



Duane Pearsall, right, presents pitcher and tray to Jeff Coors, '86-'87 Chairman of the Board.

I cannot imagine a better time to become involved in CACI and the affairs of our state than right now. My thanks to Jeff Coors for initiating the Blueprint for Colorado. Jeff has served in two roles in the past year, not only chairman of CACI, but also as chairman of the Blueprint for Colorado project. As you may know, the Blueprint is a function of the CACI Educational Foundation; made up not just of CACI members, but having the input and support of key individuals representing almost every business organization in the state. The Blueprint has been used by the U.S. Chamber of Commerce as a model for state-wide economic development.

My emphasis for this next year will be to encourage support for the issues included in Blueprint, which represent the consensus of the business community. Within these eight issue areas, I intend to focus on two issues as high priorities: air quality and rural development.

I would like to characterize the state as one body. If we're suffering from emphysema due to our pollution problems on the east slope, we cannot be effective in addressing the other im-

portant areas of our state. By the same token, if one of the state's arms in Craig or Alamosa is hurting economically, as a body we are crippled.

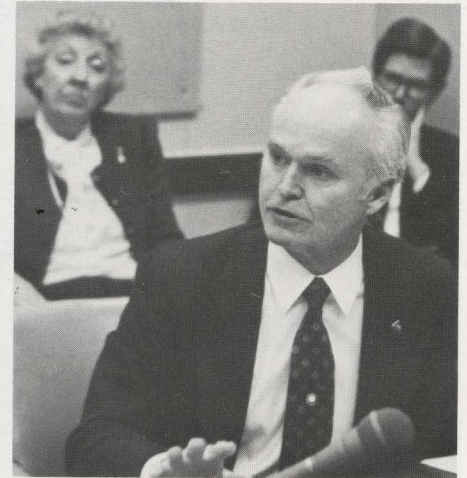
I hope to focus on what I believe to be the state's biggest negative economic issue and that is our brown cloud. The business community has much to lose if we do nothing, yet much to gain if we can mitigate this condition. Each new proposal to reduce pollution will have a cost benefit relationship. Unfortunately, the benefits cannot be accurately assessed. The business community must assume a leadership role as recommendations evolve from technical and economic studies. We must view the high cost of cleaning up our air in the same way we react to a medical bill to cure a serious illness. *We have no choice!* The benefits of controlling air pollution will accrue mainly to the residents of the east slope, but clearly affect the economy of the entire state.

The second issue of priority will be our concern and attention to the support of our rural economy. This will require a good deal of traveling, as Jeff has done in the past year, working closely with the local chambers of

commerce and economic development organizations to find innovative solutions to stimulate local economies.

It is both an honor and a responsibility to accept this job. I have a reputation as having a bias for small business issues. CACI is sending a message to the business community that we represent businesses of all sizes. I can attest to that fact or I would not have accepted this responsibility. CACI through its support for the Blueprint turned the corner as a business organization, embracing all of the major issues affecting both our economy and our quality of life. We have developed an excellent rapport with both the state administration and the General Assembly, creating an atmosphere of cooperation and mutual respect. It is my hope that as a result of our efforts, the membership and the business community in general will feel a sense of pride of belonging as well as a sense of accomplishment. We have a great opportunity and I look forward to this next year with high expectations.

Duane D. Pearsall, Chairman of the Board, 1987-88



Top left: Day at the Legislature brings CACI numbers to the Gold Dome for lessons in business lobbying.

Top right: CACI Chairman Duane Pearsall testifies at a legislative committee hearing.

Above: Students and business leaders share views at Colorado Business Week.



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