

# Hats Off to Bill Lofthouse

*Builder of Family, Friendship  
and Rose Parade Floats*



**Bill Lofthouse  
1939 - 2008**

**Founder  
Phoenix  
Decorating Co.**



Bill Lofthouse came to the parade business in 1954. Over the next 54 years he became an industry legend for the vision and innovation he brought to the more than one thousand floats he built. He also built a loving family. He built a wide circle of loyal friends. He built a reputation as a generous supporter of the community and charitable organizations. He is deeply missed.

With great love.

Chris, Lyn, William and Rachel Lofthouse. Michelle Lofthouse.  
And the entire Phoenix Decorating Co. family.