONAL Small Business Person of the Year (and just in time, since we're no longer a small business!).

The award was presented in Washington on May 13, 1976, by President Gerald Ford, at ceremonies highlighting the Bicentennial Salute to Small Business.

We told you of Duane's selection as Colorado's Small Business Person of the Year in the last issue of STATIFACTS. Each state submitted its winner to the national competition, and OUR DUANE was the best of them all!



President Ford told Duane, "You can take great satisfaction that, from among the 9.8 million small business owners and managers in this country, you have been designated as most outstanding."

Upon Duane's triumphant return, he was met at Denver's Stapleton Airport by two busloads of enthusiastic employees...plus a host of delegates from the Lakewood Chamber of Commerce, the Lieutenant Governor of Colorado, and the Mayor of Lakewood...complete with streaming banners, balloons, roses for Duane's lovely lady, Marge, and flashing cameras. (Other passengers preceding him off the plane were understandably awed; one was heard to ask, "Is this Candid Camera?").

He may be Small Business Person of the Year to the rest of the country...but to us, Small is the wrong word!

Forgive us for not telling you ahead of time...but we didn't know! In fact, we could show you a very surprised expression on Duane's face in a photo taken when he got the news, just prior to his departure for Washington!

We know, however, that even though the news is late in reaching you, you'll share our pride and pleasure... and the excitement that's spurring us on to even greater effort to support our Bicentennial Star!

The photo on the cover is of a specially-created Model

800 "SmokeGard" Alarm, which Duane took to Washington, to present to the President. Since it was not done in a spirit of commercialism, we ask you not to use it in advertising...we have no assurance that it will be installed in the White House, and we wouldn't want to mislead anyone. (If you want to show it to your people, we can't stop you, of course... but let's not make any false claims!)

Duane will be representing the cause of free enterprise around the country this coming year. I think you'll agree, free enterprise couldn't have a stauncher champion!

\* \* \*



JEFFERSON COUNTY PUBLIC SCHOOLS



WHEAT RIDGE SENIOR HIGH SCHOOL  
9505 West 32nd Avenue  
Wheat Ridge, Colorado 80033

February 7, 1977

Mr. Duane Pearsall, President  
Statitrol  
140 South Union  
Lakewood, Colorado 80215

Dear Mr. Pearsall:

I would like to take this opportunity to thank you for your presentation on January 26, 1977. Your part in the program, "Who Needs the Free Enterprise System" was greatly appreciated by the Distributive Education students of Jefferson County and all others who attended.

Thank you once again.

Sincerely,

David Chandler  
Wheat Ridge Chapter  
Distributive Education Clubs of America

## Pearsall says small business faces trouble

Duane Pearsall, a Lakewood businessman who was named national Small Businessmen of the Year for 1976, told the Arvada Chamber of Commerce members at their luncheon Wednesday that small business "is in deep trouble."

He also gave them the news that small businessmen in the U.S. make a larger political block than labor unions.

On the bad news side, Pearsall, president of Statitrol Corp., of Lakewood, a company which manufactures smoke detector devices, said government regulations are literally strangling the small businessman. He said the aim of OSHA (Occupational and Safety Hazards Act) is a good one. However, he explained, the wording in the manual is so complicated, businessmen have had to add both law and accounting expertise to their staff just to obey the law. "I know of five small businesses right now that are existing on borrowed time. They couldn't possibly pass an OSHA inspection," he said.

Pearsall said OSHA is not the only federal regulation wreaking havoc with small businesses. He said the regulations all have worthy goals and are aimed primarily at big business. However, the end result is the crippling of the small businessman, he said.

He concluded by telling Chamber members they need to "show and tell people about themselves; improve your image. Profits are the foundation of our economy. They allow hiring more people, keeping up inventories, also each businessman had the obligation to know what is going on in national legislation."

He asked the group to give one-half of 1 pct. of their pre-tax income (for programs to monitor legislation) and one hour of their time a week keeping informed about bills before Congress.

Also at the luncheon, Jefferson County District Atty. Nolan Brown presented a citation of appreciation to Bob Swanson, president of the Chamber, for the group's assistance with Brown's victim-witness program.

Jim Fisher of North Jeffco presented the Arvada Image Award to Norma Stout. She had been unable to attend the annual Chamber banquet in January.

## Former small businessman big enough to help others

A cigaret smoker accidentally sparked a success of Lakewood's most explosive new industry.

Statitrol, founded in Denver in 1963, was a small business building devices to eliminate static electricity. But a technician, smoking in a lab, interfered with the process, according to Duane Pearsall, Statitrol owner and originator, and it was discovered that smoke could be discovered.

Working with inventor Lyman Blackwell, Pearsall used this principle to develop a smoke alarm system whereby an excessive amount of smoke in a room or building is detected by an electronic meter. An attached alarm goes off to warn of fire dangers.

The product is so successful that Statitrol, whose main office is at 140 So. Union Blvd., has mushroomed from two employees in 1963 to a work force exceeding 800.

