

# 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.

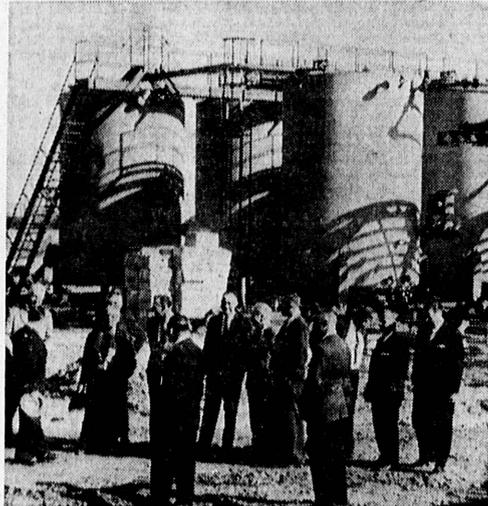
The Board determines the Program of Work and authorizes such activities. It is also responsible for Chamber finances and its functions include consideration and approval of the general budget as well as the appropriation of funds for special purposes.

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

Survey of Buying Power, Sales Management

### HISTORY, MISCELLANEOUS

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  
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WESTERN AUTO ASSOCIATE STORES  
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