

## Chairman's Message

As the 1987-88 Chairman of the Board of the Colorado Association of Commerce and Industry, I am pleased to report on the status of CACI.

In the past year CACI has accomplished many objectives. First, in its role as the representative of the business community at the legislature, CACI has become a major influence thanks to our very competent staff and their effective lobbying efforts. Key to their effectiveness has been the Blueprint for Colorado, now entering its third year. A project of CACI Educational Foundation, the Blueprint for Colorado boasts over 100 business leaders from throughout the state who contribute many hours developing consensus positions. Many legislators now treat the Blueprint as a handbook for legislative action.

A few weeks ago, CACI convened the first-ever statewide Air Quality Roundtable. Business leaders from all across the state reviewed the status of the federal clean air bill, the results of the brown cloud study, and are formulating future plans.

In rural development, a significant piece of legislation passed this year will provide capital for investing in value-added businesses to stimulate local economies.

Colorado Business Week, CACI's program in business education for high school students, this year expanded to two weeks at two college campuses. In its four years, the program has graduated more than 1,000 teenagers.

50 FOR COLORADO, CACI's leadership training program, has graduated another class of business leaders. These professionals now have a thorough understanding of the issues and economics in Colorado.

To foster more statewide understanding and communication, CACI initiated a new Colorado sister cities program this year. Seventy-four Colorado cities and towns are exchanging information, in a two-year program called Colorado Community Partnership.

CACI has reinforced its relationships with local chambers of commerce, with the media and other important publics throughout the state. In September, the CACI leadership, staff and four key legislators undertook a very successful, 10-city legislative tour, further reinforcing our statewide perspective.

Through CACI's efforts, the



*Duane Pearsall speaks to members of the Logan County Chamber of Commerce (Sterling) as part of CACI's Legislative Tour.*

Governor has appointed a Colorado Commission on Government Productivity, currently involving 150 people serving on 20 committees, studying efficiencies and areas of cost savings in state government.

Most significantly, membership in CACI now produces even greater

benefits, such as first-class insurance packages, seminars, and member networking. Credit for these successes belongs to you, the involved member reflecting the highest levels of corporate citizenship and benefit to this community.

**Duane D. Pearsall**  
Chairman of the Board, 1987-88

### CACI Board Members

**Elected Oct. 28, 1988**

(serving three year terms)

**Art Barela**, Chairman of the Board, Barela and Sons, Denver

**Marcellus Jackson**, President, Colorado Black Chamber of Commerce

**Kent Kalb**, Senior Tax Council, Union Pacific Corporation, Broomfield

**Myra Monfort**, Vice President, Administrative Services and General Counsel, Monfort of Colorado, Greeley

**Will Nicholson**, Chairman and CEO, Colorado National Bankshares, Denver

**Robert Rawlings**, Publisher, Star Journal Publishing Corporation

**Ann Schimmel**, President, Travel Connections of Denver

**Greg Skirving**, Partner and Vice President, Reynolds Properties, Inc., Denver

**Marvin Strait**, Senior Executive Partner, Strait, Kushinsky and Company, Colorado Springs

**Jon Whitney**, Executive Vice President and COO, Colorado Interstate Gas Company, Colorado Springs

**1988-89 Chairman-Elect:** David Delcour, Vice President, AMAX Mineral Resources, Golden



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Representing the major industries and economic sectors of Colorado, more than 20 key executives met October 13 to discuss business' role in the state's air quality drive. Sponsored by CACI, the Business Air Quality Roundtable intends to become a leading player in air quality policy formation, and in educational activities.

Highlights of the October meeting were a presentation by Rep. Dan Schaefer on Congressional aspects of clean air; a technical review by Dr. Clayton Smith of the University of Denver; the Environmental Protection Agency's role given by Regional Administrator Jim Scherer; a presentation by Gov. Roy Romer; and discussions by Roundtable attendees on specific actions taken by several companies.

