

**Nomination Blank for 1954
Distinguished Service Award
Sponsored by Junior Chamber of Commerce
(For Local and State Award)**

1. Name of Nominee Wendell D. Maxfield
2. Date of Birth November 11, 1919
3. Address 87 North 3rd West City Kaysville State Utah
4. Sponsor Glen W. Hill, Kaysville, Utah
(NAME AND ADDRESS OF PERSON OR ORGANIZATION SUBMITTING NOMINATION)

5. Achievements and Nature of Service: List and explain in detail, by following the outline form as suggested on the attached sheet, the achievements, nature of service, nature of participation and leadership contribution to community and state welfare and betterment; participation in all-round community and state activities and civic enterprises; evidence of lasting contribution to community and state welfare; evidence of leadership ability; success in own vocation and personal and business progress; cooperation with individuals and civic organizations.

6. List three references for nominee:

Name <u>Harry G. Duckworth</u>	Address <u>Kaysville, Utah</u>
Name <u>Chris S. Metos</u>	Address <u>306 Ness Building, Salt Lake City, Ut.</u>
Name <u>Melvin L. Manning</u>	Address <u>Kaysville, Utah</u>

(Signed) Glen W. Hill
NOMINATOR
Kaysville, Utah
ADDRESS

RULES

1. Award will be conferred for achievements, leadership and service to community during calendar year of 1954. The award is for direct, outstanding service and has no relation to Junior Chamber of Commerce membership. Nominee need not be a member of a Junior Chamber of Commerce.
2. Only young men eligible for the Individual Membership in this Corporation (USJCC) on December 31st of the year for which the award is given shall be eligible, except if the nominee has reached his thirty-sixth birthday by December 31st, then he will be eligible if the activities for which he is judged were performed when he was 35 or younger.
3. All nominations must be received by the local Jaycee D.S.A. Committee prior to midnight _____, 1955. Address nominations to _____
All nominations for the state award must be received by midnight **February 1, 1955.**

Send nominations to: **Joe Anderson** or **Dr. John D. Evans**
181 4th Avenue **604 Medical Arts Bldg.**
Salt Lake City, Utah **Salt Lake City, Utah**

4. The judging Committee will be composed of citizens of the community or state who are now over the age of 35.

I. CONTRIBUTION TO COMMUNITY (OR STATE) DURING THE YEAR:

1. Church:
 - a. Elder in the Kaysville First Ward, LDS Church.
 - b. Past President and has been active in Young Men's Mutual Assn.
 - c. Past Co-Chairman Church Welfare Program.
 - d. While President of Utah Jaycees was responsible for activities to integrate the relief program of the Jaycees and the Greek Orthodox Church, Salt Lake City, in the "Operation Warmth" or "blankets for Greece" during the disasterous earthquakes in Greece.
2. Army Reserve:
 - a. First Lieutenant in the Adjutant General Corps, Army Reserve, Ft. Douglas.
 - b. During the year, gave lectures and assisted in membership drives.
3. Kaysville Rotary Club:
 - a. Past officer of the club. Served on various committees and functions during the year.
 - b. Assisted on fund drives and welfare projects.
4. Kaysville Civic Association:
 - a. Served as member of this organization, which is composed of representatives of the clubs and civic groups of Kaysville, and is devoted to promoting the cultural, social, educational and business life of Kaysville.
 - b. Served on organizing committee when association founded.
 - c. Participated and helped in promotion "Kaysville Days"--a function of group.
5. National Potato Chip Institute:
 - a. During year, actively supported the Institute for the promotion and betterment of the industry by supplying ideas on new products, internal operations, production, etc.
6. Business:
 - a. Secretary-Treasurer and Director of the following concerns:
 - (1) Clover Club Foods Company, Kaysville, Utah.
 - (2) Clover Club Potato & Produce Company, Idaho Falls, Idaho.
 - (3) M & W Farms, Inc., Blackfoot, Idaho.
 - (4) Clover Club Foods of Idaho, Inc., Boise, Idaho.
 - b. During the year, headed the internal operations of the four above concerns, whose operations were in the multi-million dollar class.
 - c. As manager of internal operations for the four Utah and Idaho concerns, the companies expanded rapidly and smoothly. Operations Mr. Maxfield headed included:
 - (1) Production--which increased 20% over the previous year.
 - (2) Worked on development of new products during year. Three new ones were added.
 - (3) Personnel and Operational management--procedures were developed and organized to meet added expansion and development.
 - d. Clover Club Foods Company in Utah provides employment to approximately 150 persons and is a real factor to the economy of their community & state.
 - e. Group Insurance, pension plans, incentive plans were improved and developed for greater employee-employer group participation and benefits.
7. Davis County Civic Clubs:
 - a. Has served as a member of this organization, which is devoted toward the betterment of Davis County, increasing civic activity, business, etc.
8. Political Parties:
 - a. Assisted in local and was responsible for State Jaycee "Get Out the Vote" campaign.
 - b. Stimulated efforts that brought about appearances by candidates before various chapters of the Utah Jr. Chamber of Commerce so that voters could have a better appraisal of their political candidates.

