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Vol. 2, No. 10, October, 1975

San Diego Business

ACTION

Published monthly by the San Diego Chamber of Commerce

Ballot Recommendations

A

$11.65-million general obligation bonds for accelerated purchase of Community Concourse properties.
Certain Community Concourse properties are now held by the City Retirement System as security for loans made to the City to build the concourse. Sale of these new general obligation bonds would allow the City to buy these properties now and would save the Capital Improvement Program $1.3 million to $2.1 million in future interest payments. The Chamber recommends a "yes" vote on Proposition A.

B

Time of election for the Mayor and City Attorney. This measure would put Mayor and City Attorney elections at the same time as national presidential and California general elections. The Chamber feels the important local races would be overshadowed and voters would be less well informed about local candidates. Recommendation: "No."

C

Adoption date for annual tax rate ordinance. This permits the tax ordinance to be introduced and adopted on the same day — the last day in August — as the annual appropriation ordinance, a more efficient procedure. Recommendation: "Yes."

CHAMBER STUDIES CITY PROPOSITIONS

The Chamber of Commerce Board of Directors has established recommendations on the 10 San Diego City ballot propositions appearing on the Nov. 4 election ballot.

The propositions were given detailed study by a task force within the Public & Governmental Affairs Division. Recommendations made by the task force and by the division's advisory council were reviewed and voted upon by the Chamber directors at two meetings this month.

For the convenience of Chamber members who wish to be guided by these recommendations, they are listed in a box on Page 2 which may be clipped and saved for election day. Additional copies of the recommendations are available at the Chamber office.

The task force was chaired by Reed Royalty and also included Jack Wells, Harold S. Taxel, Paul E. Leyton, Joseph Sinnot, David W. Hill Sr., John Leppert, Joseph R. Muglia, William Osborne and Bob Vallera.

D

Deletes dollar-limit purchasing without advertising for sealed bids. This takes dollar limits on city purchasing out of the City Charter and allows the City Council to update limits. The Chamber feels present limits have been surpassed by inflation and that this is a logical proposal. Recommendation: "Yes."

E

Proportion of Mt. Hope Cemetery lot proceeds allocated toward the perpetuity fund. Reduces the amount from cemetery lot sales set aside in the perpetuity fund to 20 per cent, because the present 50 per cent is considerably more than is needed for cemetery maintenance. Recommendation: "Yes."

F

Deletes surety bond requirement for contracts of less than $25,000. This measure was proposed to give new and small contractors a better chance to bid on small City contracts. While the Chamber strongly supports new companies, it does not wish to encourage the practice of unqualified businesses securing City contracts, instead urging new businesses to become fully qualified and eligible for bonding as rapidly as possible. Recommendation: "No."

G

Deletes limit on contract alterations requiring Council approval. Like Proposition D, this measure allows the City Council to update limits, rather than have them set by Charter. The present $500 limit is believed unrealistic. Recommendation: "Yes."

(Turn to Page 2, Col. 2)

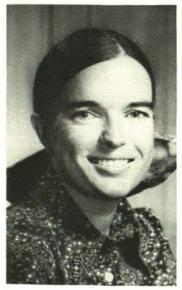
All Eight Candidates for City Council To Appear at Listening Post Oct. 31

The Chamber of Commerce will present a "Listening Post" Friday morning, Oct. 31, featuring all of the candidates for City Council in the Nov. 4 municipal elections. The session is set for 8 to 9:30 a.m. in the San Diego Gas & Electric Co. auditorium. Moderator for the forum will be John M. Murphy, Chamber Vice President/Public & Governmental Affairs.

Four council seats are being contested — three of which are now held by incumbents. Councilman Bob Martinet of the 6th District is not seeking re-election.

Second District Councilwoman Maureen O'Connor is being opposed by Louis Ridgeway, a manufacturer's representative; 4th District councilman Leon Williams is facing Jesse Albritten, a tax consultant; Jess Haro, 8th District councilman, is being challenged by attorney John Flowers; and Thomas Gade, an attorney, and Ray Lussa, a real estate marketing manager, are vying for the 6th District council seat.

All candidates have been invited to participate in the "Listening Post," which is open to the public at no charge.



