

Code	517039
Subject	Jim Biggar
Date	6/24/2008
Interviewer	John Bennett
Special Notes	

minutes:

- 0 Born in Cleveland, December 28, 1958. Has always lived in Pepper Pike
1 Graduated from Case Institute of Technology for mechanical engineering
2 After college, went to work for Reliance Electric Engineering Company in Cleveland
3 Worked at Stoffers in 1960 as vice president of marketing
4
5 Biggar became responsible for Nestle in the United States during the 1980s
6 Biggar and his wife had four kids
7 Biggar became involved in planning and building of Jacob's Field and Gund Arena
8 Biggar developed land near the park and become more "aware" of the park
9 Biggar and his wife worked with a number of developers and contractors in the process of
9 development
10
11 The area near the park for development had originally been the original Stoffer farm
12 the interstate system split the farm in two
13 Glenkaren Forest development runs along the national park
14 Biggar donated some land to the park as a natural buffer zone between the development
14 and the park itself
15
16
17 Downtown developers tried to figure out how to tie downtown development with the
17 national park
18
19 Cleveland Tommorow (1980-) consisted of CEOs of major corporations

20 The goal was to make the Cleveland area more viable; there is no structural organization
20 to tie everything together, but a number of separate organizations with similar goals
21
22 the park could serve as a natural tie between Cleveland and Akron

23 Biggar believes the park really got its start with the development of the canal and railroad
24 Biggar's personal connection with the park began with family recreation
25
26
27 Biggar was just "glad to help" with train development, but credits others for the real
27 success of park
28 There was not one vision for the park
29 people had to be "Creative" in the funding sources; John Debo was fundamental in
29 getting the park to were it is today

30 Many people, such as though who live in East Cleveland have never seen the park, many
30 will travel to places like Yellowstone but never been to Cuyahoga Valley National Park

31 The key to marketing is to have a really good product and then informing the public, \
32 Ohio is deficient in marketing itself, but has a great deal to market
33 Ohioians don't think of our resources such as the Rock and Roll Hall of Fame of being a
33 international attraction; marketing should be at the state level

34 The state should be committed to marketing
35 We just have to find a way to put together a marketing program
36

Ohio has the only area where 3 interstates intersect but had no development; GlenKare
37 was perfect for development
38

The soil borings that Biggar has been involved with revealed the dramatic changes in the
39 landscape
40
41
42

43 The biggest loss to area is the headquarters of major corporations of Cleveland and Akron
44
45
46 Corporations are a major player in development of the region;
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48 Biggar talks about apples in recipes for Stuafer
49
50 (interviewers do some talking)

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55 end
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