

Manchester Evening Herald

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The Methanol Cure

Existing supplies of gasoline could be extended by at least 15 per cent — approximately the amount refinery production has been cut — simply by mixing in a synthetic fuel called methanol, say two members of Massachusetts Institute of Technology's Lincoln Laboratory.

Not only would this help solve the energy problem, but adding 5 to 15 per cent of methanol to gasoline "could produce disproportionate improvements in fuel economy, pollution levels and performance," write T.B. Reed and R.M. Lerner in Science Magazine.

They tested a number of unmodified private cars (model years 1966 to 1972) with varying concentrations of methanol. It was found that fuel economy increased by 5 to 13 per cent, carbon monoxide emissions decreased by 14 to 72 per cent and acceleration increased up to 7 per cent.

Even better results, they say, could be obtained from cars designed to run on 100 per cent methanol. Existing engines could be converted for about \$100. One such converted municipal vehicle has been operating for a year in Santa Clara, Calif.

Well, what is this wonder fuel, and where was it when the bright boys in Detroit were designing gas-guzzling, performance-reducing emission control devices at the behest of Congress and

the environmentalists? Actually, methanol is nothing new. It has long been familiar as the alcohol used for heating food at the table or as the alcohol in Sterno. Antic-gasoline additives generally contain methanol.

About 1 billion gallons of methanol (1 per cent of gasoline production) were manufactured and sold in the United States in 1972 at an average price of 18 cents a gallon.

Most methanol is presently made from natural gas, which is hardly a recommendation for it from a conservation standpoint. But the beauty part is that it can be made from almost any organic substance, including farm and lumbering wastes and municipal garbage.

Since methanol is compatible with gasoline and existing automobiles, the authors recommend that it be gradually introduced as supplies increase. But it should be considered an environmentally beneficial gasoline additive rather than another fuel to be taxed. This, they say, would make methanol-blend gasoline cheaper than gasoline and encourage production all over the world.

If nothing else, it would seem to be easier to build facilities for converting waste into methanol rather than to go prospecting for new petroleum supplies that may or may not exist.

Other Editors Say

Toward Restoring a Balance

So many private colleges and universities are in a precarious financial condition, because of their inability to compete with low-cost public education, that a growing number of states have stepped in where the federal government still fears to tread. Five years ago, only two states offered financial aid that could be applied to independent schools, but today some 35 states have various loan and grant programs that apply to both public and private college within the states.

The reason for the turnaround was summarized recently by New York Assemblyman Peter Costigan, sponsor of a New York proposal for an ambitious aid program. He says the need is "to restore some competitive equilibrium between public and private institutions..." Unless something is done to balance the competitive advantage held by the public institutions, he explained, more and more students will have to attend public schools, thereby increasing the financial drain on state treasuries.

The larger considerations involve questions not only of finance but of fairness and public purpose. Simply put, how can independent schools be expected to compete for the educational dollar with schools that are heavily subsidized out of tax funds? Private schools have been losing ground steadily to heavily-subsidized state universities; if it is our interest to watch all but a handful of them disappear? Are we better off without the diversity and innovation

that independent schools provide?

The federal government has hesitated to aid private schools because many are church-related. Until recently this has also been the attitude of state legislatures. The church-state questions are not without merit, although we find it hard in 1970's America to view it as the dire threat some apparently feel it to be. Many legislatures are coming to agree. Several have amended their constitutions to get around existing obstacles. The most common approach, though, is to give aid directly to students, in the form of grants or loans, to be spent at institutions of their choice. Obviously this approach not only indirectly aids private schools, but not unimportantly, broadens the freedom of choice for the students.

The Christian Science Monitor noted that where students have a choice of using their grants at either private or public schools, the independents appear to do well. In Florida, for example, 53 per cent of funds issued in the first year of the program, 1972, went to students on private campuses.

In any event, the need is not to cut back on public higher education, which has performed a valuable service to American society and will no doubt continue to do so. The need is to narrow the advantage public schools enjoy over private competitors, and to provide a healthy element of diversity. — Wall Street Journal



"Fancy meeting you here."

Capital Fare

Andrew Tully
We Can't Afford It

WASHINGTON — What the House did the other day, in rejecting a bill for a four-year, \$1.5-billion American contribution to assist the world's poorest countries, may be wrong in the long run. Perhaps the future issue of war and peace hinges on our continued acceptance of the role of our foreign brother's keeper.

Yet I do not think the House failed its constituents, who after all are the people of this country. I think instead that its 248 to 156 defeat of a proposal to contribute that \$1.5-billion to the World Bank reflected the people's mood.

Some of my colleagues are kicking around phrases like neo-isolationism. Nonstate Americans are not trying to divorce themselves from the world. The mail shows their awareness of our stake in, say, Middle Eastern developments. They may wish the rest of the world would go away, but they know it won't. What the House vote showed was that in one area, at least, its members were reacting to the feeling back home that this is not the time for new commitments abroad.

We can't afford it. Foreign aid was fine when pork chops were selling for a cent a pound and we seemed to have more of everything than we could ever use. New foreign aid programs are wrong today because it is time to look to our own domestic problems. A look at the vote suggests that it was Main Street that it was Main Street that they would receive. In short, the money would flow out of the United States to the poorer countries and wind up in the coffers of the oil-producing Arab states.

Notes to that. The average American does not always expect his foreign aid to benefit only his country's friends, but he is not interested in paying taxes to support unfriendly governments and help swell the bank accounts of Arab sheiks who slapped an oil embargo on the U.S. That's not neo-isolationism. It's the kind of horse sense that tells him not to be a complete fall guy for the "richer" countries are doing.



Max Lerner
Comments
Lifestyles in the Life Cycle

This is the fourth in a series of five articles on emerging values and lifestyles entitled "NEW BIRTH OF VALUES."