And Statitrol's SmokeGard, considered a breakthrough in the home safety field by many fire authorities, was the first battery operated smoke detector for home use approved by Underwriters' Laboratories.

Pearsall, who last year was named

National Small Businessman of the Year by the Small Business Administration, no longer is a small businessman. But he continues to improve the plight of small businessmen.

He recently was appointed to a 50-member executive committee on the Council for Small Business by the U.S. Chamber of Commerce. The group will help expose costs of small business and outline major problems which Chambers of Commerce can help correct.

"Most of the problems of small business are the result of national legislation introduced in the past five years," Pearsall said. "Congress may be trying to stifle big business, but the effect is to hurt small business."

Pearsall said recent regulations have made it three times as costly for small businessmen to borrow money as it is for big corporations.

He said the public "needs to understand what has and is happening to small business. It is the foundation of the free enterprise system, but we're heading toward socialization of the country," Pearsall said.

## Small Business Person Of The Year

ARIZONA DAILY SUN  
FLAGSTAFF, ARIZONA

Have you ever wanted to start your own business? It's still possible to realize this American dream.

Here's the story of one person who did. Duane D. Pearsall, President of Statitrol Corporation, Lakewood, Colorado was selected 1976 National Small Business Person of the Year by the U.S. Small Business Administration.

His company developed and manufactures ionization smoke detectors for use in homes and businesses. The main product is a battery operated fire detector, no bigger than a large mug, which attaches to the

ceiling and sounds off at the first sign of fire. Introduction and acceptance of the innovative SmokeGard opened a new smoke alarm industry and paved the way for other companies to enter the field.

After eight years as a manufacturer's representative in the heating and air distribution industry, Pearsall started Statitrol in 1963. The company has grown from nothing to over 500 employees in its 12 years of existence. A new plant was constructed in 1970 and a major addition added in 1973.

Pearsall wants Statitrol to be known as a company employ-

ing above average people, making above average wages and building life saving products. He is generally referred to as Duane by all employees. Said one. "I have never seen him talk down to anyone within the company. There is a very close relationship, almost a personal relationship, between Duane and all the individuals within the company, right down to a new hire."

How successful Pearsall's management has been is shown by 1975 sales, which passed the \$10 million mark, almost taking the company out of the small business category.

EDT  
1976

FEBRUARY 13, 1977

# ANN'S WASHINGTON

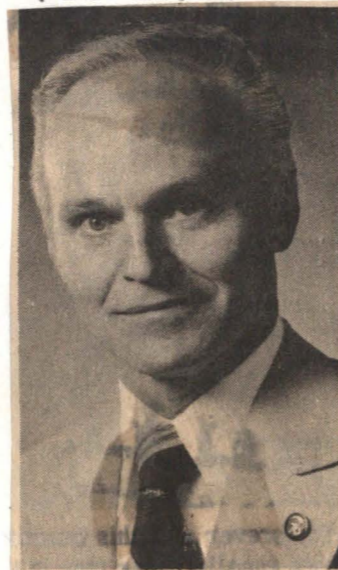
By ANN SCHMIDT

Denver Post

### Ann's Addenda

—Duane D. Pearsall, President of Statitrol Corp. in Lakewood, served as one of 15 members on a Small Business Administration task force. The six-month study on venture and equity capital for small business by the task force was just completed and a series of innovative steps by the government called for.

Cheyenne Tribune-Eagle  
Feb. 27, 1977



DUANE D. Pearsall, president of Statitrol Corp., Lakewood, Colo., will be the guest speaker at the Cheyenne Chapter of SWAP (Salesmen with a Purpose) meeting at 7 a.m. Monday at the Hitching Post. Pearsall founded the firm which manufactures ionization detectors for industrial, commercial and residential buildings in 1963. Pearsall, who graduated from the University of Denver in 1948 in commercial engineering and was a Navy Air Corps navigator and pilot, is 54. He was named the Colorado Small Business Person of the Year in 1976 and then went on to win the national award. All interested persons are invited to attend the SWAP Club breakfast.

Duane Pearsall

Statitrol

SPEAKER

Denver Advertising Federation

Wed. Feb 22, 1977

← Attendance 200  
including 70 Colorado  
State Legislators  
Noon - Regency Hotel

## Small Businessman of '75 Scathes 'Misguided' Laws

Sharp criticism of "misguided legislation that is killing small business" was leveled Tuesday at a Denver Chamber of Commerce meeting by Duane Pearsall, Denver-area manufacturer who has been named national "Small Businessman of the Year" for 1975.

Pearsall is president and founder of Statitrol Corp., Lakewood, which manufactures smoke-detection devices. He spoke to the Chamber's small business council on "Small Business—A Sleeping Political Giant."

