



## THE ROTARY ROSE PARADE FLOAT COMMITTEE, INC.

*Promoting Rotary to the World Since 1980*

POST OFFICE BOX 92502 | PASADENA, CALIFORNIA 91109-2502  
WEBSITE [WWW.ROTARYFLOAT.ORG](http://WWW.ROTARYFLOAT.ORG) | EMAIL [ROSEFLOAT@ROTARYFLOAT.ORG](mailto:ROSEFLOAT@ROTARYFLOAT.ORG)

September 8, 2017  
Volume 1, Issue 2

# Making A Difference 2018 Float News

## Message from the 2018 Rotary Rose Parade Float Committee Chair



Our 2018 Float will represent the first year of our Foundation's second century. In our last newsletter we shared the new Tournament of Roses (TOR) 2018 Rose Parade theme "Making a Difference." Which coincidentally aligns with the 2017-18 Rotary theme, "Rotary – Making a Difference." Since then, our Float design and theme, "Planting the Seeds of Service" has been approved and described in this newsletter how it embodies the elements of the Rotary and TOR theme.

We expanded our Float Participants to 12 walkers and 6 riders including two RI dignitaries. In this issue read how you can be a walker (rider positions sold out), learn about volunteer sign ups and more. Several fellowship activities are coming up to include an early peek at our Float in a Rollout Ceremony Oct 14, decorating opportunities in December, our exciting Holiday Party on Dec 30, and of course the Rose Parade on New Years Day.

We thank each of you for your past and continued support in time and donations. After starting off with a major deficit, we are on our way to fully pay off our new Float possibly before the parade. It is through your personal donations that enable our 39<sup>th</sup> consecutive entry promoting Rotary into the Rose Parade. Visit our website [www.RotaryFloat.org](http://www.RotaryFloat.org) to learn more about us and how you may continue to help. Visit our Facebook page [www.facebook.com/RotaryRoseParadeFloatCommittee](https://www.facebook.com/RotaryRoseParadeFloatCommittee) to see how Rotarians enjoy the fellowship of producing award winning Floats that promote Rotary to over 73 million viewers worldwide!

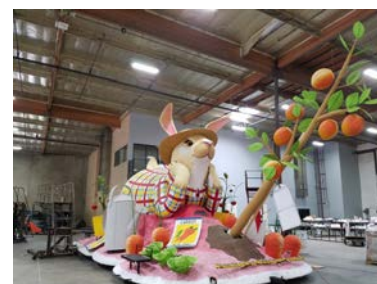
## 2018 Rotary Rose Parade Float Unveiled

Our Float design is a whimsical bunny gazing at the just planted peach tree, the peaches represent Rotary's Six Areas of Focus. Our Float theme "Planting the Seeds of Service" dovetails with some of Rotary International President Ian Riseley's messages for this year:

- 1) Green Message: "Making a difference by planting a tree for each of its 1.2 million members by Earth Day April 22, 2018." "I believe the greater result will be a Rotary that recognizes our responsibility not only to the people on our planet, but to the planet itself."
- 2) Peace Message: "Six Areas of Focus for Peace" – The nearly 17 foot tree bears 6 peaches representing Rotary's Six Areas of Focus. A tag on the tree clearly shows the symbols of Rotary's Six Areas of Focus. To further embrace the Peace and Green Messages, we will have a real sapling on the Float from one of Hiroshima's A-Bomb survivor trees that will be planted in one of Rotary's Peace Gardens to promote peace and a green legacy.

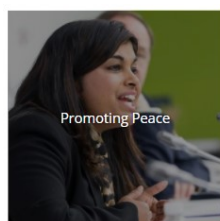
### Inside this issue

Planting The Seeds of Service ....	2
My Rotary Float Experience by Floyd Lancia.....	2
Rotary Float Committee booths at District Conferences.....	3
My Rotary Float Experience by Tammy Willhelm .....	4
Please support our sponsors.....	5
Home Depot Donation .....	6
Road Test /See the Float Invite... ..	7
Club Visits .....	8
Become A Sponsor.....	9
About the Rotary Rose Parade Float Committee.....	10

