

# Lakewood

# Leader

NOVEMBER 1975



President Lloyd Clements will be joined by the six council chairmen to present the November 6 program. (Front row left to right) Lloyd Clements, Duane Pearsall, Pete Peterson, Dick Hilker. (Back row left to right) John LePenske, E. J. Gabriel, Vince Harris.



# 1976 Program

## BUSINESS DEVELOPMENT COUNCIL

**DUANE PEARSALL — CHAIRMAN**  
**BOB MARSIK — VICE CHAIRMAN**

### STATEMENT OF PURPOSE

Assist in the growth of profits and the improvement of existing member businesses, promote the establishment of desirable new business, provide educational and informational assistance to the business community, and improve community understanding of the free enterprise system.

### PROGRAM OF WORK

Coordinate council activities with Trail Blazers to develop an effective program to increase membership involvement and retention to achieve the goal of 876 members in the Chamber in 1976.

### ECONOMIC DEVELOPMENT

**BILL HENDERSON —  
PROGRAM COORDINATOR**

#### PHASE I

A. Develop a public relations presentation to gain community support for economic development.

B. Research and organize data for a Lakewood information base.

#### PHASE II

A. Continue public relations for community support.

B. Complete an audio-visual presentation package.

#### PHASE III

A. Reorganize the committee for total involvement in program presentations.

### LOCAL BUSINESS SUPPORT

**PAUL OGLE — PROGRAM COORDINATOR**

1. Conduct a series of seminars to assist members with their internal development.

2. Bring together businesses of a common nature to discuss subjects of mutual concern.

3. Assist Lakewood businesses in increasing international trade, including seeking a sister city.

4. Communicate the free enterprise program to employees of Lakewood businesses.

### FREE ENTERPRISE EDUCATION

**PAUL BARR — PROGRAM COORDINATOR**

1. Create a program for a greater exchange of information and ideas between the business community and school administration, teachers, and students at all levels of education in the county — emphasizing such items as free enterprise, productivity, and the need for profit.

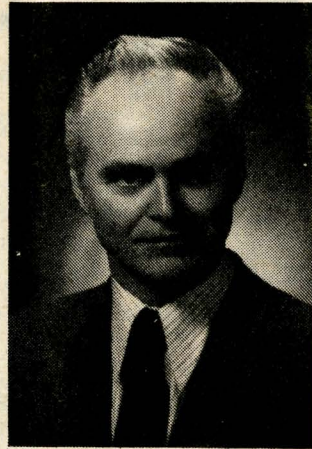
2. Communicate and promote the Business-Consumer Relations Code.

3. Consolidate and coordinate county-wide efforts for economic education in R-1 Schools.

### TOURISM

**OTTO MILLER — PROGRAM COORDINATOR**

1. Achieve a self-supporting operation at the Jefferson County Visitors Center.



DUANE PEARSALL