DECLARING, "OUR government is destroying the creative strength of America through misguided legislation," Pearsall denounced such measures as the Occupational Safety and Health Act (OSHA), the Environmental Protection Act and the Warranty and Pension Reform Acts for creating "a back-breaking burden of regulations and government paperwork."

He termed OSHA tactics "not unlike those of a police state."

Pearsall noted that the legislation was designed to protect employes and consumers and to regulate big business, but he said its fullest impact is being felt by small business.

Pearsall said small business must make

its voice heard "to improve the economic well-being of America," and he called on small business to commit 1/2 of 1 per cent of its pretax profit and 2 per cent of its time to such a political effort.

THIS COMMITMENT, he said, would result in a budget of more than \$1 billion per year to support state legislative efforts to groups like the Denver Chamber, the Colorado Association of Commerce and Industry and similar national organizations, to give the small-business sector political impact "which would overshadow any other organized group visible on the Washington scene today."

Pearsall outlined specific legislative programs to benefit small business, including employe tax credits, write-offs and loan capability.

DENVER Post 10/6/76

# Small business called key to solving labor problem

By DON LYLE

News Business Editor

Small business can turn the nation's unemployment problem into a labor shortage, Duane Pearsall, president of Statitrol Corp. of Lakewood, told the Denver Chamber of Commerce Small Business Council Tuesday at a meeting in the Cosmopolitan Hotel.

The labor problem can be solved simply if small business is stimulated by only 10 per cent, he said.

Pearsall, who was named small businessman of the year in 1975, explained that the chore could be accomplished by a few legislative bills.

ONE, HE SAID, could give a tax credit of \$5,000, up to a maximum of \$20,000, for each new employe hired by a small business. That would allow the small businessman, who would normally face a cost of \$12,000 for that new employe to hire them for one year for \$7,000.

He said that about half of the presently unemployed aren't working because they quit their jobs, and that makes 3.5 per cent unemployment the equal of full employment.

## Business and finance

The nation's 9 million small businesses, which presently employ more than half the working people in the country, could absorb the unemployed that want to work, he said.

Pearsall also suggested that investments in small business be treated as a fixed, depreciable asset to encourage investors to spend money on small businesses as a tax shelter.

A third piece of legislation to help small business, he continued, would allow the Small Business Administration to guarantee long-term loans as well as short-term loans to encourage banks to make more money available.

BUT, HE SAID, as the situation now stands, small business is a sleeping giant and "If we don't wake up in the next 20 years, small business is dead, dead, dead."

Pearsall added, "I'm incensed with misguided legislation that's killing small business. No one in Washington is shouting for small business."

Pearsall described some of the regulations that threaten to smother small businesses with paperwork.

The Office of Safety and Health Administra-

tion, he said, has an immense quantity of regulations that were intended for big business but are imposed on small business and managed like a police state.

And, he added, the overreaction of the Environmental Protection Agency has cost millions of dollars.

In some cases, he said, the agency has forced companies to install afterburners to burn solid particles from smokestacks. The critical temperature of these pollution control devices is 1,100 degrees, he said, but, as they get older, efficiency drops and some only heat to 900 degrees. "The cost is high and they contribute to effluents in the air," he said.

PEARSALL SAID THAT there should be an economic impact statement required for all legislation passed.

Warranty legislation also hurts small business, he said. One company, according to Pearsall, has been putting out a good product under a full warranty for years, but it was forced to change to a limited warranty because of potential liabilities under warranty legislation.

The pension reform act was passed to protect employes, he continued, but the reporting costs — \$1,500 to \$2,000 a year for a small business — are so high that it forced many small businesses to drop their pension plans.

More pension plans have been dropped since the legislation was passed than ever before, he added.

"In each case," he said, "the intent was to protect, but the real victim has been small business."

Small business, he said, should be nurtured, protected and encouraged to grow into big business.

It should be supported by government as a partner, not treated as an adversary, he added.

Pearsall said that the Small Business Administration defines a small wholesale business as one with sales up to \$9 million a year. The figure is \$2 million for a retail business and \$5 million in the construction industry.

A manufacturing company with 250 or fewer employes is a small business.

But, he said, the Colorado Legislature, on amendment No. 7, has defined a small business as any business that makes more than a \$50,000 net profit.

AMENDMENT NO. 7 repeals the 3 per cent tax on food and food products and requires the Legislature to make up that loss to the state treasury with corporate and severance taxes.

"The anti-business state government has put the gun to the head of business to steal \$25 million in this state," he said.

The amendment, he added, will cost jobs and destimulate business in Colorado.

Pearsall said that if every small business in the country contributed one-half of 1 per cent of its pre-tax profits, it could surpass unions as a lobbying force in Washington and local governments.

But, he said, small businessmen are too busy keeping their doors open and trying to stay in business.

# BUSINESS and FINANCE

THE DENVER POST

22

Tues., April 12, 1977

## Mike McKevitt Will Speak on Small Business

The Small Business Council of the Denver Chamber of Commerce will hold a "Workshop for Progress" seminar at 8:30 a.m. Friday at the Executive Towers.

