

# Livonia Businessmen Confident of Future

By  
Manager Phillip O. Tanguay

The special section of this paper is intended to highlight the range of diversity which characterizes the business complex of Livonia. Read the section from the first to the last page. You will then know that hundreds of manufactured products come from this community. You will learn, too, that the livelihood of tens of thousands of people depend on the business complex of Livonia.

You will also learn of the self-confidence of Livonia businessmen and of their confidence in a future measured by recent expansions and plans for future growth.

All of these messages you will obtain by the reports of a pulsing business complex whose dynamism is measured in bricks and mortar, machinery and equipment, dollars of investment, number of jobs. The factors seem endless as you read each article.

It would be my purpose to add another dimension or two to the business community's character.

Service is a keystone in any business. And all of us are sophisticated enough to recognize the role it plays in customer relationships. But our generation of businessmen have expanded this concept of service to include the relationship with the local community of which it is a part.

So it is with Livonia businessmen. I suppose it might be possible to gather statistics which would show the number of manhours spent on community activities. I don't have

total figures. But my experience with these men and women in the Chamber gives a pretty clear indication that the investment in human resources, time and money is a heavy one.

There is a constant flow of human resources from the business complex to public service. The majority of this service is not formal. It has no identity with governmental agencies. It is performed quietly, patiently, with little fanfare. It represents the bulk of the community-oriented volunteer effort of businessmen who associate themselves with the Chamber's group action.

Chamber group action is a plodding, day-to-day type of activity, the result of which occasionally blossoms forth into a public action or expression of a position which is worth newspaper space. In the days or weeks between the headlines there are among Chamber members many discussions, studies, quiet contacts with local agencies and officials all geared to assist in the making of decisions, conducting of programs, providing of service which will be beneficial to the community.

This year will be typical in this regard. I have yet to know how many dramatic finishes the Chamber will be proud to report. I do know with certainty that there will be much quiet effort among business and professional men on behalf of the whole community. Our program directs us to attend to a railroad overpass at one of the crossings in Livonia.

That means discussion, study, contacts up to the federal level.

We expect also that we might begin work on a suitable, modern building not only housing Chamber staff but providing to the public a more efficient headquarters for the wide range of information we provide to all members of the community and anyone in the world.

We are much concerned with Livonia's capital improvements as reflected in a number of projects on which the City Planning Department is working. A number of business and professional men will be working on a possible mobile display presentation of ideas like the proposed development of the civic center and the northwest quadrant of the city, among others, to help in communicating these plans thoroughly among Livonians.

Better communication in this instance should result in a jelling of interest and public attitude which would be a help to the governmental agencies responsible for the physical development of the city.

These give just a peek through the keyhole into the plans for Chamber attention. There is more in the works. They are the works of a Chamber of Commerce—yours—but an organization geared to community service supported solely by the business and professional complex of your city—in money, time and human resources.



## HIGHLIGHTS IN 1966

- Business-Education Day which establishes closer liaison between business, industry and the school system.
- Supported school millage and parks plans.
- Half dozen informational conferences on State legislation and election issues. Special legislative briefs issued to business members.
- Raised funds for new Chamber HQ and information center.
- Supported rezoning petitions to accommodate more tax-producing, job-producing business.
- Provided 3,000 pieces of general informational material on Livonia—even to over a dozen foreign countries.
- Held Annual Dinner Dance as means for acquaintanceship among 1,000 community and business leaders.
- 20 new firms joined as Chamber supporters.

Business and Professional men . . .  
Your Chamber needs you—and your support  
Join—and become a community leader

**Livonia** CHAMBER OF COMMERCE

15401 Farmington Rd. - Livonia, Michigan - Phone 427-2122

Member: Michigan State Chamber of Commerce,  
Chamber of Commerce of the U.S. National Better Business Bureau

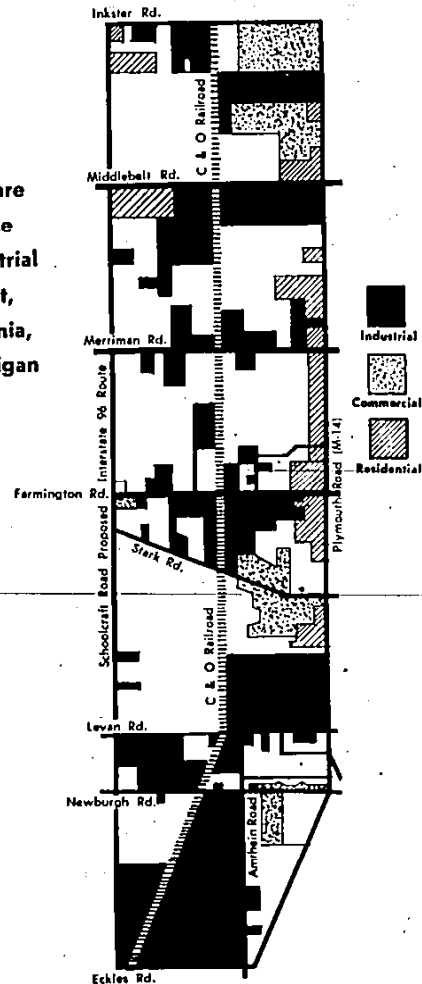
## MAJOR GOALS FOR 1967

- New Chamber HQ and information center.
- Public communications campaign on major City Planning projects: civic center, NW Quadrant of Livonia.
- Improve traffic flow by seeking railroad overpass at one of our crossings.
- Continued program of legislative forums and bulletins.
- Publish new city map.
- Special programs ahead:
  - Feb. 16 - Annual Dinner Dance
  - March - Speaker: Alger Malo, developer of Minibus idea in Detroit
  - April - Speaker: Judge Edw. S. Piggins
  - May - Speaker: James Mies, Chairman of Livonia Charter Commission
  - Sept. - Speaker: Hon. Louis Schmidt, State Rep.

Why did 49  
firms looking  
for industrial  
elbow room choose

# LIVONIA?

6  
Square  
Mile  
Industrial  
Belt,  
Livonia,  
Michigan



In the past three years, 49 firms, searching out prime industrial sites, chose Livonia. In addition 27 existing companies expanded their operations.

Why Livonia?

Maybe they were attracted by its mighty, six square mile Industrial Belt, bisected by the C & O Railroad, and flanked by paved roads. This, with a second to none utility set up drew still others.

Or maybe it was the city tax rate, the lowest in Michigan. Or an Industrial Development Commission working in close harmony with legislative and executive branches to get things done in a hurry.

Livonia's alert and well equipped police and fire departments have achieved a high degree of competence, top requirements on any industrial checklist.

Now, if you're looking for a site with all the industrial comforts of home (Metropolitan Detroit), Livonia is at your door answer.

Look us over. We bear up under the closest scrutiny. Or if you can't get away just now, write for our Industrial Brochure.

Dan Andrew, Coordinator  
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Livonia, Michigan 48150

Industry Looks to Livonia —  
Livonia Looks After Industry