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9. Upper Colorado River Storage Project:

- a. Helped committee to coordinate the national publicity and display at the convention of the U. S. Jr. Chamber of Commerce at Colorado Springs in June 1954, for this project so vital to the citizens of Utah.

10. Junior Chamber International:

- a. "Operation Warmth" for the earthquake-stricken victims of Greece.
- b. While state president of the Utah Jr. Chamber of Commerce-----
 - (1) For first time, succeeded in having every chapter in the state become a member of JCI.
 - (2) Assisted in projects of the national organization toward promoting world understanding and friendship, including "Operation Brotherhood", a project to provide every economic help possible to the nation of Vietnam (in a spirit of brotherhood) in the hope of warding off communism.
 - (3) Awarded JCI Senatorship in this organization.

11. Utah Junior Chamber of Commerce:

- a. Served as state president of the organization.
- b. During year as state president, traveled approximately 40,000 miles.
- c. Made over 90 visitations to local chapters and outside Jaycee groups to stimulate and promote local, state and national activity.
- d. Spoke at the West Virginia, South Carolina, Oklahoma State Conventions.
- e. Six new chapters were added to the state organization.
- f. The following new activities were added during the year:
 - (1) News Release service--a regular service to all press, radio and television stations in the state.
 - (2) Jaycee Junior Citizen--to recognize deserving teen-agers for their contributions and combat juvenile delinquency.
 - (3) Speakers' Bureau--to offer training and personal development for young men.
 - (4) Miss Utah-Miss America Pageant--offered opportunity for talented young women to secure training and experience in wholesome, stimulating activity.
 - (5) Junior Wildlife--organization of teen-agers in groups for outdoor activity and appreciation of wildlife preservation.
 - (6) Speak Up Jaycee--leadership training program for young men.
 - (7) March to the Mike--program to assist American Heritage Foundation and Radio Free Europe fight communism.
- g. War Memorial Fund paid--the state organization paid off its indebtedness for this fund which was used to build national headquarters and provide scholarships to deserving students.
- h. A large surplus was left in the treasury, enabling the organization to carry out activities without past debts.
- i. Organized and directed campaign for the election of E. LaMar Buckner, Ogden, to president of the U. S. Jr. Chamber of Commerce. This has brought great national and international recognition to the state of Utah.
- j. Helped promote and coordinate Weber County Posse--this was a reenactment of the historic Pony Express and featured the Weber County Sheriff's posse run from Ogden and Colorado Springs, Colorado.
- k. Under his leadership, membership in the Utah Jr. Chamber of Commerce reached 2,025 members--the largest in its history.
- l. Over 500 Jaycees and wives attended the Colorado Springs convention of the national Jaycee organization--largest in the state organization's history. This has stimulated great interest in the Jaycee movement and in local chapter participation in community activity.
- m. A record breaking number attended the Ogden State Convention, April 1954.
- n. Under his presidency, Utah received more awards than any other state in nation--which brought much recognition, from a national level, to the state.
- o. At the National Jaycee Convention, Utah received many outstanding special awards, which brought much credit to the state. Among these awards were:
 - (1) First place in nation (in their division) for Extension program.
 - (2) Clarence A. Howard Award, won by Logan, for the outstanding club in the nation in their division.
 - (3) Brigham City won fourth place in same award, for being 4th outstanding club in nation in their division.

