

Harvard Square Business Association



January-February, 1987

Vol. III:5-6

Newsletter

Sally Alcorn, Editor

NEW YEAR HIGHLIGHTS

- January 1 NEW YEAR'S DAY
January 6 1987 Planning Session
Cambridge Trust Co., 2pm
January 7 Cambridge Business Assns.
12pm, Sen. Michael LoPresti
January 9 HSBA Board Meeting, 9am
January 9 Oliver Brown Retirement, 7pm
Marriott Hotel, \$20, benefit
for Camb. Children's Book Fund
January 14 Cambridge Forum series, 8pm
First Parish Church, J. Higgins
"Madison Ave's Myth of Eve"
January 17 Martin L. King, Jr. Tribute
8:30am, Marriott Hotel, \$20
with Hon. Shirley Chisholm
Rsvp by 1/10: NAACP, Box 831
Cambridge, MA 02139
January 19 MARTIN LUTHER KING, JR. DAY
January 22 Cambridge Chamber of Commerce
Tax Reform Seminar, 9am-1pm
Hyatt Regency, \$35. (876-4100)
January 28 Cambridge Forum, 8pm, Mark
Kramer on "Sports & Power"
February 6 HSBA Board Meeting, 9am
February 16 WASHINGTON'S BIRTHDAY
February 25 Cambridge Forum series, 8pm
Ley Toffler, "Do Corporations
Discourage Employee Honesty?"
*April 10 ANNUAL MEETING, Charles Hotel
*May 1,2,3 MAYFAIR ON THE COMMON
*June 21 MAYOR'S CUP BIKE CHAMPIONSHIPS
*October 11 HARVARD SQUARE OKTOBERFEST
*November 27 HOLIDAY TREE-LIGHTING CEREMONY

WELCOME NEW MEMBERS!

Please welcome our new members of the
Harvard Square Business Association:

Glen Forman & Jim Zahka, Audio Video
Environments, 8 Eliot Street

Tricia Alyanakian, American Express
Travel Company, 44 Brattle Street

Sally Ackerman-Eaton, Ackerman
Properties, 133 Mt. Auburn Street

IT WAS A VERY GOOD YEAR

Now is the time we celebrate the good
fortune of the Year 1986. Our 75th year
was a busy and successful one that began
with the Winterfest in early February.
Winter sales, ice sculpture, and the
SnowBall gave winter excitement to the
community and brought many visitors into
the stores and restaurants in the Square.

The Association celebrated the change
of season with its third annual MayFair
on the Cambridge Common. Crafts, food,
carnival rides, a giant raffle, and an
icecream-tasting contest created a fun
filled day for the whole family.

The main event of the year was our
"Evening to Remember" the 75th anniver-
sary of the Harvard Square Business
Association on May 20th at the Sheraton
Commander attended by 250 members and
celebrity guests.

At the end of June, Harvard Square
hosted its first Mayor's Cup Bike Race
co-sponsored by Wheat Thins, Del Monte,
Kryptonite Locks, the Bicycle Exchange,
and the Business Association. The one-
day event filled the square with the
thrill of competition as amateur and
professional bike racers circled Harvard
Yard.

Harvard University celebrated its 350th
anniversary as fall returned to Harvard
Square. The eighth annual Harvard Square
Oktoberfest, non-alcoholic this time,
coincided with the finale of a week of
350th festivities for the undergraduates.
Oktoberfest featured the familiar Hofbrau
Boys Bavarian Band and the New Liberty
Jazz Machine, musicians who rode into
town in a 1942 fire truck wearing red
vests and Wilkie buttons.

Now that winter has visited us with its
array of holidays, we celebrate together
the successes of our year here in Harvard
Square. Thanks to all of our members and
supporters, the year proved to be excep-
tionally active and rewarding.

Finally, we would like to thank our
hard-working staff and to toast a wonderfu
new year.

ADVISORY COMMITTEE NAMED

Sheldon Cohen, president of the Harvard Square Business Association, was appointed by City Manager Robert Healy to the new Harvard Square Advisory Committee charged with reviewing all major construction in the Square.

Others appointed to the committee are: Phoebe Mason Bruck, Louis DiGiovanni, Philip Dowds, Pebble Gifford, Richard Harter, Mike Holmes, Robert Kuehn, Paul Lawrence, Ellen Lipsey, Hugh Russell, Rob Silverman, and Francois Vigier.

THE RIGHTS OF SPRING

The election of new officers and directors is an integral part of our annual meeting each spring.

The democratic process begins in a few weeks when our members receive a current membership list and submit their nominations to the Board of Directors.

The Nominating Committee reviews all of the nominations, selects a nominee for each office, and mails the list to our members at least 10 days before the annual meeting.

At the annual meeting, five officers and fifteen directors are elected or re-elected by written ballot, after nominations are taken from the floor.

The Board of Directors meets on the first Friday of each month, at 9:00 a.m., in the boardroom of the Cambridge Trust Company at Holyoke Center. Responsible for planning and organizing all the major events sponsored by the Association, the Board of Directors provides a crucial link with businesses in the community.

To ensure representation on the Board of Directors, every member should send in their nominations and should also be present at the annual election on April 10th.

MASS. SAVINGS

MassSave, specialists in energy conservation, now offers a new service to commercial energy consumers who own or operate up to 10,000 square feet of business space.

