

Directors Have Task of Leading Civic Program

Purpose: The Board of Directors, elected by the membership, and Area Direc-

Service Key to Success

Purpose: The criterion of a successful Chamber of Commerce is a membership that supports its Program of Work with ample funds and suitable physical assistance.

Every business enterprise has a stake in the progress of the community and should share in the financing of organized effort to advance its growth and development. This committee will strive to carry on a successful membership and finance program.

Budget and Finance

- Establish a concept of fiscal responsibility to the Chamber of Commerce by the membership based on a fair business investment philosophy.

- Prepare annual Administrative and committee budget to carry on the operation of the organization.

- Make a periodic review of the Chamber's sources of income. It is important to keep the income in line with current cost trends and general economic conditions.

- Re-evaluation is necessary. Just as a business firm must constantly re-evaluate its price per unit as related to production cost, a Chamber of Commerce must do the same in order to have sufficient funds to maintain an effective Program of Work.

Membership Contact Club

- Establish an active membership group to develop financial support of the Chamber by the membership.

- Establish a program of indoctrination and welcome for new members and new firms in the community.

- Assist with annual membership drive.

- Strive to maintain a minimum of loss among membership accounts.

tors, appointed by the Board of Directors, comprise the governing body of Torrance Chamber of Commerce. It is the responsibility of the Board to establish basic policy and to adopt the rules and the regulations for conducting the business of the Chamber in accord with the Constitution and By-Laws. It is the legislative body of the organization.

The Board consists of fifteen elected members, five of whom are elected each year for three year terms, and eight are appointed for one year terms to represent the major areas of Metropolitan Torrance.

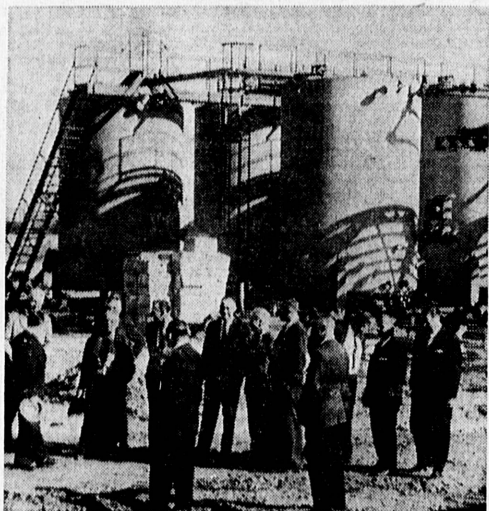
The Board determines the Program of Work and authorizes such activities. It is also responsible for Chamber finances and its functions include consideration and approval of the general budget as well as the appropriation of funds for special purposes.

The Board approves the appointment of committee chairmen and the selection also appoints the general manager. Each committee

chairman of the Torrance Chamber of Commerce reports to the Board of Directors and recommends policy or action in his area of responsibility. This policy insures that the Board is kept fully informed of all committee activity during the year. Thus, the Board has a closer working association with the action programs being carried out by the appointed committees.

The Torrance Chamber of Commerce Board of Directors meets monthly, on the fourth Tuesday of each month, to consider such organization matters that are brought before it. At these meetings, the Board reviews the operating statements, membership status, receives and takes action on committee recommendations, approves and assigns additional special projects to committees and approves statements of policy which become necessary.

When situations require it, the President may call a special meeting of the Board of Directors to take action on urgent matters.



Available References

INFORMATION LIBRARY (not a complete listing)
DIRECTORIES

Metropolitan Los Angeles Telephone Directories
Aviation Directory
Broadcasting Year Book
City Business Directory, Los Angeles
Chamber of Commerce Directories
California

United States Chambers of Commerce
American Chamber of Commerce Executives
Accommodations Directory, Auto Club of S. Calif.
City Cross-Reference Directories, Southern Calif.