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- (4) Seldon Waldo Award - won by Noel Johnsen for being one of five outstanding national chairmen.
- (5) Clayton Frost Memorial Award-won by Wendell D. Maxfield for being chosen as one of five outstanding state presidents in the nation.
- p. During year, under Maxfield's leadership, the state organization sponsored over forty different state-wide projects, with tremendous success. Among these projects were:
 - (1) Voice of Democracy--Americanism program to offer high school students a medium of expressing themselves positively on democracy.
 - (2) Aviation-- promoting recognition of its importance to national defense.
 - (3) Christmas Activities--spotlighting freedom of worship in America. Every Jaycee chapter in the state participated in this activity.
 - (4) Religious Activities--promote greater religious participation & appreciation.
 - (5) Civic Improvement--"clean up, fix up", installation street signs, getting rid of "abandoned ice boxes", or any activity to improve community.
 - (6) Distinguished Service Award--honoring outstanding men for community service.
 - (7) Fire Prevention & Conservation--focusing attention upon losses in lives and property, and how to prevent it.
 - (8) Traffic Safety--"Teen Age Road-e-o" for teen agers in developing good driving habits, and all other phases of traffic.
 - (9) Sports & Recreation--Junior Tennis and Junior Golf done on a local, state, and national level--to develop sportsmanship and combat juvenile delinquency.
 - (10) Trade Promotion--ideas to stimulate business growth on local & state level.
 - (11) Youth Activities--sponsoring such projects as jr. baseball, fishing meets, youth centers, wildlife clubs, etc.
 - (12) Mock Legislature--give young men training in state legislative matters. Held at Capitol in House Representatives.
 - (13) Youth Legislature--same function for students from all over state.
 - (14) Publications--the state publication (Utah Jaycee) and local publications which are distributed statewide and nationally.
- Other projects such as those mentioned in paragraph 11-f.

II. PARTICIPATION IN ALL-AROUND COMMUNITY (OR STATE) ACTIVITIES

- 1. LDS Church:
Elder in Kaysville First Ward, Davis Stake; past president YMMIA, participated Welfare program and other church activities.
- 2. Inter-Church Activities:
Directed "Operation Warmth" program for earthquake victims of Greece and helped coordinate with Greek Orthodox Church.
- 3. Army Reserve:
Officer in Adjutant General Corps, Fort Douglas and active participant in the Army Reserve program; gave lectures and promoted membership.
- 4. Kaysville Rotary Club:
Past officer, served on various committees, fund drives and functions during year.
- 5. Kaysville Civic Association:
Helped promote civic and cultural progress of Kaysville.
- 6. National Potato Chip Institute:
Worked to promote company business on national scale through methods of conduction business, submitted ideas and material on new products, for betterment of industry.
- 7. Business:
Through supervision and direction of company's activities in various communities, helped to improve economy of these communities and better conditions of employees.
- 8. Davis County Civic Clubs:
Helped with plans for betterment of the county and increased business and employment.