## Clean Air Act was allowed to expire

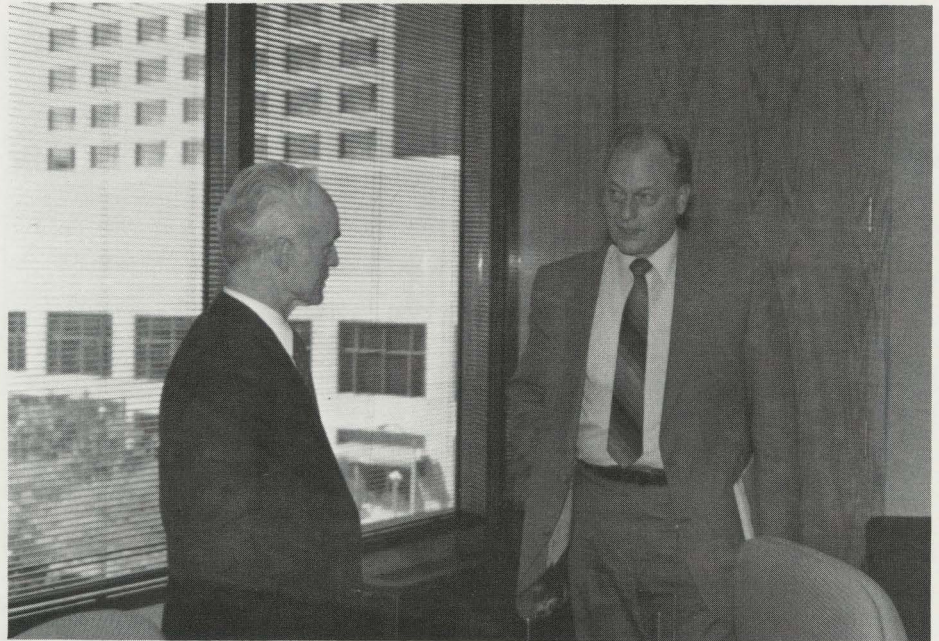
Schaefer, a Republican representing Colorado's Sixth Congressional District, reviewed for the group the historical perspective of negotiations on clean air. Traditionally, he said, "Whenever it came to environmental legislation, industry and many Republicans found themselves in a passive, defensive position. Rather than offering their own proposal or working to improve another's, they withdrew themselves from the legislative process by opposing everything."

This reluctance to become part of the process led to an equally extreme position on the part of environmental groups, who also refused to negotiate, related Schaefer. Thus, despite a new awareness by some business groups like CACI that clean air is an economic issue too, the 100th Congress failed to extend the Clean Air Act. This lack of action sent a dangerous message to state and local governments and citizenry, said Schaefer: The federal government just doesn't consider clean air a priority.

Schaefer, a member of the House Energy and Commerce Committee, has worked for solutions to clean air attainment since he began serving in 1983. The issue will return in 1989, he said, and the next time around needs the active participation of business in order to work out compromises. He urged industry to provide "a much-needed voice of reason in the clean air debate."

## The nature of Colorado's air quality problem

The composition of Colorado's air,



*Duane Pearsall talks with Dr. Clayton Smith of DU's Atmospheric Research Center at the Business Air Quality Roundtable.*

contributing to the brown cloud and unseen pollutants, is varied, according to Dr. Clayton Smith, Director of DU's Atmospheric Research Center. Motor vehicle exhaust and wood burning contribute greatly to air particles that are visible. From the Metro Denver Brown Cloud study, it was apparent that consumers using fireplaces and driving cars can, with activity changes, greatly assist in the air cleanup. Business, on the other hand, has already effected helpful changes including staggered work hours for its employees, cleaner manufacturing processes, and attention to fleet vehicle emissions and driving schedules. Coal burning apparently plays a very negligible role in our air quality problems.

## EPA role defined

Jim Scherer, regional administrator for the Environmental Protection Agency (EPA) related what the federal agency is doing. Scherer said he favors setting a national diesel emissions standard.

Scherer described the main elements of air pollution, and what the Denver area faces. Regarding carbon monoxide reduction, Scherer said the EPA "applauds what has been done on the local level. The perception problem of Denver is being turned around. People realize we're an area that is doing something about it."

Colorado doesn't have a significant ozone problem, continued Scherer, but with growth, the state will have to continue to be aware of ozone. The par-

ticulate problem, said Scherer, is basically caused by "people driving a lot of miles."