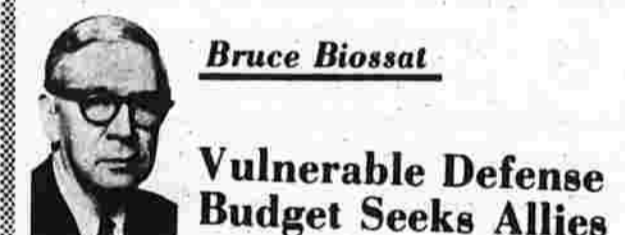
NEW YORK, N.Y. — There is a new climate surrounding us, and it turns on changes in our lifestyles all the way from birth to death in the life cycle. There are fewer children being born because the parents are making a choice between unlimited parenthood and free life options for themselves. The child is more likely to come by natural childbirth, to let the mother savor the experience and go along with it.

He (or she — but I'll use "he" for short) won't be separated from his parents in the earliest years. I like the constant interplay I see between infant and parents of hugging and stroking and laughing, to keep the child from getting intellectually sluggish or emotionally frozen. I like to see the mothers, even in the comfortable income groups, dressed simply, as if America were repeating the frontier experience.

There is a different story about the improved welfare children, whose lifestyles is likely to be paths. Changes in attitudes usually come in the groups where there is hope, not hopelessness. I watched a tribute to Martin Luther King on TV and was impressed by the buoyant self-confidence of the black community taking part. As leaders themselves they were hangers of possibility for their fellows.

In school the child is having difficulty with reading and writing. But the teachers in the lusher schools, who are not wrestling with discipline problems, are bringing in new special skills to teach decision-making and inbuilt values even among the very young.

The short-lived rebellions of the 1960s in high school and junior high have given way to a bluejeaned, longhaired fumbling for a way out of the traditional confusions of adolescence. The drug scourge, and how you living before the urging which God is giving you in today's texts? Attend a church tomorrow morning and let the congregation share with you Jesus Christ, and a personal knowledge of him. God sent him into the world to complete your life and the lives of your children. Accept his invitation to inquire into that complete life with some congregation tomorrow morning. (Colossians 2:10) Norman E. Swensen, Pastor, Trinity Covenant Church



Bruce Blossat
Vulnerable Defense Budget Seeks Allies

The President's top budget-makers, in face-to-face meetings with the appropriate congressional committee chairmen, have already laid groundwork for selling the new defense budget which will raise some \$7 billion to \$8 billion in fiscal 1975 expenditures.

But the elements of that sizable advance from present spending levels are complex. That probably will make the defense package vulnerable to critics at more points than usual, and compel both the President himself and Defense Secretary James Schlesinger to do very heavy missionary work.

The proposed fiscal 1975 spending increases cover higher defense manpower pay (mandated by Congress), modernization of the Vietnam war, funds to improve the military's "state of readiness," aid to Israel and higher Trident missile — bearing submarine fleet designed ultimately to replace the existing Polaris-Posedon sea-based nuclear shield.

In an interview, Deputy Director Fred Malek of the Office of Management and Budget said Director Roy Ash and he had made personal rounds on Capitol Hill to discuss with the concerned committee chairmen all aspects of the newly shaped annual budget. Inevitably, however, this tactic, innovative as it did not reach the Defense Department's most vigorous critics on the spending issue. They will be heard from in force, with possibly more backup support than customary. Malek makes what seems an incontestable point — that defense outlays for fiscal 1975 must go up at least \$5.5 billion simply to cover the mandated pay increases and the linked boost in military retired pay. "Outside" analysts at the Brookings Institution, the research organization, are on record as saying annual defense spending would climb at roughly this pace (if not more) for the remainder of this decade.

Vernon P&WA Commuter Bus To Start on Monday

Starting Monday a commuter bus, leaving from the Vernon Center Middle School, will accommodate workers for the 8 a.m. to 4:45 p.m. shift at Pratt & Whitney Aircraft, East Hartford.

This is the second commuter bus leaving from Vernon. One to Hartford started last Monday and Bradford Wright of Post Road Stages Bus Co. which is running the route, reported Friday that interest in the Hartford bus has picked up considerably since the first day.

Wright said the run Friday had 47 passengers. On Monday there were only 30. The one to start this coming Monday will leave the Middle School parking lot at 7:20 a.m., five minutes after the bus for Hartford leaves. It will follow the highway to the Pratt & Whitney in East Hartford, cross Silver Lane to the air-

Andover Phys Ed Program Planned Monday

A physical education program will be held at the elementary school Monday at 7:30 p.m. Coach Mike Zotta from Rham will be there with students to demonstrate basic gymnastic skills and outline a basic program.

Emphasis is put on the importance of physical education and what can be done without the use of a gym. The movement for a physical education program was started by the parents to help prepare Andover students to enter Rham.

The committee heading the program feels the ultimate goal to build coordination and self-confidence cannot be achieved on the playground. They are seeking the approval of the school board to hire a part-time physical education teacher. Much of the needed equipment has already been obtained. Several fundraisers will be held to help defray the cost of the rest of the equipment.

About Town

Dr. and Mrs. Burton Meisner Junior Museum from 2 p.m. to 5 p.m. Everyone will enjoy participating in the afternoon's activity of cookie decorating.

NOTICE

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Indian Valley YMCA Plans Classes For Elementary Students

The Indian Valley YMCA is offering several classes for elementary school students beginning Feb. 11 and continuing for an eight-week period.

Recreational gym activities are being offered for girls aged 6-8. These classes will be held Wednesday afternoons at the Vernon Elementary School, Rt. 30. Emphasis will be placed on learning group games, team work and sportsmanship.

These activities will be led by Miss Pam Aceto. At the Tolland Middle School, beginners gymnastics will be offered for boys and girls aged 8-12 years. These classes will be held on Wednesday nights and on Tuesday nights at the Tolland Middle School.

Adult Courses Prove Popular

VIVIAN KENNESON Correspondent Paul Feeley, director of Adult Education, said the response to the evening program was ahead of last semester with approximately 230 persons registered.

Nearly all of the sixteen courses offered are filled, with only one, community chorus, having to be canceled. There are still openings in the two first-aid, standard courses being offered Mondays and Thursdays from 7 to 9 p.m.

Members of the Tolland Volunteer Ambulance Association will be teaching the First Aid courses. Feeley said he hopes to expand the courses offered in the fall, probably with a goal of 500 registrants.

Classes for this semester will begin on schedule Monday, Wednesday, and Thursday for the ten-week period. First Aid course A morning first-aid course will be offered by the Tolland Volunteer Ambulance Association beginning Feb. 11 at 10 a.m. at the Congregational Church.