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9. Political Activities:
Helped and promoted "Get Out the Vote" campaign. Arranged for appearance of candidates before Jaycee groups.
10. Upper Colorado Storage Project:
Assisted committee to popularize importance of the project to the future of Utah, by publicizing it at the State and national Jaycee conventions.
11. Junior Chamber International:
Spearheaded drive which brought about 100% membership of the 46 local chapters of the Utah Jr. Chamber of Commerce into the international organization. Boosted "Operation Brotherhood". Awarded JCI Senatorship.
12. Utah Jr. Chamber of Commerce:
Has served as State President, State Vice President and is now Immediate Past State President. Represented State at numerous civic occasions.
13. Jaycees Speaker's Bureau:
Member of Speaker's Bureau and traveled around the state speaking at Jaycee clubs, civic and business groups. Spoke at three outside state conventions.
14. Kaysville Jr. Chamber of Commerce:
Is a past local president. Served on various committee and functions during past year. Co-editor of local chapter newspaper. Co-Chairman of Davis County Jaycee committee for promotion of golf course.
15. Trade Promotion:
Represented his firm at various trade group meetings and conventions. Submitted news and items to national trade journals.
16. Sports and Recreation:
An ardent golfer, participated in several golf meets sponsored by local chapters. Enthusiastic hunter and outdoorsman. Member of Utah Bonneville Dance Club and Country Cousins Dance Club.

III EVIDENCE OF LASTING CONTRIBUTION TO COMMUNITY OR STATE ACTIVITIES.

1. Utah Jr. Chamber of Commerce:
 - a. Under the enthusiastic, capable leadership of Wendell Maxfield many lasting contributions have been made in the communities and the state as a whole, because of the accomplishments of the Jr. Chamber of Commerce under his presidency.
 - (1) Youth projects--a Junior Jaycee Citizen winner, John McNeil of American Fork, was cited by President Dwight D. Eisenhower; the state organization joined national in ridding unwholesome comics from news stands; numerous projects to stimulate youth leadership were conducted.
 - (2) The "Get Out the Vote" campaign helped bring Utah to the top of the national average in voting percentages.
 - (3) The Miss-Utah Miss-America Project brought much favorable comment all over the state; participation was excellent and the project is growing.
 - (4) The communities of the state realized the highest participation ever enjoyed from their Jaycee organizations in all types of community activity. The lasting benefits of this activity are very evident in these communities. This fact is attested by the project award entries which were entered for competition at the state convention last year. An all-time high for award entries was reached.
 - b. Nationally, the Utah Jr. Chamber of Commerce and the state of Utah received outstanding recognition and prestige from:
 - (1) Payment of War Memorial Building fund. One of the first states to complete their drive.
 - (2) Attendance and participation of the American Fork Band at National Jaycee Convention.
 - (3) Weber County Posse "Pony Express Rides Again"--this dramatic incident has been extensively publicized in such publications as Life Magazine, Time; it was televised nationally on such programs as "You Asked for It".
 - (4) Having largest delegation of any state in nation at national Jaycee convention in Colorado Springs, June 1954.

