

LA CAÑADA FLINTRIDGE TOURNAMENT OF ROSES ASSOCIATION



NEWSLETTER

February 2022

President's Message



Welcome to the 2023 Rose Parade Season! This is our first newsletter since our super successful 2022 Parade with an awesome “Crown City Innovator Award” banner win, and since our annual board meeting. We have new people in new positions, so everyone is getting their proverbial feet wet. We have many things planned and planning for the upcoming year.

First, I want to express our gratitude to our outgoing executive board:

President Michael Davitt; VP Float Development Charles Thuss, and VP Administration Greg Brown. They, along with their department chairs, guided us through some very unusual times in the last few years that no one had guidance or reference to, so raise a toast to their commitment and navigation!

The new board has been installed and is busy working away at getting our new float design for 2023 fleshed out. We have taken our many entry submissions and whittled them down to 4, and then after Theme Draft review at Tournament and some more discussion, I can report that we have it down to one concept that is currently being drawn into a final presentation which will be revealed at the upcoming board meeting. This year's parade theme is “Turning the Corner”, a tough theme to be sure, but I think you will be happily entertained by the selection of the committee.

We don't want to take last year's accomplishment in stride; rather, we are aiming to continue to raise the bar and shoot for an even better product and presentation this year. By raising our bar, we enrich our creativity and raise the bar for all of the Rose Parade. The Parade that we are privileged enough to be a major part of. It is truly an honor and challenge to bring smiles and hope to the whole country on New Years' Day. In a tide all ships rise; float builders watch and are inspired by other float builders, secretly wanting others to emulate them, as 'imitation is the sincerest form of flattery'. But this dance is what makes each year bigger and better than the last, and a greater show for the spectators.

It also is a solid way of gaining new interest, members and ideas. We all want to be part of a winner because we know the next challenge is to do better. A hive of active ideas, however grand, is the secret sauce that makes for a creative environment which is awed by all those that watch what we do and want to be part of it. We have an amazing team of creative thinkers and makers; bring yourself, your family and your creativity... and watch it come to life! No thought or idea is too small - we learn from you as much as you will learn from us. Come work on the biggest Hot-Rod in town, or just come watch, but come one and all! Hope to see you or hear from you!

Ernest Koeppen, President
President@lcftra.org

Turning the Corner



LCFTRA was founded in 1978 and we have had nothing less than success over the decades.

We attribute this to the leadership of the organization and the long history of our volunteers that support our mission over the years.

We are thankful to the outgoing board and committee members for all of their work and dedication to lead the cause over these past two years. One does not know how much time and effort goes into the planning and execution process to bring home another banner-winning float.

The 2023 Pasadena Tournament of Roses theme is “Turning the Corner”. Tournament of Roses President, Amy Wainscott noted, “Whether that corner is actual or figurative like the unlimited potential that each new year brings—we all enjoy the opportunity of a fresh start. Turning a corner means rising above – alone, or with family, friends and community.”

We want to thank the community for your support over these decades as we once again start building an award winning 2023 float.

Our vision is to inspire creativity, nurture friendships and build community by creating inspiring floats that will entice people to become volunteers and to become members and financial partners as we raise the \$120,000 needed to make this award-winning float a reality and a guiding light that represents our city in America's New Year's Day celebration.

Please take time to visit with us on our website at lcftra.org to learn more about who we are - and get involved as a member of the award-winning team!

Rich Boccia, VP - Administration

VPAdmin@lcftra.org

Upcoming Events



March 15	LCFTRA finalizes our float design recommendation to the Pasadena Tournament of Roses.
April 1	LCFTRA declares our float concept to the Pasadena Tournament of Roses Float Entries Committee.
April 12	LCFTRA attends the Pasadena Tournament of Roses Design Review Committee meeting to present our final rendition

Construction



We have made great strides getting "Who Says We Can't?" torn apart. Currently we are saving the trees, in case we can use them, or part of them, in our 2023 design. We still have some of the removed pod steel to cut up for the scrap bin; coasters to disassemble and salvage the wheels, nuts and bolts; and rough spots to grind smooth on the chassis.