The course will be on the same schedule as the two courses offered through the Adult Education Program on Monday and Thursday evenings. If classes are missed in any one of the courses persons may make them up at any other classes. Babysitting and refreshments will be available at the morning

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Michael
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Gowen,
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Especially for young readers

The Mini Page



Distinguished Achievement Award Winner 1973

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By BETTY DEBNAM

Guess What! The Tooth Fairy has a Cavity!

This is National Children's Dental Health Week, a special week set aside by the American Dental Society to remind children to take good care of their teeth all year long. Here is a make believe story about a little tooth fairy who had a problem.



Once upon a time there was a good tooth fairy who was so busy leaving surprises for boys and girls that she did not take time to care for her own teeth! She had to go to the dentist! You can imagine how surprised he was to see her name in his appointment book! He had some important things to tell her!



Your toothbrush.

Your toothbrush bristles should be straight and firm. When they get worn and curly, throw it away. A lot of dentists feel that a toothbrush should not last longer than a month. Use a soft or medium-soft brush since you will be brushing your gums!



Brush your gums!

Gums should be firm and pink. Your dentist will show you how to brush them. If they are puffy and swollen, they need professional attention. People with unhealthy gums spit out blood when they brush their teeth. Healthy gums are important for a healthy mouth.



When to brush!

Brush your teeth after every meal and after eating sweets. Since you are still in school at lunch time and sometimes can't brush, take a mouthful of water, swish it around and swallow. Be sure to brush after breakfast and supper. Brush up on the lowers and down on the uppers. Use fluoride toothpaste.

Use dental floss!

Plaque is a fuzzy film of bacteria and food particles that builds up on your teeth. To get rid of it, you should floss once a day. When you floss, you slip a dental tape between your teeth and pull it back and forth a few times to scrape off the plaque. Chew a disclosing tablet to see how well you have done.



What you eat!

What you eat is important to your health and your teeth! Try saving sweet snacks for after meals. Avoid eating sticky, sweet treats in between. When you do eat them, brush your teeth right afterwards. Try eating some snacks that are good for your teeth, too!



The fairy had a hole called a cavity in her tooth. The dentist cleaned out the germs that were causing the decay and put in a silver filling. He reminded her to come to see him twice a year, like every smart boy and girl and tooth fairy should.

The snaggle tooth girl puts her tooth under her pillow so the tooth fairy will bring her a surprise. Wonder what it will be!



The Mini Page won an Award of Merit in the 1973 Science Writers competition sponsored by the American Dental Association for last year's story, "Plaque Free in '73."

Puzzle-le-do™

Valentine's Day

- ACROSS.
- February 14 is _____'s Day.
 - Hearts are _____.
 - I love _____.
 - What sweethearts call each other.

- DOWN
- Some lovers send them.
 - You see them on _____.
 - Valentine's Day is _____ about _____.
 - A Valentine's gift you can eat.
 - He carries a bow and arrow.
 - What Cupid shoots.



ANSWER BLOCK

ACROSS

1. Feb
2. He
3. I l
4. S
5. V
6. C
7. C
8. C
9. C
10. C

DOWN

1. L
2. L
3. L
4. L
5. L
6. L
7. L
8. L
9. L
10. L

Hold up to the mirror to read.



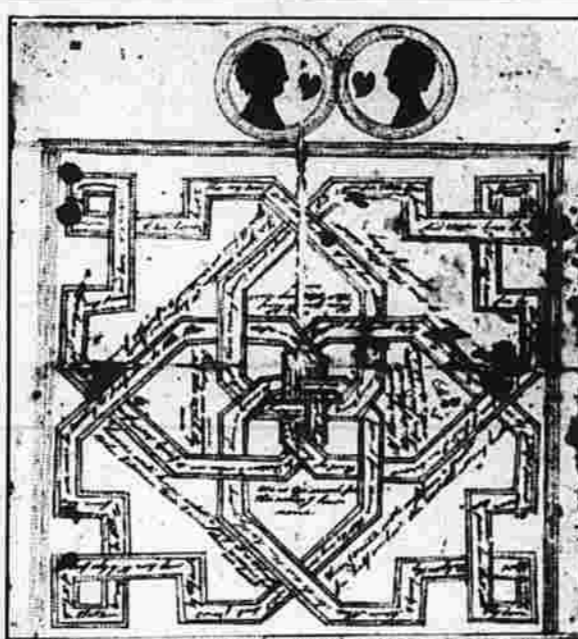
Children all over the country will soon be giving and receiving Valentines!

February 14 is Valentine's Day

Entertainment

Hello, Tom Chapin

Tom Chapin is the 28-year-old host for the television series, "Make a Wish." A native of New York City, he began his singing career as a choir boy. His father is one of the country's most outstanding jazz drummers. Tom is one of 10 children, so he feels right at home with young people. He is a good athlete and even turned down a chance to try out for professional basketball for a singing career. He plays the guitar.



St. Valentine's Day became very popular in this country in the 1800's, about the time of the Civil War. At that time, it was a much more important day than it is now. Valentines were made by hand with beautiful materials and ribbons. Although it is not as popular as it once was, it is still a very important date for boys and girls today!

This Valentine was called a "love knot." It was sent sometime during the 1800's.

Photo courtesy of the North Carolina Museum of Archives and History

How Do You Say "I Love You" in Different Languages?

