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PROCLAMATION

WHEREAS, Torrance Bakery is a family-owned business which has been operating at its El Prado Street location since 1984 when the Rossberg family purchased a donut shop and began to transform it into a full-line retail bakery; and

WHEREAS, Kirk Rossberg, a fifth generation baker, developed the bakery over time, multiplying his employees as the business grew, and expanding into other locations, first in South Torrance and later into Gardena; and

WHEREAS, Kirk grew with the times, adopting a management style that included a strong emphasis on communication with his staff through both employee newsletters and weekly meetings with production staff and bakery and department managers; and

WHEREAS, Torrance Bakery was one of the first bakeries in the nation to pioneer computer-generated images on its decorated cakes, which now accounts for more than 36% of its decorated cake sales; and

WHEREAS, Torrance Bakery remains today a full-line bakery with a successful café business and a separate wedding cake display room to facilitate the selection of the 50-70 wedding cakes being produced and delivered to wedding locations each week; and

WHEREAS, Torrance Bakery has been an extremely generous Torrance business neighbor, contributing not only luscious bakery goods, but also personal and bakery staff time to such community events as Rock Around the Block, Old Torrance Neighborhood Association meetings, Cleanup days and Home Tours, and fundraising events for Torrance Education Foundation, Torrance Area Chamber of Commerce, Torrance Historical Society, Torrance Memorial Medical Center Holiday Festival, and the City of Torrance Centennial celebrations; and

WHEREAS, Torrance Bakery is the recipient of numerous professional and community awards of excellence, including Best Bakery in Los Angeles, Torrance Chamber of Commerce Best Place to Work Award, National Retail Bakery of the Year Award, Torrance Advantage Award, and now is being honored as a member of the Inaugural Class of the South Bay Association of Chambers of Commerce's Business Hall of Fame.

NOW, THEREFORE, I, FRANK SCOTTO, as Mayor of the City of Torrance, California, do hereby commend and express sincere appreciation to

TORRANCE BAKERY

and its President Kirk Rossberg for outstanding service and numerous contributions to the City of Torrance and the South Bay community. Congratulations for many years of providing delicious baked goods of all kinds to a very appreciative public.

Signed this 2nd day of November 2012.

Mayor Frank Scotto

ATTEST:

Sue Herbers, CMC
City Clerk