

## City marketing itself with promise

Sustained growth may be in Sandy's future, thanks to the persistence of a few concerned volunteers and public servants united for economic development.

Nobody's saying that rustic Sandy should be another boomtown with all the problems overnight smokestacks bring. It's just that local property tax burden should be broadened, taking some load off homeowners. Also, more local jobs would save a lot of residents (most) the expense and hassle of commuting out of town to work.

The recent crusade to bring some high-paying employers in non-pollutant small industry and commerce to town started some two years ago with a Port of Portland target industry for Sandy. It was the first collective effort toward economic development since a group of civic-minded pioneers here formed a private industrial park west of town a few years ago.

The Port technical assistance team encouraged city leaders enough to form an economic development commission to probe the possibilities. An inventory of local site possibilities and promise of outside marketing money with help wet appetites.

The land is abundant locally at competitively low prices with (locals feel) attractive living conditions. Industrial sites could accommodate even large employers who require up to 77 acres—largest block of property that easily could be serviced by water and sewer, once the city's sewer system is expanded.

Commercial land inside the city suitable for C1 or C2 development totals 83.2 acres. Added to that subtotal is another 28.7 acres for potential development north of Highway 26 and west of 362nd plus another 89.6 acres for potential development north of Highway 26 and east of the city including most of the Vista Loop area.

Port and county experts now are

working with the city to develop a marketing approach for Sandy in a team-selling effort with similar-minded developers in Estacada and Molalla. There's even \$35,500 in community development block grant funds available through the county for the three-city marketing effort. That affords top consultants who are working with the cities to develop a solid presentation to potential commercial and industrial employers.

Goal calls for attracting 50 new jobs in each of the three cities as a result of the program.

Sandy is more on track that the other cities. With a 16 percent growth factor in two years and plans to accommodate a projected 12,000 city population by the year 2,000, Sandy's comprehensive plan calls for balanced growth with equal consideration for residential, commercial and industrial development. The city's water system can handle future growth up to 10,000 customers. An obvious advantage is the city's proximity to Portland and Portland International Airport along a major east-west highway.

There are drawbacks, of course. The present city sewer system is nearing capacity and must be expanded to handle future growth. Also the city lacks a good profile with solid demographics on existing labor force, although new industrial residents here testify that skilled workers abound here.

The city is developing a profile to present to potential new employers and soon will move aggressively into the market.

The big problem, of course, will be developing a personalized prospect list of whom to approach in the best interest of the city.

But if it means not having to drive hours out of town to work or shouldering an increasingly broad tax burden on the home front, the effort's all worthwhile. (VB)

## Salem scene:

## Business needs real help

by JACK ZIMMERMAN  
Associated Oregon Industries

The Oregon Legislature opposes unnecessary regulation of business and favors restoration of the state's economic vitality. A statement to this effect became part of the 61st Assembly's record in Salem last week upon final passage of House Concurrent Resolution 10 that proclaims May 11-16 small business week.

Such action should provide encouragement for the business community struggling in an economy plagued by inflation, unemployment and tight money. Nonetheless, initial reaction appears liberally laced with skepticism.

However well intended, HCR 10 failed to achieve final passage until the second day of the week to which it referred. Skeptics say the tardy action reflects the present assembly's inability to conduct its decision-making in a manner anywhere near approaching dispatch.

The obviously noncontroversial measure, introduced April 13, took a full month to get through the process.

At the same time, a critical business community points to a general lagging pace of legislative productivity that had seen final passage of only 142 measures out of more than 2,400 introduced in this session's first 17 weeks.

Smarting most of all, perhaps, are the state's small businesses — recipients of recognition offered by HCR 10.

A measure of the concern of small business might best be focused on progress of measures introduced in response to the governor's small business conference in Salem last December 15-17.

Some 200 delegates, named by Gov. Atiyeh and individual lawmakers, aired their problems and developed 16 subjects of priority concern they hoped would be addressed by the 61st Assembly. At mid-point of this session's 18th week, not a single one of the goals set by the conference had been resolved by legislative action.

No measures even have been introduced to achieve a fourth of those specific goals. At least one bill dealing with another goal is being held hostage in committee pending compromise passage of a different measure. Several, in direct opposition to conference goals, are receiving extensive consideration. The vast majority of the rest appear either to have been tabled by committee or rule or awaiting first hearing.



Legislative Report from the State Capital  
EXCLUSIVE to Oregon's Weekly Newspapers from Associated Oregon Industries.

Business, meanwhile, continues to wait with the rest of the Legislature's broad constituency for the state's latest revenue projections that will greatly influence the level of taxation lawmakers are expected to levy in response to budget needs.