The workshop is designed to involve persons in the problems of small business and will include discussion of communications and legislation.

Moderator will be Duane Pearsall, president of Statitrol Corp. Former U.S. Congressman James D. (Mike) McKevitt, Washington, D.C. counsel for the National Federation of Independent Businessmen, will be guest speaker.

Cost, including luncheon, is \$10. Reservations may be made by calling the chamber, 534-3211, Ext. 41.

### Stake in Firm Being Sold Will Boost Net at Dillon

HUTCHINSON, Kans.—Dillon Cos. said the sale of assets by a company in which Dillon is a major investor will boost Dillon's earnings for the fiscal third quarter, ending April 2, by about \$2.5 million.

Dillon said the other company, Statitrol Corp., Denver, agreed in principle to sell its assets to a concern Dillon declined to identify but described as a major, publicly-held U.S. company. It said the assets of Statitrol, a maker of smoke detection equipment, are to be acquired for stock in the unidentified company. The total value of the stock wasn't disclosed.

Through Central Investment Corp. of Denver, a small business investment unit, Dillon said it owns about 44.5% of Statitrol's stock. The supermarkets and department stores operators said the transaction is subject to shareholder approval, among other things.

MORE  
SHARES  
100 SHARES

MORE  
SHARES  
100 SHARES

NUMBER  
SCU38921

SHARES  
40000

COMMON STOCK

COMMON STOCK

INCORPORATED UNDER LAWS OF THE STATE OF MISSOURI

# EMERSON ELECTRIC CO.

STATITROL CORPORATION

SEE REVERSE FOR CERTAIN DEFINITIONS  
STA872490

CUSIP 291011 10 4

is the owner of

----FOUR HUNDRED TEN THOUSAND----

FULLY PAID AND NON-ASSESSABLE SHARES OF THE PAR VALUE OF \$1.00 EACH OF THE COMMON STOCK OF

*Emerson Electric Co., transferable upon the books of the corporation in person or by  
duly authorized attorney upon surrender of this certificate properly endorsed. This certificate and the shares of stock represented hereby  
are issued and shall be held subject to all of the provisions of the Articles of Association and By-Laws of the corporation, and all  
amendments thereto, copies of which are on file at the office of the Transfer Agent, to all of which the holder, by accepting this certificate,  
assents. This certificate is not valid until countersigned  
by the Transfer Agent and registered by the Registrar.  
Witness the facsimile seal of the corporation and  
the facsimile signatures of its duly authorized officers.*

Dated MAR 16 1977

*[Signature]*  
SECRETARY



*Charles F. Knight*  
CHAIRMAN OF THE BOARD

COUNTERSIGNED:  
ST. LOUIS UNION TRUST COMPANY,  
TRANSFER AGENT

REGISTERED:  
FIRST NATIONAL BANK IN ST. LOUIS,  
REGISTRAR

AUTHORIZED SIGNATURE

AUTHORIZED SIGNATURE

The shares represented by this certificate have not been registered under the Securities Act of 1933, but have been issued or transferred to the registered owner pursuant to an exemption from the registration requirements of that Act, and the issuer of these shares, or its transfer agent, is not required to give any effect to any transfer of these shares which is not in accordance with the law, unless in the issuer's judgment the transfer is in compliance with the requirements of the Securities Act or in exchange for securities which are registered under said Act. The issuer of these shares is transferable in New York, N. Y., or in St. Louis, Mo. Rule 144 or (g) the shares are registered under said Act.

The following abbreviations, when used in the inscription on the face of this certificate, shall be construed as though they were written out in full according to applicable laws or regulations:

TEN COM—as tenants in common

TEN ENT—as tenants by the entirety

JT TEN—as joint tenants with right of survivorship and not as tenants in common

UNIF GIFT MIN ACT—Custodian

(Cust) (Minor)

under Uniform Gifts to Minors Act

(State)

Additional abbreviations may also be used though not in the above list.

**EMERSON ELECTRIC CO.**

EMERSON ELECTRIC CO. WILL FURNISH, WITHOUT CHARGE, TO EACH STOCKHOLDER WHO SO REQUESTS A STATEMENT OF THE DESIGNATIONS, PREFERENCES AND RELATIVE, PARTICIPATING, OPTIONAL OR OTHER SPECIAL RIGHTS OF EACH CLASS OF STOCK, OR SERIES THEREOF, WHICH EMERSON ELECTRIC CO. IS AUTHORIZED TO ISSUE AND THE QUALIFICATIONS, LIMITATIONS OR RESTRICTIONS OF SUCH PREFERENCES AND/OR RIGHTS. ANY SUCH REQUEST IS TO BE ADDRESSED TO THE SECRETARY OF EMERSON ELECTRIC CO. OR TO THE TRANSFER AGENT NAMED ON THE FACE OF THIS CERTIFICATE.