Because Congress did not act on the Clean Air Act this year, the EPA standards of 3 percent per year reduction in air pollutants will apply, said Scherer.

Colorado's transportation policies for the future, believes Scherer, should not only concentrate on moving people, but on encouraging fewer vehicle miles be driven. Transportation along existing major corridors should be encouraged, while more beltways foster business and people to move out, spreading the vehicle movement problem.

Solutions such as high occupancy vehicle lanes are preferable to costly mass transit, said Scherer. He favors some sort of metropolitan-area government to develop these strategies. Other solutions may include alternative fuels to diesel, such as compressed natural gas, which is expensive but current technology can permit vehicles to accomplish the switch.

## Roundtable to address education, legislation

Duane Pearsall, who chaired the Business Air Quality Roundtable in his capacity as CACI's 1987-88 chairman of the board, asked the group to choose a permanent chairman by or at its January meeting. Another goal will be to broadcast the steps already being taken by businesses, so that their counterparts can



# Roundtable sets objectives

take similar voluntary actions in air cleanliness.

Another goal for the Roundtable should be to change perceptions of Colorado held by out-of-state publics. Obtaining accurate information about air quality — re-

search and dissemination — will be important. People will react favorably when they hear about positive programs such as fleet vehicle guidelines, said Pearsall.

The group consensus was that Denver and Colorado are working to clean up the

air, regardless of federal standards or regulations. Therefore, the metropolitan area and state should be able to work on practices and attainment guidelines that are most suitable to the geography and needs.

## 1987-88 METRO DENVER BROWN CLOUD STUDY

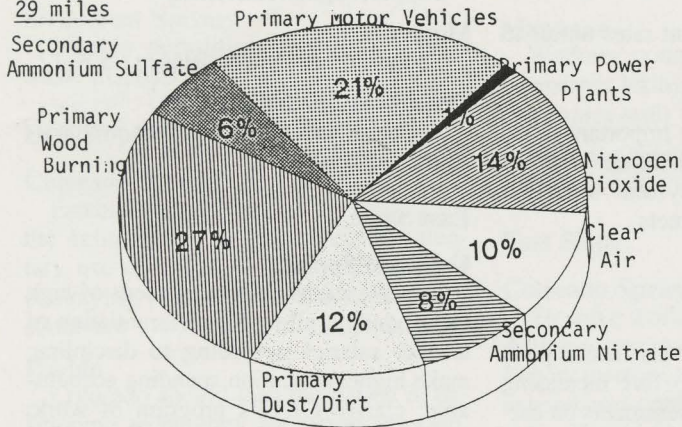
Project Overview

Figure 2

Average Contributions to Visibility Reduction  
Downtown Denver Elevated Site (Federal)  
November - January