GERMAN



ICH LIEBE DICH
(eesh-leeba-deesh)

SPANISH



TE AMO
(tay-ah-mo)

FRENCH



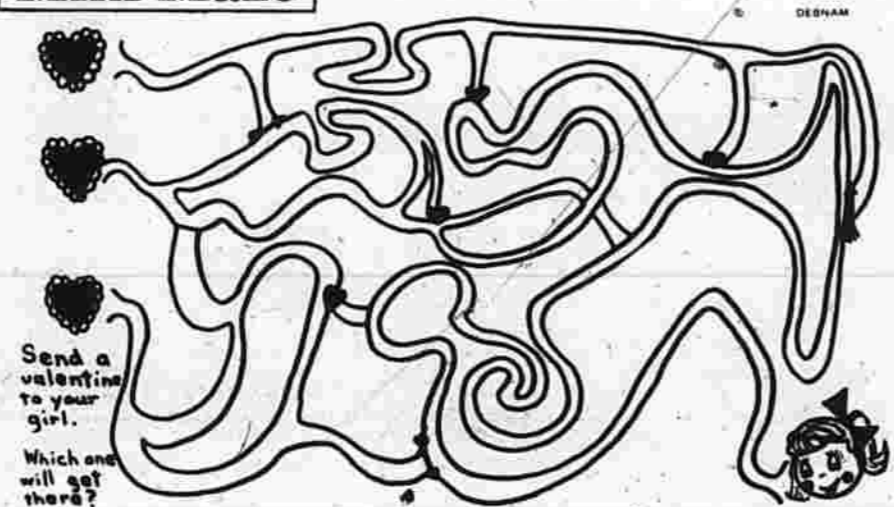
JE T'AIME
(ju-tim)

CHINESE

This is how you write "I love you" in Chinese!



Mini Maze™



Send a valentine to your girl. Which one will get there?

Secret Code: Each number stands for a letter in the alphabet. The number 1 is A, number 2 is B and on through the alphabet. What does this say?

9 12 15 22 5 25 15 21

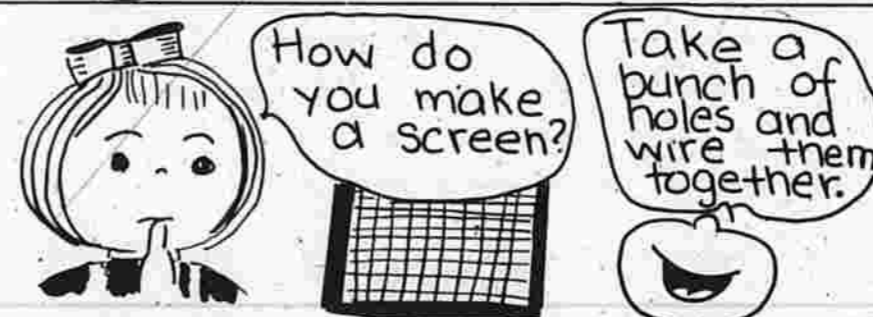
Super Sport: Norm Sloan

Norm Sloan is one of the most successful college basketball coaches in America. He has been named Coach of the Year in three different conferences. In 1972-73, the colorful Sloan directed North Carolina State to a perfect 27-0 record. Before going to State eight years ago, Sloan built strong programs at Presbyterian, The Citadel, and Florida. Norm, who is 47 years old, played at State in the late 1940's. For the Sloans, basketball is a family affair. His wife Jo Ann sings the National Anthem before each home game and his son Mike serves as the Wolfpack's team manager. Sloan, a flashy dresser, is also involved in community work.



This dentist is an orthodontist. He straightens children's teeth.

Mini Jokes™



Careers in Dentistry

A general dentist fills cavities, pulls teeth, and shows and tells his patients how to have a healthy mouth.

An orthodontist (or-tho-DON-tist) straightens teeth and brings them into their right places in the mouth.

Some dentists work on patients with special problems, such as lost teeth and unhealthy gums.

A dentist has helpers.

A dental hygienist cleans and polishes teeth and tells patients about dental health.

A dental assistant helps at chairside and also tells people how to care for their teeth. The assistant may also keep the appointment book.

A dental technician makes the tools that the dentist needs.

To be a dentist, you must go to undergraduate college for two to four years before going to dental school for four more years. If you plan to work in a special field, you go to dental school even longer.

Our section is a healthy neighborhood for children and adults, too! Here are Harry and his dad out for an early morning jog.



Mini Do™: Make A String Mobile

What You'll Need:

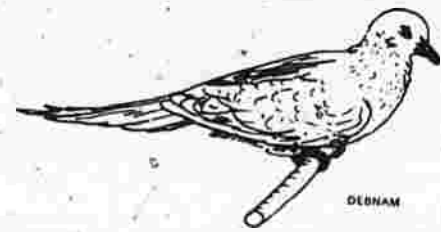
- Balloon
- Liquid starch
- Yarn, string, sewing or embroidery thread



What To Do:

- Blow up the balloon and tie the end.
- Cut off about a yard of yarn, string or thread. Dip it into a bowl of starch which has been mixed half-and-half with water. Pull between the thumb and forefinger to wipe off extra starch (the forefinger is the one next to your thumb).
- Wrap string around the blown up balloon. Create a pattern.
- Do this over and over again using different colors of yarn or thread. The balloon does not have to be completely covered.
- After the starch has dried, pop the balloon. Handle with care! You can make red ones for Valentine's Day!

Bird of the Week: The Dove



Since doves live in pairs and are very loyal to their mates, they have been the symbol of love and peace for centuries. The Eastern mourning dove is dull brown with gray wings. The doves we draw on Valentines are usually white. Doves make a sweet sound. They say, "coo-ah, coo, coo, coo."

Did you know that birds don't have teeth and swallow their food whole?

Letter Hunt—find things in this picture that begin with kn.



ANSWER BLOCK

- knock
- knave
- knave
- knave
- knave
- knave
- knave
- knave
- knave
- knave

Hold this up to the mirror to see if you are right!

Try 'N Find: Snacks!

These are some snacks that are good for your teeth. They are hidden in this block of letters. They run across and down. See how many you can find.

