



418 S.W. Washington St.  
Suite 315  
Portland, OR. 97204  
503-227-4580

November 20, 1984

Ms. Rusty Goldy  
Metropolitan Citizens League  
1912 SW 6th #252  
Portland, OR 97201

Dear Rusty:

Colleen and I propose the following suggestions for a campaign to raise funds and increase membership for the Metropolitan Citizens League. Step one is geared to citizens who have shown an interest in politics and/or civic issues; step two to business; and step three is an event designed to coincide with the establishment of an annual membership drive. We recommend, in addition, that you document your growth and accomplishments over the next year and use that information as the basis of grant requests to be prepared early in 1986.

Our recommended timetable, with related costs, follows:

January, February, 1985	- citizen campaign	- Cost: \$1410
April, May, 1985	business campaign	- Cost: 1110
October, 1985	fund raising event	- Cost: 2000*
January, 1986	- development of grant requests	
	for specific League projects	Cost: \$35 an hour
		with an agreed "not to exceed" provision

You may wish to try all these ideas, or any, or none. We have described steps one and two in our attachments. In each case, you could cut the cost by having volunteers assume certain tasks. We would be happy to discuss this with you in more detail if your board adopts any of our suggestions.

This proposal is very brief, but given the one-day time constraint, it gives you a good idea of the direction we believe you should take. We are flexible in our approach and would be more than willing to discuss changes with you.

We would be pleased to work with you should you adopt any of our recommendations. In any case, we enjoyed our visit.

Regards,

*Mary Ann Buchanan*

Mary Ann Buchanan  
Wesche-Buchanan Groups, Inc.

\*This figure can be cut by securing donations of space and food, etc.

## Metropolitan Citizens League

### Proposal to Add Business Members

Wesche-Buchanan proposes that the Metropolitan Citizens League develop a campaign to attract business memberships, with fees set at \$100 per firm. The possibility of a special "small business" fee should also be considered.

To accomplish this, we believe you should develop a very simple one-page fact sheet detailing the Minneapolis-St. Paul experience and the contribution Minnesota businesses have made to it, a list of business members of that Citizen League, and the goals and expectations of the Metropolitan Citizens League.

The next steps would be for selected League board members to host a luncheon for four to five key business leaders, along with at least two leading area political leaders who can testify to the importance of the League mission. At the luncheon, the board members and the government leaders would make a planned presentation to the business representatives, (using the Minneapolis-St. Paul material), asking them to join, to help develop a list of additional businesses that can be asked to join, and to co-sign with the League chairperson a membership request letter to those businesses.

The letter should be followed up by telephone, with thank you notes and reply envelopes mailed to those who agree to join. A list of new members should then be prepared, with dates of membership payment, as the basis for an annual membership campaign.

The Wesche-Buchanan fee for organizing this campaign would be \$1050. In addition, the League would have the following costs:

Hosted Lunch	\$150
Fact Sheets	50
Letters, envelopes, thank you's, return envelopes (assuming use of your letterhead)	\$100
Postage	60

\$360

Total cost for this campaign would be \$1410. Again, use of volunteers for specific tasks can reduce this amount.

The Wesche-Buchanan services would include:

- development of fact sheet
- luncheon organization
- drafting letter
- addressing and mailing letter
- recording response
- followup telephone calls
- thank you letters
- final report, with names, addresses and dates membership paid

Metropolitan Citizens League  
Proposal to Add Citizen Members

Wesche-Buchanan proposes that the Metropolitan Citizens League mount a campaign to attract individual members to the League, based on a membership fee of \$35 a year.

To do this, we suggest a mailing to a list made up of members of such organizations as the City Club, and the Chamber of Commerce, plus donors to the Kafoury, Anderson, Smith, Cawthorne and other appropriate campaigns. This could be a letter co-signed by Dennis Buchanan and Bud Clark (if they agree), explaining what they see as the value of the Metropolitan Citizens League.

Steps involved in this effort would be obtaining permission of Buchanan and Clark, drafting a letter, printing and mailing the letter, and extensive telephone followup. The major time-consuming aspects of this campaign would be the addressing and the phone followup.

The Wesche-Buchanan fee for such a campaign would be \$800. Additional costs would include printing and postage. Assuming use of your letterhead and bulk mail permit, we estimate costs for a 1000 piece mailing at \$100. This would include a zip-code sort service. Printing costs would run roughly \$200 for original letters and thank you's. If you do not have a mail permit, postage costs increase to \$400.

Total cost of this campaign would be \$1100 to \$1400. In addition, we would have to rely on League members to volunteer for telephone banks which we would supervise as a followup to the membership request letter.

In this instance, our services would include:

- assembling mailing lists
- drafting letters
- securing permission of politicians for signatures
- printing and mailing letters
- securing commitments from League members for phone bank time
- organizing phone banks
- addressing and mailing thank you letters
- final report, with names, addresses and dates of new members

Again, your cost could be cut by handling specific tasks with volunteers.

INFORMATION RE PRODUCING AND MAILING MONTHLY NOTICES

AD\_MAIL...Susie Stevens, Office Manager

estimated that the cost for typing and printing (on two sides)  
a notice would be around \$40.00

mailing at our rate ~~would be~~ for 200 --which is the minimum the  
post office will take-- would be \$10.40

Ad-Mail will also keep our list at their office. Corrections  
will be sent over monthly for a cost around .25 per correction.

# COSTS ON MAILING

Getting lists from R.L. Polk --Bellvue, Washington

Business list (minimum of 3000) .....\$150

Consumer lists

(by white collar, managerial, technical  
or professional

7000

\$350

total of 10,000

\$500 for labels

\$5.00 per M less for Cheshire labels)

AD-Mail prefers the Cheshire

\$450 for 10,000

Mailing from Ad-Mail

for 10,000 pieces

putting on labels .....\$80.00

inserting 2 pieces 107.00

mail, sort, sack 75.00

take to post office 5.00

\$267.00 for 10,000

total --lists & mailing

\$717.00

postage

520.00

total .....

