

LA CAÑADA FLINTRIDGE
TOURNAMENT OF ROSES ASSOCIATION



NEWSLETTER

AUGUST 2022

President's Message



A Rising Tide Lifts All Boats

We have all heard that phrase, largely made famous (though not penned*) by then President John F. Kennedy. It is of course an obvious nautical reference; implying what is good for one is good for many.

In that vein of thinking, as it applies to our favorite topic, and admittedly stretching the 'dry land "float"' reference a bit to get to the nautical reference above; if a float stands out for whatever envelope-pushing idea, design, animation, floral design, story-telling process, music, mechanical application, etc. Whatever it is, if it's new, if it's out-of-the-box-thinking, if it's the thing people ooh and ahh about and remember and talk about for a even a couple days during and after the Parade; well then that is achievement of a DREAM (yup, I went there.)

We strive to be the ones that create that 'ahhh ! moment and memory'. By doing so we champion the rising of all floats in the tide that is our Parade. Sure, a "professional built" unit can do it, but they are expected to do it, so much of their efforts are taken for granted and missed. However, when a "self-built" pulls off an 'ahhhh! Moment' that is the Davey v. Goliath story that creates memories. That moment then brings another noted 19th century proverb to the fore: 'Imitation is the Sincerest Form of Flattery' - (*Charles Caleb Colton, 1820*) This is the secret sauce! When we do something so out of the box that we get an 'ahhhh! moment', and then followed up by someone imitating us – even if they do it better, then that's the DREAM. It's almost a gentleman's agreement that this quiet competition takes place.

I say 'almost', because, let's face it.... It's called the TOURNAMENT of Roses. It's in the name! We are all expected to compete with each other so as to elevate the "show" (Parade) each year to new levels. The floats are expected to do it, the Equestrians, the Bands, the opening and half-time shows are expected to do it; the

Rose Bowl game fans expect excitement. Heck even the opening flyover by our Armed Forces bring out the good stuff. They don't bring a WWII Mustang to fly over.... no, no- we want to see something more awesome; and we do! Spectators the world over don't tune in to see the same Parade in a different order each year; they tune in to see how high the tide is.

We are a float, we are DREAMers. It is our DREAMs that rise the tide.

Come DREAM, come build, come decorate... but come !

Join us...! Tell your friends !!!

Ernest Koeppen,
President President@lcftra.org

** For the curious, the phrase used early 1900's by religious groups and then adopted by the New England Council, a regional chamber of commerce as a marketing slogan in the 1950's*

Fundraising



Calling All Poker Players!!

Join Us for the 2022 Fall Classic "Texas Hold'em" Poker Tournament
Proceeds Help Build This Year's Rose Parade Float
Players and Sponsors Wanted

September 22nd in Pasadena, CA
5:30pm Check-in

[Click here](#) for more info!



\$

Rich Boccia, VP Admin

LCFTRA Ticket Window is OPEN!



2023 Rose Parade and Rose Bowl Game

In addition to locking in seats to great events, your purchases here help us finish constructing and decorating another award-winning float!

134th ROSE PARADE PRESENTED BY HONDA

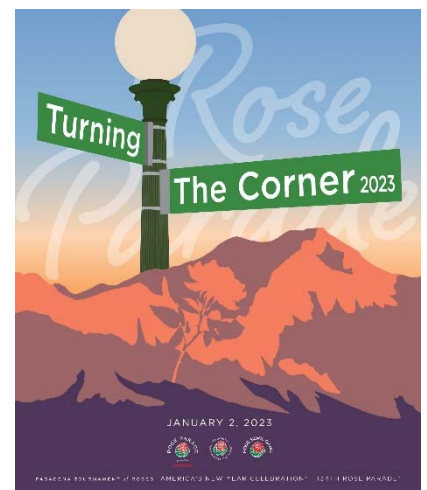
Price per Grandstand Seat@14 Orange Grove: \$250.00 Includes donation plus face value ticket

109th ROSE BOWL GAME PRESENTED BY NORTHWESTERN MUTUAL

End Zone Tickets: \$275.00 Includes donation plus face value ticket

Purchase now from our secure [online Floatique store](#), before we sell out!