Hotel Red Book
House Magazine Directory
Thomas Bros. Atlas, L.A. & Orange Counties
Thomas Register of Manufacturers
Television & Radio Directory
Weekly Newspaper Directory
American Medical Directory

GENERAL REFERENCE

Book of the States
California Roster of Public Officials
Constitution of California, United States, and other documents

California Statistical Abstract 1958
Complete Secretary's Handbook
Guidebook of Independent California Colleges, Universities

Handbook of Business Letters
How and Where to Look It Up
Statistical Abstract of the U.S.
Vehicle Code of California
Webster's Collegiate Dictionary
World Atlas

World Almanac
What's the Answer? Guide to Sources of Business Statistics

REPORTS—Annual, Special

Automobile Facts and Figures
Annual Report of the State Controller
Biennial Report of the Adjutant General
Federal Budget in Brief
Ford Foundation Report
Know Your Congress
The Municipal Year Book
Report to Governor, Reorganization of State Government

13th Annual Report, Governor of California
Sales Management

HISTORY, MISCELLANEOUS

Survey of Buying Power, Sales Management
Barriers to New Competition
The Book of Presidents
Crisis of the Old Order
Economic Development
Great Americans at a Glance
Historical Statistics of the U.S. 1789-1945
How to Organize & Operate a Small Business
Professional Salesmanship
The Public Speaker's Treasure Chest
The Story of Big Creek
Toward Better Personal Adjustment
Wages, Prices, Profits, & Productivity

PUBLICATIONS—Regular publications and information material of your Chamber of Commerce:

Monthly House Organ
Torrance Answers Your Questions pamphlet
Annual Business & Shoppers Guide
Mimeographed list of Clubs and Organizations
Mimeographed list of Churches
Mimeographed list of Industries
City Maps
History of Torrance, mimeographed
Industrial statistics: tax rates, retail sales, industrial development promotion, realtors lists, zoning maps, weather
Transportation, travel, sightseeing brochures
Cross-reference City Directory
Business License List, bi-monthly

Members—Our Lifeblood

CLASS A AMUSEMENT & ENTERTAINMENT

FRED ASTAIRE DANCE STUDIO
2007 W. Carson Street
BOWL-O-DROME
21915 So. Western Avenue
THE GABLE HOUSE
BOWLING CENTER
22501 Hawthorne Avenue
MISSILE BOWL
1280 Redondo Beach Boulevard

PACIFIC DRIVE IN THEATER Corp.
141 So. Robertson Boulevard
Los Angeles
ROADIUM DRIVE-IN THEATRE
2500 Redondo Beach Boulevard

CLASS B AUTOMOTIVE

ACTION AUTOMOTIVE ENGINEERS
24200 Hawthorne Boulevard

BROWN & STEWARTS SERVICE

2326 Torrance Boulevard
JAY'S AUTOMATIC
TRANSMISSIONS
3907 Torrance Boulevard

JOHNNY'S
CUSTOM MUFFLER SHOP
1213 Engracia Avenue

MAC'S MOBIL SERVICE
3760 Torrance Boulevard

MARATHON SALES COMPANY

25916 S. Western Avenue
CAL NEWELL COMPANY
2319 Arlington Avenue

PAUL'S CHEVROLET, INC.
1640 Cabrillo Avenue

LARRY REED SPORTS CARS, INC.
19019 Hawthorne Avenue

LEO SALISBURY TIRE COMPANY
20631 Hawthorne Avenue

AL SENTI CHEVRON STATION

5230 Sepulveda Boulevard
SOUTHWEST TRACOR SALES, INC.
18912 So. Normandie Avenue

TORRANCE AUTO BODY SHOP
1766 W. Carson Street
VAN LINGEN BODY SHOP
20431 Hawthorne Blvd.

VEL'S FORD
1420 Cabrillo Avenue
VIRGEL'S WHEEL ALIGNMENT
1750 W. Carson Street

WALSH AUTO GLASS
1445 Marcelina Avenue
WALTERIA RADIATOR SERVICE
24424 Hawthorne Avenue

WESTERN AUTO
ASSOCIATE STORES
1269 Sartori Avenue

WYNN BROTHERS AUTO PARTS
20928 Hawthorne Avenue

This Page Sponsored By . . .

HI-SHEAR CORPORATION

2600 W. 247th St.

Torrance

manufacturers of
high strength aircraft fastening devices