O'CONNOR

ALBRITTEN

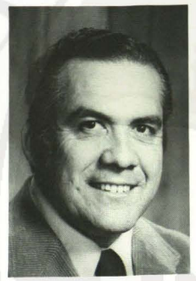
GADE

FLOWERS

RIDGEWAY

WILLIAMS

LUSSA



HARO

The San Diego Chamber of Commerce recommendations for your vote on the Nov. 4, 1975 ballot propositions:

PROP.		RECOMMENDATION
A	Concourse Bonds	YES
B	Election Timing	NO
C	Tax Ordinance Date	YES
D	Purchasing Limits	YES
E	Cemetery Lot Funds	YES
F	Contractor Bonding	NO
G	Contract Alterations	YES
H	Civil Service Hearings	YES
J	Tax Override/Transit	NO
K	Tax Override/Paramedic	NO

Ballot Recommendations

(Continued from Page 1)

H

Authority for Civil Service Commission to establish hearing procedures. This enables individual commissioners to hear appeals from suspended or laid off classified employees, instead of the full commission. Recommendation: "Yes."

J

Tax override to finance public transportation for the elderly and handicapped. The City already operates a specialized program for senior citizens and the handicapped, funded by transit fares and property taxes. The Chamber sees no need for this new taxing authority and it does not favor additional property taxation for special transportation uses. Recommendation: "No."

K

Tax override to finance a paramedic service program. The police department now operates an emergency public ambulance service manned by officers with paramedic training. Like Proposition J, the Chamber opposes a new specialized tax which would cost local taxpayers at least $2.5 million yearly. Recommendation: "No."

Calendar of Events . . .

Oct. 31 — **Candidates for City Council Listening Post,** San Diego Gas & Electric Auditorium; 8-9:30 a.m.

Nov. 6 — **World Trade Round Table Seminar.** Chamber of Commerce Conference room; 2-4 p.m.

Nov. 17 — **Seminar on Doing Business in Malaysia-Indonesia-Singapore.** Sponsored by Chamber of Commerce and the U. S. Department of Commerce. Guest speaker, Hon. Francis J. Galbraith, former U.S. Ambassador to Singapore and Indonesia; Little America Westgate Hotel, 9:30 a.m. to 3 p.m. $15 per person.

Nov. 18 — **World Trade Round Table Seminar.** Chamber of Commerce Conference room; 2-4 p.m.

Nov. 19 — **Board of Directors Meeting.** Harbor Island TraveLodge, Cabrillo room; 7:30 a.m.

MEMBERSHIP REPORT

Can You Use the Services of One of These New Members?

Affiliated Premium Consultants Inc.
Airkem — San Diego
Albie's Beef Inn
Amalgamated Industries Inc.
Joseph D. Amorelli — Realtor
Aqua-Fresh
Architectural Engineering Products Co.
V. Frank Asaro, Attorney at Law
Atlas Equipment Company, Inc.

Frank To Barr
Beach 'N' Bay Realty, Inc.
Bearing Specialty Company
Mr. Big of California
Elbert J. Boone, Attorney at Law
John F. Borchers — Life Membership
Burton M. Bruning, CPA
Vernon R. Bussard, Jr.

CH2M Hill California
Cabrillo Travel Service
California Graphic Sales
Camera Mart
Center Glass Company #3
Chinese Pavilion
Commercial Decorators Inc.
Commonwealth Land Title
Cor-O-Van Moving & Storage
Corporacion Internacional, S.A.
Courier Express, Inc.
Credco of California, Inc.

Deluxe Check Printers
Devoe & Raynolds Co. Inc.
Patricia Doering & Associates

Eagleson's
Eggert & Baughman, CPA's
Pete Ellis Leasing & Rent-A-Car/PE Ford
Brad Ewing & Associates

Fargo Travel Service
Faucher & Meenan Advertising & PR
Financial Square/Nautilus
Fire Safe of San Diego
Fortuna Engineering, Inc.

Gade & Gade, A Professional Law Corporation
Si Gaines Enterprises
C. T. Gilliam & Associates
Grasshopper Press
Green & Greenman, A Professional Law Corp.

Honda of San Diego/Auto Division
Horetz, Forbush, Harmon & Dreher Inc.

Investigative Consultants & Associates

CHAMBER 44 RAISES $3,190

The Chamber 44 — the volunteer membership solicitors for the Chamber of Commerce — brought in memberships totaling $3,190 during September.