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- (5) The "Utah Pancake Party" was a tremendous hit at national Jaycee Convention and greatly impressed the 8,000 delegates (who were served) with Utah's hospitality and originality.
- c. The election of E. LaMar Buckner, Ogden, Utah, as national president has brought significant national and international attention and recognition to the Utah Jaycees and the state of Utah. Wendell personally organized and directed his campaign. This is the 1st time a Utah man has ever been elected president.
- (1) Mr. Buckner, an impressive speaker, will travel over 200,000 miles and will visit every state in the nation, spending an average of 3 days in each state.
- (2) He will make an international tour of the Jr. Chamber of Commerce chapters
- (3) As National Jaycee president, he is a member of the U. S. Chamber of Commerce, giving Utah a voice on the Board of Directors of this most significant organization.
- (4) Mr. Buckner has met and was extensively photographed with President Eisenhower on two different occasions last year.
- (5) He has been a guest on several nationwide TV and Radio shows, including the Arthur Godfrey Show, Strike it Rich and others. He is always introduced as the national Jaycee president from Utah, bringing much favorable publicity to our state.
- d. Utah won more awards at the 1954 national convention than any other state in the nation.
- (1) During the year, many outside officers and delegates have attended Utah Jaycee functions to "find out how a small state like Utah could win so many awards in national competition".
- e. A substantial monetary surplus was left in the treasury for the 1954-55 administration.
- f. Wendell was selected as one of the five outstanding state presidents in the nation at national Jaycee convention and received the Clayton Frost Memorial Award. This is the second time a Utah president has ever won this award.
2. Junior Chamber International:
The efforts of the Utah Jaycees, in conjunction with various churches in the state, brought credit to the state as "contributing more as a state than any other in the nation and more from any other spot on earth"--for the relief of victims in Greece. The Greek government later conferred awards to Utahns in recognition of this humanitarian project.
3. Upper Colorado River Project:
Utah Jaycees and members of the Jr. Chamber of Commerce in other states are actively supporting the storage project. The national publicity effort exerted at the national Jaycee convention has secured many supporters, including several congressmen from northern states.
4. Political Parties:
The "Get Out the Vote" effort exerted by Utah Jaycees brought out a near-record number of voters in the 1954 election. Utah Jaycees won several wagers with other state organizations on this project.
5. Trade Associations:
As head of internal operations at the Clover Club Foods Company, Wendell has helped develop many new projects in the field of pension plans for employees, new products, production improvements, etc. These have been adopted by other producers throughout the country. The company has had articles published in several national trade journals, including Intermountain Industry, Food Engineering, Advertising Age, and others.
6. Business:
During the year, Wendell's company increased its payroll approximately 20% with about the same increase in the number of employees. It has added \$100,000 in construction in Utah. As an officer and director of the Company he has contributed much in the expansion of this business enterprise.

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7. Army Reserve:

Through his active participation in the reserve program he has enhanced the defense of our country and has fulfilled an obligation so critical to the nation at this time.

8. Kaysville Civic Association:

Through his active participation in this organization he has contributed to making his community a "better place in which to live" and has helped to develop a true civic spirit of cooperation and activity.

9. Kaysville Rotary Club:

Wendell has served as secretary of the group, previously, and has done much to stimulate and promote valuable civic activity in the club.

10. Cancer, Red Cross, Blood Bank, Community Chest:

Wendell has been responsible for handling these projects in his Company. Practically 100% participation has been realized in the organization.

IV EXHIBITION OF PERSONAL LEADERSHIP1. Civic Activities:

- a. Was elected president of Kaysville Jaycees after being in organization 1 1/2 years. During year he was president the Kaysville Club was named the outstanding club in the state and was awarded the Giessenbier Trophy; they were also chosen as the outstanding club in the nation (in their division) and received the Clarence A. Howard Award; they won more awards on a state and national level than any other club in the state (a total of 17 in all); and Wendell was awarded the William J. Welsh, Jr. Award for being chosen as the outstanding local president of Utah.
- b. Was awarded the Distinguished Service Award for being outstanding young man in Kaysville for 1951.
- c. Was elected Utah Jaycee Vice President and served in this office during 1952-53.
- d. Elected to Utah Jr. Chamber of Commerce presidency and served in this office during 1953-54. Under his leadership the state organization enjoyed the most outstanding year in its history, as noted in the first parts of this recommendation.
- e. In a very highly competitive national level, he was chosen as one of the five outstanding state presidents in the United States. This is the highest achievement a State President can attain.
- f. Wendell was a major influence in getting E. LaMar Buckner to run for the high office of National Jaycee President. He personally organized and directed the many complex operations of Buckner's campaign, including a fund raising drive where \$11,000 was raised to cover the costs involved in this major undertaking. This was the second time a Utah man had ever been run for this office and the first time a Utah man has been elected.
- g. He has been an officer of the Kaysville Rotary Club and has headed many other civic committees.