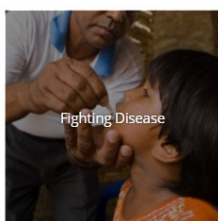


This is not a project of Rotary International

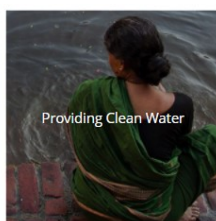
*You Can Make A Difference—Help us show the world how we all can make a difference*



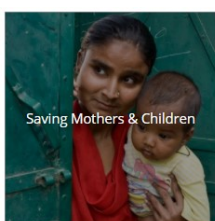
Promoting Peace



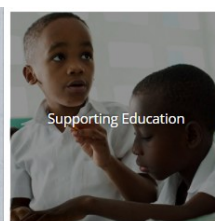
Fighting Disease



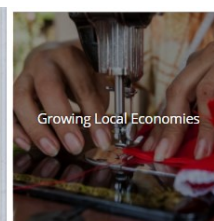
Providing Clean Water



Saving Mothers & Children



Supporting Education



Growing Local Economies

## My Rose Parade Experience...

By Floyd Lancia



There comes a time in one's experiences when one is awed by the surroundings. Well, I had two such experiences. Having the fortune of being a participant in the Rose Parade in Pasadena twice is something that only few have the opportunity. As a high school senior, I had the good fortune to march in the parade with my high school band. I remember that as the first time I had flown in an airplane and thought that was the deal, until I experienced the large crowds cheering us on as we marched down Colorado Boulevard playing "Apple Blossom Time" Seeing the masses of people forming what I called "human troughs". As I think of it to this day it still gives me the chills.

Well, so much for reminiscing. I got a call one afternoon from my good friend and polio survivor Jim Lewis. Jim has been on the Float committee for several years and somehow, we connected knowing the passion we have for the eradication of polio worldwide. Jim asked if I had an interest in being in the parade and with little hesitation I said yes, but I need to confirm it with my wife. Well, with one short phone call home, the answer was yes.

Then off to Pasadena and the excitement began. My wife and I had the opportunity to see the construction of the Float and even had hands on experiences of placing a few roses. On January 1, the lineup and preparation began early...very early. We assembled at the predetermined meeting point where another long time dedicated Rotarian Wade Nomura drove us to the Float line up area. Wade knew how and where we needed to go to miss the traffic and got us where we needed to be. I still marvel at how Wade got us there via back and residential streets.

As scheduled like a finely tuned machine the parade began—without a hitch. After the parade when asked my reaction, I could only say that it truly was a once in a lifetime experience---but for me it was a twice in a lifetime experience. An unforgettable one!!

**SENIOR RESIDENTIAL SPECIALIST**  
Providing "Good Old-Fashioned" Service



"One phone call will handle all the details of moving from your family home to your new home!"

**CAROLINA RUIZ**  
REALTOR, BROKER  
**(626)862-5654**  
Carolina@MyRealEstatePro.net  
www.CarolinaRuiz.Realtor  
Hablo Español • Cal BRE 01275776  
**U.S. ARMY VETERAN**

**Barry Rosenfeld, CLU, ChFC, ChLAP**



Special Needs Planning  
Business & Estate Planning  
Life, Disability & Long Term Care Insurance



1401 19th Street, Suite 125  
Bakersfield, CA 93301  
CA Lic. #0514701

Office: 661-703-9466  
Fax: 661-200-7118  
E-Mail: brosenfeld1@gmail.com

## 2017 District Conferences Support Rotary Float Efforts



District 5330: Picture 1 (from left to right) Chair Joe Ramos and Jeanne Ramos; Picture 2 (from left to right) Chair Joe Ramos, MaryAnn Conrad, Jeanne Ramos, RI Rep Mike Conrad, Tami Willhelm, DG Bob Duistermars.



District 5300 booth. Pictured is Walt Stephens.

## Rotary International Convention Booth

The Rotary Rose Parade Float Committee would like to give a special thank you to those individuals that helped with our booth at the International Convention in Atlanta, Georgia.