"The Hustlers" were the leading team, bringing in $840 in memberships. Four members of the team contributed to the cause, including team captain Bill Cartwright, Jim Bie, Bob Pitts and Steve Smith. Not far behind were the "Chambermates," captained by Jerry Hand, who brought in $800.

The top individual producers for September were Steve Smith, first with $450; Tom Ferrara, $400; and Dave Ferguson, $325.

This month the Chamber 44 members are competing for an exciting prize, an evening's cruise on San Diego Bay aboard Solar's 78-foot yacht.

Lucy L. Killea
Kinert Associates
King Kopy Products, Inc.
Knoth & Meads
Krommenhoek & Associates, AIA

La Jolla Bank & Trust
William Lee Company
Litho Art Service Inc.
Local Community Business Directory

Mark Management Company
Masters Accountancy Corporation
Modular Power, Inc.

Napp Systems (USA) INC.
National Association of Civil Service Employees

David N. Nissenberg, Attorney at Law

The Odmark Company
O'Donnell, Isabelle
Olsten Temporary Services

Pacific Coast Waterbed Showroom Inc.
Pacific Mission Veterinary Clinic
Pampered Lady Salons of Beauty
Parkway Plaza
Patio Florists & Gifts
Brian Paul & Associates AIA
The Phylum
The Plaza
Pool Care Limited
Settimio Porco Cement & Masonry Contractor
John Robert Powers School
Proprietary Computer Systems, Inc.
Purolator Courier Corp.

Quigley Communications Inc.

Ram Enterprises
Rancho Bernardo Mens Store
The Rhama Corporation
Geraldine Rickman Associates Inc.
William Rippee/Farmers Insurance Group
J. D. Rose Used Cars

San Diego Community College District
San Diego Corvette
San Diego Equipment Rentals Inc.
Sir Speedy (Convoy Street)
Sixth Avenue Medical Building
Sizzler Steak Houses
Solar Control, Inc.
Southwest Leasing Corporation
Peter Stafford: Professional Recruitment
State Department of Rehabilitation
Studio 3

Terra Title Company
The Tiffany's of Printing & Convention Coordinators
Tiger Services
Toups Corporation

U. S. Financial Incorporated

Way-Craft
Western Video Systems Inc.

Young & Rubicam Teawell

These Members Have Voluntarily Increased Their Investment . . .

The Alison Company
Allen & Flood Insurance, Inc.
Allstate Insurance Company
American Linen Supply

Blyth Eastman Dillon & Co.
Bordy Music & Vending
Bridgford Meat Company
Bullock's

Colonial Mortgage Company
Currie Chemical Company
Custom Box & Packaging Corp.

Delawie, Macy & Henderson AIA

Gamble's, Inc.
Gibson & Kennerson
Alexander Grant & Company
Grayline of San Diego
Grubb & Ellis/Commercial Brokerage Co.

Hewlett-Packard Co., SD Division
Hillenbrand & Rottschafer, MD's
Holiday Inn — Mission Valley

Kennecott Exploration, Inc.

Lowry & Associates

Emmett J. McKanna, Jr.
Eric V. McNaught-Davis
Lee Mather Company, Realtors
Master Hosts Inn & Stardust Country Club
Mission Bay Memorial Hospital
Mission Park Corporation
Mitchell Business Forms

Nelson & Sloan
919 Corporation/Park La Jolla Apartments
North Ridge Realty
North Shores Sentinel

Ocean Garden Products, Inc.

PHD Corporation
Pacific Transfer Van & Truck Co.
Pickwick Hotel
Pinkerton's Inc.
Point Loma College

Reynolds Securities, Inc.
Ridgeway Company
Rodney-Stokes, Inc.

San Diego Magazine Publishing Company
San Diego Pipe & Supply
San Diego Tool & Supply
S-Cubed
Sapper Construction
Sheraton Half Moon Inn
Silver Springs Water Company, Inc.
R. W. Smith & Company
Sparkletts Drinking Water Corp.

Thompson, Bunker & Sullivan
Tudor Engineering Company

University Mechanical & Engineering Contractors Inc.
University of San Diego

Vons Grocery Company

WD-40 Company
Ward-Tex
West, Blue & Kuhn/Accountancy Corp.
Westland Title Company
Dean Witter & Company
Jess B. Worthington, Inc.

LEGISLATIVE REPORT

How to Help Hold the Line Against State Taxing Powers: Support the Two-Thirds Legislative Vote Initiative

During the closing days of the California State Legislature's 1975 session, the Assembly passed and Gov. Brown signed Senate Constitutional Amendment 1 (SCA 1).