*For value received, hereby sell, assign, and transfer unto*

PLEASE INSERT SOCIAL SECURITY OR OTHER IDENTIFYING NUMBER OF ASSIGNEE

[Empty box for Social Security or other identifying number]

(PLEASE PRINT OR TYPEWRITE NAME AND ADDRESS, INCLUDING ZIP CODE, OF ASSIGNEE)

*Shares of the capital stock represented by the within Certificate, and do hereby irrevocably constitute and appoint Attorney to transfer the said stock on the books of the within named Company with full power of substitution in the premises. Dated*

NOTICE: The signature to this assignment must correspond with the name as written upon the face of the certificate in every particular, without alteration or enlargement or any change whatever

THIS SPACE MUST NOT BE COVERED IN ANY WAY

*4th of July Parade*

THE CITY OF **Lakewood**



Lakewood Centennial — Bicentennial Commission

7815 WEST 16TH AVENUE  
LAKEWOOD, COLORADO 80215  
TELEPHONE: 238-2316



15 June 1976

Mr. Duane Pearsall  
Statitrol Corp.  
140 South Union Blvd.  
Lakewood, Colorado 80228

Dear Mr. Pearsall:

Enthusiasm is high for our 4th of July Parade Extravaganza, with over 100 entries in the parade. There will be dignitaries, bands, floats, color guards, drill teams, equestrian groups, antique cars and Lakewood citizens riding their decorated bicycles.

Would you please meet us, with your family, at 10:00 a.m. at the Fire Station #4, West Alameda Avenue and South Alkire Street (per the enclosed map) -- transportation is being arranged using convertibles and antique/classic automobiles. Coffee and donuts will be served.

The parade begins at 11:00 a.m., east along Alameda Avenue from Union Blvd. to Kipling Street.

Thank you for your participation.

Very truly yours,

*Irma Jean Guire*

Irma Jean Guire  
Chr. Communications & Public Relations  
Lakewood Centennial Bicentennial Commission

P.S. - I have been discussing the use of your automobile with Beth -- we will finalize plans at a later date.

THE CITY OF  
**Lakewood**



Office of the Mayor

James J. Richey  
1580 Yarrow Street  
Lakewood, Colorado 80215  
Telephone 234-8601

June 28, 1976



Mr. Duane Pearsall  
Statitrol Corporation  
140 South Union Boulevard  
Lakewood, Colorado 80228


Dear Mr. Pearsall:

Mayor Richey is pleased that you and your wife are going to be able to join him for lunch after the parade on the 4th of July.

The parade is scheduled to start at 11:00 a.m. and should be completed at approximately 1:00 p.m. Mayor Richey and his wife will meet you in the private dining room east of the Lakewood Country Club (West 10th Avenue and Pierce) at 1:30 p.m. You will also be joined by Senator Floyd Haskell and his Administrative Assistant, Martin Wolf.

Please let me know if you would like any further information. I hope you have an enjoyable 4th of July.

Sincerely,

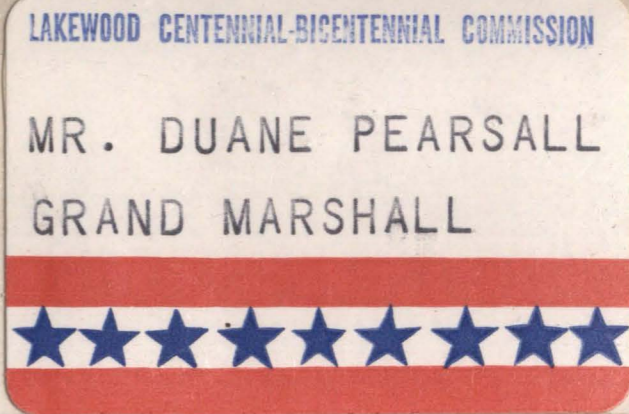
  
LoLeta Hahn  
Secretary to the Mayor



LAKEWOOD  
CENTENNIAL-BICENTENNIAL  
COMMISSION  
and  
KHOW RADIO

JULY 4th CELEBRATION  
SCHEDULE OF EVENTS

- |           |   |
|-----------|---|
| 6 a.m.    | Community Sunrise Service<br>Stadium--6th and Kipling                                       |
| 7 a.m.    | Lions Club Pancake Breakfast<br>Stadium--6th and Kipling                                    |
| 9 a.m.    | Arts & Crafts Fair<br>Lakewood Park--<br>Kipling and Cedar                                  |
| 11 a.m.   | Parade<br>East on Alameda from Union<br>Boulevard to Kipling                                |
| 1 p.m.    | Community Fair<br>Games-Entertainment-<br>Beer-Food<br>Lakewood Park--<br>Kipling and Cedar |
| 7 p.m.    | Entertainment<br>Stadium--6th and Kipling   |
| 9:30 p.m. | Fireworks Extravaganza<br>Stadium--6th and Kipling  |