According to present plans submitted with Gov. Atiyeh's budget proposal, possible additional tax increases would fall heavily on the business community.

In fairness to leadership of the 61st Assembly, much effort during this session's first four months has been concentrated on seeking ways to avoid additional taxation by extensively scrutinizing budgets in an effort to pare expenditures even more deeply than the governor's budget preparers.

This has produced a prodigious effort on the parts of affected state agencies to defend their budget proposals. Weeks of testimony before budget-writing Ways & Means has consisted largely of repetitive anguish summed up by a conclusion of proponents that more restrictive budgetary limitations will destroy the very effectiveness of agencies involved.

Practical politics is also playing an extraordinary role this session. Because lawmakers, accustomed to dealing from the strength provided by a normal carryover budget surplus, are hampered by a sizeable projected revenue deficit and tax relief program instituted by their predecessors.

So while the Legislature is on record in favor of business — small business in particular — and has committed itself to reducing unnecessary business regulation and assisting in the restoration of economic vitality, it's easy to understand why HCR 10 hasn't caused more of a positive reaction from the private sector.

Most business, regardless of size, has its collective fingers crossed. Much of the private sector continues to work in Salem in its own behalf at the same time hoping HCR 10 represents more than mere lip service at a time when stakes are so high.



## Letters to the editor:

## Heliport, school stir readers

## For heliport

I write to thank you for the very fair news treatment of the proposed heliport at ZigZag and the well written story last week under Mike Jones' byline.

Our purpose in promoting this thing is nothing more than the welfare of our community. In some minds, we are just a little too much ahead of time.

I have been reminded that when they installed the telephone lines in Government Camp some decades ago there was a stir and fuss far greater than this one. Such is the opposition to change.

We do not advocate change for its own sake, but for the good things it can bring. At least it is most reasonable to study and understand it, so that it may be better controlled.

Elsewhere I am sorry to read that this thing has been "very secretive." Actually, the proponents held two meetings in public, at which at least two opponents heard our whole story.

Judgement on this must come not from mass public meetings and emotional reactions, but from facts developed in a formal public hearing. That is the only fair way to go.

Joseph A. Stein  
ZigZag

## Questions remain

The proposed Hoodland heliport by Joe Stein and company has had an impact on this community that surely will bring out the best and worst in its proponents as well as its opponents.

The pro data that has been

circulated on the mountain is not what the county commissioners, in fact, have in their possession. In four public meetings the following questions remain unanswered:

1. What is the real reason for the heliport?
2. Why was the heliport kept quiet?
3. Why were the commissioners approached personally?
4. Why have jobs been threatened for those who oppose the heliport?

Ex-parte contact has been a real condition, as well as breach of ethics. This community needs some housecleaning, or we will be another California-Arab enterprise.

George R. Sheets  
Welches

## School crowded

In response to Milton M. Fox's letter (Sandy Post, May 14) concerning the Welches School budget election, enrollment has not increased to anticipated levels.

We currently have 340 students enrolled. During the year 412 students have passed through our doors, which would have been more of a burden if all would have stayed.

Two first grades are operating in the cafeteria. The band and chorus are meeting on the stage in the gymnasium. Physical education classes and music classes are separated by a temporary wall, which is not the most conducive to learning for either class.

As Milt explained, "the current proposal not only leaves intact a luxurious student to teacher ratio, full-time position for music, P.E.

and library — all of which should be reevaluated — but it also provides for two new teachers plus aides."

The second grade contains 34 students and the third grade 29, which again is not the most conducive to learning when it is in these years when the foundation for learning and attitudes of these children are greatly developed.

As far as evaluating the music, PE and library programs — fine. Maybe we should do that to discover their real importance. As far as visiting our classrooms, music program or PE programs — anyone from the public is welcome. Mr. Fox, I have never seen or heard about you doing so.

Physical education is no longer a "throw the ball out and play" activity as in earlier days. It has made much progress in dealing with body mechanics and the most efficient way to move — which we do in every day living.

We have a very fine staff of competent people who share their ideas among one another to use in and out of the classroom. A group of professionals who are proud of what we do with what we have to work with. To cut or reduce programs will undoubtedly return our school of the '80s to one of the '60s. Not only would the staff suffer, but the community as well.

Tom Well  
Physical education teacher  
Welches School

## Music sweet

We wish to extend to the Cedar Ridge Music Department a most sincere thank you for a delightful evening

of musical entertainment Tuesday, May 12. Both Brenda Borchart and Cindy McCowan are to be commended for their obvious abilities to teach and inspire a love for the art of music. Truly enough just can't be said for the talented seventh and eighth graders of Sandy. Quality teachers and a well-rounded educational environment can certainly bring out the best of what lies latent in all of our young people in all aspects of talents and gifts!