On its surface, the measure appeared to be of little importance. But a closer look showed that it would make it easier for the Legislature to tax business by reducing from two-thirds to a simple majority the vote needed in both houses to raise corporate, insurance and financial taxes.

In addition, the measure continues the present simple-majority vote requirement on raising personal income and sales taxes.

Having passed both houses and been signed by the governor, SCA 1 will go before the state's voters in the June 1976 primary election.

Believing that not only should the present two-thirds vote requirement be maintained on corporate taxes — but that the same should be required on personal income and sales taxes — a Committee for a Two-Thirds Vote on Taxation is attempting to qualify an initiative for next June's ballot which would:

1. Raise the vote requirement for personal income and sales tax to a two-thirds vote of both houses.
2. Abolish the home-office tax exemption for insurance companies that are headquartered in California.
3. Retain the present two-thirds vote requirement for business-related taxes.

California's industry, taxed on an average rate of 9 per cent, already faces the highest taxes in the nation, the average rate for the 50 states being 6 per cent (July edition, San Diego Business Action). Currently, California businesses pay 50.7 per cent of ALL taxes paid in this state. This amounts to 30 per cent of all sales tax (not passed on to the consumer), 66 per cent of the payroll taxes, and 14 per cent of personal income taxes.

Legislation recently has been introduced in the Assembly (AB575, Kapiloff) which would raise the average tax on California industry from 9 to 9.1 per cent. Sen. John F. Dunlap (Napa-Solano) has Senate legislation pending (SB540) which would raise this to 20 per cent. Although the chance of either measure passing is slim, this does give an indication of the prevailing mood in Sacramento. The financial implications to both the taxpayers and the business community — if SCA 1 goes on the ballot with no viable alternative — could not be clearer.

The alternative is the Two-Thirds Vote on Taxation Initiative, which would give taxpayers an additional margin of protection (the two-thirds vote requirement) against a Legislature which often looks for ways to tax their paychecks.

The San Diego Chamber of Commerce has joined in an active manner to assist the Committee for a Two-Thirds Vote on Taxation in acquiring the necessary signatures from the San Diego area. Statewide, the committee hopes to acquire 700,000 to 800,000 signatures.

The Chamber strongly supports this initiative and urges members to contact the Public & Governmental Affairs Division for information on how to obtain petitions and what corporate and individual members can do to aid in the effort.

IT'S OKAY TO WORK FOR THE INITIATIVE

Is it legal for Chamber members to help with petitions in support of the Two-Thirds Vote on Taxation initiative?

Yes!

According to a recent ruling by the state Fair Political Practices Commission, anyone may volunteer to circulate petitions, as long as they are not directly or indirectly reimbursed.

Volunteer expenses which do not constitute reimbursement include reasonable travel expenses, food and supplies for personal use.

Individual volunteers may — without violating California's Fair Political Practices Act — spend up to $15 in mailing petitions to others. Additionally, companies may spend up to $100 in mailing costs or $100 over and above the normal costs of a newsletter or house organ when the information is distributed through a regular publication.

For additional information on what Chamber members can and cannot do to support the initiative, call the Public & Governmental Affairs Division, 232-0124, ext. 36.

Aid to Small Firms OK'd

The Chamber of Commerce has agreed to implement a broad program of assistance to minority businesses.

Under the Resources Assistance Program (RAP), Chamber members will provide management and technical assistance to selected minority businesses and provide marketing and other business planning counsel.

The principal objective of the program, which will be coordinated through the Business Resource Council, is to minimize the risk of business failure through lack of management expertise.

Chamber participation was approved by the Board of Directors at its Oct. 15 meeting.

Participating Chamber members will assign a coordinating executive who will individually counsel the president of a minority company.

The program is not limited to Chamber member firms. Other companies or individuals with specific business expertise may take part in the RAP program. Those wishing to participate may call Charles Shockley at the Business Resource Center, 291-4631.

San Diego briefs . . .

All three local commercial television stations will participate in broadcasting this year's COMBO fund-raising auction. The auction is set for Saturday, Dec. 6 and will be broadcast on a rotating basis from 12 noon until 2 a.m. Sunday by KFMB-TV (Channel 8), KGTV (10) and KCST (39).