\$1237.00

Contacts Influential --Portland, Or.

have listing of businesses by type; key people,

estimates about 11 cents each--for lists, labeling, inserting  
metering, taking to post office

10,000 .....

.....

\$1100.00

postage

520.00

total

1620.00





# CONTACTS INFLUENTIAL

MARKET RESEARCH AND DEVELOPMENT SERVICES

November 19, 1984

Rusty Goldy  
Metropolitan Citizens League  
1912 S.W. 6th Ave., #252  
Portland, Oregon 97201

Dear Ms. Goldy:

We appreciate your recent inquiry regarding the lists Contacts Influential has to offer.

In years past Contacts Influential has been known as "the business directory company" but we actually do much more than compile and publish cross-referenced business directories. The data in our directories is compiled by calling every firm in the local metropolitan areas and then it is put on computer. That means you can get a customized list selected by industry, zip code, number of employees, kind of location (local, branch or headquarter office), title or even by gender of key decision-makers. Because this information is compiled on the phone it is the most comprehensive, up-to-date business information available.

Your list can be provided in a number of formats: cheshire labels (applied by a mailing house), pressure sensitive labels (you peel and stick these), a computer printout, 3x5 cards, magnetic tape and 5 $\frac{1}{4}$  or 8 inch diskettes for your computer.

We also do consulting on direct marketing projects and can help your firm produce the most effective mail piece for your specific marketing needs.

The list brokerage side of Contacts Influential can find you consumer lists, subscription lists or just about any list that is on the market today. Please call us with your specific needs.

Thanks for contacting us.

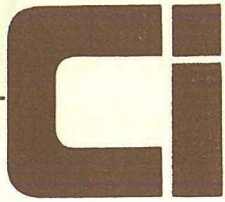
Sincerely,

Matt J. Dutton

MJD:csf

Enc.      516 S.E. Morrison, Suite 1010, Portland, Oregon 97214 • Telephone (503) 236-2141





## CONTACTS INFLUENTIAL®

MARKET IDENTIFICATION & DEVELOPMENT SERVICES

You recently requested our 1984 MARKET PLANNER. Here it is! We think you'll find it useful.

According to studies made by Direct Mail Marketing Association, (DMMA), the success of a Marketing Campaign is attributed to:

1. 15% of the success is based on the COPY
2. 25% of the success is based on the OFFER
3. 60% of the success is based on how well you define your TARGETED MARKET.

That's where we come in.

CONTACTS INFLUENTIAL provides one-of-a-kind data... data that pinpoints your marketplace and prospects with a degree of accuracy never before possible. Generated by state-of-the-art computer technology, this data incorporates virtually every business in metropolitan Portland and the Willamette valley: by type of business, number of employees, address and phone number. PLUS, You get the actual names of every key decision maker.

We wanted to target our own market, so we analyzed the SIC (Standard Industrial Classification) data in the attached MARKET PLANNER. We quickly determined that we had 3,800 prospects out of 52,000 total businesses in our geographic area. To our surprise, our market was much bigger than we expected. You might find the same thing true in your case!

After you've analyzed your marketplace and determined the number of prospects, give us a call. We'll fill in the blanks with our directory, mailing lists, or prospect cards.

Sincerely,

CONTACTS INFLUENTIAL

P.S. Before you embark on a marketing program, ask yourself the following:

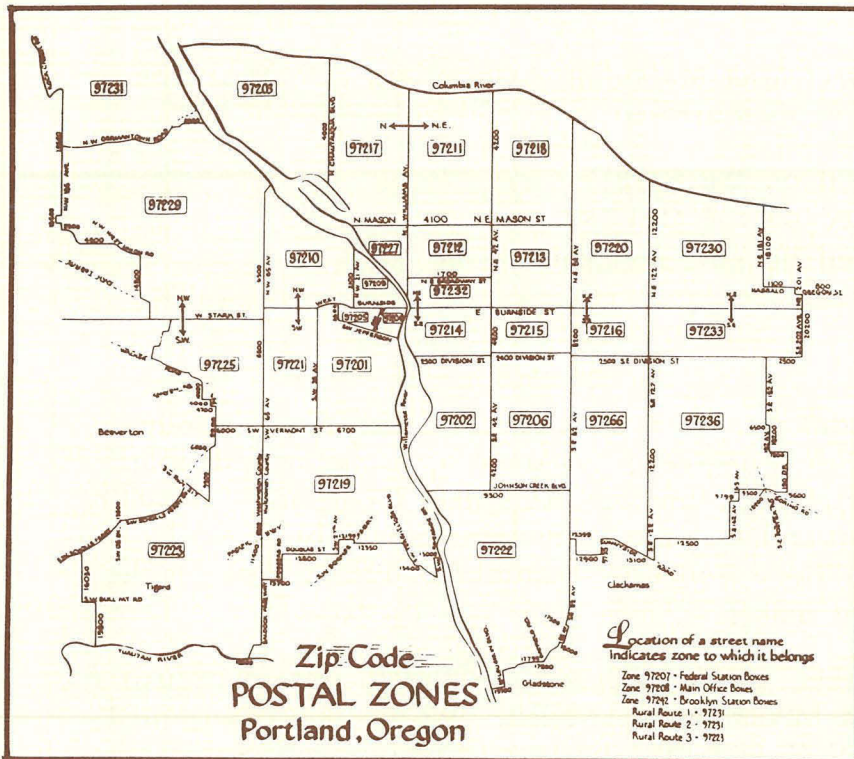
1. Is the copy believable?
2. Is the offer creating a sense of urgency?
3. Is your market targeted and accountable?