Questions? Email Tim Rahtz at GameTickers@lcftra.org





News from Construction

We have invested a lot of time this summer completing deferred maintenance and getting the float ready for the Pasadena Tournament of Roses mechanical inspection (MI). Thank you, James H. The MI was on August 13, and we passed with minor open items. Thank you, Chuck H., for starting the replacement of the front wheel bearings which is expected to be completed by the end of August. [Ck for completion date](#)

Float construction is in full swing, and the pod is starting to take shape. John and Dwight have completed the foundation for the house, and the wall and roof framing are waiting for delivery of framing and sheeting material. The driveway has been rough-graded, and perimeter of the pod layout is in progress. Thank you, Jim, for cutting steel.

There are four raccoons on the float this year and they are currently being shaped. Grant created the primary design of each raccoon head and Pam G., Mike, Nancy, and Chuck T. have been assisting with the shaping. A lot of work goes into these characters. The magician is approximately 8-9 feet tall and will be the first completed. Michele, Andrew, and Dwight have been busy making rings and Pam W is working on a squirrel.

Thank you, Tim, for feeding the crew.

We are happy to welcome everyone back to site - we have much to do.

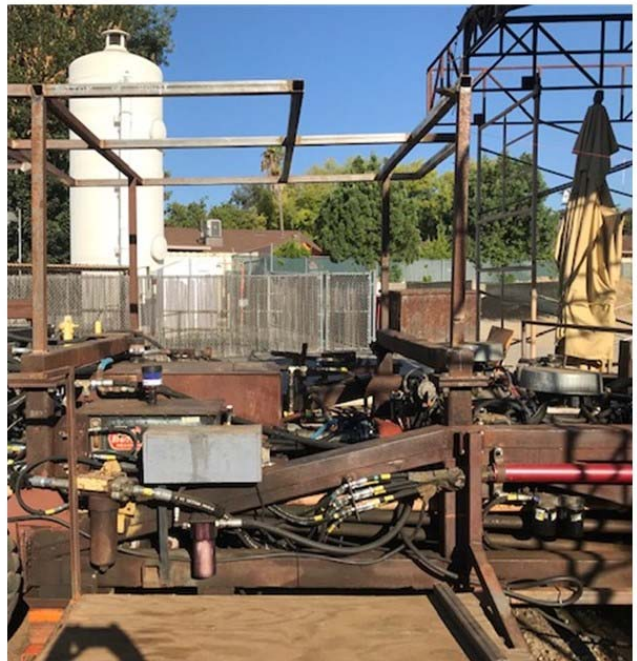
Pam Gosso, James Herrington, John Wolhaupter
Co- Construction Chairs



Driveway Path Front to house



Magician Head



Foundation of House



Remember When:

A Past President Looks Back

Mementos of Bygone Floats

As I looked around my office, I realized that every float that I ever had worked on from Sharlyn's crossed paintbrushes for 2006 to float parts to coasters to special construction projects - Past Presidents, VPs of Admin and Float Development, Construction, Site and Deco chairs all came up with different ways to recognize their crews.

The six pictures below represent Jim Geoghegan's plaques which became his trademark recognitions. Jim would take leftover patches and give them to his favorite award designer along with the year, float title and award for that year.

In our recent history, this is an unusual sequence with 2 years with no banner and our only Fantasy Trophy. Next month I plan to look at the key things Sharlyn saved from her many years of work on multiple floats. I also will look at the various unusual and unique things I both collected and made in 18 years of participation. Check your shelves and closets. What have you collected working on the float?



Pam Wiedenbeck, Past President (2010 & 2011)

Deco



By the time you read this article, Call Out will be complete and construction will have given deco our square footages. Why is that important? Because construction needs to know how a part of the float will be decorated before they build it, so the structure can support the decorating material. And Deco needs to know the square footage of each material, so they can make the flower order.