- A. Joe and Jeanne Ramos
- B. Randy Pote – every day
- C. Frank Griffith
- D. Bob Duistermars
- E. Ian Hicks
- F. Larry and Melanie Rice
- G. Miles and Teresa Petroff
- H. Gene Hernandez
- I. Greg Jones
- J. Wade Nomura
- K. Jim Lewis (brought in 2 possible walkers)
- L. Clovis Johnson



Our booth had the largest crowd of any booth around. Many clubs stated they have never donated in the past but will look for our letter and donate this year. Several said they will make an on-line donation. Seven Rotarians were interested in being a walker or rider. Contact information of seven interested Rotarians were recorded for follow up on walker/rider interest.



## Parade Participant Update

By Barry Rosenfeld, Chairman

The Parade Participant Committee (formerly the Rider/Outwalker Committee) is really excited about the 2018 Float.

The seven sustaining Districts will each sponsor a walker for the Float. This year we have a total of 12 walkers and six riders. Two representatives from Rotary International will be riding on the Float as well as four additional individuals. Thus far, we have received four Float Rider donations (\$10,000 each). We still have room alongside our 2018 Float for THREE more walkers.

The donation amount to walk alongside the Float is \$6500. With your donation of \$6500, your package will include one VIP Rose Parade Ticket for your companion as well as two tickets to the Holiday Party. Rotary International President Ian Riseley will be attending both the Parade and Holiday Party!

If you would like to participate; or, know of someone who would, please contact Barry Rosenfeld as soon as possible.

Contact: Barry Rosenfeld  
Phone: (661) 703-9466  
Email: [brosenfeld1@gmail.com](mailto:brosenfeld1@gmail.com)

This is not a project of Rotary International.



# My Rose Parade Experience...

By Tami Willhelm



Does it seem like we Rotarians over use the phrase, “Opportunity of a lifetime?”. Since I joined Rotary just two and a half years ago, I find myself repeating that sentiment so often that I am often afraid I sound rather overly dramatic. But isn’t it just so true? Being a Rotarian and the opportunities that unfold in this life of service are just that, “opportunities of a lifetime.”

I love parades, I have walked in our local community parades, and even walked the New Year’s Day Parade in London in 2016. But nothing compares to the Rose Parade walk and the comradery of walking that walk with fellow Rotarians. The streets were packed for 5 miles with happy, smiling faces! Every single human being on the route was cheering and clapping and filled us with energy as we made our way down Colorado Blvd. in the crisp morning sun. It was nothing less than exhilarating! We walked, and sometimes trotted, we laughed, waved and shook hands with folks from around the country. But more than anything else we shared Rotary’s mission with millions of folks around the world. And all to soon it was over!

“Oh Pick me! Pick me!”, that was my first thought when I saw the 2018 rendering for our Rotary Rose Parade Float at the District conference a few weeks ago. I was honored to be a walker for our district 5330 last year. I truly had no idea what an amazing experience that few days would be.

We (walkers) gathered at the parade staging grounds for the photo shoot to learn “the wave”, do a costumed photo shoot and learn our rolls for the commencement of judging the following day. I don’t care how big your television is, you just cannot fully appreciate the grandeur of these entries viewing them on television. So even if you aren’t selected to walk the parade, I wholeheartedly recommend you come, join the fun, cheer for our entry and see the parade in person! I might add, there are few places on earth to spend a better New Year’s Eve! The citizenry of Pasadena California live to throw the Best New Years on the Planet! And it crescendos with the Rose Parade. It is truly an experience of a life time and worthy of capturing title as a “bucket list” item.

One of the unexpected highlights of the week came the evening before the parade. The committee put together a more casual dinner at a great little Mexican restaurant. As a fairly novice Rotarian, I was inspired to be in the company of so many Governors and Past District Governors and I had plenty of time to get them to share their favorite Rotary stories. I even had the chance to spend some time sitting with our International President John Germ and his lovely wife. I was so honored to be afforded the opportunity to just sit and chat and hear firsthand his thoughts on the future of Rotary and some of the challenges we face maintaining western leadership at the International level. His thoughts on the importance of our continued participation in the Rose parade and the need to bring more Americans to Rotary. A charming and eloquent gentleman, his passion for service left me humbled.