516 S.E. Morrison, Suite 1010, Portland, Oregon 97214 • Telephone (503) 236-2141



# Contacts Influential gives you complete coverage of both the city and the entire metropolitan areas

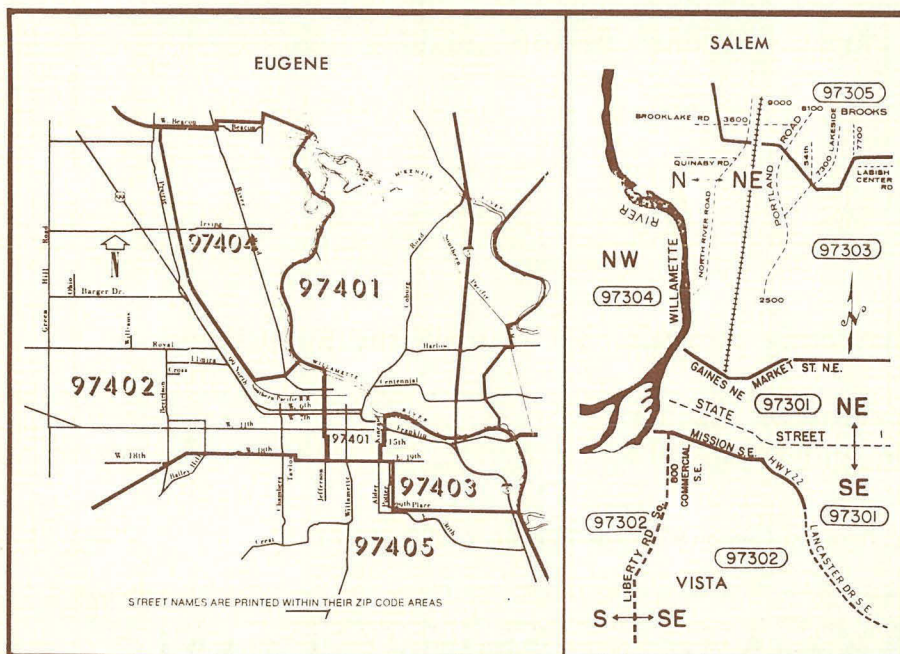
## PORTLAND AREA



<b>ALOHA</b>	<b>GLADSTONE</b>	<b>HILLSBORO</b>
97006	97027	97123
<b>BEAVERTON</b>	<b>GRESHAM</b>	<b>LAKE OSWEGO</b>
97005	97030	97034
<b>PORTLAND</b>		<b>OREGON CITY</b>
97200	97209	97218
97201	97210	97219
97202	97211	97220
97203	97212	97221
97204	97213	97222
97205	97214	97223
97206	97215	97224
97207	97216	97225
97208	97217	97227
		97229
		97230
		97231
		97232
		97233
		97234
		97236
		97266

<b>VANCOUVER, WASH.</b>	
98660	98663
98661	98664
98662	98665

## WILLAMETTE VALLEY AREA



<b>SALEM</b>	<b>SHEDD</b>
ALBANY	SILVERTON
AUMSVILLE	TANGENT
CRABTREE	TURNER
JEFFERSON	<u>EUGENE</u>
LEBANON	ALVADORE
OREGON STATE UNIV.	

CHESHIRE
CORVALLIS
COTTAGE GROVE
CRESCENT LAKE
CRESWELL
DEXTER
ELMIRA

FALL CREEK	SHEDD
HARRISBURG	SILVERTON
JUNCTION CITY	SPRINGFIELD
LORANE	VENETA
LOWELL	VIDA
MARCOLA	WALTERVILLE
NOTI	WALTON