LAKEWOOD, COLORADO

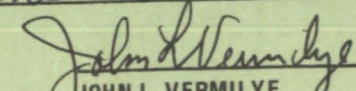
CENTENNIAL - BICENTENNIAL

1776 - 1976

SPECIAL DIGNITARY PASS

NAME:

Duane Pearsall

  
JOHN L. VERMILYE  
Acting Director  
Department of Public Safety



FOURTH OF JULY CELEBRATION

sponsored by

LAKWOOD CENTENNIAL-BICENTENNIAL COMMISSION  
&  
KHOW RADIO

FREE EVENING ENTERTAINMENT

at  
6th & Kipling Stadium

July 4, 1976

MASTER OF CEREMONIES: KHOW'S HAL MOORE

- 7:30 p.m. PRESENTATION OF COLORS  
Lakewood Fire Department Color Guard
- NATIONAL ANTHEM
- WORDS OF WELCOME  
Mayor James J. Richey
- 7:45 p.m. MOM-HOME-AND-APPLE PIE  
Bryan, Crowley, McKelvey & Neddo
- 8:15 p.m. DENVER KICKS BAND  
Lynn Zoric, Director
- 8:55 p.m. RAFFLE DRAWING  
Lakewood Rotary Club
- 9:00 p.m. BICENTENNIAL CHORUS of the MOUNTAIN  
VIEW COMMUNITY CHURCH  
Marcia Kroonenberg, Director
- 9:45 p.m. "HAPPY BIRTHDAY AMERICA" FIREWORKS  
EXTRAVAGANZA  
KHOW's Scott Fischer, Narrator

LAKWOOD, COLORADO  
CENTENNIAL-BICENTENNIAL  
1776-1976

VIP PARKING

SPECIAL EVENT PASS

NAME: Duane Pearsall NO: 818

*John L. Vermilye*  
JOHN L. VERMILYE  
Acting Director  
Department of Public Safety

Thursday, July 9, 1976, The Sentinel - Page 21



Among parade dignitaries are Lakewood Mayor and Mrs. James Richey.



Lakewood parade marshal Duane Pearsall

... with a BANG!



They could be someone you knew in a previous life. But they're merely upstanding citizens having fun Saturday at Festival of the West prior to bygone-era fashion show. Left to right are Lakewood Councilwoman Sharon Carr, suffragette; Mrs. Bob (Bunny) Clement, Red Cross worker; Sentinel editor Mim Swartz (foreground), saloon girl; County Commissioner Hal Anderson, riverboat gambler; County Commissioner Joanne Paterson, with babe in arms, colonial woman; Wheat Ridge Councilman Larry Merkl, colonial man, and County Commissioner Bob Clement, stagecoach driver.

# July 4th went off . . .



Cathy Walker at Jefferson County celebration.

## Lakewood shows how to throw a party

Editor's note: The writer is a member of the Lakewood Bicentennial Commission and program chairman of 1976 Bicentennial events.)

By Jean Saum

Lakewood got its act together and put on its first major production.

A 16-hour marathon of fun and games marked this city's transition into a mature community able to plan and carry out a Fourth of July celebration as lavish as any across the nation.

"The way the public acted was great", was the reaction of Sue Hughey, co-chairman of the city's celebration.

It was a respectful crowd, estimated at more than 60,000.

"It was absolutely super. God was shining on Lakewood," said Gene Carson, who coordinated the 130-unit, two-hour parade along W. Alameda Ave., between So. Union and So. Kipling Sts.

"It was the first thing that has been done in the city to get so many people involved. It has given our city unity and identity," observed co-chairman George Hoerter.

It may be what's up front that counts.

IT IS, however, the unexpected obstacles, the often humorous problems and the unplanned twists of fate which give character to any undertaking.

It was no small undertaking for Lloyd Clements, Lakewood Chamber of Commerce president, who volunteered to head the inter-denominational sunrise service.

"Clem" is known to his friends as the Red-Kilowat (he's also regional manager of Public Service Co.) who gets the sun up every morning.

July 4, being a Sunday, was a special time for the city's churches. Ministers were jealously protective of their own congregations and already had plans for the special event.

Clements admits it took some fervent prayers on his part to stir spirits in the

Clements admits it took some fervent prayers on his part to stir spirits in the Lakewood Ministerial Assn. as it ultimately joined forces for a 6 a.m. worship service in the Kipling St. Stadium.

The event has been a "uniting force" and has breathed life into the relatively new organization of 50 churches throughout Lakewood, observes the co-chairman of the worship service, the Rev. K. D. Cole, of the 1st Free Methodist Church.

An estimated 5000 people got up before the sun to attend the service.

Clements, however, found the early morning service lost him some friends. It seems not everyone is enthusiastic about getting up at 4 a.m. to pass out programs.

THEN, there were the details of providing toilet facilities. It was estimated 100 Sanollets would be needed. A horrified budget chairman looked at the expected bill for such conveniences—\$4000.

