

The President's Message

AN ACTIVE Program Needs

The support of all members will be needed to carry out the program being planned for your Torrance Chamber of Commerce in the coming year.

A committee Preference Form will be mailed to each member and should be returned promptly so that committees can be set up to go to work immediately.

Working together, we can build a strong Progressive Chamber and a City which will continue to go places.

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HATS OFF TO THE PROGRAM PLANNING COMMITTEE for their help and planning in getting attendance at the Program of work Sessions. To those men went the job of reviewing all of the ideas for a 1961 action program.

Chairman:

- 1) Bill Greenawalt
- 2) Keith Pischel
- 3) Sam Levy
- 4) Ed Talbert
- 5) John Tweedy

Our thanks also must go to Bill Robinson of I.B.M. It was through the courtesy of his firm that a complete tabulation of the program of Work Sessions was made possible.

Next Steps

A forward look for our community is inspiring and challenging. Your Program of Work meets the opportunity filled challenges head on. Committees to implement the program are being appointed now and a sincere effort is being made to fit the right people into the right jobs and to develop new leadership. Plans are being laid for expanding the membership and increasing the membership support. Whether you are called upon for personal participation or financial support, say yes! It's your CITY—and your stake is large.

1961 Officers Elected

Chamber leadership will be in the hands of Harold G. Frentz—local manager for the Bank of America Downtown Branch. Hal has just completed a term as Treasurer of the Chamber this past year.

Jim Hall, Attorney with the law firm of Hall and Mirassou is a new Chamber officer, elected as first Vice President. Art Woodcock, C.P.A., will serve as second Vice President and William Belding, Branch Manager for the Broadway Department Store was elected Treasurer.

William Shawger, Past President, will sit on the Executive Committee as Advisor.

Immediate Action Approved

The Board of Directors, recognizing the Torrance Chamber of Commerce presently has limited funds and manpower, recommended and adopted the following major parts of the Program of Work for accomplishment this year.

These sub-committees will function under their respective headings.

Community Planning

- Support a Comprehensive Master Plan for the City.
- Support Civic Center complex as proposed.
- Support Airport Master Plan for its development.

Industrial Activities

- Provide an Active Industrial Development Program.
- Prepare complete economic survey of City.

Government Affairs

- Formation of Committees to study City and school budgets.

Civic Activities

- Develop a "One City" attitude and civic pride with published literature and programs.

Commercial Activities

- Promote better relations and improve institutional programs that will publicize Torrance as a headquarters city for retail, commercial, and service activities.

Membership and Finance

- Stimulate active membership participation and support a solvent Chamber of Commerce.

When a new manufacturing plant goes up, there is a net addition to income flow in the local community. The new payroll dollars roll into the cash registers of the local merchants, into the coffers of the local banks and the local economy experiences expansion. Furthermore, this economic expansion is reflected usually in general community increases in growth in population, school enrollment, and all the rest.

A number of attempts have been made to measure the quantitative effects on a community of a new industrial payroll. No exact measurement is possible because other influences are simultaneously at work in the particular community. Nevertheless, rough measures are possible. The present attempt at measurement has been undertaken by the National Chamber's Economics Research Department in response to many requests from local Chambers of Commerce, the business development departments of public utilities and others.

Automation Industries moves to Torrance. AUTOMATION INDUSTRIES WILL EMPLOY 150 PEOPLE.

Here is what their 150 new employees in our City will mean to the community economy:

- 444 more people
- 168 more households
- 76 more school children
- 160 more passenger cars registered
- 261 more workers employed
- 6 more retail establishments
- \$885,000 more personal income per year.
- \$405,000 more bank deposits
- \$540,000 more retail sales per year



CHAMBER OF COMMERCE PRESIDENT HAROLD FRENTZ



NEW HEADQUARTERS OF CHAMBER OF COMMERCE

New quarters for the Chamber of Commerce were occupied at 2204 Torrance Blvd. late in September. The new headquarters provides office space and a conference room for Chamber of Commerce business.

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