# Standard Industrial Classification Codes

CODES - P = PORTLAND / WV = WILLAMETTE VALLEY

S. I. C. NO. OF FIRMS			TOTAL FIRMS		S. I. C. NO. OF FIRMS			TOTAL FIRMS	
P	WV		P	WV	P	WV		P	WV
<b>AGRICULTURE, FORESTRY &amp; FISHING</b>									
<b>Major Group 01 - AGRICULTURAL PRODUCTION CROPS</b>			<b>TOTAL</b>	<b>777 319</b>					
011	1	5 CASH GRAINS	160	41	161	77 32	<b>Major Group 16 - CONSTRUCTION OTHER THAN BUILDING CONSTRUCTION - GENERAL CONTRACTORS</b>	168	75
013	4	4 FIELD CROPS EXCEPT CASH GRAINS			162	91 43	HIGHWAY AND STREET CONSTRUCTION		
016	9	0 VEGETABLES AND MELONS					HEAVY CONSTRUCTION, EXCEPT HIGHWAY		
017	16	5 FRUITS AND TREE NUTS			<b>Major Group 17 - CONSTRUCTION - SPECIAL TRADE CONTRACTORS</b>			1831	802
018	129	22 HORTICULTURAL SPECIALTIES			171	395 166	PLUMBING, HEATING, AIR CONDITIONING		
019	1	5 GENERAL FARMS PRIMARILY CROP			172	183 79	PAINTING, PAPER HANGING, DECORATING		
<b>Major Group 02 - AGRICULTURAL PRODUCTION - LIVESTOCK</b>			<b>43 8</b>		173	248 107	ELECTRICAL WORK		
021	13	0 LIVESTOCK, EXCEPT DAIRY, POULTRY, ETC.			174	214 118	MASONRY, STONEMWORK, AND PLASTERING		
024	9	1 DAIRY FARMS			175	117 27	CARPENTERING AND FLOORING		
025	7	6 POULTRY AND EGGS			176	165 73	ROOFING AND SHEET METAL WORK		
027	14	1 ANIMAL SPECIALTIES			177	105 43	CONCRETE WORK		
029	0	0 GENERAL FARMS, PRIMARILY LIVESTOCK			178	30 28	WATER WELL DRILLING		
<b>Major Group 07 - ARICULTURAL SERVICES</b>			<b>549 255</b>		179	374 161	MISC. SPECIAL TRADE CONTRACTORS		
071	3	3 SOIL PREPARATION SERVICES			<b>MANUFACTURING</b>			<b>TOTAL</b>	<b>2714 969</b>
072	11	16 CROP SERVICES			<b>Major Group 20 - FOOD AND KINDRED PRODUCTS</b>			137	94
074	113	67 VETERINARY SERVICES			201	26 20	MEAT PRODUCTS		
075	126	63 ANIMAL SERVICES, EXCEPT VETERINARY			202	8 8	DAIRY PRODUCTS		
076	2	0 FARM LABOR AND MANAGEMENT SERVICES			203	25 27	PRESERVED FRUITS AND VEGETABLES		
078	294	106 LANDSCAPE AND HORTICULTURAL SERVICES			204	12 5	GRAIN MILL PRODUCTS		
<b>Major Group 08 - FORESTRY</b>			<b>25 14</b>		205	25 11	BAKERY PRODUCTS		
081	8	5 TIMBER TRACTS			206	8 2	SUGAR AND CONFECTIONARY PRODUCTS		
082	1	0 FOREST NURSERIES AND SEED GATHERING			207	6 2	FATS AND OILS		
084	0	1 GATHERING OF MISC. FOREST PRODUCTS			208	12 12	BEVERAGES		
085	16	8 FORESTRY SERVICES			209	15 7	MISC. FOODS AND KINDRED PRODUCTS		
<b>Major Group 09 - FISHING, HUNTING AND TRAPPING</b>			<b>0 1</b>		<b>Major Group 22 - TEXTILE MILL PRODUCTS</b>			20	7
091	0	0 COMMERCIAL FISHING			221	0 1	WEAVING MILLS, COTTON		
092	0	1 FISH HATCHERIES AND PRESERVES			222	1 0	WEAVING MILLS, SYNTHETIC		
097	0	0 HUNTING, TRAPPING, GAME PROPAGATION			223	4 1	WEAVING AND FINISHING MILLS, WOOL		
<b>MINING</b>			<b>TOTAL</b>	<b>36 16</b>	224	0 0	NARROW FABRIC MILLS		
<b>Major Group 10 - METAL MINING</b>			<b>0 0</b>		225	3 2	KNITTING MILLS		
101	0	0 IRON ORES			226	7 2	TEXTILE FINISHING, EXCEPT WOOL		
102	0	0 COPPER ORES			227	0 0	FLOOR COVERING MILLS		
103	0	0 LEAD AND ZINC ORES			228	0 0	YARN AND THREAD MILLS		
104	0	0 GOLD AND SILVER ORES			229	5 1	MISCELLANEOUS TEXTILE MILLS		
105	0	0 BAUXITE AND OTHER ALUMINUM ORES			<b>Major Group 23 - APPAREL AND OTHER FINISHED PRODUCTS MADE FROM FABRICS AND SIMILAR</b>			84	19
106	0	0 FERROALLOY ORES, EXCEPT VANADIUM			231	2 0	MEN'S AND BOY'S SUITS AND COATS		
108	0	0 METAL MINING SERVICES			232	12 0	MEN'S AND BOY'S FURNISHINGS		
109	0	0 MISCELLANEOUS METAL ORES			233	7 2	WOMEN'S AND MISSES' OUTERWEAR		
<b>Major Group 11 - ANTHRACITE MINING</b>			<b>0 0</b>		234	1 0	WOMEN'S AND CHILDREN'S UNDERGARMETS		
111	0	0 ANTHRACITE MINING			235	0 1	HAT'S CAPS AND MILLINERY		
<b>Major Group 12 - BITUMINOUS COAL AND LIGNITE MINING</b>			<b>1 0</b>		236	2 0	CHILDREN'S OUTERWEAR		
121	1	0 BITUMINOUS COAL AND LIGNITE MINING			237	0 0	FUR GOODS		
<b>Major Group 13 - OIL AND GAS EXTRACTION</b>			<b>10 0</b>		238	8 2	MISCELLANEOUS APPAREL AND ACCESSORIES		
131	1	0 CRUDE PETROLEUM AND NATURAL GAS			239	52 14	MISC. FABRICATED TEXTILE PRODUCTS		
132	0	0 NATURAL GAS LIQUIDS			<b>Major Group 24 - LUMBER AND WOOD PRODUCTS, MATERIALS EXCEPT FURNITURE</b>			241	210
138	9	0 OIL AND GAS FIELD SERVICES			241	12 41	LOGGING CAMPS AND LOGGING CONTRACTORS		
<b>Major Group 14 - MINING AND QUARRYING ON NONMETALLIC MINERALS, EXCEPT FUELS</b>			<b>25 16</b>		242	39 33	SAWMILLS AND PLANING MILLS		
141	1	0 DIMENSION STONE			243	143 104	MILLWORK, PLYWOOD AND STRUCTURAL MEMBERS		
142	3	4 CRUSHED AND BROKEN STONE			244	9 4	WOOD CONTAINERS		
144	20	12 SAND AND GRAVEL			245	2 8	WOOD BUILDINGS AND MOBILE HOMES		
145	0	0 CLAY AN RELATED MINERALS			249	36 20	MISCELLANEOUS WOOD PRODUCTS		
147	0	0 CHEMICAL AND FERTILIZER MINERALS			<b>Major Group 25 - FURNITURE AND FIXTURES</b>			90	21
148	0	0 NONMETALLIC MINERALS AND SERVICES			251	62 15	HOUSEHOLD FURNITURE		
149	1	0 MISCELLANEOUS NONMETALLIC MINERALS			252	3 2	OFFICE FURNITURE		
<b>CONSTRUCTION</b>			<b>TOTAL</b>	<b>3032 1254</b>	253	6 0	PUBLIC BUILDING AND RELATED FURNITURE		
<b>Major Group 15 - BUILDING CONSTRUCTION - GENERAL CONTRACTORS AND OPERATIVE BUILDERS</b>			<b>1033 377</b>		254	11 0	PARTITIONS AND FIXTURES		
152	872	295 RESIDENTIAL BUILDING CONSTRUCTION			259	8 4	MISCELLANEOUS FURNITURE AND FIXTURES		
153	2	10 OPERATIVE BUILDERS			<b>Major Group 26 - PAPER AND ALLIED PRODUCTS</b>			40	7
154	159	72 NONRESIDENTIAL BUILDING CONSTRUCTION			261	1 0	PAPER MILLS		
					262	5 3	PAPER MILLS, EXCEPT BUILDING PAPER		
					263	1 0	PAPERBOARD MILLS		
					264	24 2	MISC. CONVERTED PAPER PRODUCTS		
					265	8 0	PAPERBOARD CONTAINERS AND BOXES		
					266	1 2	BUILDING PAPER AND BOARD MATERIALS		