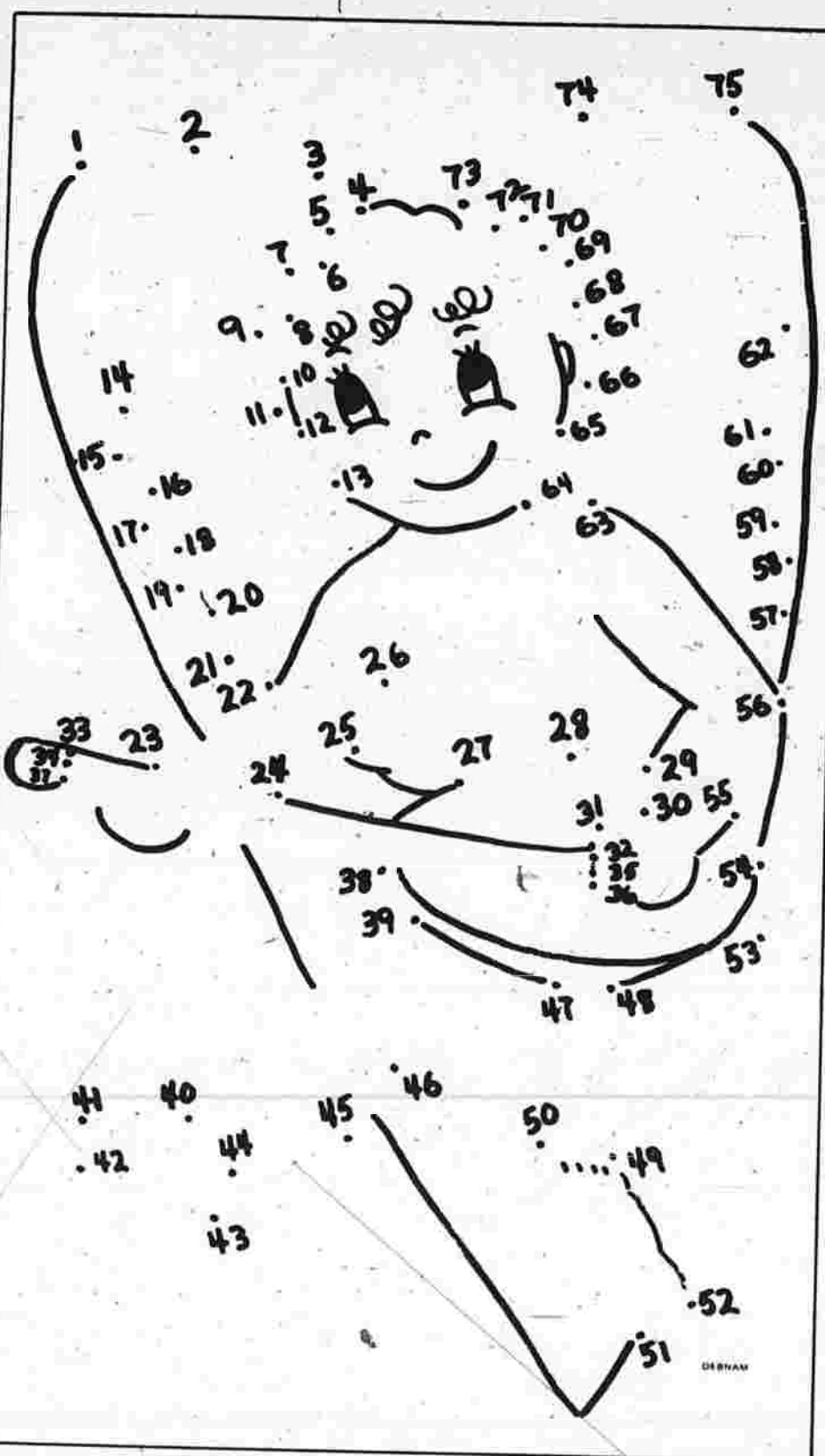


SANDWICHES
CARROTEAGF
VBREADLKOR
EHVXQTEURU
GSZYAWRLAI
EPBETFYONT
TOMATOESGJ
APFCMILKEU
BCRIPRMESI
LOUPEANUTC
ERITCHEESE
SNTDAPPLES



ANSWER BLOCK

- DOWN: vegetables, popcorn, fruit, celery, oranges, fruit
- ACROSS: sandwiches, carrot, bread, apples, tomatoes, milk



What Would You Do?



You are standing in line waiting for a movie. A friend of yours is ahead of you. You know that he would let you join him. What would you do? Talk it over with your teachers and your parents.

1974 membership directory and buyer's guide



Member 1974

action progress report



Edward M. Kenney
Chairman Of The Board

Message From The Chairman Of The Board

The Greater Manchester Chamber of Commerce is now in its 73rd year. In that time the Chamber has emerged as a highly recognized agency of the Manchester area business community. It has demonstrated its commitment and its effectiveness in assuring Manchester's total livability.

The key to the Chamber's success remains today in the effective partnership between the volunteer businessman, the Chamber professional staff and the Manchester community-at-large. We feel it most important for you, the residential community, to have an opportunity to

see what, we believe to have been last year, the product of this effective partnership. This is the first time the Chamber has produced a membership directory and buyers guide. We hope you will take the opportunity to read it and to see the progress the Greater Manchester Chamber of Commerce has achieved over the past year.

We want to express our sincere appreciation to the volunteer members of the business community who have made this productive record possible.

Edward M. Kenney
Chairman of the Board



Richard G. Clark
President
Chief Executive

Your Directors



Everett J. Livesey
Vice President
Urban Affairs



Burl L. Lyons
Vice President
Organizational Affairs



George Shenkman
Vice President
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Robert L. Nelson
Vice President
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Richard S. Lawrence
Director

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Leonard Pukinakis
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Walter A. Carter Jr.
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Directors

- Miss Katherine Giblin
Director
- Donald R. Sherman
Director
- Robert Charnas
Director



Gail Burch
Director Of Retail
And Consumer Affairs

Invitation to Membership

We accept the Chamber's challenge to make the Greater Manchester area a better place to do business and a better place to live. So... we subscribe \$_____ as our

Semi-Annually Annually

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Signature _____ Telephone _____

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Perspective

Reflecting over the past year, the Chamber has made dramatic changes in its scope and direction.

Chambers of Commerce across the country have given careful internal study in evaluating effectiveness and productivity in short and long range planning. Manchester also conducted this thorough analysis. This process for us in Manchester was realized through the National Chamber's accreditation program. The Manchester Chamber was awarded the continuation of its accreditation for another five years. This is significant to us because it makes the Chamber one of three Chambers in Connecticut which are accredited — New Haven, Hartford, Manchester — and additionally it makes us one out of 236 in the nation which have achieved this high national honor.

For us in the Chamber and for you, the residential community, the significance goes beyond an accreditation seal. Through this process, the Chamber completely redirected its emphasis to a broader community program in urban problem solving. By this, the financial resources of the business community have been harnessed and channeled through the Chamber to work to seek solutions to major problems affecting the Manchester community. This means in addition to the valuable tax dollars provided to the Town of Manchester in its efforts in this direction, the volunteer resources of the business community, coupled with a professional staff at the Chamber, are now working hand-in-hand with town

government to make your tax dollars more effective.