The morning of the parade arrived very early. The excitement was palpable. We arrived at the staging area long before the sun. Our Float was very near the Mansion where all the celebrities are cloistered and where all the judges and trophy banners are staged. Fingers crossed, we waited on pins and needles as the banners began to march out to find their place in front of the anointed prize winners. When the Princess Trophy Banner arrived before our Rotary entry I saw tears of joy from some committee members, Folks like Joe and Jeanne Ramos who had worked tirelessly for over a year to achieve that win for Rotary. I must say, having that banner leading our Float down the parade route gave us all such pride and, I realized later, would set the standard for this year’s beautiful “we’re in it to win it!” entry.

As I sat in my hot tub at home that evening, finally aware of the more ancillary benefits/side effects of my Rotary Parade walk, I reflected on my supposition that perhaps we Rotarians over use the phrase “opportunity of a lifetime” and I finally concluded, being a Rotarian is in its self the opportunity of a lifetime, and the honor of being permitted to experience and represent my district in the Rose Parade Walk was simply one more blessing afforded me for choosing Rotary and the life of service only Rotary can offer.

## A Special Thank You To Our Generous Sponsors

### **Sustaining Districts— (7) (Minimum \$6000.00)**

Rotary District 5240  
Rotary District 5280  
Rotary District 5300  
Rotary District 5320  
Rotary District 5330  
Rotary District 5340  
Rotary District 5500

### **2018 Float Walkers—(12) (\$6,500.00)**

5240 - TBD (District Sponsored)  
5280 - Lee Stacy (District Sponsored)  
5300 - Raghada Khoury (District Sponsored)  
5320 - TBD (District Sponsored)  
5330 - TBD (District Sponsored)  
5340 - TBD (District Sponsored)  
5500 - TBD (District Sponsored)  
Rhonda Panczyk (5380) - Individual Sponsor  
5330 - TBD - San Bernardino Crossroads  
Your Name (TBD) - Individual Sponsor  
Your Name (TBD) - Individual Sponsor  
Your Name (TBD) - Individual Sponsor

### **2018 Float Riders— (6) (\$10,000.00)**

Angelique Friend (D5240) - Individual donation  
George Jones (D5240) - Individual donation  
Patricia Jones (D5240) - Individual donation  
Cindy Rose (D5320) - Individual donation

\*2 Additional Rider positions reserved

### **\$1,000.00 Sponsor Level**

Bakersfield Breakfast Rotary Club  
Citizens for Excellent Schools  
Corona Rotary Club  
Gene Hernandez - Individual donation  
Lake Arrowhead Mountain Sunrise  
Lake Elsinore Rotary Club  
Joe & Jeanne Ramos - Individual donation  
Charles Reinhart  
Riverside East Rotary Club  
San Bernardino Crossroads Rotary Club  
Walt Stephens - Individual donation  
Vons Credit Union  
Wildomar Rotary Club

### **Club Sponsors**



Lake Elsinore



Corona



Wildomar



Bakersfield Breakfast



Riverside East



San Bernardino Crossroads

**Visit [www.rotaryfloat.org](http://www.rotaryfloat.org) for a list of all our donors.**



**See Page 3 and 9 for benefits of YOU becoming a Sponsor or Walker**

Want to reach 17,000 Rotarians with your message? Advertise in our bi-monthly newsletter and YOUR Advertisement could be here. Space is limited to a first come, first serve basis. Ad rates are per edition and listed below.

⇒ **\$ 50.00: Business Card Size**

3 1/2" w x 2" h

⇒ **\$100.00: 1/4 page size**

3 3/4" w x 5"h

⇒ **\$200.00: 1/2 page size**

8"w x 5"h

⇒ **\$400.00: Full page**

8"w x 10 1/2" h

Email artwork to Luanne Arredondo at [rotarylu@gmail.com](mailto:rotarylu@gmail.com).

Mail payments to: RRPFC, Post Office Box 92502, Pasadena, California 91109-2502

## Tell Us Your Rotary Story

Tell us your rotary story and we may print it in an upcoming issue. Send in pictures that show your work in the local community and how your work continues to move the work of Rotary forward.