Come join us. Once we are down to the bare chassis, we will perform regular maintenance to get ready for 2023 building to start.

Theme Draft

We started with 85 theme draft entries and narrowed it down to four that were taken to the Pasadena Tournament of Roses Theme Draft. Three of the four were accepted. We next finalize a recommendation and present it to the LCFTRA board. Following board agreement, we submit this final concept to the Pasadena Tournament of Roses (P ToR). Once the P ToR adopts our conceptual design, we will begin to finalize the schematic drawing and prepare scaled drawings, figure out what we will animate, and start building. Stay tuned.

Site

Site is a mess, but not for long. In December, the Convoy crew got a new work bench/cabinet for the main trailer. So now we have some more things to put away, drawers to label and maybe even get a rough drawing of where things are. In addition, we are moving things around at the site to make it easier to work, rebuilding some tables. Another goal is to get some new gravel to keep the site cleaner and hopefully not as muddy when it rains.

Hope to see you soon.

Pam Gossoo, James Herrington, John Wolhaupter

Co- Construction Chairs

Construction@lcftra.org

Deco



It's the start of a new year, and the deco team is gearing up for another fabulous float!

We are taking stock of the things we learned worked well this year (Hydrangeas, especially if it's cold outside!) and the things that didn't (Poinsettia leaves really didn't like sticking when it was cold).

We're also working closely with the rest of the float development team to nail down a concept for the next float that will be creative and look great.

In the next month or two look out for an invitation to help reorganize the deco trailer- an annual task that we can always use more brains to complete.

Also, if you need a mindless task to do while watching all of those award season movies (or your favorite reality TV show), we have [vials that need to be popped](#) (take off the lid, throw out the contents, put the lid in one bucket and the vial in another) and static that needs to be cut (carefully, with no green!).



You can see the static from this year's float on the helmet and skateboard! Let us know if you are interested by emailing deco@lcftra.org.

Sara Wickersham, Jennifer Lazo, Deco Co-Chairs

Deco@lcftra.org

Remember When:

A Past President Looks Back

Bob Neilson's Top 10 Lessons Learned



As we complete the process to select the 2023 float design, I was musing on something Bob Neilson shared early in 2012 as we selected and prepared for “Dino-Soar”.

I was also getting ready to introduce float building to my professional Project Managers' Group at one of our monthly meetings, as well as completing a 'Lessons Learned' meeting reviewing the prior year's progress when I asked Bob what he thought LCFTRA's list of lessons learned would be. Over coffee and Saturday morning donuts, he shared the following David Letterman-type list of his view of lessons still learning rather than really learned.

1. 1979 “Horse Play” – Do not build an 18-foot-wide float and expect it to go through a 16-foot-wide gate. (First Place for Cities 20,000 – 30,000)
2. 1980 “Tea for Two” – Do not use extra-long tack glue for flowers on a highly visible bottom surface. (Best Display of Humor)
3. 1982 “Still Friends” - If the engineers love the design, watch out. Judges are not engineers, and they may be master florists. (First Place for Cities 20,000 – 30,000)
4. 1988 “Lovely Hula Hams” - Just because the name is an incredible play on words does not mean that the float is incredible. (No Banner)
5. 1992 “Sherlock Hounds” - There is no banner for cuteness. (No Banner)
6. 1994 “Over Easy” - Float concepts which have been rejected for each of several years have probably not improved with age. (No Banner)
7. 1999 “Martian Madness” - See number 3 – sometimes lessons need to be learned more than once. (No Banner)
8. 2001 “Making Connections” – There is still no banner for cuteness. (No Banner)
9. 2007 “Self-Built Float” - Beware a joke that no one gets. (No Banner)
10. 2011 “3 – 2 – 1 Dig” - See 3, 5, 7, 8, 9 – We are still learning. (No Banner)

As the banner definitions and descriptions evolved, so did the LCFTRA floats as we found the Association's sweet spot for delivering award-winning floats. After the initial streak of 9 winning floats, we appeared to be looking for a niche that defined a LCFTRA float. The floats since 2006 show that we have found our niche. LCFTRA knows how to deliver award-winning floats with 6 Humor banners, 3 Animation banners, 2 Founder's banners and a Theme, a Fantasy, and the latest Crown City Innovator banner. These results show that the Association can deliver award-winning concepts both inside and outside our 'sweet spot' spotlighting our true potential to master the integrated impact of our floats on our audiences. Whatever we design, build, decorate and operate safely for the 2023 float will provide high entertainment value, support the ToFR Parade theme and 'Wow' the live and virtual audiences world-wide on January 2, 2023. (Remember 'Never on Sunday!')