Mrs. Harold Hayward  
Sandy

## Support Smith

The letter on May 7 that discussed Denny Smith was very negative, I felt, so let's get things in order.

Let's remember why Smith got in. It's because Ullman got caught up in the system back in Washington and forgot where he came from. It's no wonder since he decided to live back there, instead of Oregon.

Ullman came up with this value added tax and really talked it up—that is, until he came finally back to Oregon and found how unpopular it was! Ullman cut his own political throat.

The letter also discussed the Vietnam-type situation in El Salvador. I very much agree, but are we naive enough to believe that the people of that country ever will see a government of their own choosing? The writer's own words described the Salvadorians as the hungriest and poorest in Latin America. So with survival a priority, I'd say who runs the government is second on their list.

The people are caught in

the middle, just as in Vietnam.

At this time, though, the budget cuts and tax cuts are the most important issues. Let's not forget that.

The weaning of our House and Senate from inflationary budgets and back-breaking taxes is most important. Instead of listening to the special interest groups who want to take money from the government, they better pay attention to the tax-payers who give the government their money.

Any representative or senator that doesn't agree with that philosophy should be standing in the unemployment line. There's a lot of company!

Government interference in the free-market system all these years hasn't helped the situation. Rockefeller may not like competition, but that's the system that made his millions. If left alone, it can still work.

Finally, if Denny Smith forgets how he got to Washington, then he is going to be just as surprised as Mr. Ullman.

Ralph A. Sandercock, Jr.  
Sandy

## LETTERS POLICY:

The Post asks that all letters to the editor be typed, double-spaced and signed. Deadline is noon, Tuesday. Letters should be accurate, free of libelous remarks and in good taste. This newspaper attempts to publish all letters it receives and may edit material lightly to conform to guidelines. Maximum length is 200 words.

## Security the chain that binds

Dum-da-dum-dum! Monday, May 18. I am working the day watch out of the bunco detail. My partner is Sergeant Warren Sugarman. My name's Friday.

2:13 p.m. We receive a citizen's complaint from Miss Rowena Harmswothy, 61. She said she had been swindled. "Tell us about it, ma'am," I said.

"I joined this benevolent organization in 1935," she said. "Each week, I contributed part of my paycheck. They promised they would take care of me in my old age. Now they want to give me only \$264 a month. I can't live on that. And they looked so honest, too."

"Yes, ma'am," I said. "Most confidence men do."

3:05 p.m. Sergeant Sugarman checked the files. This was the 10,365,436th citizen's complaint we had received in the past eight days. We decided to crack the ring.

4:12 p.m. Sergeant Sugarman and



by ART HOPPE

I surrounded the ring's headquarters, an imposing, eight-story, granite building. He picked up a bullhorn. "Toss out your folders, spindlers and mutilators and come out with your hands up," he said. "We have you trapped."

"You'll never take me alive, coppers," cried a voice from inside. "I'll throw myself in the collar first."

"If you don't surrender," I said, "we'll cut off the Federal Retirement System benefits for everyone

in there."

"Wait!" said the suspect. "There are innocent taxpayers in here."

5:17 p.m. After an hour's tense negotiations, the suspect agreed to release the taxpayers. They filed out. All were shabbily dressed. All but one. I grabbed him. "Well," I said, "if it isn't our old friend, Albert J. Ponzi, the world's greatest confidence man."

"How'd you spot me, copper?" the suspect asked.

"By your Gucci briefcase, Ponzi. No honest taxpayer can afford a Gucci briefcase. Open it up, please."

Inside we found the incriminating evidence we needed: a list of 97,263,412 names and a form letter. The letter said:

"Dear Friend: You have been selected to be part of our Golden Years Chain. All you need do is send us \$1,975 each year and when you reach the age of 62, you need never work again for we will provide for you handsomely for the rest of your

life. DO NOT BREAK THIS CHAIN!"

Sergeant Sugarman nodded. "A typical pyramid scheme," he said to Ponzi. "You simply paid off the people who reached the top with the money you took from the poor workers at the bottom. But you got too greedy, Mr. Ponzi. Those on the bottom now realize they'll never get paid off."

"Well, copper," he said, "it worked for close to 50 years."

I snapped on the cuffs. "Yeah, Ponzi," I said. "You can fool some of the people all of the time and all of the people some of the time. But you can't fool all of the people for more than half a century."

Dum-da-dum-dum-DAH!  
On August 16 in the U.S. District Court, Albert J. Ponzi was given his choice of 20 years at hard labor or trying to live on \$264 a month. He is now working in the jute mill at the Federal Penitentiary in Leavenworth, Kan.