## Home Depot Donates Seed Packets

The Home Depot in Baldwin Park California has a long history of giving back to the community and finding new and unique ways to help with local projects that help those in need. Recognizing that service to the community is only one way they work to make the world a better place. This year, we are proud to announce that they have donated 300 seed packets to help The Rotary Rose Parade Float Committee enhance its messaging and ability to raise funds for the 2018 Rotary Float.

Seed packets will be available soon for sale and distribution. Not only will you be able to plant the seeds of service in your own garden, your support helps the committee get one step closer to world wide exposure of the Rotary Brand. Beautify your local community while exposing Rotary to the World! Contact LuAnne Arredondo for more information via email at [rotarylu@gmail.com](mailto:rotarylu@gmail.com).





## Road Test for 2018 Float

As posted by Joe Ramos on July 30, 2017 Facebook page

Here is what a road test and fire drill of our 2018 Float looks like. This was on Saturday July 29th. All volunteers must be in place by 6:45 am (too early for Jeanne V. Ramos) at the Phoenix Decorating's new facility in Irwindale. District Governor Nominee Melanie Rice, Larry Rice, PDG Miles Petroff and Ray Bushnell were there to sit in all the positions. A sixth rider position was offered to a volunteer. The Float simulates traveling in the Parade at 2.5 mph. Our Float has a tall peach tree with 6 peaches to represent Rotary's Six Areas of Focus. The 17 foot tree must be able to hydraulically move down to go under the overpass along the parade route and miss power lines. There is a fire drill where the riders and driver must unstrap and be off the Float within 45 seconds. Melanie and I sat where the RI President normally sits in the left front. As of this writing, we have 6 riders identified. The 12 walker positions are nearly full. All this to promote Rotary to 73 million TV viewers throughout the world and 700,000 along the Rose Parade route.



## You're Invited



The Rotary Rose Parade Float Committee cordially invite you to attend the rollout of our 2018 Rotary Rose Parade Float.

**\$45 Per Person**

*Business Casual,  
Heavy hors d'oeuvres  
Wine, Beer, Refreshments*



*Rotary Rose Parade Float  
Committee*



*Meet the Float  
Participants*

October 14, 2017. 6:00-8:30 PM. Phoenix Decorating  
5400 Irwindale Ave, Irwindale, CA 91706

Register at [www.RotaryFloat.org](http://www.RotaryFloat.org)

Email: [RoseFloat@RotaryFloat.org](mailto:RoseFloat@RotaryFloat.org)

*Not a program of Rotary International*

## Pictures from Clubs Supporting The Rotary Rose Parade Float



Temecula Club Visit



Idyllwild Club Visit



Indian Wells Club Visit



Indio Club Visit



Banning Club Visit



Palm Springs Club Visit



Palm Springs Sunrise Club Visit



Arlington Club Visit



Fontana Club Visit



Lake Arrowhead Club Visit



Yucca Valley Club Visit



Murrieta Club Visit



Palm Desert Club Visit

The Float creates **AWARENESS of ROTARY.**

**AWARENESS of ROTARY** helps membership growth, creates sponsorship opportunities, and volunteer support.

Financial and volunteer support helps  
**ROTARIANS MAKE A DIFFERENCE.**

Visit [www.rotaryFloat.org](http://www.rotaryFloat.org) to donate today!



# Become a 2018 Rotary Rose Parade Float Sponsor

For a Minimum donation of \$1,000  
You will promote Rotary to over 73 million viewers worldwide  
And you will receive the following benefits:



- Will appear on our Volunteer Tee Shirts \*
- Sponsor Banner that will be above the Float during decorating \*
  - Be exposed to media coverage.
- Receive Press Release Ready notification you can publish in your District and local newspapers.
- Priority Volunteer Signups for Decorating our 2018 Float beginning September 15.