These needs were whittled down and it appeared all was well until it came time for the delivery of the portable toilets. The company, thinking more of its own convenience in serving them on the Fourth than the users' needs, deposited all the Johns in one spot in the park.

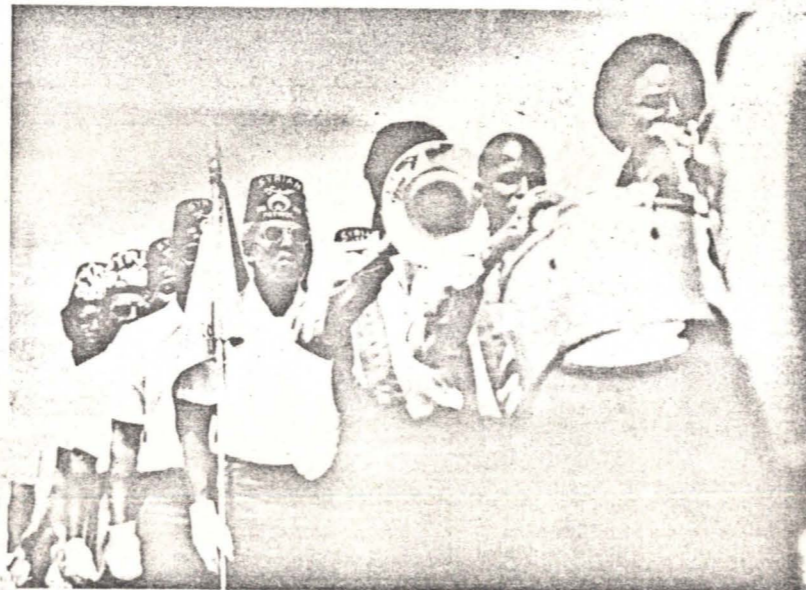
Mrs. Hughey caught the error and got the facilities spread along the parade route and into the stadium area.

She also recalls her encounter with city zoning employees. The committee's efforts to post large signs announcing the event ran afoul of sign code regulations. Mrs. Hughey was sternly lectured. Her reply—"talk to your boss in the city. It's also our boss."

Irma Jean Guire, protocol officer for Martin-Marietta, found her abilities stretched almost to the limit in planning for the dignitaries in the parade.

First there was the hassle for enough open cars to go around. The car industry doesn't

Unit from the Syrian Temple at Lakewood July 4th parade. The eight units of the temple won marshal's trophy.



Photos by Tom Strongman and Don Saum

# Who's Who

## LAKWOOD CELEBRATES THE FOURTH OF JULY

On Sunday, July 4, the City of Lakewood celebrated the Bicentennial, Colorado's Centennial and Lakewood's seventh year as an incorporated city with a free day-long celebration sponsored by the Lakewood Centennial-Bicentennial Commission and KHOW Radio.

Photos by Dino



BICENTENNIAL: A word that has been exploited and used more in the last year than ever in history. Our Bicentennial has been exploited by every company from the automobile maker to the toy manufacturers providing millions for them at our country's expense, but no one has made any Bicentennial items for FREE, which is what our bicentennial is all about—being free!

It's funny how everyone jumps on the bandwagon for bucks, but out of the millions of people, there are relatively few who will really celebrate our Bicentennial for what it is really for.

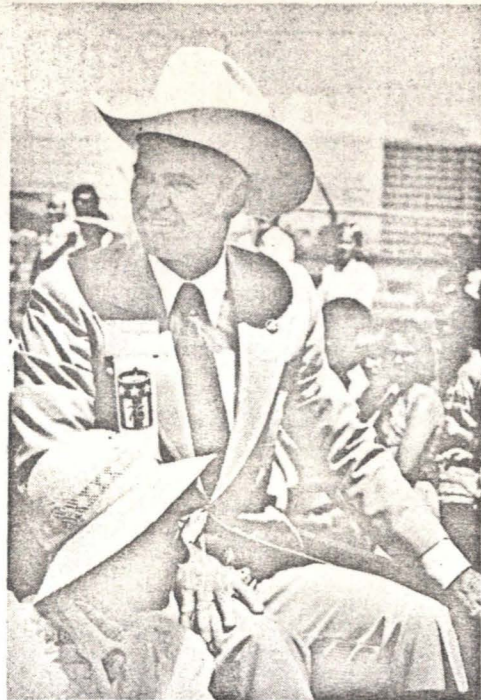
I think back of all the wars that were fought to keep America free and of the trying times this country has gone through—depression, recession, and lastly inflation. These were in the times way before you and I were born and even before our parents were. When you stop to realize it, we're pretty damn lucky to be able to celebrate the Bicentennial. If you lived in Russia or a communist country, I doubt if the government people would even let you think about freedom or of being free.