The Chamber also serves the business community directly through its Business Services Division. Operating a business in today's economy and throughout one of the nation's most serious problems, the energy crisis, is not easy. The Chamber has taken a tremendous interest and has accepted significant responsibility in seeking solutions and alternative courses of action for Manchester and its business community in surviving the energy crisis. The problems are serious and, what is more important, is that they could become even greater and pose more of a threat to all of us in Manchester.

The Chamber has met with local, state and national representatives to seek a course of action for Manchester's survival in this crisis. We have launched many programs, Citizens Energy Action Council, Independent Garage Owners Advisory Committee, high level Energy Crisis Task Force, just to name a few. We have met with our Washington congressional delegation establishing channels for federal communication of Manchester's concerns. As President of the Chamber, I can assure you that our commitment to this survival will continue.

Tomorrow always arrives sooner than we anticipated. Will we be prepared? How can we best be prepared? How are we going to be prepared?

In order for us to continue to be effective, the Chamber must have



Richard G. Clark
President

total support of its business community and, in light of its new urban problem solving program, the residential community. Today the Manchester Chamber represents more than 333 Manchester business firms representing an employment of over 25,000. You can count on this group's commitment to Manchester. We still however encourage other businesses who have not to date made this commitment to our town to join with us in our efforts. We share a deep pride in Manchester and want to continue to strive for its excellence in the future. We hope this report will provide you with some insight as to the Chamber's productivity and will serve to inspire these businesses to become a part of this most important challenge.

Richard G. Clark
President

Chamber Streamlined Through Accreditation Process

January 1973

Forms three divisions

- Urban Affairs
- Organizational Affairs
- Business Services

Develops 25 recommendations for organizational strengthening

June 1973

U.S. Chamber awards Manchester five year reaccréditation

National recognition Washington salutes Chamber

• Secretary of Commerce
Frederick B. Dent

• Secretary of Housing
& Urban Development
James T. Lynn



Among those at the final accreditation luncheon were, from left, Everett J. Livesey, chairman of the program of work; Leo Juran, chairman of

membership and finance subcommittee; Richard G. Clark, president; and Paul Sheltz, accreditation chairman.



The accreditation executive committee plans the course of action. From left, Joseph Garman, John A. DeQuattro, Roy C.J. Normen,

Richard G. Clark, Paul Sheltz (chairman), Alfred P. Werbner, and Edward M. Kenney.

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Urban Affairs Division



Everett J. Livesey
Division Vice President

Goal 1

Revitalization of All Business Areas With Major Concentration On Downtown

- Chamber active participation on Mayor's Downtown Action Committee.
- Supported the contracting of Brown, Donald & Donald for \$20,000 for one year consulting services for revitalization efforts for downtown.
- Supported Town appropriation of \$50,000 for the improvement of Funnell Place. Presented formal public testimony at Town Directors meeting.
- Launched five point revitalization study area program including: 1) Downtown Concept Task Force, 2)

- 3) Operation Up-lift Task Force, 4) Downtown Commercial Contact Task Force, 5) Downtown Improvement Study Task Force.
- Attendance by top business leaders to Northampton, Mass., Conference Voluntary Leadership Workshop to seek ways towards solutions to urban problems.
- Assisted parking subcommittee in its successful efforts to seek temporary restoration of diagonal parking to Main Street.



Over 150 top business leaders meet with local and state officials to identify five priority urban issues. Outcome: "The Commitment to the Challenge of Tomorrow."



Robert Weinberg
Chairman



The official launch dinner on October 3, 1973 for the Commitment to the Challenge of Tomorrow with Governor Thomas J. Meskill delivering the keynote address. Head table, left to right: Mrs. Edward M.

Kenney; Richard G. Clark, Chamber President; William R. Johnson, Program Chairman; Thomas J. Meskill, Governor; John W. Thompson, Mayor; The Rt. Rev. Msgr. Edward J. Reardon.

Goal 2

Urban Traffic, Parking And Transportation

Irving Bayer
Chairman

- Spearheaded efforts in five study areas in seeking solutions to parking, traffic, and urban transportation problems.
- Completed Downtown Attitude Survey with over 100 downtown views on new parallel parking system.
- Completed Consumer Attitude Survey by person-to-person interviews and telephone canvass seeking the public's view of parking and traffic problems on Main Street.

- Conducted meeting with Department of Transportation Commissioner Joseph B. Burns and DOT staff in seeking temporary restoration of diagonal parking for Main Street through the Christmas holiday season.

- Presented testimony at DOT public hearing in Manchester pushing for

- completion of I-84 connector.
- Exploration in efforts to improve public transportation for Manchester residents.

- Commenced efforts to meet with local officials seeking implementation plans for Manchester TOPICS program.

- Presented public testimony at Town Directors meeting to push for Colonial Road instead of Parker Street to be official access highway to Manchester Industrial Park.

Goal 3

Continued Improved Educational Quality and Career Opportunities For Manchester's Youth



Robert Charnas
Chairman

- Spearheaded plans for Manchester National Aeronautics & Space Administration (NASA) Education Week in cooperation with Manchester Board of Education.

- Spearheaded efforts to bring lunar sample and space exhibit of NASA for public exhibit at Mary Cheney Library.

- Presented public lecture-demonstration of NASA team for over 185 town residents outlining space and earth exploration through NASA.

- Sponsored "Insight '73" luncheon for Manchester community and business leadership featuring world renowned scientist Dr. Isidore Adler.

- Presented "Teacher Welcome" and introduction to Manchester for new teachers in Manchester Board of Education.

- Chamber participation in Manchester High School Career Day activities.

- Chamber Executive Vice President addressed selected business education classes at Manchester High School in "Entering the World of Business."

- Chamber launches "Voluntary Office Support Assistants," an on-the-job training program completed last year by five students of COEP program at Manchester High School Business Department.