**Payment must be received by September 15, 2017!**

After payment is received you will be contacted by our Volunteer Coordinator about decorator signups. Please refer to the group size and decorator schedule for dates and times on [www.RotaryFloat.org](http://www.RotaryFloat.org)

Float Sponsor Information: Greg Jones, 626-807-0815, [mpgreg@yahoo.com](mailto:mpgreg@yahoo.com)  
Decorator Signup Coordinator: Daniel Thomas, [dthomasrotary@gmail.com](mailto:dthomasrotary@gmail.com)

*You may pay by check or credit card. By contacting Greg Jones  
Make checks payable to the "Rotary Rose Parade Float Committee, Inc."  
On the Memo line note: Rotary Float Sponsor. Please mail to the address below.*



**THE ROTARY ROSE PARADE FLOAT COMMITTEE, INC.**

*Promoting Rotary to the World Since 1980*

POST OFFICE BOX 92502 | PASADENA, CALIFORNIA 91109-2502

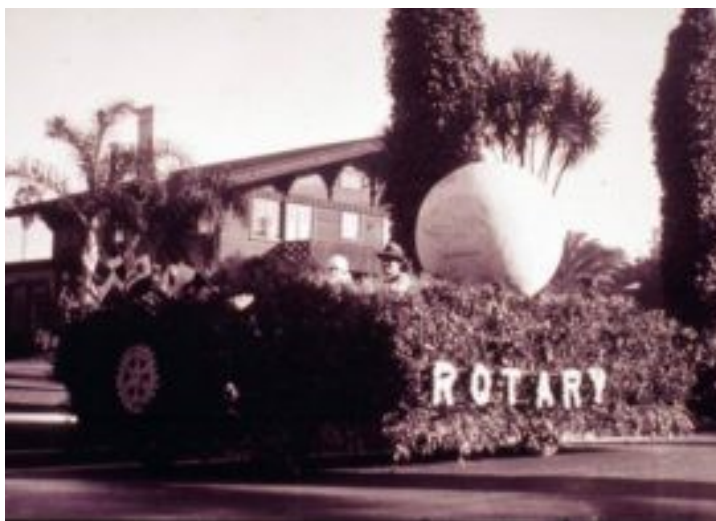
\* Tentative designs

## Rotary Rose Parade Float Committee

While watching the 1978 Pasadena Rose Parade on Television, Jack Gilbert, who was President of the Wilshire Rotary Club, in Los Angeles, California, and subsequently chairman of the Rotary Rose Parade Float Committee, had an idea. Rotary would be celebrating its 75th Anniversary in 1980. Jack believed that by entering a Float in the 1980 New Year's Day Rose Parade, Rotary could communicate its message, "Service Above Self" to millions of people worldwide.

Jack shared his vision with other Rotarians, who supported the idea. Seven Governors in Southern California agreed to underwrite the cost of the Float and make up any shortfall not covered by Club contributions. Fortunately, the Clubs contributed \$35,000 which covered the full cost of the original Float. This first Tournament of Roses experience led to the formation of the Rotary Rose Parade Float Committee which now receives contributions each year from eight Rotary Districts and an additional 700 Individual Rotary Clubs to fund the Float. The Committee has entered a Float every year since 1980.

This is not a project of Rotary International.



1927 Courtesy of the Tournament of Roses Archives



2018 Float being built —91 years later

## Your 2018 Rotary Rose Float Committee Officers

Chairman	Joe Ramos
Vice—Chairman	Dave Cardenas
Immediate Past Chairman	Larry Skaggs
Treasurer	Greg Jones
Secretary	Luciano DeSilva
Acting Secretary	Bob Duistermars



## Rotary Rose Parade Float Committee



P.O. Box 92502  
Pasadena, CA 91109-2502  
online: [www.RotaryFloat.org](http://www.RotaryFloat.org)  
e-mail: [RoseFloat@RotaryFloat.org](mailto:RoseFloat@RotaryFloat.org)  
[Facebook.com/RotaryRoseParadeFloatCommittee](https://www.facebook.com/RotaryRoseParadeFloatCommittee)  
[Twitter.com/RotaryRoseFloat](https://twitter.com/RotaryRoseFloat)

The Rotary Rose Parade Float Committee, Inc. is a 501(c)(4) Corporation, EIN: 95-4225038