The modest fee for a comprehensive, on-site energy analysis of your property is only \$25.00 from MassSave located at 200 Fifth Street, Waltham, MA 02154. (Call 1/800-632-8300 for information or an appointment.)

OTHER BUSINESS/NEWS

The Dante Alighieri Society honored Dr. Franco Modigliani, 1985 Nobel Prize Laureate in Economics, with a portrait of himself at a dinner in the Italian Cultural Center on October 26. M.I.T. Professor of Finance and Economics, Modigliani teaches at the Sloan Institute and serves as a high-level consultant to the federal government.

In early October, when Paul Watkins sold 150 Harlow Matthews apartments on Chauncy Street, a hundred of his former tenants hosted a party for him at the nearby Longy School. The happy ending was unusual for a landlord owning rent-controlled property in Cambridge.

Rika Welsh, community relations director for American Cablesystems of Cambridge, reports that their Neighborhood Jobs Network has exceeded its goals by hiring 178 employees, of which 43% are Cambridge residents, 35% are women, and 29% are minorities.

The Cambridge Center for Adult Education will celebrate its 50th anniversary next September.

Church Street Creole Cafe moves into the former Oxford Ale House in January, and To Catch a Rising Star, featuring comedy revues, replaces Jonathan Swifts early in the year. After 12 years, Al Goldman of Swifts looks forward to concentrating his efforts on his other business interests, namely the Harvard Square Talent Agency.

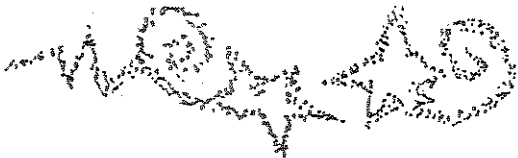
HARVARD SQUARE AWARDED CHAMPIONSHIP

Harvard Square has been awarded the finals of the Nabisco Mayor's Cup, a series of bike races in 14 major cities across the country culminating here in Harvard Square on Sunday, June 21.

On the first day of summer, 100 of the best bike racers in the world will compete for \$100,000 in prize money on an exciting course circling the Harvard Yard.

David Pelletier, national coordinator for the Mayor's Cup, says that Harvard Square was chosen over other prestigious locations, because it is "aesthetically gorgeous and the second most visible location (after Fanueil Hall) in this area." He says that the course around the Yard is ideal, just the right length (8/10ths of a mile), convenient yet away from buses and the subway, and great for spectators.

Last year Harvard Square hosted its first Mayor's Cup Bike Race on June 29. For the Mayor's Cup championships this year, local sponsors can get into the act by advertising in race supplements, by displaying banners, by featuring the race in their windows, by promoting sprints or laps, and by donating prizes or services.



VARIATIONS ON OUR THEME

On walks through the Square before the holidays, it was evident that our White Light Campaign and 100 balsam wreaths had caught on and multiplied in stores, restaurants, and offices all over the Square.

Tiny white lights and evergreen wreaths proliferated inside 225 Harvard Square businesses. Some of

the most unusual variations on our theme were: the grand-daddy wreaths at BayBank, Tsoi Kobus, and the Charles Hotel; the garlanded clock outside University Place, the intricate wooden wreaths at the Coop; the quilt of wreaths at Simon Pearce, the streamers of tiny white lights at Diego at the Loft, and 23(!) wreaths at CCAE.



T H A N K
YOU

The members of the Harvard Square business community have once again contributed generously to ensure that the Square was all dressed up and festive for the holidays.

We gratefully acknowledged support from four Super Santas, five special Santas, 22 Santas and 21 Elves in our advertisement (below) that was printed in the Christmas issue of the Cambridge Chronicle.

Thanks to all of you, Harvard Square had a great holiday season, competing successfully with the the malls and Fanueil Halls and Copley Places in our area.

*Santa's Workshop
Harvard Square*
Harvard Square's new Holiday Light Banners and Decorative Wreaths were made possible in part by generous community support from:

Five Special Santas
 ★★★★★★
 Cambridge Public Works
 Cambridge Trust Company
 Cambridge Savings Bank
 Cambridgeport Savings Bank
 WordsWorth

Santas And...Elves

BayBank/Harvard Trust.	Armell Imports/Looks
Bob Slate	Bank of Boston
James F. Brine	Banker Real Estate Co.
Cambridge Securities Co.	Bette James & Associates
Charles Hotel	WordsWorth 2
Charles Square Associates	James F. Brine
City Electrical Dept.	Cambridge Chronicle
Coolidge Bank & Trust	J.H. Corcorans
Crate & Barrel	Dickson Bros
Dickson Bros.	Ferranti-Dege
Grendel's Den	Ferris Real Estate Co.
Harvard Bookstores, Inc.	Fitz-Inn Auto Parks
Hillside Cleaners	Harlow-Matthews, Inc.
Ingram Rettig & Beaty	Harvard Motor House
J. August	The Harvard Shop
Leavitt & Peirce	Hertz Corporation
Lesley College	Harvard Square Defense Fund
Merchants Bank of Boston	Rogers of Harvard Square
Sheraton Commander Hotel	Square Deal Publishing, Inc.
Harvard Square Defense Fund	Shawmut County Bank
Trinity Enterprises	U.S. Trust Middlesex Bank
and Out of Town News	