- Conducted Chamber forum in the development of a formal position on

Goal 4

Seek Solution To Manchester's Problem In Crime, Including Vandalism, Shoplifting, Drug Abuse



Kenneth Hankinson
Chairman

- Spearheaded a comprehensive "Anti-shoplifting Seminar" attended by over 54 Manchester area merchants and guests from Manchester Junior Women's Club—a cooperative effort with the Chamber's Retail Trade Commission.

- Commencement in exploration of solution-seeking programs for Manchester's evaluation of the judicial system.

- Investigation into the development of an "Alcoholism in Business and Industry Program" as a form of drug abuse.

- Conducted exploration meetings with leadership of Drug Advisory Council in assistance of business community in commencement of a "Court Outreach Program."

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Goal 5

Seek Responsible Cooperation
Between
Citizen's
Groups



Walter S. Kucek
Chairman

- Initiated a citizens group effort in energy conservation by the Chamber formation of a 24 member "Citizens Energy Action Council." (Representative groups of: Community Services Council, Connecticut Natural Gas Corp., Connecticut State Employment Service, Conservation Commission, Hartford Electric Light Co., League of Women Voters of Manchester, Manchester Jaycees, Manchester Junior Women's Club, Manchester Property Owners Association, Senior Citizens Center, Town of Manchester, YWCA.
- Citizens Energy Action Council's development of "Emergency Measures for Water and Heating System Drainage" proved invaluable during storm Felix (December, 1973).
- Spearheaded exploration of the development of a "Manchester Commission of the Arts."
- Launched an investigative program for potential funding sources for arts commission.
- Development of a "Citizen's Emergency Preparedness Kit" for home use in storm outages.

needs beyond the goals

Environment And Beautification Committee



Stephen L. Romeo, M.D.
Chairman

- Conducted and completed comprehensive analysis of goals and objectives for Chamber's environmental and beautification efforts.
- Chamber urges appropriation of \$167,000 by the Town of Manchester for its share in the purchase of Case Mountain. Chamber presented on several occasions public testimony urging town action on this appropriation.
- Conducted the first "Insight '73 Breakfast Seminar" on Connecticut's Inland-Wetlands Water Courses Act with featured speakers Stephen Thomson, State Environmental Protection, Mrs. Theresa Parla, Chairman, Conservation Commission, J. Eric Potter, Town Planner.
- Launched "Manchester Environmental Action Month" with the design of new action logo.
- Assisted in implementation of plans for "11th Annual Scout Clean-up Day" with over 25 Scout troops participating and cooperation from Burger King.
- Chamber executive assists third graders in Waddell School in clean-up planning activities during Environmental Action Month.
- Scheduled clean-up activities for Salter's Pond as neighborhood park and nature area in cooperation with members of Explorer Post 112 and Boy Scout Troops 96 and 362.
- Worked in exploration plans with Manchester Jaycees in construction of a footbridge at Salter's Pond in the Lydall Brook area.
- Committee personnel work towards efforts to keep shoreline open with

Hockanum River Coordinating Committee

- Completed, in a continuing program, the planting in the Main Street planters in cooperation with Girl Scout Troops 670 and 15, Recreation Department and Vasa Scandia Lodge #23.
- Chamber Environment and Beautification Chairman appointed by Mayor for service on eight man Manchester Advisory Committee on Environmental Impact.
- Presented action plan to Town Public Works Department for control of roadside weeds to increase life cycle of town sidewalks and curbs.
- Successfully conducted "outstanding year" in Memorial Tree Planting Program with over 180 memorials.
- Presentation of "honored" environment and beautification recognition awards to: Grantland Nurseries, Manchester Garden Club, Perennial Planters Garden Club, Cavey's, Manchester Savings & Loan Association, and Savings Bank of Manchester.
- Launched "Center Park Anti-litter Campaign" with newly designed posters, "It's Your Park, Help Keep It Clean."
- Launched memorial tree planting at Manchester Memorial Hospital.

Organizational Affairs



Burl L. Lyons
Vice President
Organizational Affairs

- Formed new "Contact Club" to assure Chamber expansion programs.
- Formed Ambassadors Club — a VIP group outfitted in new Chamber colorful blazers for honored affairs and ceremonies.
- Formed Legislative Action Council to evaluate pending legislation — local, state and national — affecting the Manchester business community.
- Upgraded the Chamber newsletter to top quality "NEWS" professionally typeset and printed keeping membership informed of action.
- Introduced and successfully passed "Presidential Privilege" bylaw change permitting Chamber chairman to appoint up to three members to the Board of Directors for the president's existing term of office.
- Instituted "LIP Service" (Leadership Identification Process) for identification of strong talented future business leadership for Chamber.
- Instituted "Membership Preference Profile" — a strengthening method in achieving more involvement of the broad membership base.
- Created "Policy Review Task Force" to comprehensively review, upgrade and recommend improvements in Chamber past policies.
- Completely revamped the Chamber dues schedule and established "Fair Share Investment Schedule" which provided for a fair equitable system for all members in the establishment of their Chamber financial investment.

Contact Club



Dean Gates
Chairman

- Produced Chamber membership development kit.
- Developed overall membership expansion program — produced 36 new members representing initial investments of over \$3,500 of needed financial revenues.
- Produced new Greater Manchester Chamber membership decal.

Annual Meeting Committee



William E. Fitzgerald
Chairman

- Planned and implemented Chamber's 72nd annual meeting attended by over 250.
- Commenced Chamber first demonstrated concern in the Energy Crisis by 2nd District Congressman Robert H. Steele's challenge to business, civic and governmental leaders in attendance.
- Presented coveted "M" Award to Dr. Charles E. Jacobson Jr.
- Planned for presentation of past president's award.

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Public Relations Council



Jeff Jacobs
Chairman

- Developed "Promotional Ideas for Manchester Business" — a creative four-plan approach for grand opening.
- Assisted in the production of multi-media presentation of "Commitment to the Challenge of Tomorrow."
- Instituted a "Know Your Chamber Member" as a weekly public service in the Manchester Evening Herald and radio station WINF/CBS. Over 50 Chamber members were featured during the past year.
- Presented Outstanding Service Awards to:

Roy C.J. Normen
Alfred L. Perrault
Dr. Douglas H. Smith

- Presented Certificates of Appreciation to the NASA team from Goddard Space Flight Center. Additionally, the awards were presented throughout the year to volunteer faculty members in Chamber seminars and volunteers from the community who contributed outstanding service to the Chamber.