Of course the enthusiasm is high and the blood is pumping stronger for all the festivities that have passed and that are coming up. There will be fireworks, parades and parties and just about everything that you can imagine—everyone will sing the patriotic songs, "America", "God Bless America", and "The Battle Hymn of the Republic", but how many really understand the words they are singing. The people that wrote the songs you are all singing really understood what they were writing about because something inspired them. . . . PATRIOTISM

Our nation is the only nation which is free . . . you're free and I'm free! . . . this is what we should be celebrating. In my rounds about town, I've been invited to about eighteen 4th of July parties, but no one mentioned to me we were going to celebrate Independence Day, they just said there would be lots of booze, chicks and food there.

People reading this may think I'm just a flag waver and the readers that know me probably think I'm just trying to fill this space in my newspaper . . . but I have thoughts about other things besides the pictures I take in all the night clubs I visit, and my Touch of Beauty column. Being here in America is the greatest thing that ever happened in my life . . . and I hope it is in yours, too . . .

TWO HUNDRED YEARS OF FREEDOM  
HAPPY BIRTHDAY AMERICA!  
DINO



Lakewood parade marshal Duane Pearsall



Among parade dignitaries are Lakewood Mayor and Mrs. James Richey.

# ... with a BANG!

make convertibles any more. And, politicians being public creatures they are, don't relish the thoughts of enclosed autos.

Then, in deference to the car owners' request that signs not be mounted on their cars with anything but magnetic tape which would not remove the paint, Mrs. Guire stayed up till 3 a.m. July 4 mounting magnetic tape.

It had to be done in her garage so she could test the strength of the tape on her own car.

It was all undone as cars hurriedly moved into parade formation and the signs blew off.

A fly-over by jets from NORAD and the

Air National Guard presented its own particular problem.

KHOW Radio had its Sky Spy putzting around over the parade and station employees were horrified with the thought that the jets could sweep it right out of the air.

Parade chairman Carson also grimly considered the possibility that low-flying jet aircrafts would cause horses to bolt and trample others in the parade route.

THE 62 BOOTHS in Lakewood Park and the games planned by the Lakewood Park and Recreation Dept. staff had a steady stream of customers.

The Optimist Club beer booth (with all

proceeds earmarked for youth and community service projects) sold 130,000 cups of beer.

Two thousand eggs were pitched in the egg toss contest.

Chris Schmidt and Mike Norton, in charge of the free acts during the afternoon, auditioned each one and were particularly "duty-bound" to check out the belly dancing number.

Walt Kane, former city administrator, volunteered to secure the evening performers, who also donated their talents at no charge to the city.

Kane had spent Saturday afternoon rehearsing only to encounter the unexpected on Sunday evening—giant gusts of wind which whipped across the football field.

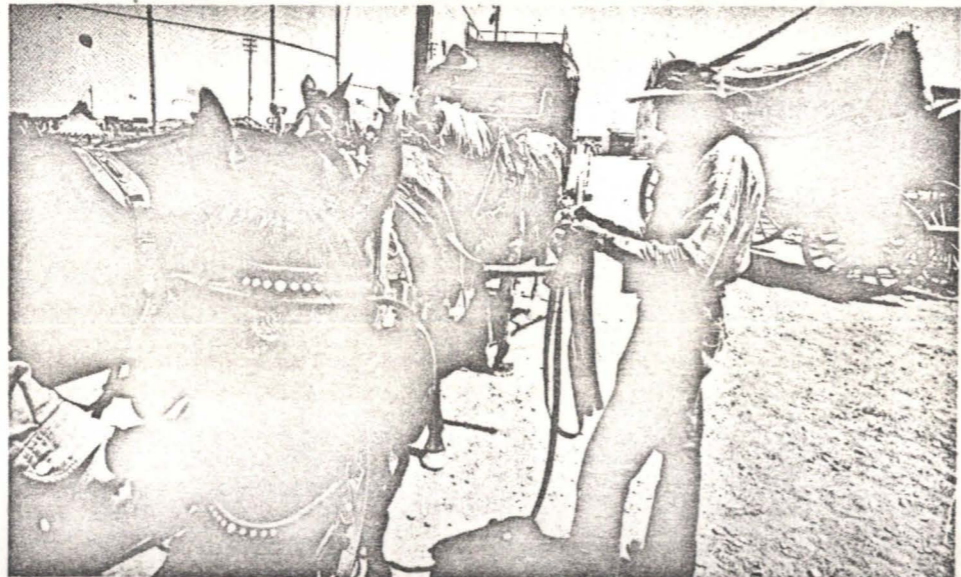
It blew music away, toppled drum symbols, music stands, blew over the sound reflectors, and caused great consternation before the wind calmed.

Weather was a continuing worry that was mapped out prior to the big day. In the case of a downpour, who would make the decision to cancel? And where could these people be reached during the day? Everyone knows in Colorado the heaviest shower which brings an end to an activity can suddenly be replaced by the sun and clear skies.

(Continued on Page 37)



Mr. Senior Lakewood, Elias Pacheco.



Stage coaches surround Ft. Westnaire at Jefferson County Fairgrounds.





