

REVENUE: No revenue impact

FISCAL: No fiscal impact

Action:	Be Adopted
Vote:	5 - 0 - 0
Yeas:	Avakian, Ferrioli, Kruse, Monnes Anderson, Brown
Nays:	0
Exc.:	0
Prepared By:	Marjorie Taylor, Administrator
Meeting Dates:	6/7

WHAT THE MEASURE DOES: Memorializes Les Schwab.

ISSUES DISCUSSED:

- Schwab's investment in and dedication to employees
- Dedication to customer service
- Schwab's cattle ranching and promotion of beef
- Number of people with a personal "Les Schwab Tires" story

EFFECT OF COMMITTEE AMENDMENT: No amendment.

BACKGROUND: Les Schwab was born in Bend, Oregon in 1917 and recently died at the age of 89. Schwab was orphaned at age 15 and supported himself and his siblings by delivering the Oregon Journal newspaper. He graduated from Bend High School in 1935. Les Schwab married Dorothy Harlan and was the father of Harlan and Margaret.

In 1952, Les Schwab purchased an O.K. Rubber Welders shop in Prineville. In 1956, Schwab separated from the O.K. franchise and created the Les Schwab Tire Centers. Now, his 410 tire stores are located in seven states.