Solicitations

- Solicitations Control Committee reviewed over 25 applications for Manchester solicitations. This service protects local business from an overburden of solicitations.



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George T. LaBonne
Chairman

Legislative Affairs Council



- Co-sponsored "Meet Your Candidates" with League of Women Voters attended by over 150 residents, involving 22 candidates for offices of Town Directors, Board of Education, Treasurer and Town Clerk.

- Chamber formal legislative testimony items:
Purnell Place
Downtown Consultant
Parker Street — Colonial Road
Case Mountain
Urged local control of Inland-Wetlands Water Courses Act.

George T. LaBonne
Chairman

Business Services Division

Retail Affairs

- Establishment of the "Retail Revitalization Team."
- Team conducted comprehensive study of the needs of the retail community.
- Developed and funded the full-time staff executive position of Director of Retail and Consumer Affairs.
- Graduated 15 top retailers from Retail Executive Management Seminar, "New Dimensions in Retailing."
- Formed streamlined key town-wide retail representative organization — Retail Trade Commission.
- Conducted "Anti-shoplifting Seminar" involving over 54 retailers and guests from Manchester Junior Women's Club.
- Sponsored "Insight '73 Breakfast Seminar" on Phase IV for retailers.
- Launched comprehensive "Consumer Affairs Department" within Chamber.
- Developed new colorful blue and white decal "We Prosecute Shoplifters" for retail members.
- Commencement of "Consulting Services" for retail member firms.
- Chamber activates "Emergency Plans" during December ice storm.
- Met with Gov. Thomas J. Meskill to



George Shenkman
Vice President
Business Services

- urge relaxation of Sunday Selling Laws for storm Sunday.
- Coordinated Chamber business emergency actions in recovery from storm.
- Developed comprehensive "Energy Conservation Program for Retailers."
- Publicly defends retailers in conservation efforts.
- Operated "Consumer Affairs Department" handling retail complaints for member retail firms.
- Activates "Emergency Plan" during Manchester tornado assisting disaster businesses.

Contractors and Fuel Energy Action Oil Divisions



Leonard Pukinskis
Chairman

- Conducted regular meetings throughout the year.
- Sponsored "Insight Forum" on OSHA regulations.
- Sponsored "Insight '73 Breakfast Forum" featuring State Attorney General Robert K. Killian on fuel crisis.

- Formation of 22 member Energy Crisis Task Force.
- Keynote address by 2nd District Congressman Robert H. Steele at 72nd annual meeting.
- Development of comprehensive "Energy Conservation Plan" for total business community by Chamber business classifications.
- Creation of Citizen's Energy Action Council" representing over 12 community organizations.
- Spearheaded efforts with Connecticut State Department of Consumer Protection in launching Consumer-Gasoline Assistance Program.
- Formed Independent Garage Owners Association Advisory Board to assist in consumer complaints and to communicate station concerns to appropriate local, state and federal agencies.

- Activated "Storm Emergency Plan" during ice storm to service Manchester business community. Activation included emergency 24-hour telephone coverage.

- Worked during storm week to acquire food from Manchester food-stores for disaster shelters. Over \$1,000 worth of food was obtained and distributed.

- Chamber staff assisted at Civil Defense Headquarters in Town Hall in handling business emergencies.

Industrial & Commercial Development Council



Roy R.C. Normen



William Moorhouse

Co-Chairmen

- Sponsored "Insight '73 Breakfast Seminar" featuring visiting Auburn, New York, Mayor Paul W. Lattimore outlining his creative approach to industrial development.
- Studied the development of Industrial Development Program for Manchester involving development kit, contact procedure and follow-up plan.
- Participated as ex-officio members of Manchester Town Development Commission.

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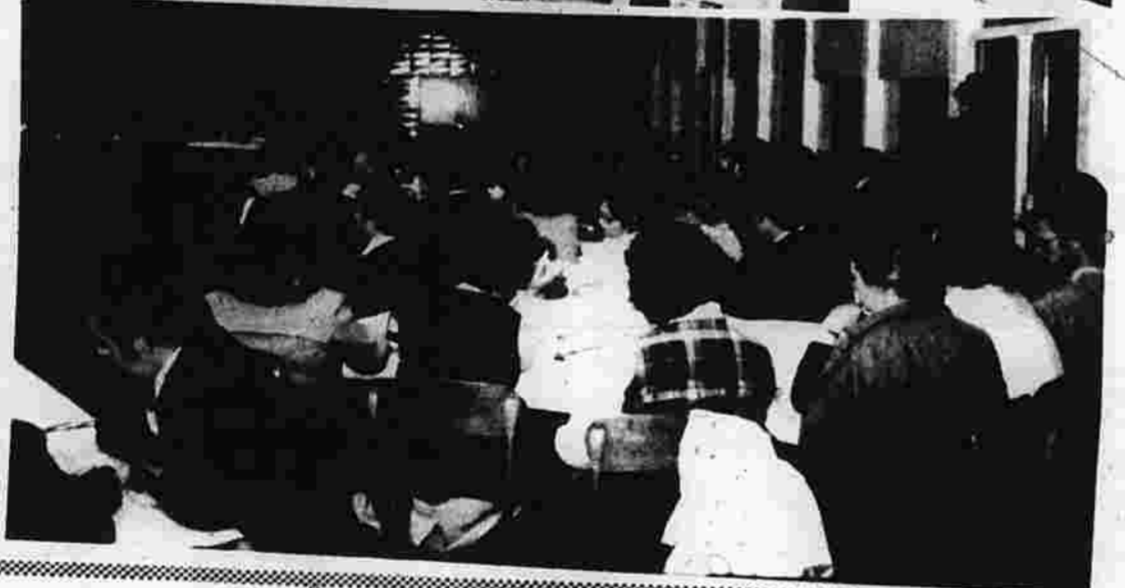


Top: Chamber designated as Associate Office of the U.S. Dept. of Commerce

Center: NASA Education Week — spearheaded by the Chamber

Bottom Left: Inland-Wetland "Insight '73 Forum"

Bottom Right: "Meet the Candidates" co-sponsored with League of Women Voters



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