



## **Rossberg Legacy**

The Chamber has welcomed a new Chairman of the Board, a man who needs no introduction. This man has been a pillar in the South Bay community in the past, exuding positive and strategic leadership. Yet as the years continue, this individual continues to give value and give back to the local business community in new and fresh ways.

We welcome Kirk Rossberg, Owner, Torrance Bakery, to the role of Chairman, with a strong conviction that his incredible 'resume' will carry into the leadership of the Chamber - and thus, the entire Torrance area community.

Rossberg has been active in the Torrance Area Chamber of Commerce from the beginning of his membership. He was asked to be on the Board of Directors six years ago. Since then, he has worked alongside the Chamber to make the best decisions possible for its members.

Rossberg, although not setting out to be the Chairman when he first joined the Board of Directors, unintentionally follows in his father's footsteps. His father, Dick Rossberg, was also a respected Chairman for the Chamber in 1978. The two individuals also boast the ability to say they each were selected as Citizen of the Year; Dick in 1988 and Kirk in 2016.

The Torrance Bakery legacy began with Kirk's entrepreneurial spirit as a young boy. From working in a candy shop at the age of 14, to his first job working in a bakery a few years later, he decided that he would start his own business working with sweets. When a local panaderia went up for sale in 1984, he took his chance.

From then, Torrance Bakery has blossomed into a local empire due to the careful guidance, strategy, and teaching from Rossberg. The Chamber looks forward to having the same individual treating the Chamber with such respect. Welcome, Kirk!