S. I. C.		NO. OF FIRMS		TOTAL FIRMS		S. I. C.		NO. OF FIRMS		TOTAL FIRMS			
P	WV	P	WV	P	WV	P	WV	P	WV	P	WV		
Major Group 27. - PRINTING, PUBLISHING, AND ALLIED INDUSTRIES				597	149	Major Group 35. - MACHINERY, EXCEPT ELECTRICAL				373	128		
271	46	21	NEWSPAPERS	351	1	0	ENGINES AND TURBINES						
272	44	6	PERIODICALS	352	11	9	FARM AND GARDEN MACHINERY						
273	25	5	BOOKS	353	39	11	CONSTRUCTION AND RELATED MACHINERY						
274	24	5	MISCELLANEOUS PUBLISHING	354	50	14	METAL WORKING MACHINERY						
275	374	97	COMMERCIAL PRINTING	355	44	19	SPECIAL INDUSTRY MACHINERY						
276	3	2	MANIFOLD BUSINESS FORMS	356	34	4	GENERAL INDUSTRIAL MACHINERY						
277	6	0	GREETNG CARD PUBLISHING	357	13	4	OFFICE AND COMPUTING MACHINES						
278	12	3	BLANKBOOKS AND BOOKBINDING	358	10	3	REFRIGERATION AND SERVICE MACHINERY						
279	63	10	PRINTING AND TRADE SERVICES	359	171	64	MISC. MACHINERY, EXCEPT ELECTRICAL						
Major Group 28. - CHEMICALS AND ALLIED PRODUCTS				81	17	Major Group 36. - ELECTRICAL AND ELECTRONIC MACHINERY, EQUIPMENT AND SUPPLIES				138	18		
281	9	1	INDUSTRIAL INORGANIC CHEMICALS	361	11	1	ELECTRIC DISTRIBUTING EQUIPMENT						
282	8	1	PLASTICS MATERIALS AND SYNTHETICS	362	9	2	ELECTRICAL INDUSTRIAL APPARATUS						
283	14	1	DRUGS	363	4	0	HOUSEHOLD APPLIANCES						
284	17	0	SOAPS, CLEANERS, AND TOILET GOODS	364	11	0	ELECTRICAL LIGHTING AND WIRING EQUIPMENT						
285	8	3	PAINTS AND ALLIED PRODUCTS	365	8	0	RADIO AND TV RECEIVING EQUIPMENT						
286	0	4	INDUSTRIAL ORGANIC CHEMICALS	366	17	7	COMMUNICATION EQUIPMENT						
287	4	1	AGRICULTURAL CHEMICALS	367	60	6	ELECTRONIC COMPONENTS AND ACCESSORIES						
289	21	6	MISCELLANEOUS CHEMICAL PRODUCTS	369	18	2	MISC. ELECTRICAL EQUIPMENT AND SUPPLIES						
Major Group 29. - PETROLEUM REFINING AND RELATED INDUSTRIES				7	5	Major Group 37. - TRANSPORTATION EQUIPMENT				102	34		
291	2	1	PETROLEUM REFINING	371	39	12	MOTOR VEHICLES AND EQUIPMENT						
295	5	4	PAVING AND ROOFING MATERIALS	372	3	2	AIRCRAFT AND PARTS						
299	0	1	MISC. PETROLEUM AND COAL PRODUCTS	373	42	15	SHIP AND BOAT BUILDING AND REPAIRING						
Major Group 30. - RUBBER AND MISCELLANEOUS PLASTICS PRODUCTS				84	16	Major Group 38. - MEASURING, ANALYZING AND CONTROLLING INSTRUMENTS, PHOTOGRAPHIC, MEDICAL AND OPTICAL GOODS; WATCHES AND CLOCKS				73	14		
301	0	0	TIRES AND INNER TUBES	381	9	3	ENGINEERING AND SCIENTIFIC INSTRUMENTS						
302	0	0	RUBBER AND PLASTIC FOOTWEAR	382	15	1	MEASURING AND CONTROLLING DEVICES						
303	1	0	RECLAIMED RUBBER	383	4	0	OPTICAL INSTRUMENTS AND LENSES						
304	1	0	RUBBER AND PLASTICS HOSE AND BELTING	384	27	5	MEDICAL INSTRUMENTS AND SUPPLIES						
306	2	2	FABRICATED RUBBER PRODUCTS, NEC	385	10	4	OPHTHALMIC GOODS						
307	80	14	MISCELLANEOUS PLASTICS PRODUCTS	386	6	1	PHOTOGRAPHIC EQUIPMENT AND SUPPLIES						
Major Group 31. - LEATHER AND LEATHER PRODUCTS				9	2	387	2	0	WATCHES, CLOCKS AND WATCH CASES				