2. Army:

- a. Entered Army as a private in 1943 and was discharged as a 1st Lieutenant.
- b. Graduated at the top of his class in OCS.
- c. As officer he advanced from Administrative Officer to Executive Officer, to Civilian Personnel Officer in the Personnel Division of the New Orleans Port of Embarkation in the period of 1 1/2 years, and received nothing but a superior rating during this time.
- d. As an officer of the Adjutant General, Army Reserve, Fort Douglas, he was assigned as Civilian Personnel Officer of the 6214 Station Compliment.

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3. Business Career:

- a. Went to work for National Biscuit Company in 1936 as "billing clerk". Advanced from this position to Assistant Office Manager, Office Manager and finally to Auditor. He was one of the youngest Auditors in this national organization when he left them to go to work for Clover Club Foods Company in 1947.
- b. Went to work for Clover Club in 1947 as Office Manager and has steadily advanced to the position he now holds of Secretary-Treasurer.
- c. Has been a direct contributing influence in growth and expansion of this Co.

4. Church:

- a. Has served as YMMIA President.
- b. Has been member of YMMIA Stake Board
- c. Has assisted in many other church activities.

V EVIDENCE OF PERSONAL OR BUSINESS PROGRESS

1. Outlined in paragraph #3 above.
2. He is secretary-treasurer and director of four companies that have operations in the western states. They are Clover Club Foods Company, Clover Club Potato & Produce Company, M & W Farms, Inc., and Clover Club Foods of Idaho, Inc.
3. As head of internal operations for the company, he has seen the company expand over nine times its original size in volume during the past seven years. The business has operations in Idaho, Utah, Arizona, Nevada and Colorado.
4. Mr. Maxfield is in constant demand as a speaker for various business and civic organizations. He has developed into a forceful speaker.
5. He has a lovely wife and a family of four children in Kaysville, Utah.
6. He is a graduate of East High School and has approximately 2 1/2 years of college credit which he has attained through extension work with the University of Utah and through his Army college training at the Arizona State Teachers College. While at Arizona State Teachers College he received a "certificate of award" for having the highest scholastic average of his class of over 200 students. His first position with National Biscuit Company was the result of his high scholastic record while in school where he maintained a straight "A" average.
7. He has developed a wide circle of friends locally, state-wide, nationally and even internationally. He maintains these contacts by means of correspondence and personal contacts.

VI COOPERATION WITH INDIVIDUALS AND CIVIC ORGANIZATIONS

1. He has traveled thousands of miles in behalf of civic organizations and expended much time and money in their welfare.
2. In his business organization, he has specifically promoted programs for the improvement and elevation of employee benefits.
3. While president of the Utah Jaycees, the organization honored the newspaper industry and members of the Utah State Press Association during annual observance of "National Newspaper Week".
4. He is in constant demand by Junior Chamber of Commerce groups and other organizations. He frequently represents the state organization at meetings with business firms and other civic organizations.
5. He has always been a strong advocate and promoter of inter and intra-club relations on a local and state basis.

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6. He has spearheaded the sponsoring of joint civic activities with the Lions, Rotarians, American Legion, Churches, Associated Civic Clubs, Schools, and several other civic groups where cooperative effort has proved most beneficial to the community and state.
7. He has strongly encouraged civic participation with business associates and employees. As a result his fellow associates and employees have supplied much leadership in civic organizations.
8. He has been responsible for initiating direct cooperation with his local Jaycee organization and other chapters in the state in sponsoring fund drives for the March of Dimes, Red Cross, Blood Banks, and similar activities.

VII. REASON FOR NOMINATION:

Because of his outstanding contribution to the community and state last year, I should like to nominate Wendell D. Maxfield, from Kaysville, to receive the state Distinguished Service Award for 1954.

During the year, Wendell assumed enormous responsibility for the state. The exemplary manner in which he discharged this obligation has accrued to the benefit of the community and the state in which he lives.

