

# Putting Program to Work



MAPPING NEW CAMPAIGNS

Members of the Chamber of Commerce Membership Committee huddle during a recent meeting to compare notes on the drive for more widespread support of the organization. From the left are Philip T. Martino, John A. Barrington, Robert K. Richardson, and V. L. Hughes. Results of their activities may be indicated by the size of the membership roster to be found in the back of this report.

## Manager, Staff Charged With Getting Job Done

Manager of the Torrance Chamber of Commerce is Don Reining who assumed the post last spring. The program of work outlined here is the culmination of his efforts to set the Chamber of Commerce on the road to constructive action.

report ever made on this period of the city's greatest growth.

Again to Reining and his staff go the credit for this detailed undertaking.



DON REINING

In pursuing this ambitious program, Reining has consulted hundreds of Chamber members individually, and has drawn them together in groups for the study which culminated in the preparation of an itemized program of work outlined in this report.

Included in this report, prepared by Reining and his staff, is a firm statement of the Chamber's responsibility toward each of several phases of community life, including industry, commerce, governmental, and civic programs.

Included, also, is compilation of statistics (pages 10 and 11) for the past decade, probably the most complete



A PROGRAM OF WORK NOTE

One of the programs selected by Torrance area business leaders for the Chamber of Commerce was the beautification of the city's several entrances. One of those, of course, would be the Torrance Boulevard entrance, from Western Avenue, shown here in a photo taken a few years ago. Only the cars now using the street have been changed.



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A WELL DESERVED BREAK

Taking a break after a "brain session" during the selection of ideas for the program of work. The group consists of nearly 2,000 who gathered their ideas on the future of the city and the Chamber's responsibilities in meeting those needs.