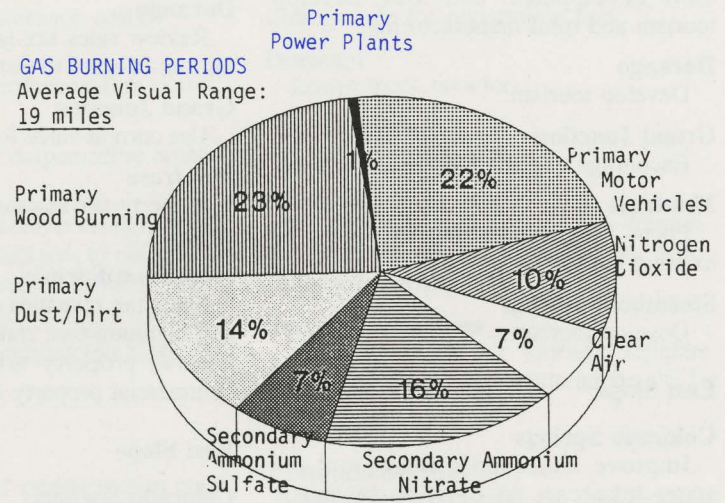
### COAL BURNING PERIODS

Average Visual Range:  
29 miles

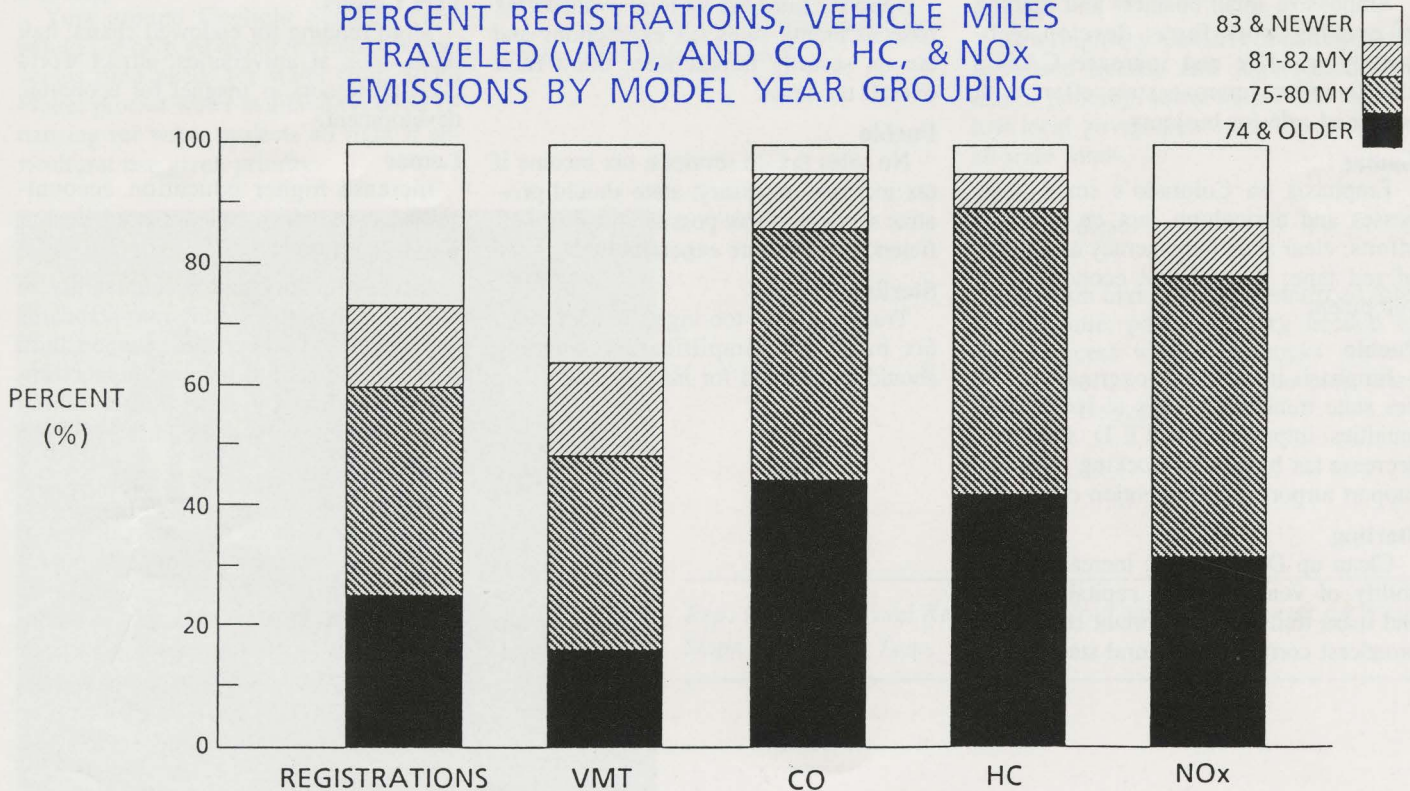


### GAS BURNING PERIODS

Average Visual Range:  
19 miles



## COLORADO PASSENGER CAR PERCENT REGISTRATIONS, VEHICLE MILES TRAVELED (VMT), AND CO, HC, & NOx EMISSIONS BY MODEL YEAR GROUPING



SOURCES: COLORADO DEPT. OF HEALTH REGISTRATIONS, MOBILE 3 MILEAGE ACCUMULATION RATES, AND COMBINED EPA MOBILE 3 AND GM EMISSION FACTORS.