Pam Wiedenbeck, Past President (2010 & 2011)



2006 – 2022: 16 Floats – 14 Banners

Floatique



Well, this has been one exciting month for weather in the Foothills! Never would have guessed in February we would go from an 89-degree summer day to black stormy clouds showering us with lightning, thunder, rain and hail just two days later! Today while I am writing this message, it's the most beautiful Southern California spring day. We truly are blessed.

It's difficult to believe work has already started with efforts towards building the 2023 La Canada Flintridge float, but it's official - we are in float development mode. The new designs are being reviewed and considered, and the winning design to be selected by early April.

The team is getting ready for our first upcoming community event at Fiesta Days on Memorial Day. If you are missing being a part of the float action, what would be better than a "Floatique" item to brighten up your day and make you look forward to this year's coming float fun!

We still have 2022 "float goodies" and La Canada themed merchandise available to purchase. [Check out our website](#) to either purchase an item online with a credit card or call a Floatique Member to make arrangements to stop by the float site on a weekend to purchase available items.

Thanks again to one and all for your amazing support!

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

All Products



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- ☐ Accessories

Price (US\$)

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- ☐ 20 - 50
- ☐ 50 - 100
- ☐ 100 - 200
- ☐ 200 - 300
- ☐ Over 300

Type

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2022 Frisbee, glow in the dark, Who Says We Can't

2022 Frisbee, glow in the dark, Who Says We Can't

US\$ 5.00

In Stock (200 available)



2022 Rose Parade Program

2022 Rose Parade printed program

US\$ 10.00

In Stock (11 available)



2022 T-Shirt

Who Says We Can't T-Shirt - Adult and Youth sizes; For 2X and 3X, see separate listing

US\$ 20.00 to 22.00

In Stock (67 available)



Apron, LCFTRA rose, black

LCFTRA signature apron in black featuring the LCFTRA rose logo

US\$ 15.00

Out of Stock



Back Pack, drawstring bag, LCFTRA rose

Back Pack, drawstring bag, LCFTRA rose; light grey

US\$ 20.00

In Stock (42 available)



Baseball cap, LCFTRA rose

LCFTRA baseball hat with LCFTRA rose logo; structured and unstructured options

US\$ 15.00

In Stock (35 available)



Beanie, LCFTRA rose

Beanie with LCFTRA rose patch; black

US\$ 20.00

Out of Stock



Coffee cup, 2022 Who Says We Can't

Coffee cup, 2022 Who Says We Can't

US\$ 10.00

In Stock (39 available)

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

January 2022

Rose Circle (\$800+)

Chuck and Becky Gelhaar
Eremita Miranda and Larry
Andreason

Benefactor (\$425)

William and Cheryl Semple

Parader (\$300)

Rich and Diane Boccia
Rick and Denise Gunter
Anthony and Ellen Portantino
Ann Stewart

Patron (\$150)

John and Angela Coleman
Dwight and Janet Crumb
Mary Gant
Jeb Long and Marilyn Pieroni
Kevin Maloney
Ann Neilson
Bill and Brett Pounders
MaryAnn Yurcisin

Sustainer (\$75)

William and Patricia Abeles
Cassandra Coleman
Stuart and Kathy Kamille
Ernest and Denise Koeppen
Susan Murakami and Lee Fisher
Joyce Ruygrok

Floater (\$35)

Donald and Heidi Adamek
Michael Dean
Victoria Hays
Michael and Darlene Larin
Joan Scott
Jim Starwood

Donations

William and Patricia Abeles
William and Cheryl Semple
The Cortes-Ramos Family
Mary Ann Yurcisin
Chuck and Becky Gelhaar

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, then 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, you can 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