We order our flowers in September, so we get the exact ones we want in December! Pat is also hard at work cleaning out the vials used for roses last year. Yup- we re-use those vials, but we have to clean them first! This month's picture is one of our behind-the-scenes tools - a box full of samples of all of the seeds stored in our deco trailer. It makes it easier for us to come up with materials to use. Weirdest one so far this year? We have barrels of old sunflower seeds that are going to show up on this year's float. Deco sign-ups start in October, so keep your eye out for more updates, and enjoy the end of summer.



Sara Wickersham, Jennifer Lazo, Deco Co-Chairs
Deco@lcftra.org



Floatique

“Hot August Nights”, there has never been a statement more on target!

Hope you are finding fun ways of cooling down and slowing down in this heat and humidity. We have had some amazing sunsets and incredible cloud formations. Now if we could just get some rain, we could do a happy little jig in the streets!

The LCFTRA Crews are “Turning the Corner” and really ramping up the progress on the 2023 float. The Construction Team is making great strides, the Deco Team has some amazing decorating ideas, and our Marketing/Communication Team is ready to start spreading the word on some outstanding upcoming fundraising events.

Don’t miss out on this years “Float Mania”. Come on down and be part of the “Raccoon Rally Cry”. Being part of the LCFTRA “Shenanigans” will be memorable, fun and something NOT to be missed!

Stay hydrated, get plenty of rest and enjoy the last of these memorable summer days. We all look forward to seeing you at the float site on any given Saturday morning.

Thanks to one and all for your amazing support!

Michele Bottrell (818-248-5440), *Chuck Hughes* (818-790-9597), **Floatique Co-Chairs**



Rewards for Members!

LCFTRA Members: Invite friends, family, co-workers and neighbors to join us in keeping the tradition alive. Earn a \$5.00 gift certificate for referring a new member. We'll reward you for the first 10 referrals!



The gift certificate is good for purchases at the Floatique. Contact Sarah Marshall at Membership@lcftra.org or 818-790-2732 to make sure you get credit for your referrals.

Membership Renewals

July 2022

Rose Circle

Debra and Tracy Jeandron

Benefactor

Michael and Karen Freed

Parader (\$300)

Molly and Neal

Brockmeyer

Stephen Gill

Jennifer Lazo

Patron (\$150)

Joanne and Rob

Smith

Gary and Diane

Stibal

Floater (\$35)

Charles Adamek

Greg Casarella

Grant Delgatty

Chuck and Harriet Hughes

Sustainer (\$75)

Laverne Hench

Donations

Debra and Tracy Jeandron

Membership Renewals:

We will keep track of your renewal schedule for you. All members will receive email reminders of their membership renewal 30 days before their current membership expires. The email will contain a direct link for the renewal process online and allows payment by all major credit cards, PayPal, or by printing a form and mailing in a check.

Questions? Contact Sarah Marshall: Email Membership@lcftra.org or call 818-790-2732.

New Memberships:

Join online by clicking on this [New Member Signup](#) button. Using the online signup process is the easiest way to go and allows you to pay online (or by check).

No email or internet access? If you prefer to not use the online options for new memberships or renewals, print [this Mail-In Membership Form](#), and follow the instructions for mailing your information and check.

Sarah Marshall, Membership Chair

Membership@lcftra.org

Technical Support

If you have technical issues signing in, please contact our website provider's support folks toll-free at 1-866-HLP-CLUB (457-2582) from 4:30 AM to 7:00 PM, Mon-Fri, Pacific time (they are located in Chicago). Or you can email them at Support@clubexpress.com. For all other LCFTRA questions or help, feel free to contact Rich Boccia at VPAdmin@lcftra.org.

Thank you so much for your support. We are 100% donation supported, and your membership dues/donations make the float possible. Hopefully the new website will make that continued support easy for you!

See you next month!

Rich Boccia, VP - Administration

VPAdmin@lcftra.org