311	2	0	LEATHER TANNING AND FINISHING	Major Group 39. - MISCELLANEOUS MANUFACTURING INDUSTRIES				120	69				
313	0	0	BOOT AND SHOE CUT STOCK AND FINDINGS	391	13	9	JEWELRY, SILVERWARE AND PLATED WARE						
314	2	0	FOOTWEAR EXCEPT RUBBER	393	11	3	MUSICAL INSTRUMENTS						
315	1	1	LEATHER GLOVES AND MITTENS	394	42	6	TOYS AND SPORTING GOODS						
316	0	0	LUGGAGE	395	2	1	PENS, PENCILS, OFFICE AND ART SUPPLIES						
317	2	0	HANDBAGS AND PERSONAL LEATHER GOODS	396	3	0	COSTUME JEWELRY AND NOTIONS						
319	2	1	LEATHER GOODS, NEC	399	49	50	MISSCELLANEOUS MANUFACTURERS						
Major Group 32. - STONE, CLAY, GLASS, AND CONCRETE PRODUCTS				98	36	TRANSPORTATION, COMMUNICATIONS, ELECTRIC, GAS & SANITARY SERVICES							
321	2	0	FLAT GLASS	TOTAL						1313	346		
322	4	1	GLASS AND GLASSWARE, PRESSED OR BLOWN	Major Group 40. - RAILROAD TRANSPORTATION						34	5		
323	22	1	PRODUCTS OR PURCHASED GLASS	401	34	5	RAILROADS						
324	1	0	CEMENT, HYDRAULIC	404	0	0	RAILWAY EXPRESS SERVICE						
325	5	0	STRUCTURAL CLAY PRODUCTS	Major Group 41. - LOCAL AND SUBURBAN TRANSIT AND INTER-URBAN HIGHWAY PASSENGER TRANSPORTATION						66	30		
326	11	0	POTTERY AND RELATED PRODUCTS	411	33	6	LOCAL AND SUBURBAN TRANSPORTATION						
327	32	17	CONCRETE, GYPSUM AND PLASTER PRODUCTS	412	11	5	TAXICABS						
328	4	4	CUT STONE AND STONE PRODUCTS	413	10	7	INTERCITY HIGHWAY TRANSPORTATION						
329	17	8	MISC. NONMETALLIC MINERAL PRODUCTS	414	4	10	TRANSPORTATION CHARTER SERVICES						
Major Group 33. - PRIMARY METAL INDUSTRIES				83	16	415	6	2	SCHOOL BUSES				
331	14	2	BLAST FURNACE AND BASIC STEEL PRODUCTS	417	2	0	BUS TERMINAL AND SERVICE FACILITIES						
332	22	4	IRON AND STEEL FOUNDRIES	Major Group 42. - MOTOR FREIGHT TRANSPORTATION AND WAREHOUSING						423	133		
333	2	4	PRIMARY AND NONFERROUS METALS	421	322	95	TRUCKING, LOCAL AND LONG DISTANCE						
334	4	1	SECONDARY NONFERROUS METALS	422	99	37	PUBLIC WAREHOUSING						
335	2	1	NONFERROUS ROLLING AND DRAWING	423	2	1	TRUCKING TERMINAL FACILITIES						
336	31	4	NONFERROUS FOUNDRIES	Major Group 43. - U.S. POSTAL SERVICE						0	0		
339	8	0	MISCELLANEOUS PRIMARY METAL PRODUCTS	431	0	0	U.S. POSTAL SERVICE						
Major Group 34. - FABRICATED METAL PRODUCTS, EXCEPT MACHINERY AND TRANSPORTATION EQUIPMENT				337	107	Major Group 44. - BUSINESS SERVICES						102	1
341	6	2	METAL CANS AND SHIPPING CONTAINERS	441	8	0	DEEP SEA FOREIGN TRANSPORTATION						
342	30	10	CUTLERY, HAND TOOLS AND HARDWARE	442	17	0	DEEP SEA DOMESTIC TRANSPORTATION						
343	10	5	PLUMBING AND HEATING, EXCEPT ELECTRIC	443	0	0	GREAT LAKES TRANSPORTATION						
344	188	67	FABRICATED STRUCTURAL METAL PRODUCTS	444	7	0	TRANSPORTATION ON RIVERS AND CANALS						
345	3	0	SCREW MACHINE PRODUCTS, BOLTS, ETC.	445	7	0	LOCAL WATER TRANSPORTATION						
346	20	5	METAL FORGINGS AND STAMPINGS	446	63	1	WATER TRANSPORTATION SERVICES						
347	40	8	METAL SERVICES, NEC										
348	0	0	ORDNANCE AND ACCESSORIES, NEC										
349	40	10	MISC. FABRICATED METAL PRODUCTS										







