

# Promoting tourism in energy shortage

**J**ames Knight became manager of the Gaylord Area Chamber of Commerce in 1974, taking up where predecessor Ed Calkins left off.

But Calkins noted Knight, who with his wife, Nancy, had operated a women's apparel shop in Gaylord, moved into the chamber just as gasoline shortages hit, dealing a sharp blow to the area's tourism industry.

Before moving to Gaylord in

1972, Knight had been a nursing home administrator.

When he first took office, Knight expressed interest in promoting tourism and industry, while maintaining a balance with the environment. "We must work to protect the environment around us while inducing industry to see the value of coming to Gaylord," he had stated.

Knight served as chamber manager until 1980 and was succeeded by Nancy Morgridge.



**James Knight**



"Growing Together" was the theme of the float by the old Gaylord State Bank in a post-1967 Alpenfest parade, and grow together chamber building is in the background. The old town did. The old

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