



TORRANCE ROSE FLOAT ASSOCIATION NEWSLETTER

MARCH 2017

FUNdraising—Restaurants for Roses



RESTAURANTS FOR ROSES

Join us on March 23, 2017
11:00 a.m. to 7:00 p.m.

CHADO TEA ROOM
1303 El Prado Avenue
Torrance, CA 90501
424-757-5222
(Corner of El Prado and Sartori)




Menu includes afternoon tea service, soups, salads, sandwiches, desserts and over 300 teas.

Bring this flyer and Chado Tea Room will donate 20% to Torrance Rose Float Association!

CHILI'S IS PROUD TO SUPPORT




Torrance Rose Float Association

Let Chili's do the cooking while we support Torrance Rose Float Association at the same time. With each flyer presented on Thursday Chili's will donate 15% of the event day sales.

The Torrance Rose Float Association Give Back Event is:
March 2nd, 2017
from 11am - 11 pm

only at:
Torrance
21835 Hawthorne Blvd.
Torrance, CA 90503
310-792-9012 - www.chilis.com

We look forward to seeing you at Chili's!

more GIVING BACK happens here

Mention or show the Give Back Event Flyer with each check to receive credit for this sale. Sale cannot be included in donations amount with Flyer. Offer only valid on the date and location noted above. Operations will not be given on sales made prior to or past the date.

Save the Date:

March 2: Marie Callender's Restaurants for Roses

March 23 Chado Tea Room, Restaurants for Roses

March 26—Cherry Blossom Festival, Columbia Park

IT'S TIME TO RENEW!

Membership runs February 1st to January 31st.
2017-2018 Membership application available at the TRFA website and at the 2017 Celebration Dinner.
Mail your dues today. We appreciate your support.

President's Message

Thank you to our 2016 Board of Directors for a job well done. Our Celebration Dinner was a success and everyone had a good time. I am honored to serve you again as this year's President. We have a very exciting year ahead and need your help to make it a success. Please remember that your 2017 membership was due February 1st and is delinquent as of May 31st. Don't forget to check out our save the date for the many TRFA events throughout the year.

We are very pleased with the numerous entries we received for the 2018 float design contest. I want to thank all the high school students that turned in their design concepts. Our judges, Tim Estes of Fiesta Parade Floats, Richard Stevens of Destination Art, and Peque Brown will be reviewing all the submissions and making their recommendation to our board in March. We look forward to seeing their recommendation.

-Bev

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Welcoming our New Board of Directors

Introducing our new Executive Board for 2017

OFFICERS:

President	Bev Findley	Secretary	Carol Gilles
Vice President	Diane Jamieson	Treasurer	Mary Hoffman

DIRECTORS:

Ways & Means	Lynn Robinson	Volunteers	Michelle Polcari
Publicity	Tammy Rusznak	Membership	Karen Zukle
Logistics	Fred Kline	Hospitality	Jan Staws
Marketing	Carol Olney	Historian	Roseanne Villalobos

Thank you all for your dedication to our organization. We look forward to the year ahead as we all work together to put a float in the 2018 Tournament of Roses Parade!

TRFA is pleased to announce that the American Rose Society (ARS) will be working with us for the 2018 Rose Parade. ARS is celebrating its 125th Anniversary and identified the Rose Parade and the Torrance Rose Float Association as a way to end their celebration year.



"The partnership gives the American Rose Society, dedicated to all things roses, the opportunity to participate in an event that is all about roses", said Bev Findley, TRFA President. "We hope to bring members from across the country to Southern California for an ARS Float Decorating Day. It will be a wonderful conclusion to our year long celebration of the ARS 125th Anniversary", said Pat Shanley, American Rose Society, President.

They Society will promote TRFA's Opportunity Drawing and Rose Vial sales to its membership. They will also promote us on their Facebook page and feature us in the American Rose Magazine.