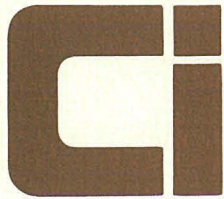
S. I. C. NO. OF FIRMS				TOTAL FIRMS		S. I. C. NO. OF FIRMS				TOTAL FIRMS		
P		WV		P	WV	P		WV		P	WV	
Major Group 66. - COMBINATIONS OF REAL ESTATE, INSURANCE, LOANS, AND LAW OFFICES				7	1	Major Group 82. - EDUCATIONAL SERVICES				348	119	
661	7	1	COMBINED REAL ESTATE, INSURANCE, ETC.			821	109	45	ELEMENTARY AND SECONDARY SCHOOLS			
Major Group 67. - HOLDING AND OTHER INVESTMENT OFFICES				95	10	822	49	14	COLLEGES AND UNIVERSITIES			
671	54	7	HOLDING OFFICES			823	10	9	LIBRARIES AND INFORMATION CENTERS			
672	24	2	INVESTMENT OFFICES			824	64	16	CORRESPONDENCE AND VOCATIONAL SCHOOLS			
673	12	0	TRUSTS			829	116	35	SCHOOLS AND EDUCATIONAL SERVICES, NEC			
679	5	1	MISCELLANEOUS INVESTING			Major Group 83. - SOCIAL SERVICES				558	307	
						832	208	160	INDIVIDUAL AND FAMILY SERVICES			
						833	50	10	JOB TRAINING AND RELATED SERVICES			
						835	143	90	CHILD DAY CARE SERVICES			
						836	76	17	RESIDENTIAL CARE			
						839	81	30	SOCIAL SERVICE, NEC			
SERVICES				TOTAL	14522	5286	Major Group 84. - MUSEUMS, ART GALLERIES, BOTANCIAL AND ZOOLOGICAL GARDENS				9	6
Major Group 70. - HOTELS, ROOMING HOUSES, CAMPS, AND OTHER LODGING PLACES				201	90	841	8	6	MUSEUMS AND ART GALLERIES			
701	191	81	HOTELS, MOTELS AND TOURIST COURTS			842	1	0	BOTANICAL AND ZOOLOGICAL GARDENS			
702	8	1	ROOMING AND BOARDING HOUSES			Major Group 86. - MEMBERSHIP ORGANIZATIONS				657	235	
703	2	6	CAMPS AND TRAILER PARKS			861	153	57	BUSINESS ASSOCIATIONS			
704	0	2	MEMBERSHIP - BASIS ORGANIZATION HOTELS			862	52	10	PROFESSIONAL ORGANIZATIONS			
Major Group 72. - PERSONAL SERVICES				1738	673	863	137	53	LABOR ORGANIZATIONS			
721	377	140	LAUNDRY, CLEANING AND GARMENT SERVICES			864	265	102	CIVIC AND SOCIAL ASSOCIATIONS			
722	95	35	PHOTOGRAPHIC STUDIOS, PORTRAIT			865	9	4	POLITICAL ORGANIZATIONS			
723	703	291	BEAUTY SHOPS			866	31	5	RELIGIOUS ORGANIZATIONS			
724	196	97	BARBER SHOPS			869	10	4	MEMBERSHIP ORGANIZATIONS, NEC			
725	56	26	SHOE REPAIR AND HAT CLEANING SHOPS			Major Group 88. - PRIVATE HOUSEHOLDS				0	0	
726	52	20	FUNERAL SERVICE AND CREMATORIES			881	0	0	PRIVATE HOUSEHOLDS			
729	259	64	MISCELLANEOUS PERSONAL SERVICES			Major Group 89. - MISCELLANEOUS SERVICES				1165	420	
Major Group 73. - BUSINESS SERVICES				2956	686	891	494	190	ENGINEERING AND ARCHITECTURAL SERVICES			
731	215	53	ADVERTISING			892	12	3	NONCOMMERCIAL RESEARCH ORGANIZATIONS			
732	68	20	CREDIT REPORTING AND COLLECTION			893	611	219	ACCOUNTING, AUDITING AND BOOKEEPING			
733	462	126	MAILING, REPRODUCTION, STENOGRAPHIC			899	48	8	SERVICES, NEC			
734	358	95	SERVICES TO BUILDINGS			PUBLIC ADMINISTRATION				TOTAL	0	81
735	4	0	NEWS SYNDICATES			Major Group 91. - EXECUTIVE LEGISLATIVE AND GENERAL				0	81	
736	121	29	PERSONAL, SUPPLY SERVICES			911	0	0	EXECUTIVE OFFICES			
737	330	55	COMPUTER AND DATA PROCESSING SERVICES			912	0	0	LEGISLATIVE BODIES			
739	1398	307	MISCELLANEOUS BUSINESS SERVICES			913	0	0	EXECUTIVE AND LEGISLATIVE COMBINED			
Major Group 75. - AUTOMOTIVE REPAIR, SERVICES AND GARAGES				1199	506	919	0	81	GENERAL GOVERNMENT NEC			
751	116	51	AUTOMOTIVE RENTALS WITHOUT DRIVERS			FIRMS BY TYPE OF LOCATION						
752	60	2	AUTOMOBILE PARKING									
753	899	410	AUTOMOBILE REPAIR SHOPS									
754	124	43	AUTOMOTIVE SERVICES, EXCEPT REPAIR									
Major Group 76. - MISCELLANEOUS REPAIR SERVICES				732	283							
762	230	87	ELECTRICAL REPAIR SHOPS									
763	13	12	WATCH, CLOCK, AND JEWELRY REPAIR									
764	108	43	REUPHOLSTERY AND FURNITURE REPAIR									
769	381	141	MISCELLANEOUS REPAIR SHOPS									
Major Group 78. - MOTION PICTURES				136	37							
781	68	7	MOTION PICTURE PRODUCTION AND SERVICES									
782	5	0	MOTION PICTURE DISTRIBUTION AND SERVICES									
783	63	30	MOTION PICTURE THEATERS									
Major Group 79. - AMUSEMENT AND RECREATION SERVICES, EXCEPT MOTION PICTURES				414	134							
791	51	20	DANCE HALLS, STUDIOS AND SCHOOLS									
792	73	10	PRODUCERS, ORCHESTRAS, ENTERTAINERS									
793	32	19	BOWLING AND BILLARD ESTABLISHMENTS									
794	21	3	COMMERCIAL SPORTS									
799	237	82	MISC. AMUSEMENT, RECREATIONAL SERVICES									
Major Group 80. - HEALTH SERVICES				3284	1282							
801	1361	546	OFFICES OF PHYSICIANS									
802	864	376	OFFICES OF DENTISTS									
803	70	14	OFFICES OF OSTEOPATHIC PHYSICIANS									
804	670	226	OFFICES OF OTHER HEALTH PRACTITIONERS									
805	89	35	NURSING AND PERSONAL CARE FACILITIES									
806	47	8	HOSPITALS									
807	141	61	MEDICAL AND DENTAL LABORATORIES									
808	38	14	OUTPATIENT CARE FACILITIES									
809	4	2	HEALTH AND ALLIED SERVICES, NEC									
Major Group 81. - LEGAL SERVICES				1125	427							
811	1125	427	LEGAL SERVICES									