Chamber Vice President William C. Lochmoeller is the president of COMBO (The Combined Arts and Education Council of San Diego County), a nonprofit organization that provides financial assistance to the cultural arts in the county.

A KPBS-TV (Channel 15) documentary film about the human and esthetic use of urban space titled "Cities For People" has received the prestigious Golden Gate Award at the San Francisco Film Festival. It is the highest award given in the annual competition.

Calbiochem has expanded its operations with the addition of a 5,000-square-foot laboratory in the Sorrento Valley Industrial Park. The addition will be an immunology facility.

The Camera Mart stores of San Diego and El Cajon have opened a related firm, Focal Gallery, at Fifth and Grape streets. Focal Gallery specializes in photographic arts, antique cameras and equipment, custom framing, dry-mounting, books, plaques and special processing. The store will feature rotating exhibits by local and national photographers . . . Thomas A. Clarkson, who was president of the Chamber of Commerce in 1959, has been named chairman of the board of Terra Title Co. Clarkson headed the statewide California Land Title Association in 1971-72.

Debra A. Greenfield has joined the Comprehensive Planning Organization as staff counsel. Ms. Greenfield had been with the city attorney's office in the City of Vista . . . Steve Sanford, Chamber 44 team member, operates a consultant service for industrial cleaning and maintenance services. His service deals with such maintenance problems as graffiti prevention and removal, smoke-damage cleaning and control of odors. The number is 435-3040.

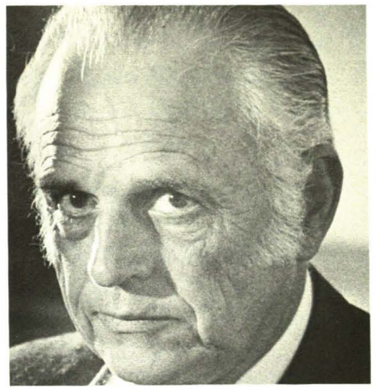
Intermark, Inc. has obtained a new financing arrangement with United California Bank which increases the total amount of UCB financing to $7.5 million. The agreement consists of a revolving line of credit of $3.5 million and a 5-year term loan of $4 million payable in quarterly principal installments.

Media Directory Now Available

The Chamber has released its San Diego Media Directory — an authoritative guide to television and radio stations and print publications in the San Diego area.

The guide includes sections on daily, semi-weekly and weekly newspapers, military and general publications, wire services, AM and FM radio stations, television stations and stringers for out-of-town publications.

Chamber members may stop by the Chamber offices at 233 A Street for their free copies. Non-members will be charged $3 per copy.



FRANCIS J. GALBRAITH

Seminar Nov. 17 On Trade With Pacific Nations

A day-long seminar examining foreign trade opportunities in Malaysia, Indonesia and Singapore will be presented Nov. 17 by the Chamber's Trade Division.

The seminar, to be held at the Little America Westgate Hotel from 9:30 a.m. to 3 p.m., will feature two major addresses, a panel discussion and several 20-minute presentations by leading international trade experts.

The Hon. Francis J. Galbraith, who was U.S. Ambassador to Indonesia from 1969 to 1974, will present the luncheon address, speaking on "Southeast Asia — New Markets for San Diego." Galbraith, 62, has had diplomatic posts throughout the world, including positions in Africa, South America, Europe and Southeast Asia.

Keynote speaker in the morning will be Eric C. Colberstein, district director of the U.S. Department of Commerce, with the topic, "Partnerships for Profit."

The first of the 20-minute presentations will be given by Thomas Ho, director of the Malaysia Trade Commission, on "Selling in Malaysia." S. P. Leong, director for the United States (Western Region) Singapore Economic Development Board, will follow with "Investing in Singapore;" and John Senduk, consul general for the Republic of Indonesia, will discuss "U.S.-Indonesia Trade Rising."

The afternoon panel discussion — an in-depth analysis of trade opportunities in the Southwestern Pacific for San Diego businesses — will be led by William Curran, trade specialist with the U.S. Department of Commerce.

Cost of the trade seminar is $15; reservations may be made by calling the San Diego Chamber of Commerce at 232-0124.

City Backed on Firemen

The Chamber of Commerce has supported Mayor Wilson and representatives of the convention industry in opposing efforts of the San Diego firefighters union to discourage convention activity in the area.