The American Rose Society is the largest, single plant botanical society in the United States and has more than 10,000 members. For more information about the American Rose Society visit their website at <http://www.rose.org/>

Ways and Means Update

We have two Restaurants for Roses in March. The first is March 2 at Chili's and the second is the 23rd at the Chado Tea Room. Lynn Robinson, Ways and Means Director, is working on the schedule for the rest of the year. TRFA will have a booth at the City of Torrance Cherry Blossom Festival on March 26th at Columbia Park and is looking into a booth at the Torrance Craftsmen's Guild Spring Arts and Crafts Faire on March 18. Anyone who can work a shift in our booth at either of these events should email Lynn at ruslyndon@earthlink.net.

Lynda Kraemer has agreed to be in charge of our Rose Vials again this year. Rose Vials may be purchased all year so remember Mother's Day, Father's Day, Birthdays, Anniversaries and just because!

TRFA would like to have another Luau but we need a chairperson. If you are interested in being the chair or on the committee, email Lynn. Any ideas or suggestions for Ways and Means projects are welcome. Thank you all for your support of TRFA!

2017 Float Rider's Corner—Lindsey Beckmeyer



When I was in the process of developing and drafting a concept design for the float I was not optimistic about my chances of winning. My art teacher who suggested it to me could not give me any details about any other contestants, but I assumed that my submission would only be one of many, and so not likely to be chosen. Honestly, I thought of it a lot like buying a raffle ticket: I know my chances of winning weren't abysmal, but I never actually expected it to be me.

Anyway, I had fun creating a design. It's not every day that one's teacher lets you do literally whatever you want. My original design was of a dragon attacking a castle tower while a bunch of people ran screaming, and, of course, the lone knight was facing off against with sword and shield. It was fun and kind of silly, to be honest, but maybe that's what judges were looking for, because that's what they chose after all.

It didn't actually hit home that I had won the design contest until I was standing at the front of the council chambers next to Mayor Furey holding the finalized version of my design. The whole experience was unbelievably surreal.

My experience riding on my float down Colorado Boulevard was as exciting and joyous as it was nerve wracking and torturous. The other riders were incredibly nice and so hanging out with them was a lot of fun. Their presence made the whole ordeal much more enjoyable than I think it would have been otherwise. I tend to get really nervous and overwhelmed when I'm the center of attention, and there were literally thousands of people watching me at any given time during the parade.

It was great to see people oohing and aahing over my float design. It gave me great pride to know that people liked my concept. The highlight of the event for me was definitely seeing my friends and family along the parade route. It was tiring to wave even a light plastic sword around for that many hours, but their excitement and encouragement gave me the strength to keep going. Overall, I really enjoyed riding in the parade.

—Lindsey Beckmeyer

CONTACT INFO

Phone: (310) 618-2425

Email: info@torrancerosefloat.org

Website: www.torrancerosefloat.org

Facebook: <https://www.facebook.com/groups/torrancerosefloatassociation/>

Twitter: @RoseFloat

Pick up a print copy of the Newsletter at the following locations:

- ◆ City Hall
- ◆ City Hall Annex
- ◆ 6 Torrance Libraries
- ◆ Bartlett Senior Citizens Center
- ◆ Tillman Senior Center

How can you find out about TRFA events?

- ⇒ TRFA Facebook Group
- ⇒ Newsletter (available on TRFA website)
- ⇒ Torrance Events Calendar
- ⇒ City of Torrance eNewsletter
- ⇒ Daily Breeze Events Calendar

TRFA Needs Your Help

Supporting our float is a year-round endeavor. Here are some of the ways you can help.

- Community Outreach
- Fundraising
- Help with decorating week tasks
- Obtaining Donations
- Preserving Association History
- Computer entry
- Helping at events
- Newsletter
- Publicity
- Other

Email us your Name and Phone number and what you want to help out with to: info@torrancerosefloat.org. Call us at 310.618.6825.



Torrance Rose Float Association
3031 Torrance Blvd.
Torrance, CA 90503

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Don't forget to renew your membership!