Wendell was born November 11, 1919, at Provo, Utah. He attended grade school in Provo and Salt Lake City. At East High School in Salt Lake City, he was sports editor of the school newspaper, secretary of the student body council, letterman in track, and president of two school social clubs. Because of his exceptionally high scholastic average and active participation in school activities he was hired (upon the recommendation of his school principal) by a national concern and he went to work in their Salt Lake City office in 1936.

By means of extension work, he completed two years of college credit with the University of Utah.

In 1940, he became office manager of one of the smaller branches of National Biscuit Company. Six months later, because of his exceptional ability at organization and management, he was transferred to a much larger branch in the same capacity and nine months later was made office manager of one of National Biscuit Company's largest branches on the West Coast.

He entered military service in 1943 and won an appointment to Officers Candidate School. He graduated from OCS as top man in his class with a rating of superior in all phases of his officer training. He was assigned to the New Orleans Port of Embarkation as Administrative Officer in the Civilian Personnel Office. Six months later he was promoted to Executive Officer. This involved much responsibility in the processing and shipping of large numbers of men and vast amounts of armaments and equipment. Six months later he was promoted to Civilian Personnel Officer. While on active duty as an officer, Mr. Maxfield received no other rating than superior.

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Following his discharge from military service in 1946, he rejoined the National Biscuit Company with the promotion to Company Auditor. In 1947 he left National Biscuit Company to work for Clover Club Foods Company of Kaysville, Utah. At present he is administrative executive of this concern, and is a member of their Board of Directors. He is also Secretary-Treasurer and Director of Clover Club Foods Co., M and W Farms, Inc., Clover Club Potato & Produce Co., and Clover Club Foods Co. of Idaho, Inc. Since his association with Clover Club Foods Co. in 1947, he has had a very active role in promoting the rapid expansion and growth of the company.

In 1940, he married Christine Taylor in the Salt Lake Temple. They have four children, Brent, Jeanne, Burke, and Nancy, and reside at 87 North 3rd West, Kaysville, Utah.

Since he has resided in Kaysville, Wendell has been an active member of the Kaysville Rotary Club. He has served on various committees and was club Secretary during 1951 and 1952.

Wendell joined the Kaysville Junior Chamber of Commerce in the fall of 1949 and after serving as project chairman and on the Board of Directors he was elected President of this organization and served in this capacity during 1951 and 1952. Under his leadership as President, the Kaysville Jaycees made one of the most outstanding records that any club in the State has ever attained. During this year, he was chosen as the outstanding local president in the State and his group won 11 State Awards for project activity including the Giessenbier trophy for being the outstanding club in the State in their division. During this same year in National competition, his group brought nation wide recognition to Utah by winning the Clarence A. Howard Award for being the outstanding club in the United States in their division (which is approximately 80% of the clubs in the nation) and also won six other National awards. During this same year, Wendell was chosen the outstanding young man in his community. In May, 1952, Wendell was elected Vice President of the Utah Junior Chamber of Commerce and served in

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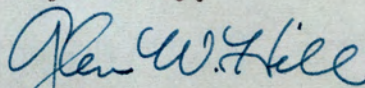
this capacity until May of 1953 when he was elected President of the State organization.

Wendell's singular achievement in leading the Utah Junior Chamber of Commerce through one of its greatest year's of activity and accomplishment, exemplifies his forethought, confidence, and positive thinking.

When E. LaMar Buckner, from Ogden, consented to run for national president, the Utah Junior Chamber of Commerce was confronted with the task of raising, within a few months, (1) enough money to conduct a vigorous campaign and (2) arousing sufficient interest in the state to secure a sizeable number of Jaycees to register and campaign at the national Jaycee convention. The manner in which this was accomplished brought national recognition to the State and clearly shows the type of leadership that Wendell possesses.

Isincerely recommend WENDELL D. MAXFIELD to receive the state Distinguished Service Award for 1954.

Respectfully,



Glen W. Hill