FIRMS BY TYPE OF LOCATION			
	CODE	COUNT	PERCENTAGE OF TOTAL
	P	WV	
SOLE OFFICE	L	31,513	12,498
BRANCH OFFICE	B	7,237	2,111
HEADQUARTERS	H	1,159	269

FIRMS BY SIZE			
	COUNT	PERCENTAGE OF TOTAL	
NO. OF EMPLOYEES	P	WV	
1 to 5	28,174	11,197	
6 to 10	5,436	1,851	
11 to 25	3,634	1,025	
26 to 50	1,486	488	
51 to 100	694	156	
101 to 250	305	97	
251 to 500	101	42	
501 or over	79	23	
TOTAL OF FIRMS	39,909	14,498	

ADDITIONAL STATISTICAL INFORMATION			
	P	WV	
NEW FIRMS ADDED THIS YEAR	6,744	1,948	
FIRMS IN BUSINESS OVER 5 YEARS	24,567	7,843	
CORPORATIONS	20,365	4,942	
SOLE PROPRIETORSHIPS	16,612	8,494	
PARTNERSHIPS	2,932	1,543	
WOMEN EXECUTIVES	16,532	2,988	
WOMEN IN KEY MANAGEMENT POSITIONS	7,121	1,023	





# CONTACTS INFLUENTIAL®

MARKET IDENTIFICATION & DEVELOPMENT SERVICES

## PRICE LIST

### CONTACTS INFLUENTIAL BUSINESS DIRECTORY

Portland Business Directory with Monthly Update – 12 month lease	\$495.00
Willamette Valley Directory –no updating available at this time — 12 month lease	225.00

### CUSTOM COMPUTER OUTPUT TAILORED TO YOUR COMPANY'S MARKETING PLANS

Cheshire Labels (label used with machine application –we can have these labels affixed for you)	\$58.00/M
Pressure Sensitive Labels (peel-and-stick –you do the work)	65.00/M
3 x 5 Prospect Cards –under 5,000 firm names	150.00/M
over 5,000 firm names	125.00/M
Printed Listing (contains all the information we compile on a firm, tailored to your market- ask for prices on a "mini-printout")	95.00/M
Magnetic Tape or Floppy Disc (information available to run on your own computer)	
one year unlimited use	150.00/M
one time use only	75.00/M
Rush Order Charge (24 hour service)	50.00
Minimum Order Charge**	400.00
Minimum Order Charge For Magnetic Tapes and Discs	500.00

Prices here are for small and medium volumes –  
for larger volumes, call for special quote.

### ADDRESSING AND MAILING SERVICES

There are three basic methods of addressing your material. As there is a great variance in what is mailed – sizes, thicknesses, self-mailers, pieces inserted into envelopes, etc., please call us for samples and quotes.

The three basic methods are:

1. Cheshire labeling of your material .....Least expensive
2. Ink Jet addressing directly onto your material .....More expensive
3. Word Processed Typing, letter quality .....Most expensive

There are four basic methods of personalizing your mail. Again, we will have to give you a quote when we see what your wants are.

The four basic methods are:

1. Computer Letters (large volume) .....Least expensive
2. Laser Letters .....More expensive
3. Match Fill-In .....More expensive
4. Word Processed Letters .....Most expensive

\*\*Call for Directory Client Discount

Prices subject to change without notice

Call us for your copy of Target Marketing - A Direct Mail Brochure  
Over Please

516 S.E. Morrison, Suite 1010, Portland, Oregon 97214 • Telephone (503) 236-2141



## QUESTIONS & ANSWERS

Here are some of the questions we are asked and the answers:

**Q HOW DO YOU COMPILE YOUR BUSINESS LISTS?**

**A** We have two lists: **The "A" list** is compiled by personally calling all the businesses in the area and asking the questions we need to know to keep our lists and directories current. The questions we ask have been learned over 20 years of finding out what our customers want. We only do the physical calling in the areas we publish a directory for. **The "B" list** is compiled by keying into the computer information from the telephone book(s) plus any other information we can get, such as State Industrial Directories. This list is not as current, nor is there very much information on each firm other than the firm name, address, city, state, zip, telephone number and kind of industry (SIC). We do not contact these firms personally. The geographic coverage is excellent.

**Q WHICH LIST SHOULD I USE?**

**A** If the geography you desire coincides with our "A" list, that is what you should use. If on the other hand you want Baker, Oregon and Cheyenne, Wyoming, you have no choice but to use the "B" list.

**Q WHAT KIND OF SELECTIONS ARE AVAILABLE TO ME FROM THE "A" LIST?**

**A** You can select by **zip code** – there are 1,566 businesses in 97214. You can select by **Industry** (SIC – Standard Industrial Classification) – there are 1,044 law firms in Portland. You can select by **size** – there are 6,202 firms that employ over 10 people in the area. There are also 6,870 **branch offices**, 3,084 firms owned by **women** and over 17,000 **corporations**.

**Q HOW CURRENT ARE YOUR LISTS?**

**A** Unfortunately, I have never seen a current list. The list we compile today is out of date tomorrow because of our ever shifting society. McGraw Hill did a survey and they found that 54% of all management people change yearly. But "We try harder." Because we are constantly calling on a daily basis and updating our files, we are seldom more than 2 to 3% out of date. The national average is 10% and our "B" list could at most times be in that category.

**Q HOW DO I REACH MARKETS OTHER THAN BUSINESS FIRMS?**

**A** We have also compiled residential names, and with some very interesting selections available to you – such as **income, single family residence, apartment dwellers** (watch out for this one – lots of moves), **length of time in residence, home values** and more. For your information there are **43,814 senior citizens**, and **14,740 homes valued at over \$75,000 in Portland**.

**Q I AM A STOCK BROKER AND I WANT WALL STREET JOURNAL SUBSCRIBERS – HOW DO I GET THEM?**

**A** A good portion of our business is list brokerage, and we can usually find the list you want. There are **52,468 American Express** holders in Oregon, **5,376 subscribers to Ski Magazine** and **5,921 subscribers to Inc Magazine**. You won't know if we have the list unless you call.

Member Direct Marketing Association, Inc.



*Look for this symbol  
when you buy direct*