Joseph S. Francis, president of the 650-member International Association of Fire Fighters Local 145, has circulated a letter dated Oct. 2, 1975, to groups with conventions scheduled in San Diego. Referring to the current wage and benefit dispute between the City and firefighter's union, the letter urges that "because of unfair labor practices," the conventions be rescheduled elsewhere. The letter warns of possible picketing and demonstrations if conventions are held in San Diego, and offers to assist in obtaining alternate sites.

Chamber president Lawrence W. Cox represented the Chamber at an Oct. 10 news conference held at the City Administration Building in which convention industry spokesmen replied to the actions of the firefighter union. Joining the Mayor and President Cox were Carleton Lichty, president of the San Diego Convention & Visitors Bureau and a Chamber vice president; Joe Tinch, secretary-treasurer of the 4,500-member Hotel and Restaurant Employees and Bartenders Union Local 30; and Jim Durbin, president of the Hotel-Motel Association of San Diego County.

Mayor Wilson, who read from the joint statement, stated: "This city and her third largest industry will not be held hostage or intimidated by the narrow self-interest of the city firefighter union leadership."

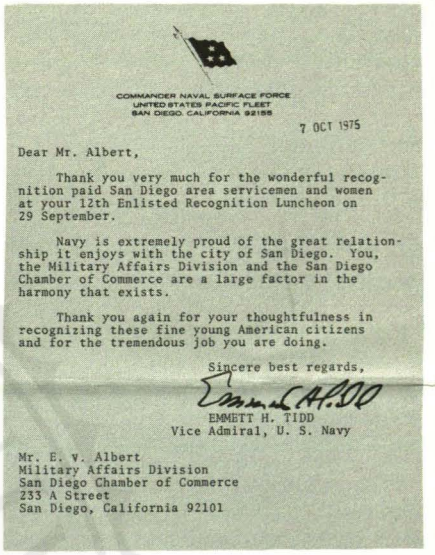
Two Ways to Get Aerial Photos of San Diego Area

Aerial photographs of the San Diego area — which may be of interest to geographers, engineers, planners, scientists and others — now are available in black and white, and, in some cases, color and infra-red.

Specific areas covered by the photos are illustrated on maps on file with the Planning Division. Also on file is printed data describing methods of photography, other services available and the space photography program in general. For more information, call the Chamber at 232-0124, ext. 34, or write directly to A. Jill Feist, U.S. Department of the Interior, Geological Survey, EROS Data Center, Sioux Falls, South Dakota 57198.

Aerial photos also are available from the San Diego firm of Aerial Fotobank, 355 Sixth Ave. County map prints, custom aerial photo prints and large blow-ups and murals are available — mounted or unmounted — in sizes ranging from 9 by 9 inches to 48 by 60. For further information, call 235-6085.

We Get Letters



COMMANDER NAVAL SURFACE FORCE
UNITED STATES PACIFIC FLEET
SAN DIEGO, CALIFORNIA 92155

7 OCT 1975

Dear Mr. Albert,

Thank you very much for the wonderful recognition paid San Diego area servicemen and women at your 12th Enlisted Recognition Luncheon on 29 September.

Navy is extremely proud of the great relationship it enjoys with the city of San Diego. You, the Military Affairs Division and the San Diego Chamber of Commerce are a large factor in the harmony that exists.

Thank you again for your thoughtfulness in recognizing these fine young American citizens and for the tremendous job you are doing.

Sincere best regards,

EMMETT H. TIDD
Vice Admiral, U. S. Navy

Mr. E. v. Albert
Military Affairs Division
San Diego Chamber of Commerce
233 A Street
San Diego, California 92101

Business Directory Advertising Available

The 1976 edition of the San Diego Business Directory and Buyer's Guide is being prepared and members are urged to consider advertising in the highly effective publication.

In addition to reaching all Chamber members, the directory is distributed to purchasing agents of large companies, industrial development prospects, banks, government purchasing agents, Mexican businesses, hotels and motels, educational institutions, public libraries and foreign consulates. Messages in the directory reach hundreds of important audiences.

Pat Brown and Mac McDonald, representatives of the firm which publishes the directory, are making individual calls on Chamber members with full information on advertising. Members also may call Gale Sonora at 232-0124.

San Diego Business
ACTION

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COUNCILMAN LEON WILLIAMS
CITY OF SAN DIEGO
CITY ADMINISTRATION BLDG.
202 "C" STREET
SAN DIEGO, CA 92101